

# **Libraries Needs Assessment 2016**

**Swindon Borough Council**

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## **1. Introduction and Objectives**

Local Authorities have a statutory duty under the Public Libraries and Museums Act 1964 ‘to provide a comprehensive and efficient library service for all persons’ in the area that want to make use of it (section 7), taking into account local needs and within available resources:

Section 7 General duty of library authorities.

(1) It shall be the duty of every library authority to provide a comprehensive and efficient library service for all persons desiring to make use thereof

Provided that although a library authority shall have power to make facilities for the borrowing of books and other materials available to any persons it shall not by virtue of this subsection be under a duty to make such facilities available to persons other than those whose residence or place of work is within the library area of the authority or who are undergoing full-time education within that area.

(2) In fulfilling its duty under the preceding subsection, a library authority shall in particular have regard to the desirability—

(a) of securing, by the keeping of adequate stocks, by arrangements with other library authorities, and by any other appropriate means, that facilities are available for the borrowing of, or reference to, books and other printed matter, and pictures, gramophone records, films and other materials, sufficient in number, range and quality to meet the general requirements and any special requirements both of adults and children; and

(b) of encouraging both adults and children to make full use of the library service, and of providing advice as to its use and of making available such bibliographical and other information as may be required by persons using it; and

(c) of securing, in relation to any matter concerning the functions both of the library authority as such and any other authority whose functions are exercisable within the library area, that there is full co-operation between the persons engaged in carrying out those functions.

### **Purpose of a Needs Assessment**

Swindon Borough Council is the Library Authority for Swindon. Good service planning is based on the identified needs of the community. A needs assessment informs decision makers and also helps ensure compliance with the public sector equality duty (PSED) set out in Section 149 of the Equality Act 2010. The duty relates to different groups who share any of the “protected characteristic” of age, sex, pregnancy and maternity, disability, race, marriage and civil partnership, religion or belief, sexual orientation. The Equality Act states that due regard involves:

*149 Public sector equality duty*

“(1)A public authority must, in the exercise of its functions, have due regard to the need to:

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

(2) A person who is not a public authority but who exercises public functions must, in the exercise of those functions, have due regard to the matters mentioned in subsection (1).

(3) Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:

- (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
- (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

(4) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

(5) Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:

- (a) tackle prejudice, and
- (b) promote understanding

(6) Compliance with the duties in this section may involve treating some persons more favourably than others; but that is not to be taken as permitting conduct that would otherwise be prohibited by or under this Act.

(7)The relevant protected characteristics are —

age;  
disability;  
gender reassignment;  
pregnancy and maternity;  
race;  
religion or belief;  
sex;  
sexual orientation.”



Thus the purpose of this needs assessment is to provide an assessment of local needs in relation to library services and specifically to provide:

- An improved understanding of current take-up of library services in Swindon
- To provide key demographic information including economic, social deprivation and other factors in order to create a picture of potential needs that may inform library service provision
- Identification of any evidence gaps in developing a fuller understanding of the service and its impact

Data on current usage of the service has where possible been analysed with reference to the different groups with those 'protected characteristics' identified within The Equality Act. This is explored in more detail in the Library Diversity Impact Assessment and responded to in the Library Strategy 2016.

Financial Economic Status or deprivation is not listed as a protected characteristic but treated as one in this report as there are pockets of deprivation in Swindon and the effect this has on disadvantage. Eight Swindon Local Super Output Areas (LSOAs) were identified in the most deprived 10% nationally in 2015 (see 3, Demographic Context). Reference is also made to education levels which relate to deprivation and economic prosperity.

By setting the scene, the information contained in this document will assist the Council in formulating the draft library strategy proposals including consideration of public sector equalities duties and the specific needs and characteristics of the population of Swindon.

It will also inform the consultation process and help to identify the questions to ask in order to supplement the knowledge about the needs of library users and potential library users.

## **2. Background and National Context**

### **National Context**

Local authorities are responsible for providing a comprehensive and efficient library service. Public library services are delivered by 151 library authorities in England, and the Culture Secretary has a legal duty to 'superintend' or oversee the library services they provide.

### **Current Challenges and Opportunities**

- The current challenging climate for the public sector means that public services are under increasing financial pressure. The challenges and opportunities for the public library service come from various sources including cuts in public spending, public sector reform, new technology and digital services, and the needs, attitudes, perceptions of library audiences and local communities.

## Implications of reductions to public spending

- Over the last five years most public bodies have seen a reduction in funding as part of the Government's objective to reduce the national debt and national deficit. In addition large increases in demand and costs for services particularly for children and young people, and vulnerable elderly residents have had a significant impact on local authority budgets. As demands increase and budgets diminish, Councils are having to consider new ways of delivering public services.
- Traditionally library services have been provided and run by local councils. In recent years some Councils have pursued alternative library service models to help reduce costs. The following are some examples:
  - o **Arm's length companies or trusts** - This model has been developed primarily to reduce costs due to tax advantages and has been adopted for leisure services as well as for library services.
  - o **Community-managed services** - These include a range of approaches:
    - transfer of the library asset to an existing community development trust, voluntary body or social enterprise
    - transfer of the library asset to a newly created community organisation or social enterprise
    - transfer of library management to a new or existing community organisation
    - increased use of volunteers to work alongside library professionals
  - o **Shared services with other local authorities**
  - o **Alternative providers** - can come either from the private or public sector ( e.g. one council providing services to another)

## Public Sector Reform

- In July 2011 the Coalition Government published the Open Public Services White Paper setting out its public service reform programme for England, opening services up to a wider range of providers, devolving decision making to the lowest appropriate level and improving transparency and accountability of public services.
- The Localism Act (2011) brought a greater focus to local decision-making and the role of parish councils. The Act also requires local authorities to maintain a list of assets of community value which have been nominated by the local community and includes a 'Community right to bid' (introduced in 2012) for assets of community value including libraries. When listed assets come up for sale or change of ownership, the Act then gives community groups the time to develop a bid and raise the money to bid to buy the asset when it comes on the open market.
- An update published by in 2014 by the Coalition Government stated that since 2012 900 communities made use of the new Right to Bid to 'initiate dialogue'.

## **The Impact of New Technology and Digital Services**

- Developments in information and communications technology (ICT) can affect libraries in various ways<sup>1</sup>:
  - o They introduce new ways in which people can access knowledge and reading for leisure, for example using smartphones and eBooks.
  - o They allow libraries to provide their services in new ways, for example using self-service machines for issuing and returning books or providing online reference facilities.
  - o They can support greater efficiency in the way the service is provided, and make it easier for library authorities to share functions and services.

