

HARINGEY LIBRARIES

SERVICE

COMMERCIAL

	Net revenue cost (11/12)	Net cost per usage	Usage (per Sq m)	Fine income (11/12)	Income (11/12)	Hours used (annual)	Utilisation rate	Users (annual)	Comment
Alexandra Park	£184,887	£1.71	431	5,081	£1,040	182	4.44%	5,928	Limited scope for alternative uses on ground floor. Scope to make better use of first floor meeting areas.
Coombes Croft	£181,621	£1.66	418	2,540	£0	1,040	26.67%	6,188	Very limited surplus space. Requirements of local user groups mean that no income is being derived from the meeting room
Highgate	£162,213	£2.00	413	2,905	£4,000	812	20.82%	5,796	Adult library underutilised-potential to remove and replace with crèche/café.
Hornsey	£693,209	£2.13	118	22,747	£8,350	4,415	107.68%*	6,947	Former Y-Gen space being marketed- improve café offer and use courtyard? No cinema in crouch end-potential community use,
Marcus Garvey	£576,594	£2.37	124	10,297	£1,920	1,430	34.88%	4,264	Scope to expand crèche and consider café use. Office space appears from the data supplied to be well utilised but all unoccupied at time of inspection.
Muswell Hill	£225,514	£1.75	442	7,054	£0 (338	8.67%	1,560	Limited surplus space. First floor non DDA accessible.
St Ann's	£206,244	£1.82	219	2,564	£9,324	904	23.18%	12,132	Rear element of the building works well but perhaps could be promoted more actively.
Stroud Green & Harringay	£144,037	£1.62	541	3,709	£520	25	0.64%	1,300	First floor is generally underutilized. Could be readily converted back to residential use.
Wood Green	£1,199,253	£1.75	141	21,073	£113,438 (inc HALS)	2,350	61.71%	16,224	Limited scope for alternative uses on ground floor. Scope to make better use of first floor meeting areas.
Total	£3,573,572	£1.90 (Avg)	167 (Avg)	£77,970	£135,592	11,496		60,339	

*To be further analysed

BUILDING

Capital Requirements (Building Fabric & Mechanical and Electric)

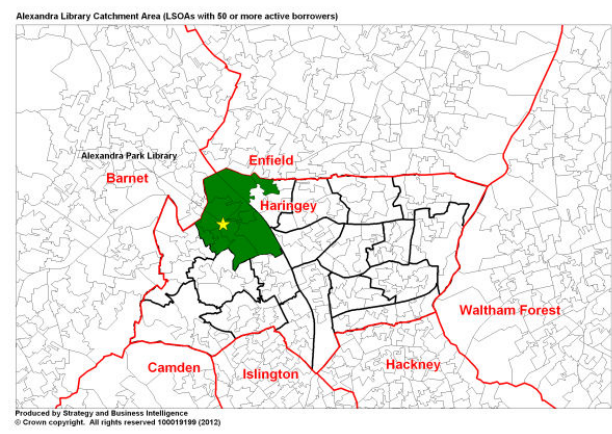
Library	0-12 months	1-3 year	3-5 years	5-10 year	Total	Further Improvements
Alexandra Park	£17,550	£13,000	£44,000	£49,950	£124,500	
Coombes Croft	£5,250	£13,900	£4,500	£77,750	£101,400	
Highgate	£47,500	£41,150	£9,400	£35,750	£133,800	
Hornsey	£85,900	£227,150	£129,750	£233,150	£675,950	
Marcus Garvey	£40,000	£3,000	£25,500	£24,000	£92,500	
Muswell Hill	£13,400	£70,050	£11,500	£44,250	£139,200	£150,000 (Improve accessibility to all floors and install toilet facilities.
St Ann's	£222,800	£73,300	£19,250	£138,850	£454,200	
Stroud Green & Harringay	£13,850	£20,800	£8,350	£59,000	£102,000	£35,000 (Flat reinstatement)
Wood Green	£335,926	£323,715	£633,454	£2,385,245	£4,278,340	£100,000 (replace Passenger/ Goods lift.
Total	£782,176	£786,065	£885,704	£3,647,945	£6,136,890	£285,000

