



## Libraries, Registration and Archives Update Report (April to September 2016)

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## *Introduction*

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This is the first update report produced by Libraries, Registration and Archives (LRA) as an internally commissioned service, one of the pioneer services alongside Community Learning and Skills to put this model of operation into practice. This report is a suggested template for the format of the annual report of LRA performance.

Other key service achievements not covered by this report include;

- Development of the model of internal commissioning
- Completed a management restructure
- Redesigned the mobile library service to make it more effective and efficient
- Successful assessment for the Customer Service Excellence Award

This report seeks to outline how LRA is performing against the objectives set out in KCC's service specification and defined in LRA's service plan to ensure that LRA is meeting the standards and requirements set. LRA developed its service plan to enable it to focus resources against customer need. Using customer profiling and mosaic profiles LRA has identified where its interventions are most needed and designed its service accordingly.

The service specification and service plan have been built with KCC's vision in mind which is to 'improve lives by ensuring that every pound spent in Kent is delivering better outcomes for Kent's residents, businesses and communities', ensuring that KCC's outcomes are at the heart of what LRA does.

This document aims to test the approach of how LRA reports against the service specification; the service welcomes feedback on how this can be refined and improved further.

### **Resources**

The final report will include a section on resources which will include a summary of the staff numbers and a summary of the income and expenditure levels.

**Green**- Performing within specification or above

**Amber/Yellow** – Performing just below target

**Red** – Under target

No colour – no agreed target, will be informed by this year's performance

*KPI Summary table*

Type of KPI	Target	Quarter 1	Quarter 2	Year end target	Year to date	Direction of travel
<b>KPI 1a</b> Visits to libraries and Archives venues <sup>1</sup>	Q2 Upper 1,399k Q2 Lower 1,279k	1,313,107	1,392,509	Upper 5,051k Lower 4,616k	2,705,616	↑
<b>KPI 1b</b> Visits to the Archive search room	n/a	1,232	1,211		2,443	↓
<b>KPI 2</b> Library Issues <sup>2</sup>	Q2 Upper 1,390k Q2 Lower 1,270k	1,200,690	1,318,305	Upper 5,025k Lower 4,595k	2,518,995	↓
<b>KPI 3a</b> Events across LRA venues	n/a	6,023	5,086		11,109	↑
<b>KPI 3b</b> Attendees at LRA Events	Annual 210,000	53,422	53,203		106,625	↑
<b>KPI 4</b> Active Library and Archive Borrowers (rolling year)	n/a	168,208	167,334		167,334	↓
<b>KPI 5a</b> Customer Satisfaction – Libraries	95%				93% <sup>3</sup>	
<b>KPI 5b</b> Customer Satisfaction – Archives	90%				75% <sup>4</sup>	
<b>KPI 5c</b> Customer Satisfaction – Births and Deaths	95%				97%	
<b>KPI 5d</b> Customer Satisfaction – Ceremonies	95%				97%	
<b>KPI 6a</b> % of Registration appointments booked online	n/a	31%	35%		35%	↔
<b>KPI 6b</b> % of birth appointments booked online	75%	68%	68%		68%	↔
<b>KPI 6c</b> % of death appointments booked online	n/a	36%	36%		36%	↔
<b>KPI 7</b> PC Use in Libraries	n/a	125,529	123,021		248,550	↓
<b>KPI 8</b> Library Community Outreach	Q2 1,600	1,511	1,494	1,600	1,494	↓

<sup>1</sup> Does not include mobile data as per LRA 01

<sup>2</sup> Does not include music as per LRA 02

<sup>3</sup> Insufficient data at present to provide a statistically valid result

<sup>4</sup> Insufficient data at present to provide a statistically valid result



## Executive Summary

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LRA's performance so far against the key performance indicators provides a mixed picture.

- *Issues* are -3% down, within the specification parameters which is in line with national trends and in line with the service specification
- *Visits* show a 0.9% increase over the same period. Taken with the figure above this may well demonstrate the developing role of libraries as community hubs and a role wider than just book borrowing. Books are the core of what we do but this statistic testifies to the wider value of LRA services.
- *Wi-Fi usage* has increased by 164% on the same period last year. This reflects the significant benefit that has been achieved through the national funding that we received increasing Wi-Fi access from 33 to 99 libraries.
- PC use is a popular element of the service; however in the last period there has been a decrease of -9%, but evidence suggests this is due to increasing Wi-Fi usage on personal devices both in the library and in other commercial premises.
- Over 53,000 people attended *events* in libraries during the quarter. This will have included children attending events for the Summer Reading Challenge, a project designed to keep children reading over the summer break, which saw an increase of 17% of children completing the challenge.
- Visits to *the archive search room* are down -15% compared to the same quarter last year and -9.1% down when comparing the year to date. More information on this is covered on page 7
- In terms of *Active borrowers* there was a fall of -3% in quarter 2 and -3.6% over the year to date which is in line with the national trend
- *Community Outreach* – we had anticipated a greater take up of the Home Library Service offer as a result of the mobile service review.