### **Digital engagement in 2014/15**

- Data from the Department for Culture, Media and Sport (DCMS) 'Taking Part' Survey<sup>2</sup> shows that in 2014/15, 72 per cent of adults had used the internet and/or email in their free time. However, there was variation in usage between adults of different ages and sex.
- The likelihood of internet and email use decreases with age and, although use by each sex was similar in younger age groups, men over 75 were significantly more likely to have used the internet and/or email than women of the same age.

### **Use of library websites**

- Results from the Taking Part Survey show that between April 2014 and March 2015, 15 per cent of adults had visited a library website in 2014/15, this represents a decrease from 17 per cent in 2012/13, but a similar proportion to 2013/14 and 2011/12.
- Of those who had visited a library website: 72 per cent had searched and viewed online information or made an enquiry. 37 per cent had completed a transaction, such as reserved or renewed items, or paid a fine.

### **Trends in Sales and Borrowing of Electronic Books**

- Book reading on small handheld devices has become increasingly popular and sales of electronic books (EBooks) grew very rapidly between 2010 and 2013. In 2014, there were signs that this growth was slowing, but Ebooks still accounted for 30% of consumer book sales by volume, and 47% of fiction sales by volume.<sup>3</sup>

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<sup>1</sup> 'A New Chapter, Public Library Services in the 21st Century', The Carnegie UK Trust 2012

<sup>2</sup> The Taking Part Survey is an annual household survey and has run since 2005. It is the main evidence source for the Department for Culture, Media, and Sport.

<sup>3</sup> Nielsen Books & Consumers UK, 2014

- In response to this trend a report into library e-lending commissioned by the Coalition Government (Sieghart , 2013)<sup>4</sup> set out the principle that e-lending should be free at the point of use. Sieghart also reflected that Ebooks can enable libraries to enhance their offerings to groups such as the partially sighted, the elderly, and the housebound. The report recommended that more research should be done into e-lending patterns.
- Following the recommendations of the Sieghart report a study of remote EBook Lending by The Society of Chief Librarians and The Publishers Association published in 2015<sup>5</sup>, examined the implications of Ebooks for the library service through a pilot of four library authorities.
- The pilot assessed whether there was significant demand for remote Ebook borrowing from libraries and borrowers' behaviour and attitudes, addressing questions such as how borrowers reacted to loan period restrictions, and how they reacted when titles were unavailable. The study found that:
  - o The pilot stimulated lending, attracted some new users (up to 4% of active borrowers), and was popular
  - o Ebook downloads accounted for less than 5% of fiction borrowing within the pilot authorities
  - o Fewer than half of Ebook borrowers said that they were happy with the range available, and 95% of them said a greater range of titles would encourage them to borrow more.
  - o Remote e- lending users were older, from a more affluent demographic, and less likely to visit their local libraries than were other library users.
  - o Browsing their libraries' websites was how they were most likely to discover that the e-book service was available, and browsing and borrowing from home was their most favoured reason for using the service.

### **Library Usage in Great Britain**

- The Chartered Institute of Public Finance and Accountancy's (CIPFA) annual library survey published in 2015<sup>6</sup> showed that:
  - o The total number of library service points in Great Britain fell from 4,160 to 4,060 in 2014-2015, a net fall of 100 libraries and a drop of 2.4%.

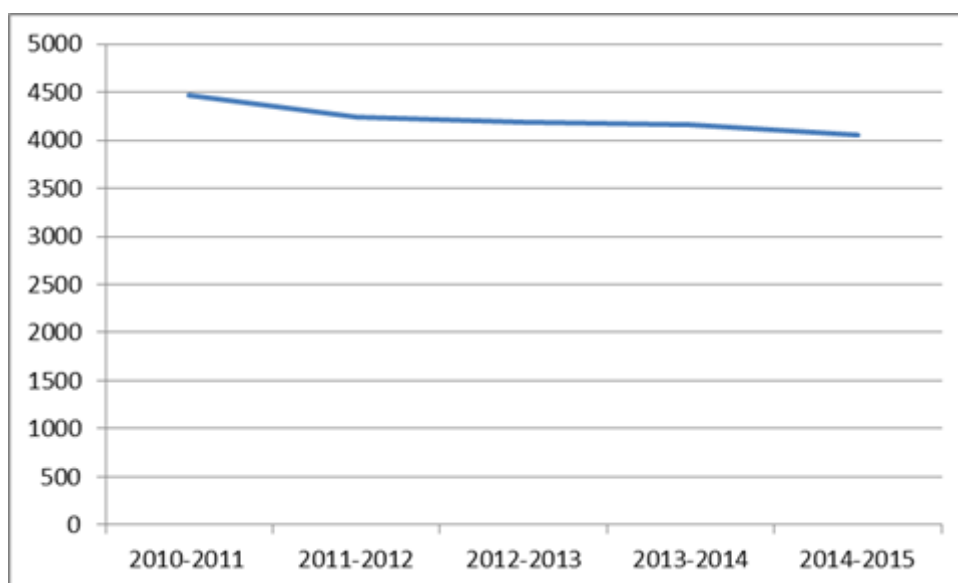
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<sup>4</sup> An Independent Review of E-Lending in Public Libraries in England, William Seighart, Department for Culture, Media and Sport, 2013

<sup>5</sup> The Society of Chief Librarians and The Publishers Association Report on the remote Ebook Lending Pilots 2015

<sup>6</sup> CIPFA Public Library Statistics 2015

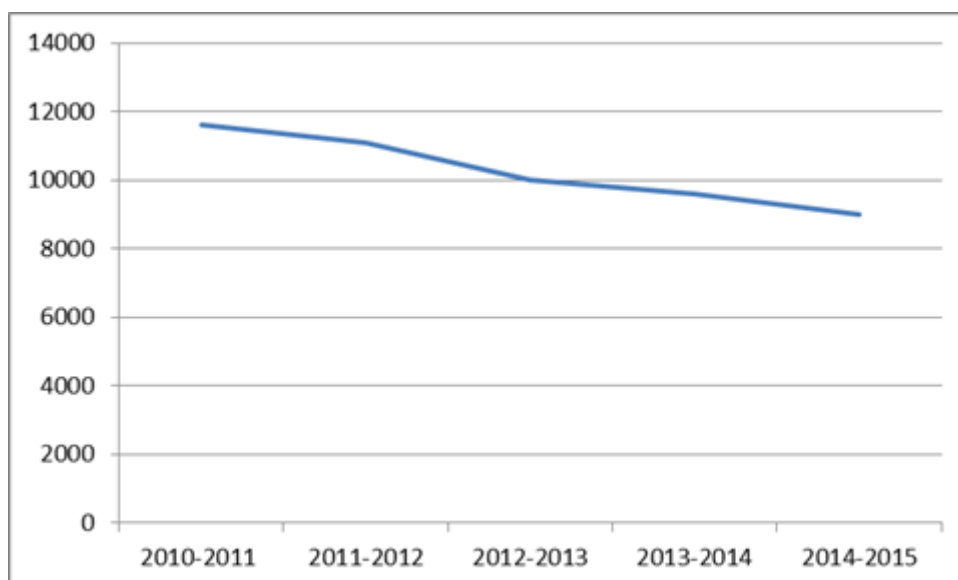
### Total Number of Library Service Points 2010 – 2015: Great Britain



