East Lothian Council

REPORT TO:	Policy and Performance Review Committee
MEETING DATE:	9 October 2019
BY:	Head of Communities and Partnerships
SUBJECT:	Library Service Performance

1 PURPOSE

1.1 The purpose of this report is to advise on the performance of the Public Library Service in 2018/19.

2 RECOMMENDATIONS

2.1 It is recommended that the Policy and Performance Review Committee notes the performance of the Public Library Service in 2018/19.

3 BACKGROUND

3.1 There are two national Strategies within the Library Service which are used as guidance within East Lothian Council's Library Service:

- A Strategy for Public Libraries in Scotland 2015 – 2020 "Ambition and Opportunity"

- A National Strategy for School Libraries in Scotland – 2018 – 2023 "Vibrant Libraries, Thriving Schools"

3.2 The Public Library Strategy has six key aims:

1. Libraries Promoting Reading, Literacy and Learning

2. Promoting Digital Inclusion

3. Promoting Economic Wellbeing

4. Promoting Social Wellbeing

5. Promoting Culture and Creativity

6. Libraries as Excellent Public Services

3.3 ELC Library service works to support these key aims with examples such as:

- Supporting customers to use and become comfortable with new technology through IT classes and 1:1 support

- Promotion of eResources within the branch libraries and support customers to apply for blue badges, bus passes, print air tickets etc.

- Supporting the DWP with surgeries in some of the local offices and running Coding Clubs for children in most branch libraries

- Operating Pals groups and dementia-friendly groups within libraries and supporting local and community events within libraries. Some libraries have walking groups walking from and back to libraries.

- Author events are held in libraries as well as cultural activities i.e. Haddington 700 events in the John Gray Centre; North Berwick Library being a Box office for Fringe by the Sea in 2019; Choral singing in Musselburgh Library and music and singing activities in other libraries also.

- Library staff have gone through "Open the Book" training and a number of staff are currently studying for Librarian Chartership. Many of the Customer Service and Library staff have gained Customer Service Professional Qualifications.

- All Library systems have been procured on the open market and MLC and Scottish Borders provide a Mobile Library service on behalf of some East Lothian residents.

3.4 The National Strategy for School Libraries has five key aims:

- School Libraries in Scotland are a key resource and are central to the implementation of Curriculum for Excellence, develop pupil skills for the world of work and encourage learning that will stay with pupils throughout their lives.

- School Libraries in Scotland use digital technology to deliver high quality and efficient digital learning experiences for young people, enabling access to information and creative opportunities

- School Libraries in Scotland are central to education for all ages, develop a culture of reading for pleasure, offer literacy and numeracy support from Early Learning and Childcare (ELC) settings through to primary and secondary schools and enable opportunities for family learning.

- School Libraries contribute to health literacy, social and mental wellbeing, and provide a safe, trusted space for children and young people to be nurtured.

- School libraries in Scotland are essential to closing the attainment gap in schools, support all curriculum areas, are well-supported by the school management team and operate under a successful working model.

3.5 The development of the Margaret Oliphant Wallyford Community Library in Wallyford Primary School is a real opportunity to support children at a young age to engage with and learn to love reading which will increase the likelihood of them having a happy and successful adult life.

3.6 In East Lothian, the following library services are provided:

- Public Library service from 11 branch libraries

- School Library service in the 6 secondary schools in East Lothian. Each secondary school has a full-time School Librarian.

- One Joint Community School Library within Wallyford Primary School

- Mobile Library service provided to the villages of East Saltoun, Humbie, Pencaitland, Macmerry, Whitecraigs and Gifford by Midlothian Council Mobile Library Service

- Mobile Library service provided to the villages of Innerwick and Oldhamstocks by Live Borders Trust - Scottish Borders

- Project box and library advice support to all primary schools, nursery schools and playgroups who have a partnership agreement with East Lothian Council

- Home Library Service to an average of 112 residents who have some form of disability/mobility problem

- eResources in the form of eBooks, eMagazines, Pressreader (eNewspapers), eComics and eFilms service

New Development

3.7 East Lothian Council has routinely developed and improved its branch library service. In **April 2019**, a new Community School Library in the new Primary School in Wallyford opened which has replaced the former public library in Wallyford.

3.8 A new staff team of 1 full-time qualified School Librarian and 3 part-time staff has been formed to allow the library to be used exclusively by the School for 3 mornings and a full day each week and to be open to the public for 21 hours per week.

