

CHILDREN, YOUNG PEOPLE AND LEARNING SCRUTINY COMMITTEE

12 JANUARY 2012

CITY SERVICES – SUNDERLAND LIBRARIES SERVICE OVERVIEW 2010/2011

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

Link to Strategic Priorities:

Prosperous City

Healthy City

Safe City

Learning City

Attractive and Inclusive

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to provide members with an overview of library activities, programme and performance for the last full year of 2010/2011.

2.0 BACKGROUND

2.1 Sunderland Libraries served the population of 280,300 in 2010/11 through a network of 20 static libraries, 2 mobile libraries, a mobile ICT learning vehicle (Libraries Information Access Zone), a Local Studies Centre and a Books on Wheels Service. It also serves Sunderland Schools (via the Schools Library Service which operates as a traded service) and Sunderland Royal Hospital via a Hospital Service.

2.2 In 2010/11 the service received over 1,368,866 visits and provided access to over 450,000 items and electronic resources.

2.3 Libraries deliver and support key outcomes for local communities and individuals with service planning and outcomes aligned to match city council priorities.

3.0 PROGRAMME FOR 2010/11

3.1 During 2010/11 Sunderland Libraries delivered a full programme of activities and events. Examples of these include:-

3.2 World Book Day - 3 March 2011

World Book Day (WBD), also known as International Day of the Book or World Book and Copyright Day is an annual event organised by United Nations Educational, Scientific and Cultural Organisation (UNESCO) to promote reading, publishing and copyright. WBD is a world wide celebration and is marked in over 100 countries around the globe. WBD moved into its second decade in 2008. Over this relatively short period it has become firmly established as the biggest annual event promoting the enjoyment of books

and reading. Sunderland Public Libraries have encouraged both children and adults to take part in WBD with a diverse selection of events.

To celebrate World Book Day in 2011 libraries held a number of events in order to appeal to all members of the community. These included:-

- Creative writing taster session
- Chatterbox Challenge national initiative - Chatterbox Challenge was a Guinness World Record attempt for the most children and adults to sing 'Heads, Shoulders, Knees and Toes' to make this the biggest and loudest Challenge yet
- JJ Gillum author visit
- Colin Mulhern author visit
- Andy Newbound author session
- Children's illustrator session
- Dickens Photography Family Session
- Dads n Kids session
- Crime Scene Investigation Family Forensics

3.3 World Book Night

The first World Book Night (WBN) took place on Saturday 5 March 2011, two days after WBD. The Night represents the most ambitious and diverse celebration of adult books and reading ever attempted in the UK and Ireland.

Sunderland Libraries activities included a special Saturday evening opening of Fulwell Library on WBN until 7.30pm. Library staff registered as 'Book givers', also visited Sainsbury's in Fulwell and the Blue Bell Pub Fulwell and at High Usworth, to give away free reads and talk about reading and Library Services.

3.4 Learning

Libraries provide family learning taster sessions throughout the year. The aim of these sessions is to encourage parents or carers to participate in an activity with their child(ren) and to have fun together. During National Family Learning Festival (October 2010), Sunderland Libraries joined with the BBC to promote 'Hands on History - the Normans'. Craft sessions were held in each library to make Norman shields and castles. The sessions proved very successful with 124 adults and 243 children taking part. Other sessions throughout the year included Family Forensics, Family Tai Chi and Family History for Families.

In November 2010 Sunderland Libraries worked with the BBC to promote 'Turn Back Time - History of the High Street'. Sunderland was delighted to have been chosen as one of only 12 places in Britain to host a pop-up shop. An empty shop unit in the Bridges was transformed into a Grocer's shop from the 1930s for a weekend. Visitors were able to see, touch, hear and even smell the history of their local high street whilst engaging in a number of fun activities. Despite the severe weather over 6000 people attended the event over three days.

3.5 Reader Development

Libraries deliver a reader development programme throughout the year. This involves events outside normal library opening hours and includes venues other than libraries. The main aim of reader development is to enhance reading experiences and opens up choices to all. Examples of reader development programme during 2010/11 includes:-

Six Book Challenge – this national programme invites less confident readers to read six books and record their reading in a diary and then receive a certificate and attend a celebration event. During the year Libraries worked in partnership with Sunderland Women’s Centre and Fulwell Day Centre to target emergent readers to enrol on the programme. Thirty five learners completed the Challenge and each learner was invited to a celebration event in the City Library in September.

Recorded comments included a Fulwell Day Centre learner – “I enjoyed reading these books, it kept me busy, I love reading. I would recommend that this has been a good exercise and I will keep reading”.

Summer Reading Scheme - The Summer Reading Challenge is a read and reward scheme targeted at children aged 4-12 years old. The challenge takes place annually at public libraries across the country. The Summer Reading Challenge 2010 ‘*Space Hop*’ encouraged children to embark on an intergalactic journey to discover the joy of reading and develop a keen interest in the science of space travel. The Summer Reading Challenge and the accompanying summer programme is the largest single reader development activity undertaken by the Library Service.

Libraries provided a programme of activities to compliment the Space Hop theme. These included the Space Hop Magic show, animal handling sessions, puppet making and storytelling. Each library also ran staff led art and craft activities with activities linked to the Space Hop theme.