**Source: Cipfa 2015**

- o Visits to libraries also fell 4% in the year, down from 276 million visits in 2013-2014 to 265 million visits in 2014-2015. This compares to 307 million visits in 2010- 2011
- o Active library borrowers fell from 9.6 million people in the same period to 9 million people, a fall of 6.3%. This compares to 11.6 million active borrowers in 2010-2011.

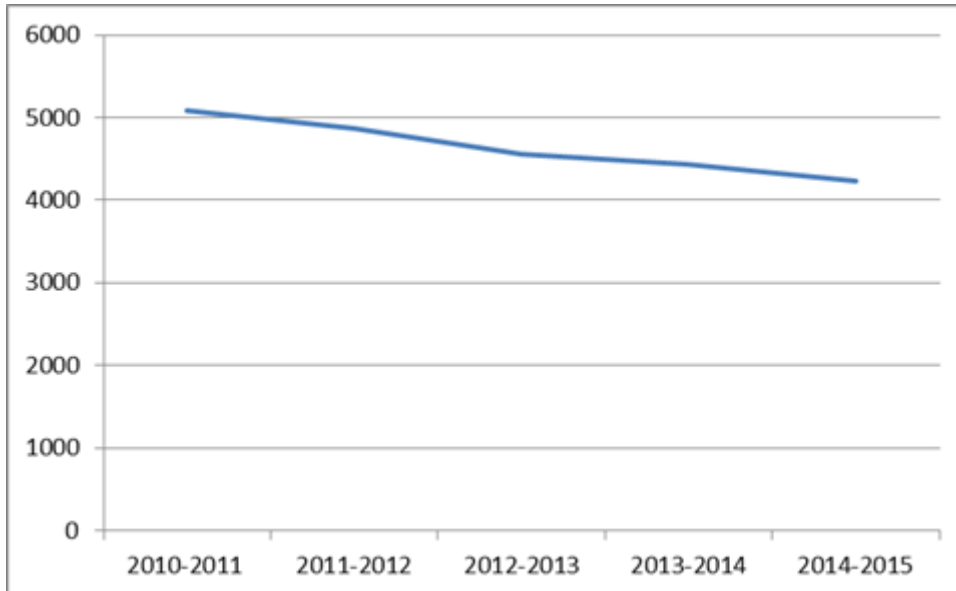
### Active Library Borrowers ('000) 2010-2015: Great Britain



**Source: Cipfa 2015**

- o Visits as a share of population also saw a significant fall over in the five year period from 2010 to 2014-2015, from 5,079 per 1,000 people in 2010-11 to 4,227 in 2014-2015 a percentage fall of 16.8%.

#### **Library Visits per 1,000 Population, 2010-2015: Great Britain**



**Source: Cipfa 2015**

- o The number of book issues has also dropped dramatically in the past few years. 2014-2015 saw a 9% decrease in the number of books issued in 2013-14, from 242 million to 220 million.
- o Staff numbers continue to decrease significantly. Nationally full time equivalent staff in libraries fell from 18,747.8 in 2013-14 to 18,028 in 2014-2015, a drop of almost 4%; this is down from 23,010.8 staff in 2010-11 a fall of 21.7% in the period.
- o This has been offset by an increase in the number of volunteers, with 41,402 people giving some time voluntarily in libraries up from 34,880 or a 18.7% increase. This represents an increase of 93% increase since 2010-2011 when 21, 494 people volunteered in local authority libraries.
- Data from the National Taking Part Survey for the year ending September 2015<sup>7</sup> found that:
  - o 33.9 per cent of adults had used a library in the 12 months prior to being interviewed. This represents a significant decrease from 48.2 per cent in 2005/06, but a similar proportion to 2013/14.

<sup>7</sup> Taking Part 2015/16 Quarter 2 Statistical Release DCMS December 2015

- For the first time since 2005/06, there has been a significant decrease in the proportion of adults who visited a library in the 12 months prior to interview across all demographics groups. These include: age; sex; employment status; and ethnicity.
- Across all adult age groups, 16 to 24 year olds had the largest significant decrease in the proportion of adults who visited the library, from 51.0 per cent in 2005/06 to 25.2 per cent between October 2014 and September 2015.
- Significantly more women visit a library than men. In the year ending September 2015, 38.1 per cent of women had visited a library compared with 29.4 per cent of men. However, both sexes have seen a significant decline in library visits since 2005/06, when 43.8 of men and 52.3 per cent of women visited a library.
- More non-working adults visited a library compared with adults who are working. In the year ending September 2015, 37.8 per cent of non-working adults visited a library compared with 31.3 per cent of adults who are working. However, both groups have had a decline in library visits since 2005/06.
- A higher proportion of adults from black and minority ethnic (BME) groups visited a library than adults from the white group (49.3 per cent compared with 31.8 per cent). However there has been a significant decline in library visits by adults in both groups since 2005/06. In 2005/06 there was a difference of 10.3 percentage points between the two groups; in the latest year there was a difference of 17.5 percentage points.
- The proportion of adults visiting a public library in the least deprived areas as significantly declined since 2009/10. In the year ending September 2015, 31.5 per cent of adults in the least deprived area visited a public library compared with 46.3 per cent in 2009/10.
- Both rural and urban areas have seen a significant decline in the proportion of adults visiting a public library. In the year ending September 2015, 34.7 per cent of adults in urban areas visited a public library compared with 48.5 per cent in 2005/06. Over the same period of time, 30.5 per cent of adults visited a public library in rural areas compared with 47.1 per cent in 2005/06.

### **National research on public perceptions of public libraries**

- In 2010 The Museums, Libraries and Archives Council (MLA)<sup>8</sup> commissioned Ipsos Mori to undertake a study to give an up-to-date picture of public views on libraries, in order to help inform decisions about the future development of the service.
- The Carnegie UK Trust<sup>9</sup> commissioned research through an omnibus survey also with Ipsos Mori in 2012.