3.9 More focused Librarian support will also be provided to Whitecraig Primary School in due course.

Customer Satisfaction

3.10 There is a high level of support from the public for the Public Library service nationally and locally and this can be seen whenever there is any change made or proposed. There is also a high level of satisfaction of Library users which is evidenced in compliments for the service.

3.11 A recent Citizens Panel survey in Spring 2019 asked a no. of questions in relation to the Library service. There was a 97% satisfaction rate from users of the Library service. There were 348 responders.

3.12 Residents were asked about satisfaction with opening hours. There was a 94% satisfaction rate with current opening hours. There were 347 responders.

3.13 The Recent Residents Survey identified a satisfaction rate with the Library Service of **93%** in comparison to **88%** in 2017.

Performance

3.14 Identified below are visits to libraries over the past 10 years. The 6 **busiest libraries** in East Lothian in terms of **visits** during 2018/19 were:

- Haddington
- Musselburgh
- Dunbar
- Tranent
- North Berwick
- Prestonpans

3.15 In 2018/19, these 6 libraries had combined visitor numbers of 484,470 or **83.3**% of the total no. of visits to the 12 libraries.

Library visits 2009/10 - 2018/19

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Dunbar	52967	47684	15366	74989	112822	77766	90812	82491	86971	86789
East Linton	16020	16679	15080	15587	15031	13848	10195	10978	13201	12175
Gullane	21908	21031	20494	22105	20471	19427	18850	17696	17885	18397
Haddington	66415	62477	76206	161802	179772	189108	154054	133317	136215	129905
Longniddry	34374	33119	32141	31234	29144	27300	27441	24989	26016	24613
Musselburgh	115496	116081	122535	121270	109018	106373	96689	97642	91948	98864
North Berwick	40867	40092	39721	50405	54050	64366	62276	62534	59131	59773
Ormiston	19739	18329	14677	12174	12595	14416	10564	14091	11107	15179
Port Seton	34171	38047	34839	31331	33092	29752	27667	25185	25161	23329
Prestonpans	42595	41846	45201	46582	46736	42448	34439	34323	41341	43318
Tranent	41501	46705	42572	51704	87260	83913	84665	80172	74825	65821
Wallyford	5401	4705	6964	6189	6725	3792	6197	4879	6388	3526
Total	491454	486795	465796	625372	706716	672509	623849	588297	590189	581689

3.16 In addition to the branch visits, there were **204,511** virtual visits to the Library webpages to access info, extend loans, make reservations and order eResources. In **2017/18**, there were **201,701** virtual visits. There has been a 1.4% increase in virtual visits.

3.17 When we look at library visits per area, Haddington and Lammermuir Ward has substantially more visits than any of the other ward areas over the past 3 years. In 2018/19, this can be partly explained by a large increase of visits to Ormiston library due to the opening of Ormiston Park but that increase in visits has not resulted in an increase in book issues.

3.18 The John Gray Centre, of which Haddington Library is part of, is a 5-star Visit Scotland attraction and is well used throughout the day and at the weekend.

