

## APPENDIX

### Libraries and archives usage

#### 1 Overview

- 1.1 Measuring library performance has been done in a number of ways over the years and a baseline set of performance information is monitored council by council by the Chartered Institute of Public Finance and Accountancy (CIPFA).
- 1.2 Traditionally, the number of issues (i.e. the total of books and other items borrowed) was the most significant indicator of library usage, but this has been supplemented and arguably supplanted by other measures (notably physical visits) as the use of libraries for other purposes has grown and analogue materials have been augmented by the digital and e-lending offers. Measuring virtual use has proved a challenge: for example, there is still no authoritative way of counting wifi logins.
- 1.3 CIPFA collects information borough by borough including issues, visits, computer usage, volunteer hours, number of staff, expenditure and income to name various but not all information collected. This provides a basis for comparison but since local authority accounting and performance regimes are so varied, there are caveats as every authority is distinct in terms of the exact range of services it provides and what costs are apportioned to the service.

#### 2 Examples of performance measurement

##### Visits

- 2.1 Visits are a key measure of the health of the service. Physical visits to library premises are counted by automatic counter at the entry gate. The advantage of visitor counts is that they record both registered library members and non-members and also count activity even when a customer is not borrowing an item but rather using the library to attend an event or study etc. In terms of visits, Westminster ranks 3<sup>rd</sup> out of 12 in comparison to Inner London Authorities and 27<sup>th</sup> when compared to the 151 English public library authorities. The number of visits per 1000 population (perhaps a better indicator since it takes account of population differences) is nearly double the national average.
- 2.2 However, Westminster has seen a downward trend in visits to libraries starting from a high baseline in 2011/12. Its decline is steeper than the national average (which has also been downwards) and this may be due to some specific local factors such as the relocation of Marylebone library to a smaller, temporary site and the building works around Westminster reference library restricting access or sight of the building, and other building works. Nevertheless, some sites – such as Queen's Park, Church Street and the archives have seen solid growth in use.

Library	2014-2015	2015-2016	% diff
<b>Total</b>	<b>2,095,523</b>	<b>2,045,023</b>	<b>-2.4</b>
Charing Cross	166,051	164,688	-0.8
Church Street	202,224	214,817	6.2
Maida Vale	109,872	110,586	0.6
Marylebone	140,700	134,995	-4.1

Mayfair	156,851	150,278	-4.2
Paddington	296,777	279,932	-5.7
Pimlico	335,176	298,012	-11.1*
Queen's Park	145,881	157,085	7.7
St.John's Wood	147,753	147,825	0.0
Victoria	169,485	171,024	0.9
Westminster Reference	224,753	215,782	-4.0

\* The drop in the number of visitors to Pimlico Library can be attributed to two reasons. Firstly, the new lift which has recently been installed does not currently have a visit counter so the number of people entering and leaving the library has not recently been counted. A visit counter will be installed in the lift imminently to ensure that visits can be properly monitored. We are expecting the number of visitors rise back to normal levels once these issues have been resolved. Secondly, a café on the ground floor, run by the Westminster Adult Education Service, has recently closed meaning that the library is not getting the benefit of the footfall from café visitors. Officers will engage with WAES to investigate whether more positive uses for this space can be found with a view to restoring some of the lost footfall.

- 2.3** The table below shows the visits for the service areas not included in the total above. The Home Library Service (HLS) and the Archive Service (ARC) fall outside the Chartered Institute of Public Finance and Accountancy (CIPFA) definition of a visit to a library. The CIPFA definition is used to enable comparisons between local authorities. Visits to Westminster Music Library are shown below because their figures are already included in the visits to Victoria Library above (they are based in the same building) and visits to Paddington Children's Library shown below are also included in the visits to Paddington Library shown above.

Library	2014-2015	2015-2016	% diff
Home Library Service	4,887	4,657	-4.7
Archives	29,215	30,552	4.6
Westminster Music Library	54,093	60,215	11.3
Paddington Children's	54,634	50,301	-7.9

#### Items borrowed

- 2.4** Items borrowed or issue includes a count of all books, recorded and printed music, DVDs, and other physical formats, with electronic loans and downloads also counted. Reissues (renewals) are also recorded as loans. The system used is the library management system shared across tri-borough, which acts as both a customer database and catalogue and is accessible online as a self-service system to customers. As can be seen, there is a sharp decline in analogue formats but not yet a corresponding uplift in digital. This is an area for further promotion as it may be that, nationally, the public awareness of the library digital offer is low, as traditionally libraries are associated in people's minds with borrowing printed books. There is also a continuing challenge with publishers' reluctance to make up-to-date content available for lending in e-formats, and placing restrictions on the number of licences and geographical location of borrowers.