Haringey Library User Profiles

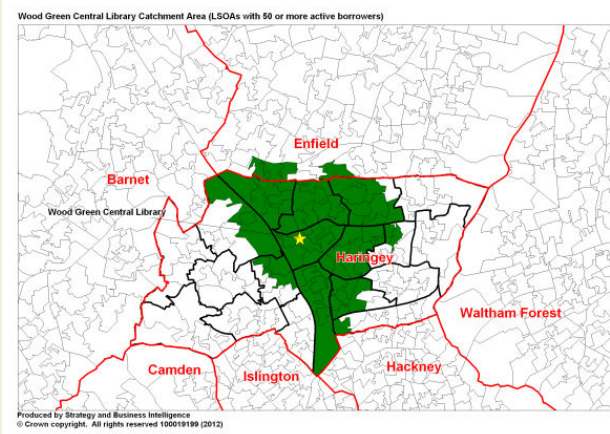
Overview – All Libraries August 2012

Geographical distribution of library users

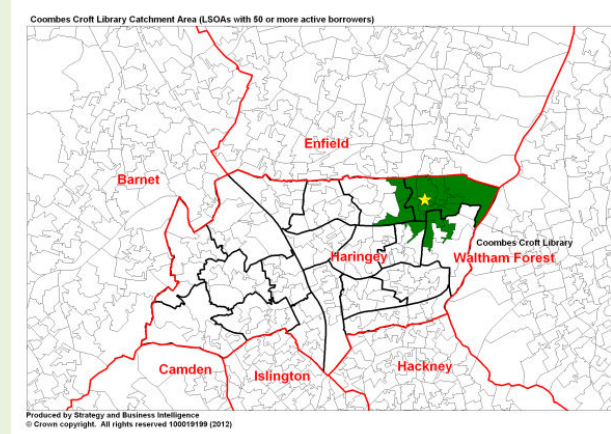
Alexandra Park Library



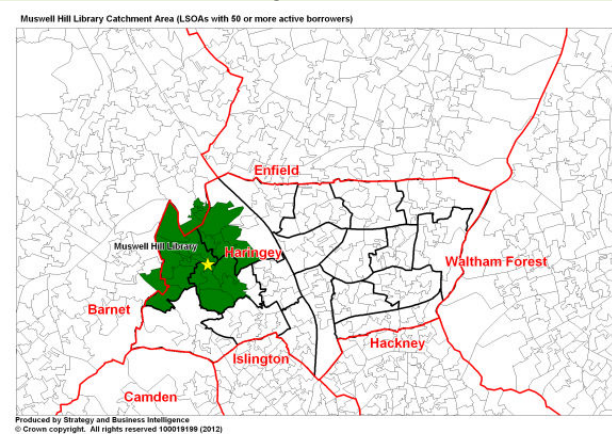
Wood Green Central Library



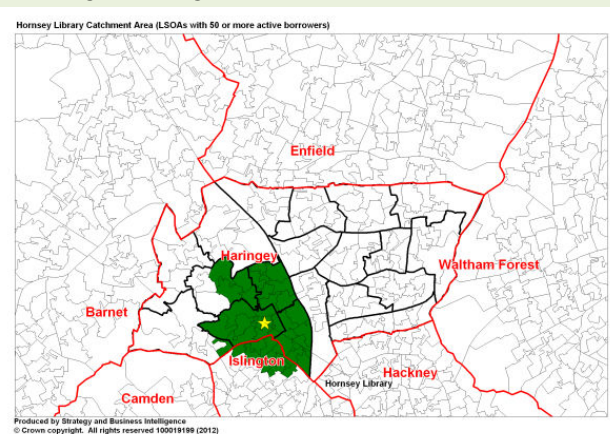
Coombes Croft Library



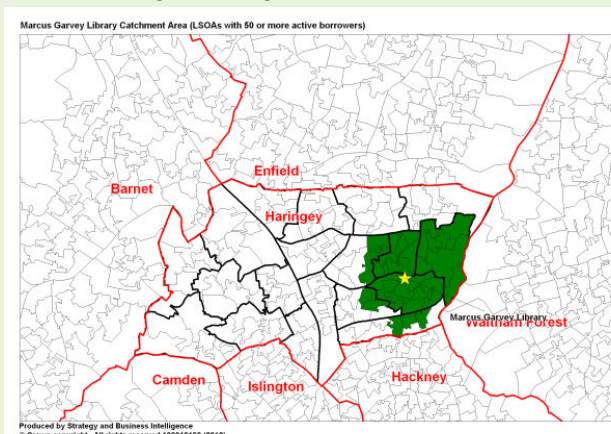
Muswell Hill Library



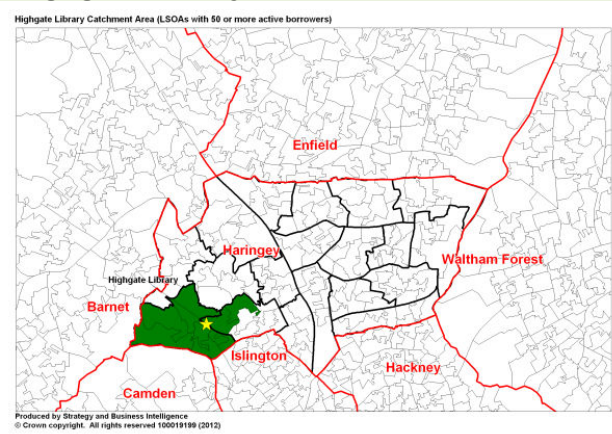
Hornsey Library



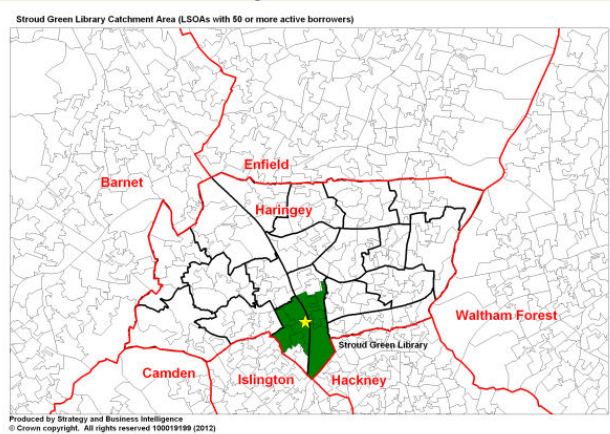
Marcus Garvey Library



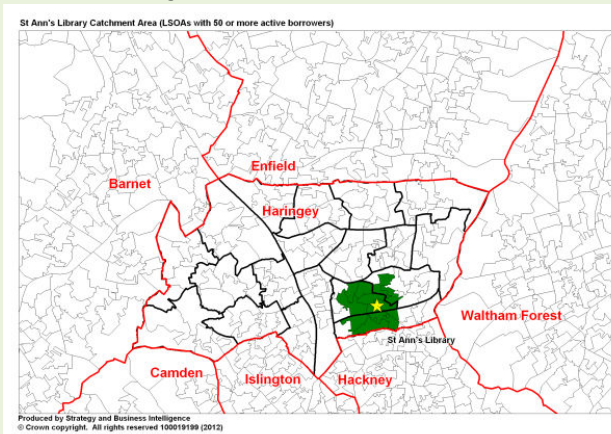
Highgate Library



Stroud Green Library



St Ann's Library



- This analysis sought to identify a core 'catchment area' for each Haringey library that was comparable and consistent across all libraries in the borough. We did this by identifying the Lower Super Output Areas for each library where there were at least 50 active borrowers (i.e. people who had borrowed an item from their library in the last year).
- Typically, the areas identified account for around 70% of active borrowers for each library. The usership therefore spreads beyond the catchment areas but they give a good indication of where users for each library are likely to live.
- The relative size of the catchment areas is a good 'at-a-glance' indication of the size of the library and its usership. For example, Wood Green Central is the largest library and this is reflected in the spread of its users. Conversely, St Ann's and Stroud Green in particular have tighter catchment areas.
- There is little overlap between catchment areas, with the exception of Hornsey and Stroud Green libraries, which are less than a mile apart. This suggests that Haringey's libraries are well spread and that the people in a particular area are likely to use a particular library.

Key Usage Statistics