3.19 There has been a decrease in visitor numbers in Wallyford due to the closure of the Library in November 2018.

Library Visits per Ward Area
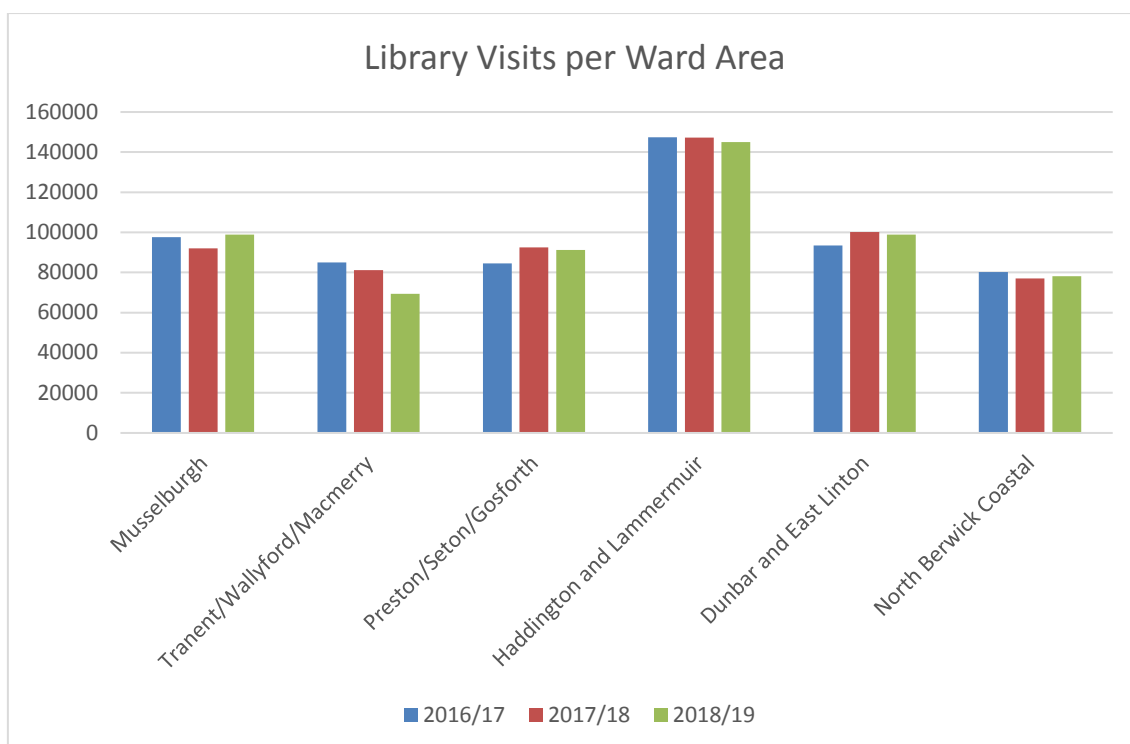
Library visits per Ward area

	2016/17	2017/18	2018/19
Musselburgh	97642	91948	98864
Tranent/Wallyford/Macmerry	85051	81213	69347
Preston/Seton/Gosforth	84497	92518	91260
Haddington and Lammermuir	147408	147322	145084
Dunbar and East Linton	93469	100172	98964
North Berwick Coastal	80230	77016	78170
Total	588297	590189	581689

3.20 Branch Library visits in ELC have been maintained at a similar level over the past 3 years despite some libraries increasing their hours and some decreasing.

3.21 The most recently published CIPFA benchmarking information has identified that from the period 2013/14 to 2017/18 there has been a 15.6% decrease in library premises visits within the UK. ELC has had a slightly higher decrease of 16.5% in this time period.

3.22 However, over the past 10 years within ELC, there has been an 18.4% increase in overall physical visits and that has been down to a combination of factors including increasing opening hours, merging Library and customer services, increasing digital use and different types of events taking place within the libraries.

Issues

3.23 The 6 **busiest libraries** in East Lothian in terms of **issues** during 2018/19 were:

- Haddington
- Musselburgh
- Dunbar
- North Berwick
- Longniddry
- Prestonpans

Library Issues 2009/10 - 2018/19
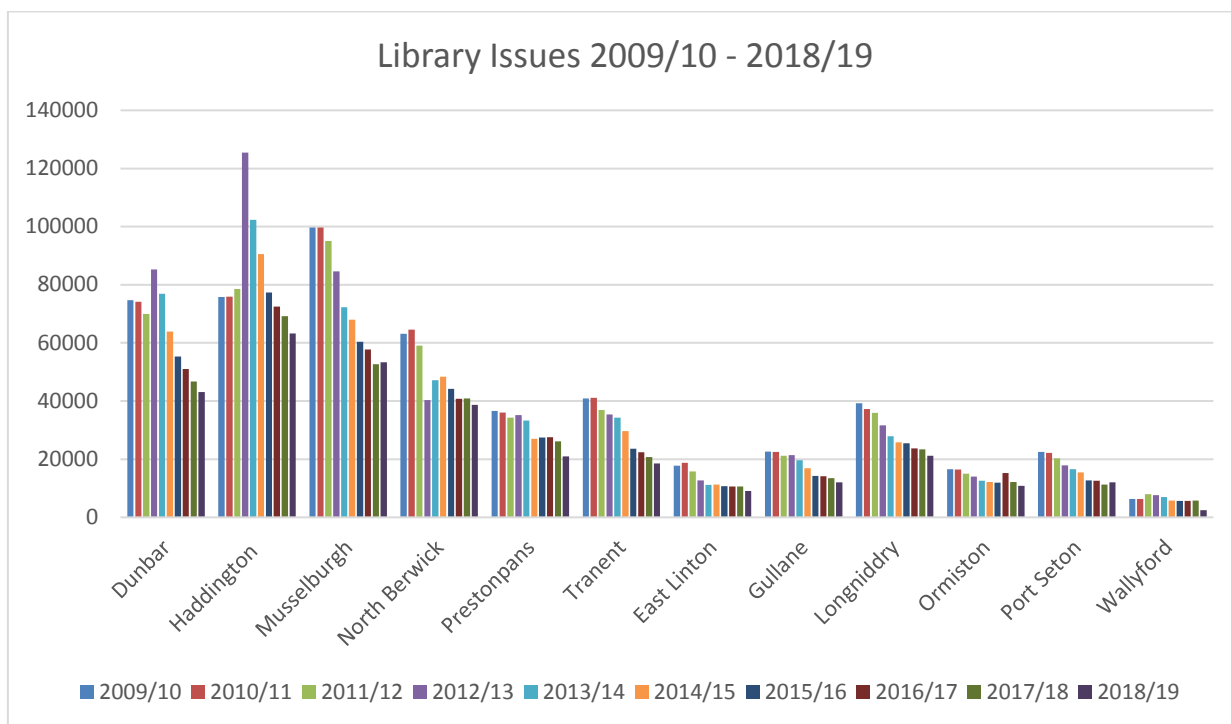
3.24 In 2018/19, these 6 libraries issued books and other resources of 240,490 or **78.7%** of the total issues.

