

Libraries Review

Needs assessment update

FORE update 18/3/24

Each library usage (service outputs and outcomes)

- Footfall: by time of day / day of week / month
- Registered users:
 - ‘Home’ library (the one they are registered to)
 - Active / Inactive
 - Profile by type of interaction (borrows items / uses computers / attends events / etc.)
 - Postcode (to match to super output area / ward & to define catchment areas)
 - Protected characteristics
- Public events taking place
- Council / partner services based in library
- Use of libraries public Wi-Fi / computers
- Known unmet demand

Resources (service inputs)

- Estate
- Square footage
- Facilities available
 - study rooms
 - other bookable space
 - computers
 - seating capacity
- Stock numbers and content
- Staff FTE and overall costs
- Other running costs
- Income generated
- Potential for further income streams

Sample of footfall data – there will be a lot of information to digest

Average hourly number of visitors in weekdays and weekends

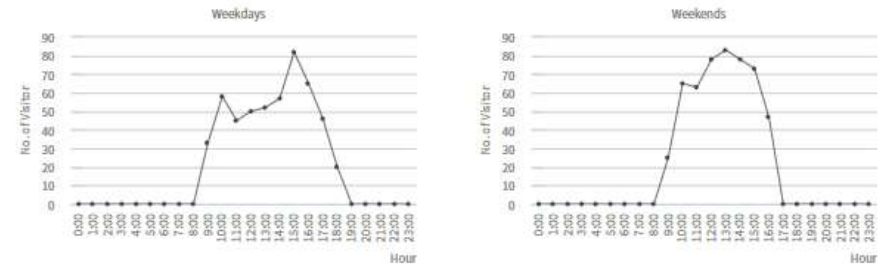
Comparison between current year and past year for total visitors per month

Monthly Trend ?



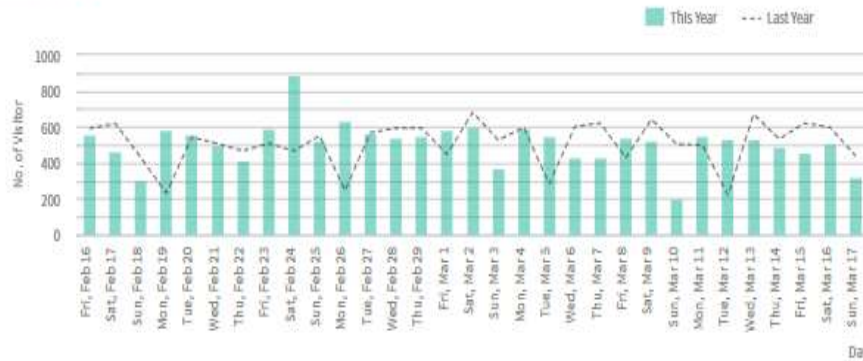
Week 51	This Year	Last Year	Changes
Mon, Mar 11	548	671	▼ 18.33%
Tue, Mar 12	530	533	▼ 0.56%
Wed, Mar 13	535	620	▼ 13.71%
Thu, Mar 14	490	597	▼ 17.92%
Fri, Mar 15	459	438	▲ 4.79%
Sat, Mar 16	512	479	▲ 6.89%
Sun, Mar 17	325	184	▲ 76.63%
Total	3,399	3,522	▼ 3.49%

Traffic Profile ?



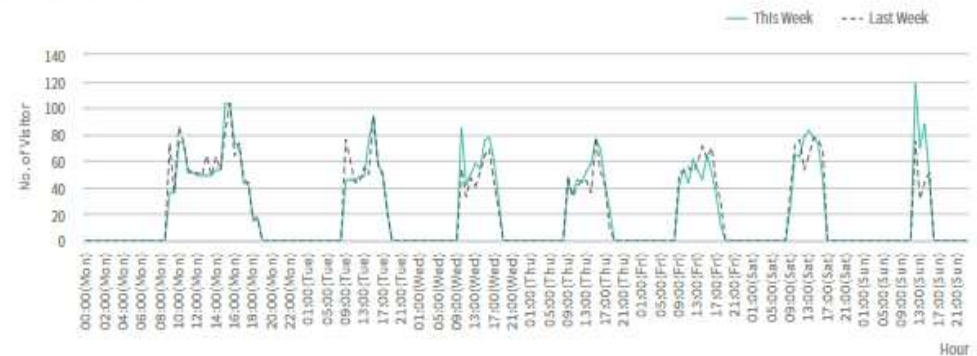
Comparison between current year and past year for total visitors per day, past 30 days

Daily Trend ?



Comparison between current year and past year for total visitors per hour for the week

Hourly Trend ?



The system is also equipped with the capability to generate the following reports:

- Daily visitor count
- Comparison between current year and past year for total visitors per week

Characteristics of catchment areas

- By overall demography
 - Protected characteristics
 - Socioeconomic characteristics
 - Main language / proficiency in English
 - Levels of digital exclusion
 - Education inequality/deprivation
 - Population density
 - Neighbouring educational institutions (schools, CONEL, Haringey Learns)
 - Proximity of libraries in neighbouring boroughs
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- Catchment areas TBC – Defined by either a fixed radius from each library or by examination of current use based on registered users' home postcode

Points for consideration

- Pre-election period so no public engagement, publicity or events
- **What other data should we be gathering during this phase?**
- We can start to do initial modelling of possible options on opening hours based on initial data-gathering towards end of this phase
- Quantity of data likely to be gathered for each library means we would want to engage with each Friends group individually to allow for meaningful discussion and co-design of possible options

Understanding users and non-users

Comparison of current users (active and inactive registered users) and local people who do not currently use the libraries:

- Estimated counts
- Demographic profiles
- Qualitative understanding of how people of different profiles use (or potentially could use) the libraries including:

Needs

Barriers

Motivations

Initial face to face engagement will focus on reaching non-users and under-represented groups

How do Friends groups currently reach such groups? What can we learn?

Public consultation on options

- Online survey via Commonplace engagement portal
- We know from budget consultation that online responses will not be representative (older, white, home-owners, from West of borough)
- Face to face engagement in libraries, targeted outreach to schools and VCS groups will be important for balance
- Aiming for a Cabinet decision in July
- Further consultation and engagement on longer-term strategy & vision will follow in autumn