- 2.5** As with visits to libraries, Westminster has for many years been one of the top performing authorities. The decline in items borrowed mirrors national trends and the service continues to be one of the best used albeit with a downward trend. However, the latest figures available for comparison with other Inner London authorities (2014/15) show that Westminster has the highest number of items borrowed compared to the other Inner London authorities.

	2014-15	2015-16	% diff 15/16 compared to 14/15
<b>ALL</b>	<b>1,667,695</b>	<b>1,602,189</b>	<b>-3.9</b>
Archives	1,729	1,853	7.2
Charing Cross	247,518	228,420	-7.7

Church Street	97,178	94,246	-3.0
Home Library Service	94,782	90,964	-4.0
Maida Vale	135,653	139,095	2.5
Marylebone	142,526	146,983	3.1
Paddington	175,269	167,035	-4.7
Pimlico	223,386	203,319	-9.0
Queen's Park	64,259	63,491	-1.2
St.John's Wood	134,376	138,342	3.0
Victoria	156,165	154,226	-1.2
Westminster Music Library	27,876	27,703	-0.6
Westminster Reference Library	6,542	8,679	32.7
Contact centre	66,594	12,193	-81.7
Telephone renewals	24,783	55,603	308.0
E-audio	3,276	3,610	10.2
E-books	4,150	3,762	-9.3
E-Magazines	18,191	21,941	20.6
Little Venice SC express lib	96	32	-66.7

**2.6** The breakdowns in the table below are shown separately as they are already included in figures provided above.

.	2014-15	2015-16	% diff 15/16 compared to 14/15
Paddington children's library	50,042	42,750	-14.6
Online Renewals	305,123	338,767	11.0
Children's	562,978	526,344	-6.5
Health	47,484	42,948	-9.6
Business	40,968	37,938	-7.4
Bengali	1,167	1,006	-13.8
Chinese	153,498	127,428	-17.0
Books on prescription	1,013	1,007	-0.6

### Attendance at library events

**2.7** Events and activities comprise a significant and growing part of the library offer. Attendance is recorded manually though officers are experimenting with Eventbrite and other similar agencies for booked and ticketed events, which, as well as being easier to manage may give better marketing information. Events may be free or charged and include regular sessions such as under 5s rhymetimes, IT learning sessions, classes in English and literacy, author visits, concerts, performances and specialised activities associated with the archives or collections in the reference library. Tri-borough public health funds preventative and information work in libraries; health events and activities are a key strand of this and are well-attended. Visits by classes from local schools are also a popular feature.

	No. of Sessions			No. attending		
	2014-2015	2015-16	2014-2015	2014-2015	2015-16	%diff
<b>WCC</b>						
<b>All Libraries</b>	<b>7,270</b>	<b>7,885</b>	<b>8.5</b>	<b>165,793</b>	<b>169,573</b>	<b>2.3</b>
Charing Cross	183	255	39.3	3,705	4,920	32.8
Church Street	1,068	1,445	35.3	14,466	20,033	38.5
Maida Vale	802	1,022	27.4	24,717	26,405	6.8

Marylebone	419	412	-1.7	11,316	10,083	-10.9
Mayfair	248	303	22.2	6,645	8,107	22.0
Paddington	518	448	-13.5	4,008	3,372	-15.9
Paddington Children's	420	500	19.0	14,014	14,933	6.6
Pimlico	820	646	-21.2	30,820	25,069	-18.7
Queen's Park	625	760	21.6	10,496	11,224	6.9
St.John's Wood	748	823	10.0	19,232	19,963	3.8
Victoria	634	610	-3.8	12,595	9,808	-22.1
Westminster Reference Library	151	176	16.6	4,282	4,041	-5.6
Archives	328	273	-16.8	6,983	8,849	26.7
Marylebone Information Service	78	33	-57.7	320	240	-25.0
Westminster Music Library	209	154	-26.3	1,836	2,069	12.7
Health Information Officer	19	25	31.6	358	457	27.7

## Local Demographics

- 2.8** The service collects a range of information on ethnicity, disability, sex and age of customers, although there are limitations due to willingness of customers to provide this data and that many library customers do not register. Further details and samples/data sets can be provided on request.