All Haringey Libraries	Number	Haringey Average
Members as at 01/08/2012:	92,411	10,267
Active borrowers 2011/12:	46,051	5,117
Visits 2011/12:	1,890,012 or 590 visits per hour*	65.5 visits per library per hour
Issues 2011/12:	1,144,329 or 315 issues per hour*	35.0 issues per library per hour
PC usage 2011/12 (sessions):	465,304 or 146 sessions per hour*	16.2 sessions per library per hour
PC usage 2011/12, take up of available sessions:		51.0% of capacity

*during opening hours

Figure 1: Key Usage Statistics

	9-1	1-5	5-7	All periods
Mon	265	352	272	301
Tue	250	306	215	265
Wed	178	291	164	220
Thu	226	286	156	236
Fri	184	307	213	239
Sat	421	494	-	457
Sun	-	260	-	260
All days	254	328	204	279

Figure 2: Number of issues per hour

	9-1	1-5	5-7	All periods
Mon	137	151	86	132
Tue	139	148	85	132
Wed	149	154	88	139
Thu	142	153	87	135
Fri	143	150	67	130
Sat	121	136	-	128
Sun	-	121	-	121
All days	138	145	83	132

Figure 3: PC usage – sessions per hour

- The number of active borrowers is approximately half the number of library members. This suggests that a large number of library members are either not using libraries for borrowing or they are not using the libraries at all (this may be because they have left the borough).
- Gate-reader figures show that there were 1.8 million visits to Haringey libraries in 2011/12, equating to 590 visits per hour. However, we currently have limited data about the reason for visiting a Haringey library.
- Overall there were 41 visits per active borrower or 20 visits per member in 2011/12.
- The numbers of members, active borrowers, visits, and issues, and the ratios between these, differ widely between the different library sites. The individual Library User Profiles for each library provide further detail on this data, which provides an indication of how libraries are currently used.