At this stage the results below are indicative as we are still collecting and analysing our customer satisfaction surveys.

Results to date show satisfaction rates of:

- Birth and death registration 97% (annual target 95%)
- Ceremonies 96% (annual target 95%)
- Libraries 93% (annual target 95%)
- Archives 75% (annual target 90%)

# The service plan traffic light - activity at a glance

**ACTIONS**

**OUTCOMES**

**Green**

Examples include  
 Summer reading challenge volunteer recruitment  
 Tunbridge Wells and Southborough Hubs  
 Mini health checks in Swanley (run by NHS)

**Green**

Volunteers recruited, 16,700 participants  
 Southborough and Tunbridge Wells planning application has been submitted  
 Health events taking place at Swanley

**Yellow**

1&2) Introduced Big talk; small play  
 3) BOP in Youth Hub  
 4) Introduce new partner to and further promote Wellbeing Zones  
 5&6) Engage with Youth Hubs and deliver careers advice in districts with partners  
 7) Deliver new reminiscence talks in districts  
 8) Set up Artisan popup shops in libraries  
 9) License internet agreement for Archives  
 10&11) Set up and roll out stock rotation and develop stock acquisition in prisons  
 12) Film Club pilot

**Yellow**

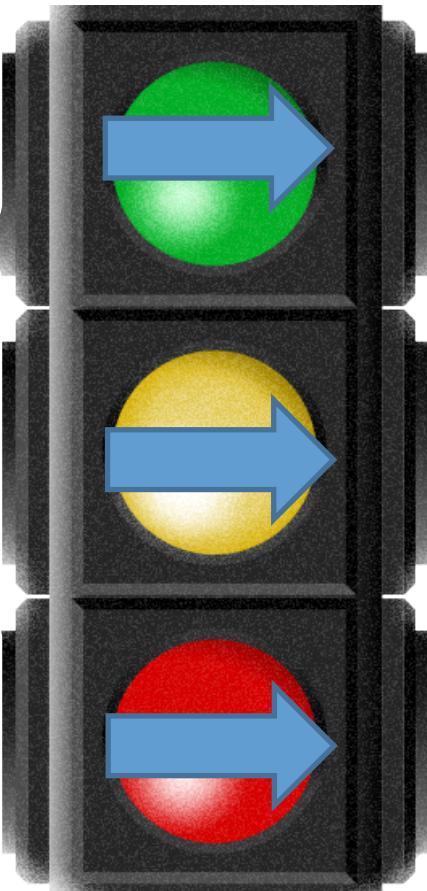
All Amber activities have a plan of action to move them forward

**Red**

1) Coffee Cart pilot at Kent History and Library centre  
 2) Working with Community Learning & Skills to get Young Adults- passport to the library

**Red**

1) community partner unable to deliver due to insufficient customer take-up  
 2) Currently on hold due to changes within CLS but will be progressed in near future



*Detailed KPI reports*

89 Activities in the Service Plan-  
**75 Green (On track for delivery)** **12 Amber (Some delays but still in development)** **2 Red (On hold/ Not Delivered)**

## KPI 1 – Visits

Visits to libraries are up on last year's figures and better than the national trend. This is partly due to the opening of the Swanley Link which has provided more services in one place for customers, as well as a library there is also Swanley Town Council, a café and a post office.

Visits in Ashford district are showing a dramatic decline at the Ashford and Tenterden Gateways. The district council has withdrawn its services from Ashford Gateway and as a result footfall has decreased dramatically. LRA is engaging with the other partners and the Infrastructure team to find the best way to address this issue.

Dartford libraries visitor numbers have also declined, due to the fact that the library is undergoing a major refurbishment and has been in temporary premises for a number of months. We expect this to be redressed when the library reopens on November 2016

In terms of digital visits, LRA is doing well. The 'library' and 'library treasure' apps have performed particularly well, and the numbers of visits to the LRA webpages on kent.gov is rising.

**Search Room visits at Kent History and Library Centre** have been declining which matches the national archive trend. More customers are accessing archive services online through websites like 'Find your past' and 'Ancestry'. We are working to move more of our services online through the implementation of digitisation, so this is a trend expected to continue. We are currently in the process of carrying out a search room survey, and the results of this will inform our new search room strategy.