Library Issues 2009/10 - 2018/19

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Dunbar	74667	74167	69922	85320	76857	63885	55354	50994	46719	43069
Haddington	75836	75883	78594	125494	102309	90600	77290	72477	69225	63207
Musselburgh	99738	99677	95081	84605	72271	67950	60395	57743	52723	53364
North Berwick	63096	64591	59088	40372	47134	48369	44229	40815	40916	38741
Prestonpans	36543	36062	34275	35171	33302	27017	27424	27593	26138	20957
Tranent	40896	41160	36978	35402	34278	29699	23627	22348	20741	18566
East Linton	17720	18720	15731	12737	11164	11242	10665	10647	10658	9063
Gullane	22573	22481	21156	21362	19660	16910	14272	14151	13513	12019
Longniddry	39207	37286	35891	31596	27886	25768	25481	23764	23348	21152
Ormiston	16522	16452	15024	14021	12625	12168	11973	15231	12139	10796
Port Seton	22479	22212	20325	17896	16582	15463	12752	12615	11302	12022

| Wallyford | 6315 | 6369 | 7930 | 7599 | 6989 | 5760 | 5708 | 5637 | 5802 | 2454 |
| Total | 515592 | 515060 | 489995 | 511575 | 506368 | 414831 | 369170 | 354015 | 333224 | 305410 |

3.25 In terms of issues per hour of opening for 2018/19, the top 4 libraries were:

Library	Opening hours	Issues per hour
Musselburgh	49	34
Haddington	54	24
Dunbar	46	19
North Berwick	47	16

3.26 The 3 libraries who have the lowest issues per hour are Wallyford, Tranent and Ormiston – between 8 and 9 issues per hour of opening.

3.27 Wallyford Library closed in November 2018 and did not reopen until April 2019 within the new Primary school. Issues remain low despite additional hours of opening as it will be some while before there will be more houses and public transport around the school.

3.28 The five remaining libraries all report between 11 and 13 issues per hour.

3.29 Analysis of issues per day during 2018/19 identified the busiest days for issues in libraries as follows:

Library	Busiest day	2nd busiest day	3rd busiest day
Dunbar	Monday	Thursday	Friday
East Linton	Tuesday	Thursday	Saturday
Gullane	Monday	Tuesday/Thu	
Haddington	Monday	Thursday	Tuesday
Longniddry	Friday	Tuesday	Monday
Musselburgh	Monday	Thursday	Tuesday
North Berwick	Thursday	Tuesday	Monday
Ormiston	Thursday	Monday	Wednesday
Port Seton	Friday	Tuesday	Thursday
Prestonpans	Tuesday	Monday	Thursday
Tranent	Tuesday	Thursday	Friday
Wallyford	Tuesday	Thursday	Friday