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<sup>8</sup> 'What do the public want from libraries?' The Museums, Libraries and Archives Council 2010

<sup>9</sup> A New Chapter, Public Library Services in the 21st Century', The Carnegie UK Trust 2012

- Common to both studies were an exploration of the profile of library users and non-users, the importance of libraries to the community and individuals and factors that might encourage people to use libraries more in future.

### **Importance of libraries to the community and individuals**

- Both surveys found that public libraries are widely valued and that most people including those who don't use them see public libraries as an important community service.
- The Carnegie Trust survey found that across all areas people viewed libraries as being more important as a service to the community than to them personally.
- Overall, around three quarters (74%) of those surveyed in England felt that libraries were 'very important' or 'essential' for communities, while 47% said that they were very important or essential to them personally.
- The MLA report states that public libraries are valued because:
  - o they are trusted
  - o they are one of the few public services that people often think of as 'theirs'
  - o they are widely perceived to be important for groups such as children, older people and people on low incomes.
- Furthermore, the report states that libraries are seen as a social leveller. Compared with other types of cultural activity – such as visiting museums or galleries – libraries reach a much broader range of age groups, genders, and ethnic and social backgrounds. This ability to bring people together is valued by library users. Most people strongly believe that libraries need to remain free at the point of use, although some say they would be willing to pay (more) for specific services, such as 'premium membership' or some children's activities.

### **Attitudes to service improvements and factors which might increase use**

- The Carnegie Trust survey found that when asked which of ten factors would be most likely to increase their use of the public library service, 'more information on the services provided by libraries' was most commonly selected by respondents.
- The other three most popular factors were being able to reserve books online, improving the range and quality of books and providing other services in library buildings.
- Improving the accessibility of the service (for example, by making buildings more accessible, or by providing more mobile library services) did not appear to make a difference to whether people thought they would use their library more.
- Views were more mixed about having a coffee shop or café on site, longer opening hours and being able to access library services in other locations.



- Users were more likely than non-users to say that each of these improvements would encourage them to make more use of services. The majority of non-users said that these improvements would not encourage them to make more use of libraries.

### **3. Demographic Context**

#### **Summary**

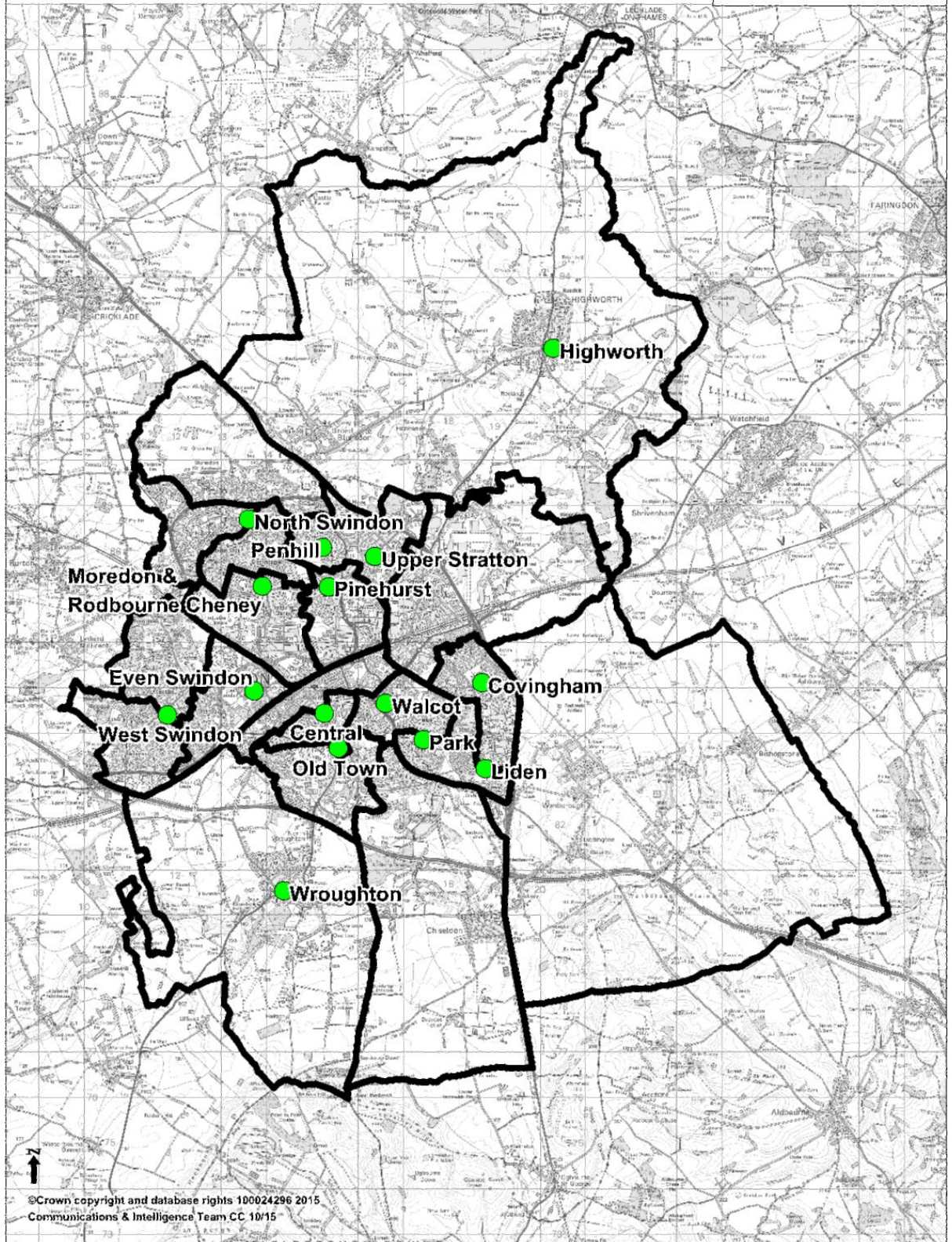
- The age structure of Swindon's population is projected to change, with significantly higher growth in the older age groups, than the younger age groups.
- Educational attainment is noticeably below the national average, with some particularly poor performing wards (including Rodbourne Cheney, and Penhill and Upper Stratton).
- Swindon's Local Economic Assessment identifies higher than average % of residents with low qualification levels as one of the key issues for the borough. The poor performing wards are predominantly in the more deprived areas.
- Although steadily declining, high youth unemployment in the Borough is a serious concern for the Council and is higher than the national figure or regional for this age group.
- Overall, deprivation levels in Swindon have changed relatively little over the past five years. Swindon has eight LSOAs (small areas) amongst the 10% most deprived small areas, nationally. At present, a library's current catchment area (see Appendix 1 for full Library Profiles, including catchment maps) covers each of those LSOAs.
- Variation in life expectancy exists across the borough; the wards with the lowest life expectancy include Gorse Hill and Pinehurst, Central, and Mannington and Western; and those with the highest include Shaw, St. Andrews and Ridgeway.
- Swindon has above average (national and regional) rates of both depression and dementia.
- Pockets of low or no car ownership exist in the urban centre and areas of high deprivation; the rural periphery has higher levels of vehicle ownership.