KPI

*"I just wanted to drop you a quick line to say a very big thank-you! You may recall some months ago you very kindly assisted my son Alexander with some research on Tudor rebellions prior to his final A level exams.*

*I am delighted to say that he secured an A grade in his final exams and we have been told that the additional information, research and references he was able to use as a result of the afternoon spent in your archive section was a critical factor. The other good news is that he also got the grades he needed to secure a place Kings College London where he will be reading history". -Father of archives user*

2

Issues are declining in line with the national trend; however our target has been set to reflect this. In quarter 1 the figures were very similar to last year, in quarter 2 they did drop, but did particularly well with children’s issues due to the success of the Summer reading challenge. Sevenoaks and Shepway children’s fiction issues are particularly good as a result of the success of the Summer reading challenge in those districts. We will undertake a full evaluation of this initiative so that we can develop good practice models for the whole county.

In the move towards a greater digital presence, book renewals online continue to increase month on month and this is a trend we expect to see continue long term. LRA has introduced e-books, e-magazines through Zinio and an app to make utilising library resources easier for the customer.



*“I love borrowing books in the middle of the night for going on holiday but I still borrow 10 real books a month. This service is perfect for books on the go”.*

-Library customer

*“This is an absolutely brilliant service, which allows me, my husband and my children to download books onto my e-reader (which was a present), and to take all of our books with us everywhere”.*

-Customer commenting on the e-book service

The library app and Zinio are providing new ways of interacting with library collections.



As a result of this year's focused service plan we have prioritised our resources where we recognise they are of most benefit. There has been an emphasis on events related to the Summer reading challenge in this quarter. Other significant events have included celebrations for the Queen's 90<sup>th</sup> birthday, including the welcoming of new British Citizens at Danson House. We welcomed 90 new British citizens who originated from places such as New Zealand, Brazil and South Africa. Mr Tom Gates, Chairman of KCC, welcomed the new citizens over 3 ceremonies during June.



Above: New British citizens being congratulated by Mr Tom Gates, the Chairman of KCC, at Danson house.

Below: A library customer commenting via social media about Tunbridge Wells' recent 'Library fun day'

**KPI 4 - Active**

There has been a



**Charli Stockdale** This event was fantastic. Well done to all involved in making it happen. The only downside was the children's library got too busy from having 4 activities happening in it simultaneously. We really loved the readings by Mara Bergman - that was definitely our favourite, she is such an engaging author. I only wished we had brought some books along to get signed.  
 Unlike · Reply · Message · 1 · 22 October at 20:00

**borrowers**

decline in terms of



Above: Customers enjoying one of the library's popular 'Beyond words' events

Below: Archives' recent 'Hopping down in Kent' exhibition in KHLC



Outcome 2: Kent communities feel the benefit of economic growth by being in work, healthy and enjoying a good quality of life.

-New LRA customer

active borrowers but again, this is in line with national trend. Although we are seeing active borrowers decrease, this has not affected footfall which would suggest that library customers are utilising the library space for other purposes. Events such as Storytime and Talk time are popular with customers who may not necessarily wish to borrow books. Many customers use the library for purposes that may not be recorded in active borrowers or PC usage such as private tutors, studying, reading or attending events.



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LRA custom  
which may

**KPI 6**  
**- % of**  
**appoi**



## Appointments booked online

### **% of registration appointments booked online**

In quarter 1 the percentage of registration appointments booked online was 31% and in quarter 2 it is 35%. There is a slow increase that shows that LRA is improving in this area, but not as quickly as we had hoped. Recent figures from this quarter suggest that this figure could increase again next quarter. There are some appointments that cannot be booked online but this will be monitored and we will look at new ways to encourage people to move to online.

### **% of birth appointments booked online**

There is a slow improvement in birth appointments booked online but not as much as we had hoped. We are working with digital services and external partners to improve the customer experience on the website which we hope will translate into improved customer journeys.

### **% death appointments booked online**

The percentage of death appointments booked online is slowly increasing. Due to the sensitive nature of this matter, customers generally prefer to speak to a member of staff. While we are aiming to increase this, the scope for this is more limited than with other registration appointments. LRA is working with digital services to improve the website for all elements of LRA.



“We think it’s brilliant to be able to register the birth of our son here rather than having to go to another office in another town!”

-Registration Customer



PC use is a popular element of the service, however in the last quarter there has been a decrease of -9%, we believe that in part this is due to increasing Wi-Fi usage on personal devices both in the library and in other commercial premises. Wi-Fi usage has increased by 164% on the same quarter last year which reflects the fact that it is now available in all libraries as opposed to only 33 last year. We would anticipate that PC usage would continue to decline, but we would expect to maintain our core users.