3.30 However, analysis of issues per hour per day shows a change:

Library	Busiest day	2nd busiest day	3rd busiest day
Dunbar	Saturday	Tuesday	Monday
East Linton	Thursday	Saturday	Monday
Gullane	Thursday	Saturday	Monday
Haddington	Saturday	Friday	Monday
Longniddry	Monday	Tuesday	Saturday
Musselburgh	Saturday	Tuesday	Friday
North Berwick	Saturday	Tuesday =2	Monday=2
Ormiston	Thursday	Friday =2	Wednesday=2
Port Seton	Monday	Saturday=2	Thursday=2
Prestonpans	Tuesday	Monday	Saturday
Tranent	Saturday	Tuesday	Friday
Wallyford			

3.31 Different events on different days will determine some days will be busier than others.

3.32 There were also **14,029** issues of eBooks and eAudio books during **2018/19**. This is a 19.7% increase from **2017/18** when there was **11,719** issues of eBooks and eAudio books.

3.33 In addition, whilst we still provide some newspapers in our Branch libraries, library members also have access to eMagazines and eNewspapers. Library members have access to most national newspapers throughout the world through Pressreader.

3.34 In 2018/19, issues for eMagazines and eNewspapers were **44,398** which is a 68% increase in issues from 2017/18 of **26,448**

3.35 The 5 **busiest libraries** in East Lothian in terms of PC usage follow a similar pattern where **Musselburgh** is by far the busiest library with 13229 sessions or **26% of all PC sessions**, followed by Haddington and Dunbar which account for 36% of all PC sessions between the two libraries or around 9,000 sessions each. Tranent and North Berwick have a similar no. of PC sessions of around 5,000 sessions each.

3.36 Staff have put a lot of effort into increasing both class visits and bookbug sessions in the libraries:

	2017/18	**2018/19**
Class visits	369	413
Bookbug sessions	772	838
Children attending Bookbug sessions	11836	12560

3.37 Many libraries are also seeing an increase in people wishing or needing digital support. In 2018/19 1214 customers were supported, an increase from 853 in 2017/18. This assistance can take some time as can the process for applying for blue badges and requesting disabled bus passes. It is difficult to measure the time involved and provide accurate statistics with regard to this work.

3.38 In the recent Citizens Panel survey on Libraries, 21% of people advised that they came to the library to use a computer, 17% to use Wi-Fi and 16% to apply for a travel pass or blue badge.

3.39 In general, there will be more adult issues from branch libraries than junior issues however, this is not the case for 2 libraries within East Lothian: Wallyford and Prestonpans.

3.40 During 2018/19, the average book stock issue as a % between juniors and adults was 36%:64%.

3.41 The libraries where there was a higher junior book stock issue were the following:

|	Junior	Adult
Wallyford	63%	37% (closed from Nov 2018)
Prestonpans	58%	42%
Ormiston	45%	55%
Dunbar	43%	57%
Tranent	42%	58%

3.42 The library which has significantly more adult stock issues than junior stock issues is Gullane: 24%:76%.

3.43 Wallyford has always had more children using the library and this will continue because although we have improved facilities within the school, there is no public transport to the school and limited car parking so some of our elderly customers are not now using the library.

3.44 Prestonpans is located next to the Infant School and there is a gate which takes the children directly into the library from the school. There are a lot of class visits and bookbug sessions held in this library.

Opening hours

3.45 In recent years, we have made a no. of changes to Library opening hours where we have increased or decreased hours in Libraries. The current opening hours of **406** are the joint highest no. of opening hours which there have been. Opening hours only started to increase significantly when new facilities started to come on stream i.e. the opening of the John Gray Centre.