The LSOAs<sup>10</sup> with the greatest proportion of households with no or low car ownership were in Central, Penhill and Upper Stratton and Walcot and Park North wards.

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<sup>10</sup> Lower Super Output Areas are a geography for the collection and publication of small area statistics. They are used on the Neighbourhood Statistics site and across National Statistics. LSOAs typically have a population of around 1500, and fit within electoral ward boundaries.

# Swindon Borough Libraries Location

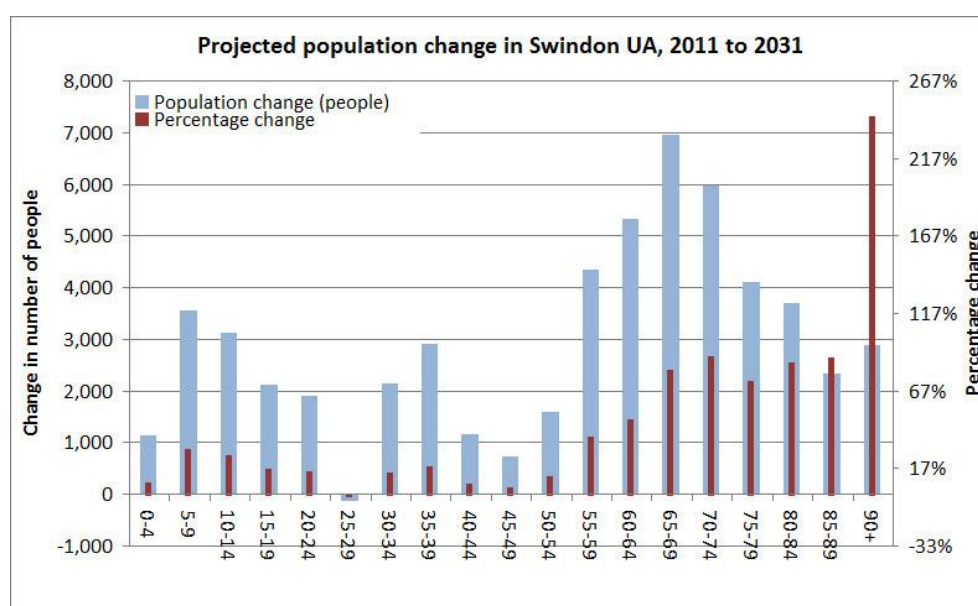


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## Population (Source: Swindon [JSNA](#)<sup>11</sup> Summary)

- The current (mid-2013) Swindon borough population, is 214,037. There were 50,544 under 18s (23.6%); 132,132 aged between 19 and 64 (61.7%) and 31,361 aged 65 or older (14.7%).
- Swindon Council projections estimate that Swindon's population could increase by 14% from 2011 to 2021, and a further 10% from 2021 to 2031.
- The projections indicate that almost half (25,900 people) of the population growth between 2011 and 2031 will be in the 65 plus age group. Population increases are driven by people living longer and (net) internal migration.

### Population change, 2011 - 2031



- The structure and characteristics of the population varies greatly borough-wide, which emphasises the need for planning targeted to local needs.

### Age (Source: Swindon 2011 Census Population Summary)

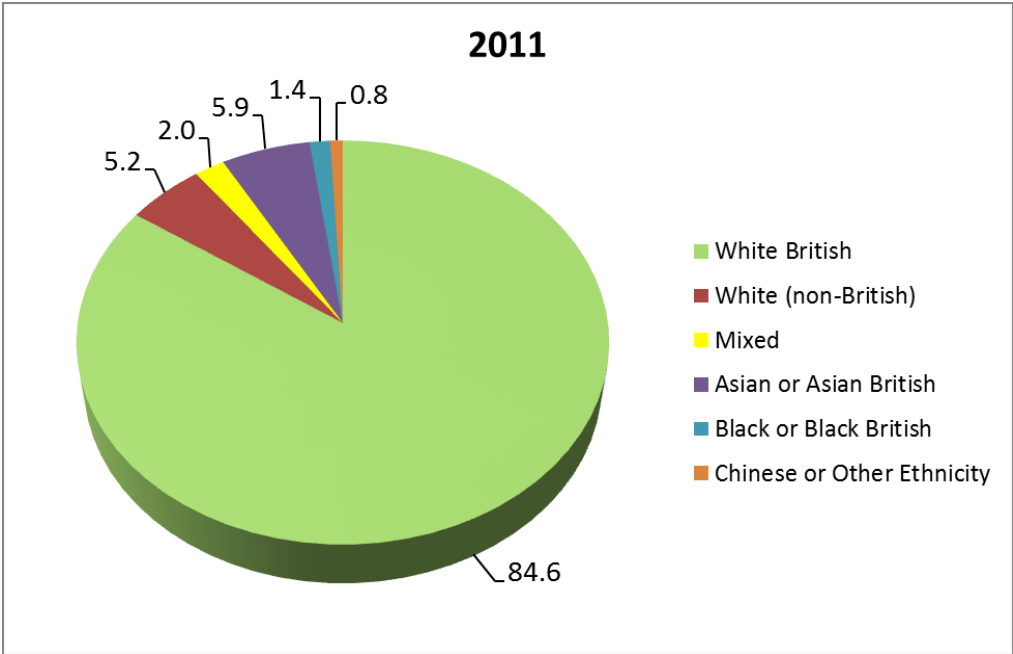
- The age-profile of the population varied greatly by electoral ward in the 2011 Census. For example, in Priory Vale 11.2% of the population were aged under five years, while in St Margaret and South Marston the proportion was 5.1%. With regard to people aged 75 years or more the respective proportions were 0.7%, and 9.6%.

<sup>11</sup> The Joint Strategic Needs Assessment is a selection of documents that describes the current and future health and wellbeing and social care needs of Swindon's population. It is produced by Swindon Borough Council's Public Health team.

**2011 Ethnicity** (Source: Swindon 2011 Census Population Summary)

- The proportion of BME people in Swindon, in approximate terms, doubled from 8.5% (15,344 people) in 2001 to 15.4% (32,128 people) in 2011.