**KPI 8 - Community Outreach**



HLS volunteer selecting books for a customer

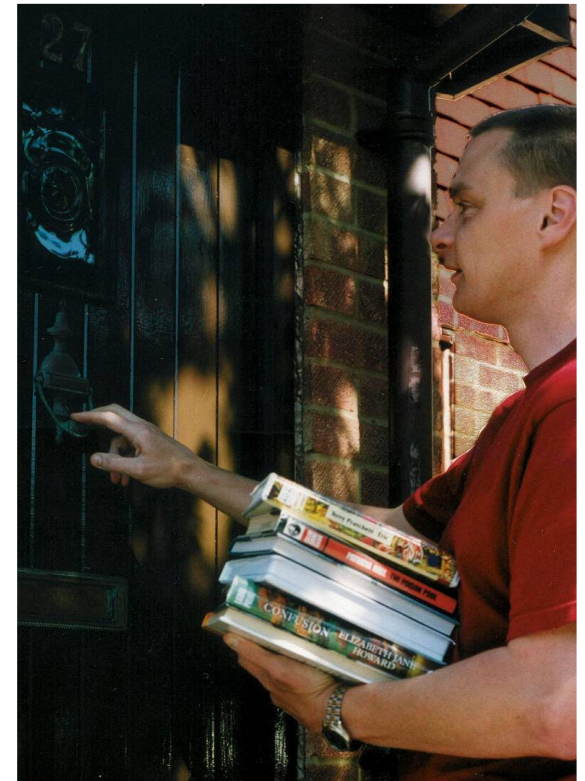
*"Just a note to thank you first all for such a good service, the books you have sent to me have given me a lot of enjoyment".  
Mrs M Peek*

*"My wife wishes to express her gratitude and enjoyment of the selection of stories you have sent. She particularly likes the family sagas, she cannot enjoy TV and I must admit I myself look forward to listening to the books".*

*Mrs & Mrs St Pierre*

*"I would like to thank you for this wonderful service, without which my mother's life would be almost unbearable".*

*Mrs S Barlow*



The number of people using the home library service has not increased as much as anticipated, following the mobile review, when this service was offered as an alternative to customers. We are also offering house bound customers the opportunity to use tablets through our volunteering project 'Touch a new world'. While the numbers using this are not significant it remains an important option available for customers.



# Touch a new world – Doris’ story

*'I am so grateful to this service. All HLS customers should take advantage of it. You feel of value again. Once you start using an iPad [or other internet device] you feel empowered. Go for it. It doesn't matter what your age is....Try it.'*

-Doris



Touch a new world volunteer Della assisting Doris on her iPad

Outcome 3 -

Older and vulnerable residents are safe and supported with choices to live independently

Library volunteers are trained to give customers help to get started on the web. We offer this service to housebound or customers who may have accessibility issues so they cannot visit our premises. The volunteer loans the customer the use of an I-pad.

One of the success stories of the “touch a new world’ scheme is 95 year old Doris from Deal. Doris had owned a computer years ago and loved it.

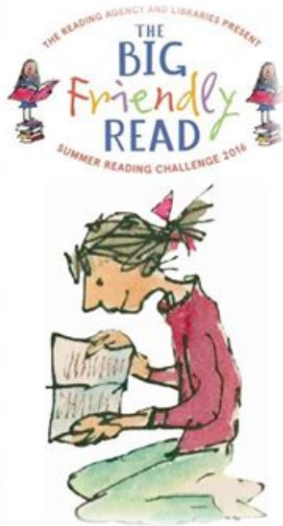
Doris really valued the help she received from volunteer Della in learning how to use the iPad. *'I must thank you so much for sending me Della as my volunteer. She has been so helpful and kindness itself.'* Doris received help from Della over a number of weeks, until she gained the confidence to use it by herself. Doris learnt how to access her emails, shop online and to keep in touch with family and friends. She valued this as she *“can't get out much, so this is a very convenient way of keeping in touch. I don't feel so isolated”*.

The iPad has given Doris lots of new interests and has opened up a new world to her. *'The world can come into my life. Now that I am 95 I can't do what I did. I used to love travelling and with the iPad I can explore the world from my armchair'.*

Outcome 1-

Children and young people in Kent get the best start in life

# Summer reading challenge 2016



*"I thought it was really fun. There were lots of good books to choose from and the books I read were lovely. It was a good thing to be able to practise my reading for school during the holidays".*

Emma, 6, Tunbridge Wells



**Elizabeth Miller** This reading challenge is great. We go to the library regularly anyway but we've used it to encourage my just turned 5 year old to independently read a range of different books and we are now reading him Roald Dahl as well after liking the sound of some of the extracts from the card. He has really enjoyed doing it as well, we just need to go back to get his medal this week!