- Overall, Saturdays have the highest hourly **issue rate**, more than double the rate of the quietest day (Wednesdays). Libraries that are open on Sundays also see high issue rates during opening hours.
- The busiest time of the day in all of the libraries is 1-5pm, with mornings tending to be less busy and evenings less busy still.
- Wednesdays are the quietest days across the board, with Mondays and Tuesdays tending to be the busiest weekdays.
- There is little variation in issues patterns across the different library sites.
- Overall, **PC usage** is much more consistent throughout the week, with only minor variations around the average.
- Wednesdays are the busiest days and Sundays have lower than average usage. However, this pattern varies across different sites (for example, Marcus Garvey is busiest at the weekend; Muswell Hill, Stroud Green and Highgate are all busiest on Mondays)
- Afternoons (1-5pm) are marginally busier than mornings (9am-1pm). Evenings (5pm-7pm) are significantly less busy, around 60% as busy as 9am-5pm.

Gender

- 39% of active borrowers are male and 61% are female. Males are strongly underrepresented compared to the Haringey population (50.7%)

Age Distribution (Active borrowers compared to catchment area population)

- More young children are active borrowers than we would expect based on the Haringey population.
- Likewise, 20-29 year olds are overrepresented amongst active borrowers.
- However, over 45s are underrepresented compared to the Haringey population.

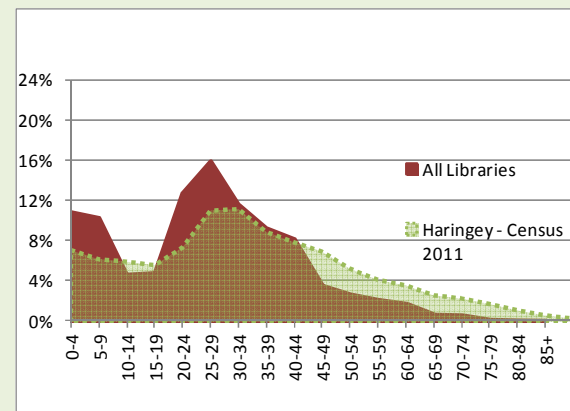


Figure 4: Age of Active Borrowers (red) compared to the Haringey population, 2011 Census, (green)

Ethnicity (Active borrowers compared to catchment area population)

- There are no major differences between the ethnicity of active borrowers and the Haringey population.
- The White population is slightly underrepresented (i.e. there are fewer White active borrowers than we would expect).
- The Asian or Asian British population is slightly overrepresented.

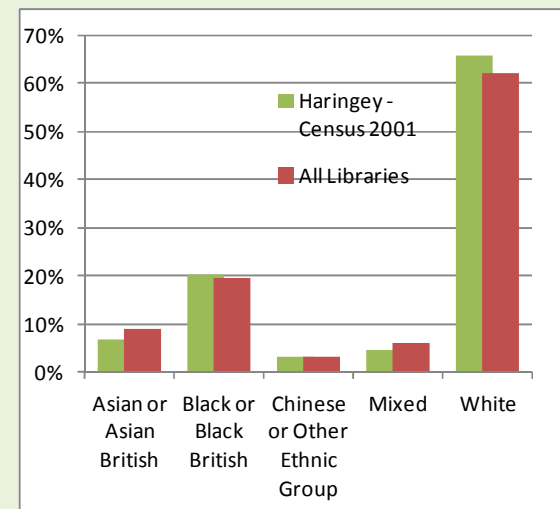
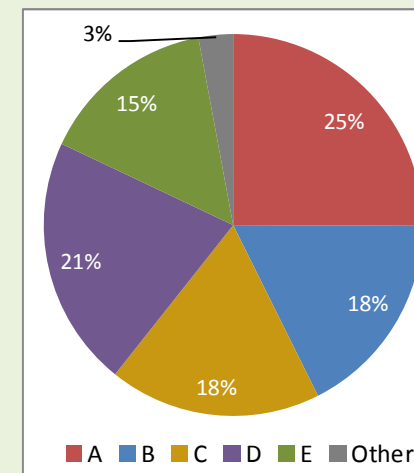


Figure 5: Ethnicity of Active Borrowers (blue) compared to catchment area population in 2001 Census (green) and active borrowers across all Haringey libraries (red).

Resident Characteristics



- The **Haringey Resident Segmentation** groups Haringey Residents into five segments (A to E) according to their demographic profile, preferences and behaviours.
- Users of Haringey Libraries are fairly evenly spread between the groups, and broadly reflective of Haringey households.
- However, Groups B and C are slightly overrepresented and Groups D and E are slightly underrepresented.
- The profile of users varies widely across different library sites, as detailed in the individual Library User Profiles.

Figure 6: Resident segmentation groups of Active Borrowers