**People of all Ages by Ethnic Group in Swindon UA in 2011**











# Swindon Borough Libraries Location & Non-white Ethnicity percentage by LSOA

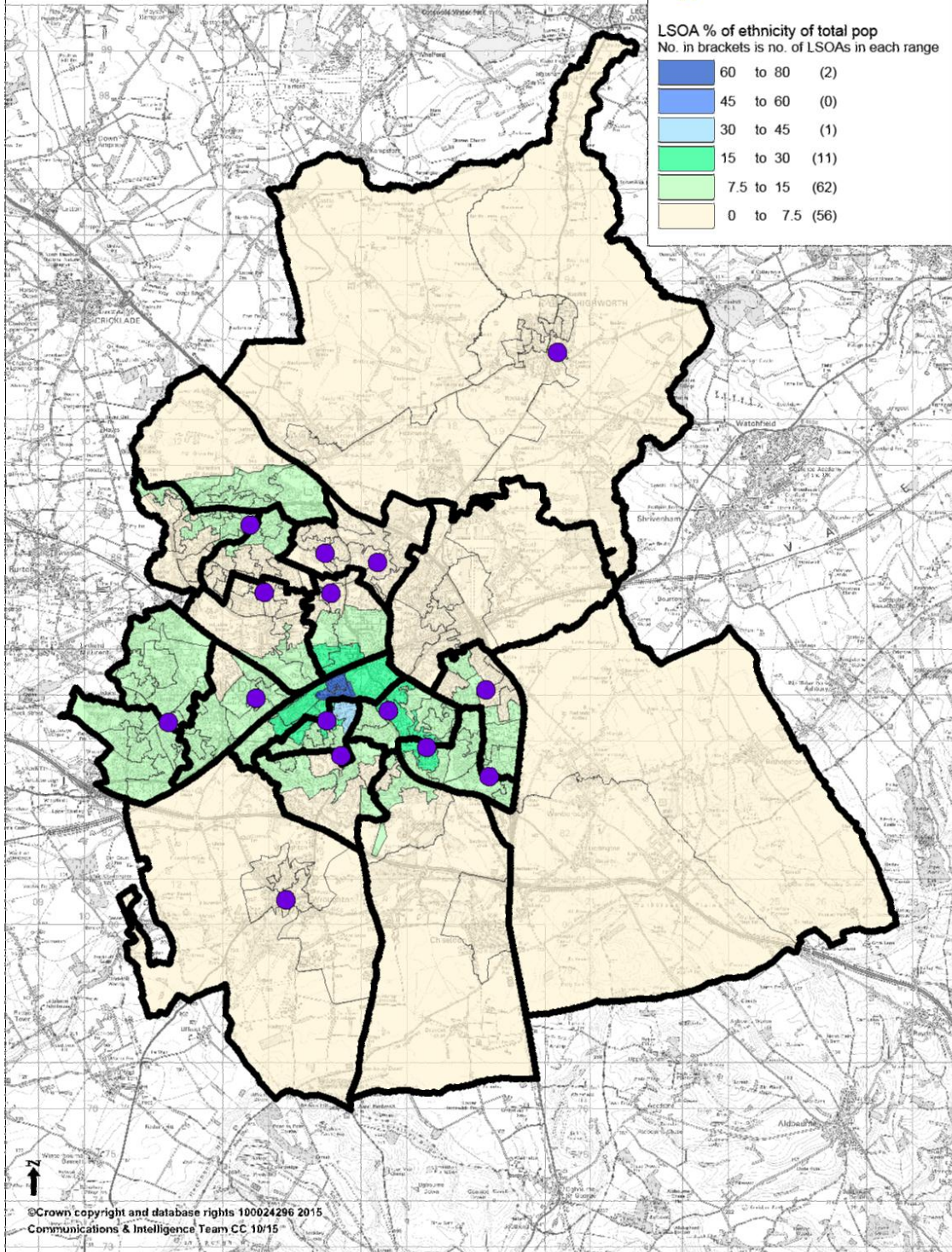
## Legend

 Ward Boundary

 Libraries Location

LSOA % of ethnicity of total pop  
No. in brackets is no. of LSOAs in each range

	60 to 80	(2)
	45 to 60	(0)
	30 to 45	(1)
	15 to 30	(11)
	7.5 to 15	(62)
	0 to 7.5	(56)



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**IMD** (Source: Swindon IMD Briefing)

The [Indices of Deprivation 2015](#) were released in September 2015.

- Overall, relative deprivation levels in Swindon have changed little since 2010.
- There are pockets of deprivation in Swindon. Eight Swindon Local Super Output Areas (LSOAs) are in the most deprived 10% nationally (compared to 9 in 2010). These LSOAs are located as follows:

**Eight most deprived LSOAs in Swindon**

LSOA code	LSOA name	Ward name	National Rank (1 = most deprived; 32,844 = least deprived) <sup>12</sup>
E01015546	Penhill central	Penhill and Upper Stratton	1,049
E01015545	Penhill north	Penhill and Upper Stratton	1,199
E01015507	Pinehurst west	Gorsehill and Pinehurst	1,256
E01015575	Walcot East north west	Walcot and Park North	1,867
E01015544	Penhill east	Penhill and Upper Stratton	1,974
E01015572	Walcot East east	Walcot and Park North	2,733
E01015538	Park North north	Walcot and Park North	3,029
E01015508	Pinehurst south	Gorsehill and Pinehurst	3,095