Unlike · Reply · Message · 1 · 20 hrs



**Kent Libraries, Registration & Archives** Do send us a picture of your little one collecting his medal and certificate! We want to show him how much we appreciate his efforts. 😊

Like · Reply · 1 · Commented on by Li Ann [?] · 3 hrs

View more replies



Amrit Grewal, five, and Aman Grewal, eight, who completed the The Big Friendly Read challenge, at the fun day in Coldharbour Library; Lish Naqle from St John Ambulance showing CPR technique to Samuel Tubbs, 12

## Look, there's an Oompa Loompa in the library!

Children dressed up as their favourite Roald Dahl characters when they visited a library in Northfleet. Coldharbour library in Coldharbour Road, hosted its last summer family fun day based around the popular children's author.



Over 310,000 books were borrowed by children during the Summer reading challenge.

1,952 joined the library to be able to take part in the challenge



**16,769 children took part this year,  
an increase of 7% on last year**

*"This year's reading challenge definitely made a difference to my daughter's reading. We had more frequent visits to the library and she spent more evenings/ early mornings reading to complete the challenge".*

-Mrs S, Cheriton

*"My middle child completed your Summer Reading Challenge this year. Before the Challenge she was on Level 8 of the Oxford Reading Tree. After the summer holidays she was assessed as a Free Reader (normally you would need to be on Level 11 or above to be promoted to a Free Reader). I'm convinced that the Summer Reading Challenge inspired her to read more frequently and more confidently than she had done before. Thank you so much!"*

Parent, Canterbury

*"Fantastic! I liked all of it - especially getting the medals and the cards".*

-Samuel, 6, Riverview Park



*"My son looks forward to the summer reading challenge each year and is very enthusiastic about visiting the library and choosing his books (and collecting his goodies when he completes each stage!). Great idea to keep in the reading routine during the school hols".*

Mrs I, Whitstable

### Proven benefits of reading over the summer

There are numerous studies and research articles which show that reading during the summer holidays holds numerous benefits for children. Children who read over the summer benefit from greater comprehension levels, greater ability to read independently and can build better communicative skills.

Research by the UK Literacy Association has demonstrated that the Summer reading challenge (SRC) helps to prevent the 'summer dip' in literacy skills for those who took part.

<https://readingagency.org.uk/children/Overall%20Evaluation%20Results%20-%202014%20Nov%202013.pdf>



# Income generation

There have been a number of initiatives developed within LRA to increase the income that the service generates. Registration generates a significant level of income for the service. The ceremonies that are conducted by KCC and the licensing of third party venues all create income for KCC and activity is increasing. We have also made the service more accessible by opening up the Register offices for appointments on a Saturday for the first time.

Within Libraries there have also been numerous income generating measures. Alongside the revenue generated from overdue book charges, there is income from certain media such as DVDs. Libraries are currently exploring the possibility of obtaining 'In post' postal lockers for online orders which would be installed across 10 libraries across the county. LRA also sells a wide variety of merchandise in some buildings which have generated income.

Within Archives there is an ongoing move towards generating income via digitisation. Archives also undertake the conservation of historic documents, such as the Magna Carta and the Charter of the Forest for Sandwich town council. The service has also hosted a series of talks, conducted research for customers and sold camera licenses so customers can use personal cameras in the search rooms to photograph archive documents. Archives also sell history books to its customers and stores partner collections.

Conservation work being completed on the Magna Carta



A selection of merchandise available for purchase in libraries across Kent



The Orangery, one of Registration's most popular venues



# Dartford library refurbishment



Dartford Library has undergone a much needed refurbishment during this quarter. The Grade II listed building which is situated in the heart of Dartford town centre was opened as a library in 1916. The new design retains the much loved original architecture but has added modern features to make Dartford library accessible for all. Alongside a subtle re-design which nods to the old building but contains modern fittings, the new library space also has areas for all the community. Customers will no longer have to walk around the perimeter of the building to access the museum as a new connection between the library and the museum has been created. The newly refurbished Dartford library opened its doors on the 14 November, and the reopening was well attended by members of the Dartford community who were excited to see their library's new look.



*"The library looks lovely, with lots of new books available. Found all the books very easily for my sons project for school".*

*"Money well spent".*

*"Beautiful - fresh but still retained the essence of the building".*

*"Very impressed- well done and didn't take that long either!!"*