1849 children took part in the Summer Reading Challenge 2010 the Space Hop.

1036 girls and 813 boys took part in the Summer Reading Challenge 2010 the Space Hop.

184 children joined the library in order to take part in the Summer Reading Challenge.

23 school classes were invited to the library where staff promoted the Summer Reading Challenge and children’s activities.

3223 children and adults attended activity sessions at libraries throughout the summer

3.6 Social Inclusion

Libraries work closely with a range of different communities across Sunderland, developing programme and initiatives that vary from Black History Month to VIP (Visually Impaired Persons) reading groups, for both adults and children. Programme is delivered from static library sites and community venues across the City.

International Women's Day Tuesday 8 March 2011

The theme for International Women's Day was "Equal access to education, training and science and technology: Pathway to decent work for women". Sixteen women, from Sunderland Women's Centre, attended a computer session at the City Library and Arts Centre. The aim of the session was to provide the opportunity to access technology, raise awareness of the IT provision libraries provide and to demonstrate computers as a tool to help them with their ESOL studies.

The women were set different tasks involving reading historical information about Sunderland and looking at old digital pictures, the women then had to complete questions regarding the information they have read/looked at. After the IT session the women participated in a reflective session where they used descriptive words they have learned as part of their ESOL studies, to describe the digital pictures they had previously looked at.

4.0 LIBRARY PERFORMANCE 2010/11

- 4.1 Sunderland Libraries continues to monitor performance and benchmark services by comparison, against the CIPFA Public Library Statistics to ensure optimum service evaluation and delivery.

SUNDERLAND LIBRARIES – FACTS AND FIGURES 2010/2011

Number of static service points	20
Number of Mobile Libraries	2 + 1 Mobile ICT vehicle
Number of Visitors	1,368,866
Number of enquiries	169,147
Total Stock	452,295
Number of Items Issued	1,211,951
Number of Active Borrowers	46,900
Number of new members	11,133
Number of Requests Taken	50,034

Number of ICT hours accessed	184,414
Number of Adult Learning Sessions attendee hours	10,214
Number of Storytime attendees	1,695
Number of Time for Rhyme attendees	3,637
Number of Class Visit attendees	6,331
Number of Craft Activity attendees	3,434
Number of Reader Development Activity attendees	4,430
Number of Access & Inclusion Activity attendees	1,370
User Satisfaction with the service	
% of library users aged 16 or over who view their library service as very good/good	92% (Adult PLUS Oct 09)
% of library users aged under 16 who view their library service as good	86% (Child PLUS Oct 07)
% of library users aged 16 or over who rate standard of customer care as very good or	95% (Adult PLUS Oct 09)
% of library users aged under 16 who view the library as a friendly place	98.8% (Child PLUS Oct 07)

LIBRARY PERFORMANCE FRAMEWORK

- 4.2 The table below shows comparative outturns for 2009/2010 and 2010/11.
- 4.3 Indicators showing an increase include the number of people reporting that they have used a public library in the last 12 months (as measured by the Active People Survey); the number of enquiries; the number of 4 – 11 years who are members of the library and the number of ICT hours accessed in libraries.

Indicator Definition	09/10 Final Outturn	10/11 Final Outturn
Total who have used a public library at least once in the last 12 months (NI9)	44%	48.3%
Number of physical visits per 1,000 population	4,962	4883.5
Total number of enquiries	159,052	169,147
Number of Book Issues	1,244,658	1,174,498

Number of AV Issues	42,394	37,453
Number of Total Issues	1,287,052	1,211,951
Number of Active borrowers per 1,000 population	181	167.3
No of 4-11 year old girls who are library members as a percentage of the 4-11 year old girl residents	73%	78.25
No of 4-11 year old boys who are library members as a percentage of the 4-11 year old boy residents	64%	67.25
Total number of ICT hours accessed	180,013	184,414

4.4 Indicators that have decreased have been affected by a number of factors. Issues of CD's and DVD's continue to be impacted by the increased usage of direct music downloading and the availability of films on demand via the Internet and commercial suppliers. Visits in person have also reduced although the number reporting that they have used a public library in the last 12 months has increased, again indicating a general change in the way services are accessed from traditional footfall to online usage.

5.0 CURRENT POSITION

5.1 The library service, along with other Culture and Tourism services is currently under review, as part of the Culture, Sport and Leisure Review, led by the Head of Community Services.

5.2 The review is examining all areas of service delivery to enable the development of 21st century library services that are proactive and reflective of community needs with future emphasis being on services and not being limited to static buildings.

5.3 The review will identify a new business model for the future delivery of library services so that services are more efficient, focused and delivering to communities needs.

5.4 The next stages of the review will include consultations with members and the public to seek views on potential ways forward for the service which will inform the final outcomes.

6.0 CONCLUSION

6.1 Libraries are committed to delivering a quality service and programme and to ensure performance is continuously reviewed.

6.2 Following the completion of the ongoing review all service planning and performance monitoring will be updated to reflect the outcomes and the future direction of the service.

7.0 RECOMMENDATIONS

7.1 Members are requested to note the above for information and comment as appropriate.