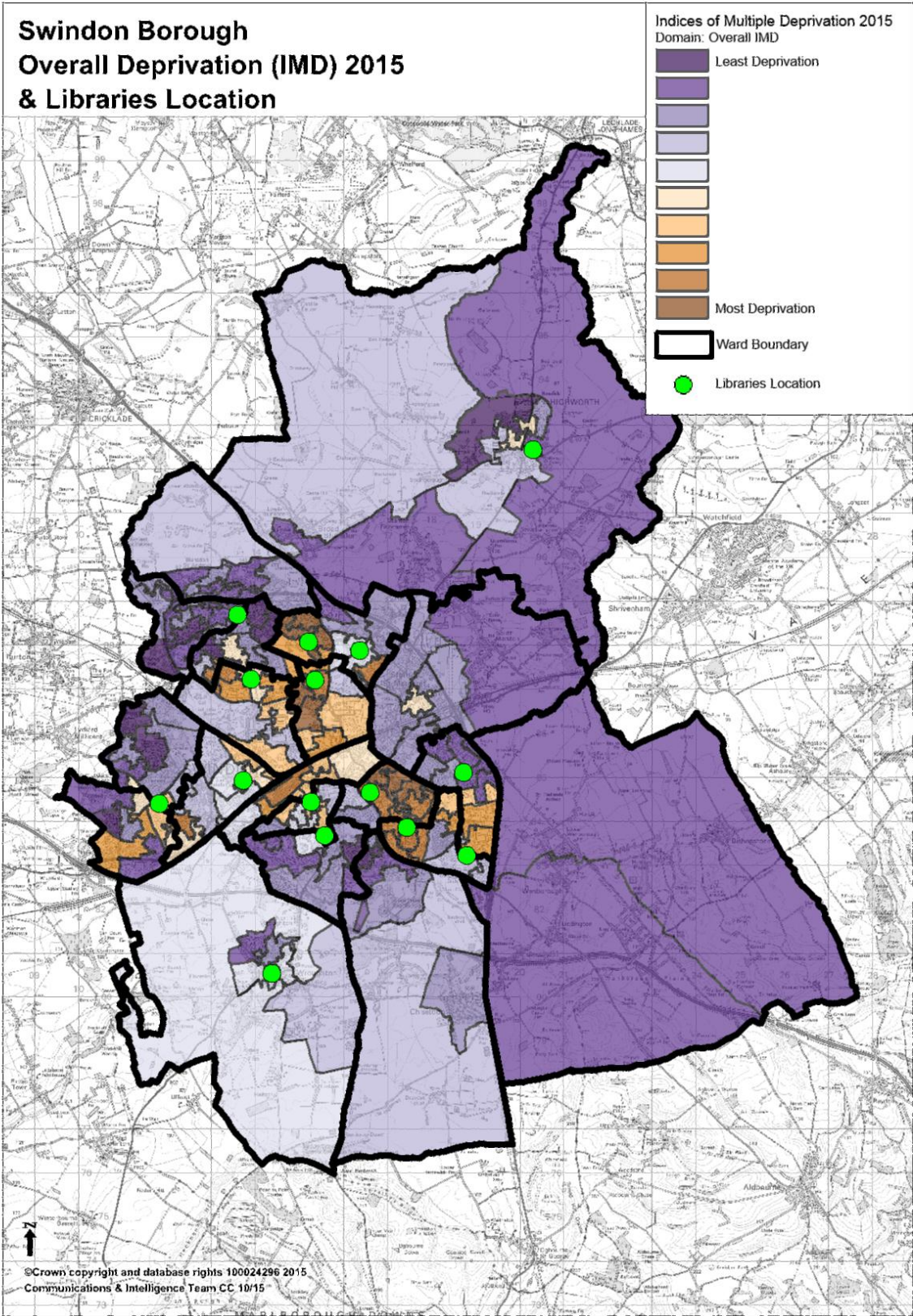
- The most deprived LSOA is in Penhill and Upper Stratton ward. The map below indicates the distribution of deprivation across the borough.

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<sup>12</sup> There are 32,844 LSOAs in England. A rank of '1' represents the highest level of deprivation, and '32,844' the lowest.



Indices of Multiple Deprivation (IMD) 2015



## **Education** (Source: Swindon JSNA Summary)

- Swindon's relative deprivation is most severe in the education, skills and training domain<sup>13</sup> where it is 47th most deprived out of 152 Upper Tier Local Authorities. The driver appears to be children and young people's indicators<sup>14</sup>. One LSOA in Penhill and Upper Stratton ranks 33rd (out of 32,844) most deprived in England in this domain.

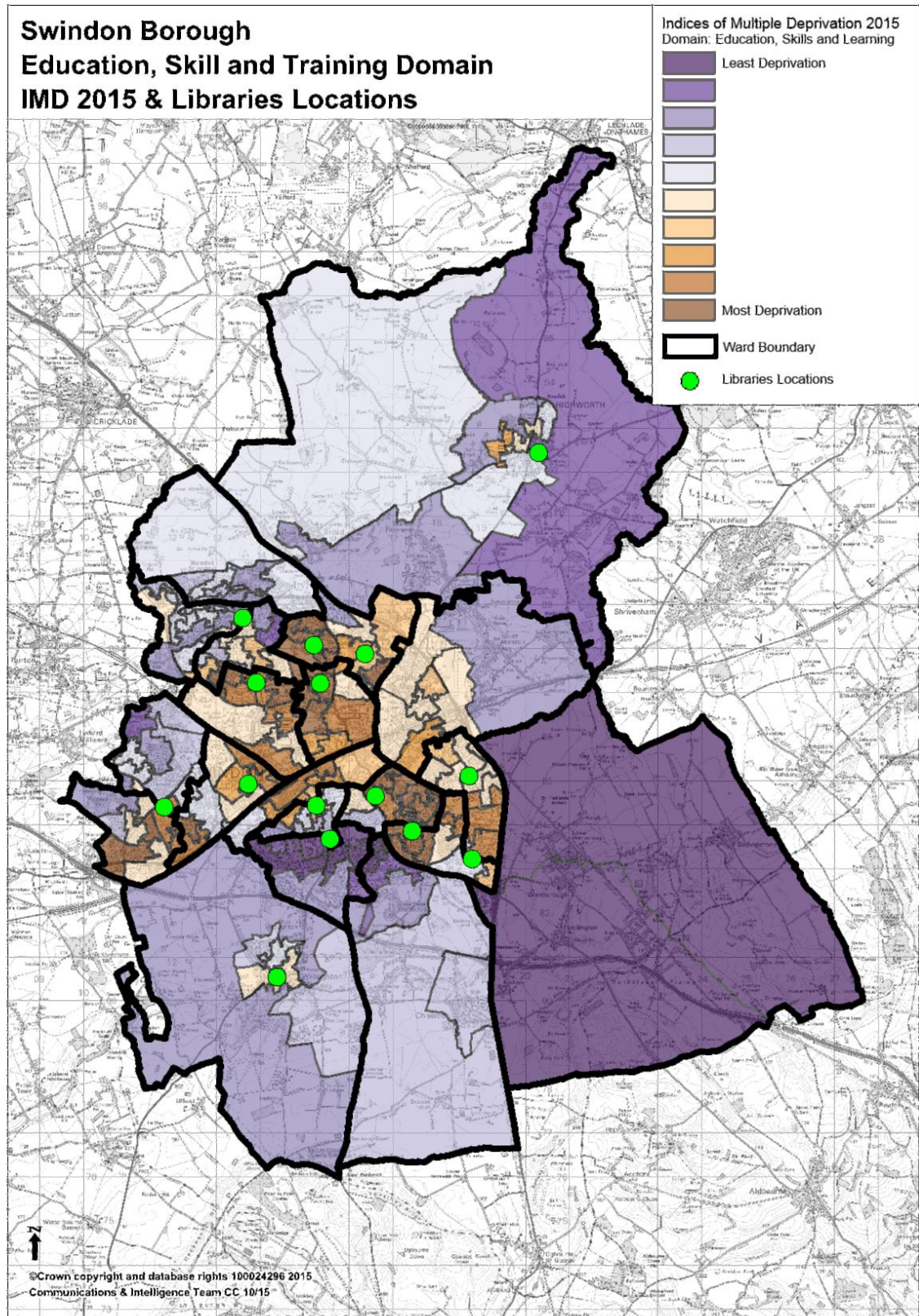
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<sup>13</sup> The Indices of Multiple Deprivation is made up of 7 'domains' or 'types' of deprivation, of which Education, Skills and Training is one. The remaining 6 domains are; Income, Employment, Health, Living Environment, and Barriers to Housing and Services. The Education, Skills and Training Domain measures the lack of attainment and skills in the local population. The indicators fall into two sub-domains: one relating to children and young people and one relating to adult skills.