Total Library Opening Hours
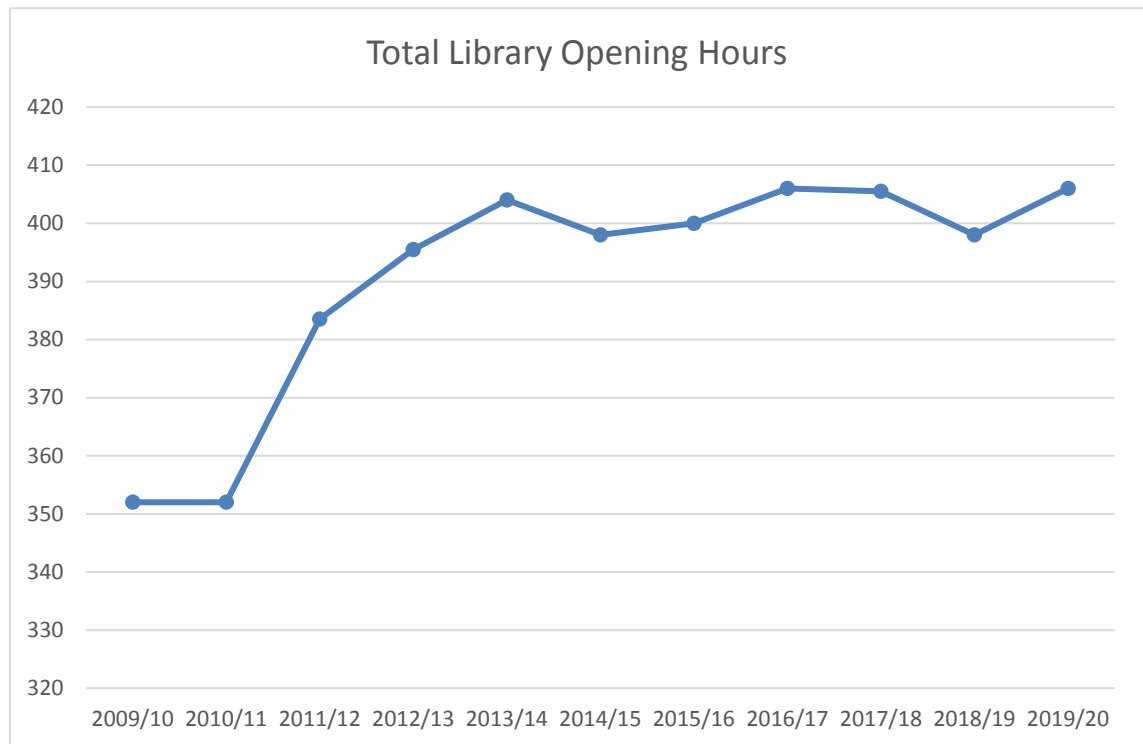
3.46 In 2017/18 there were 521 Service points in Scotland which opened for 10 hours or more and the average no. of population per service point was library was **10,412**. East Lothian has 1 library per **8,733** population.

3.47 Libraries are seen as Community hubs central to local community life. Events are held throughout the year in the libraries and these are promoted within the library, through East Coast FM (the Librarian in the Digital and Adult Services has a fortnightly slot on the radio to promote the library service and provide information) and through social media.

3.48 In August 2019, Twitter post reach was 23.1 k or 945 per day and Facebook post reach 40.6 k or 1311 per day. Top stories were dates for Play, Talk, Read bus visiting East Lothian – 8.8 k on Facebook and Joseph Coelho, Poet visiting Musselburgh Library as part of his UK Library Marathon – 5.1 k on Twitter

New Developments

3.49 The next major project is to look at relocating Musselburgh Library into the Brunton Hall and a Project Group has been identified to move forward with this work.

3.50 Further work is required to develop the School Library Service in conjunction with the Education Service.

Library Service in the Future

3.51 The Library Service has changed significantly over the years and many more services are provided within our Libraries than have been previously.

3.52 The Library Service continues to adapt to society changes and demands and going forward, the service will be developed to promote reading for pleasure in particular, and be available for those who need a bit more support whether this be through giving assistance with digital developments or guidance in literacy or being a place for people to meet and socialise.

3.53 Research shows that reading for pleasure is more important for children's cognitive development than their parent's level of education and is a more powerful factor in life achievement than socio-economic background.

3.54 19% of readers say that reading stops them feeling lonely. A study analysing social connectedness found that reading books regularly significantly reduces feeling of loneliness for people aged 18 – 64.

3.55 Studies have shown that those who read have higher levels of self-esteem and a greater ability to cope with difficult situations.

3.56 For all these reasons, the library service whether it is provided from a physical building, or virtually or through support and guidance to others, will continue to adapt and change into the future.

4 POLICY IMPLICATIONS

4.1 The Library service supports the Council priorities of supporting people to be more digitally enabled and be able to access services online.

4.2 The Library service seeks to promote reading for pleasure for all ages and provides a welcoming environment for people to come in and seek information, advice or just have someone to talk to.

5 INTEGRATED IMPACT ASSESSMENT

5.1 There is no requirement for an integrated impact assessment.

6 RESOURCE IMPLICATIONS

6.1 Financial – none.

6.2 Personnel – none.

6.3 Other – none.

7 BACKGROUND PAPERS

7.1 None.

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