<sup>14</sup> For example, looking at the underlying data, 98.2% of under 21 year olds do not enter higher education in Penhill central LSOA. This is the 20<sup>th</sup> highest in England (of all 32,844 LSOAs).



**Swindon Borough**  
**Education, Skill and Training Domain**  
**IMD 2015 & Libraries Locations**



- 53% of Swindon pupils achieved 5 or more A\*-C GCSEs or equivalents (including English and Maths) at the end of Year 11 in 2013/14. This compares to 53% in England and 56% in the South West 2013/14.
- Swindon's attainment gap (between disadvantaged pupils and their peers) at the end of Year 11 was 27 % points in 2013/14, which shows no change from 2012/13, and a slight drop from 30% in 2011/12. The current figure is one percentage point below the national average (28%).

**GCSE results, 2013/14; and NEETs (16 – 18 year olds not in education, employment or training), 2015, Swindon wards (for GCSEs, areas below Swindon average highlighted red; for NEETs, areas above average are highlighted)**

Wards	5 or more A* - C GCSEs including English and Maths	NEET count	NEET rate
Rodbourne Cheney	35%	38	9%
Gorse Hill and Pinehurst	40%	31	7%
Liden, Eldene and Park South	42%	33	6%
Penhill and Upper Stratton	42%	50	11%
Walcot and Park North	45%	56	9%
Haydon Wick	50%	20	5%
Covingham and Dorcan	51%	19	5%
Priory Vale	51%	17	4%
Central	53%	30	7%
Chiseldon and Lawn	57%	11	5%
Mannington and Western	58%	20	6%
Blunsdon and Highworth	59%	13	3%
Wroughton and Wichelstowe	61%	<5*	1%
Eastcott	62%	17	6%
St. Andrews	62%	10	3%
Lydiard and Freshbrook	64%	30	7%
St. Margaret and South Marston	67%	16	4%
Old Town	68%	19	6%
Shaw	69%	16	4%
Ridgeway	81%	<5*	2%
<b>Swindon Total</b>	<b>53%</b>	<b>453</b>	<b>6%</b>

\*suppressed as the value was too low.

## NEETs (number and rate), Swindon and comparator areas, June 2015

16 to 18 year-olds NEET comparative rate: last 4 years (Swindon)				
	June 2012	June 2013	June 2014	June 2015
<i>Swindon count</i>	<b>597</b>	<b>588</b>	<b>466</b>	<b>476</b>
NEET rate for Swindon	7.9%	7.9%	6.3%	6.4%
NEET rate for England	5.9%	6.0%	5.4%	4.9%
NEET rate for South West	6.0%	6.0%	5.3%	5.1%

- For the two variables shown (GCSE attainment and NEETs), the worst performing wards are Rodbourne Cheney and Penhill and Upper Stratton, respectively.
- There are eight wards below the Swindon average (53%) attaining 5 A\* - C GCSEs (with English and Maths).
- As might be expected, the five wards with the poorest GCSE attainment rates, account for five of the 10 wards with the highest NEET rates.
- At a regional, national and Swindon level, there was a drop in the number and rate of NEETs, between June 2014 and June 2015. Locally, we know that young people in Swindon were more affected by the post-recession years during the 2010 to 2013 period, with Swindon seeing an improved employment picture in 2014.

## Employment (Source: Swindon 2011 Census Labour Market Summary)

- According to the 2011 Census, there were 117,039 economically active<sup>15</sup> people in Swindon aged 16-74, equivalent to 76% of the population in that age group. Aside from the Isles of Scilly this is the highest rate among unitary authorities in the South West Region and comparative unitary authorities.
- Unemployment<sup>16</sup> in Swindon overall (in 2011) was 5.6%, which was below the England value of 6.3%, but above the South West value of 4.7%. The table below breaks this data down to ward level.

<sup>15</sup> Economic activity relates to whether or not a person was working or looking for work in the week before the Census. Rather than a simple indicator of whether or not someone was currently in employment, it provides a measure of whether or not a person was an active participant in the labour market.

<sup>16</sup> The ONS use the International Labour Organisation (ILO) definition of unemployment. Under ILO guidelines, anybody who is without work, available for work and seeking work is unemployed. Note that this does not reflect unemployment claimant data (Job Seekers Allowance/Universal Credit).

### Unemployment, 2011, Swindon Wards (Source: 2011 Census)

Ward	Total unemployed	%
Central	611	6.7
Walcot & Park N	569	6.3
Penhill & Upper Stratton	521	6.2
Gorsehill & Pinehurst	507	5.5
Liden, Eld, Park S	448	5.3
Mannington & Western	395	5.1
Rodbourne Cheney	403	4.8
Eastcott	377	4.5
Lydiard & Freshbrook	350	4.2
Shaw	300	3.5
Haydon Wick	299	3.4
Old Town	223	3.4
Covington & Dorcan	257	3.1
St Andrews	229	3.0
St Margaret & SM	248	3.0
Blunsdon & Highworth	228	2.9
Wroughton & Wichelstowe	166	2.9
Lawn & Chiseldon	109	2.7
Priory Vale	233	2.7
Ridgeway	45	1.9

- The highest levels of unemployment were recorded for Central, Walcot and Park North, Penhill and Upper Stratton, Gorsehill and Pinehurst and Liden, Eldene, and Park South wards. Levels of unemployment are lowest in Ridgeway, Priory Vale, and Lawn & Chiseldon.

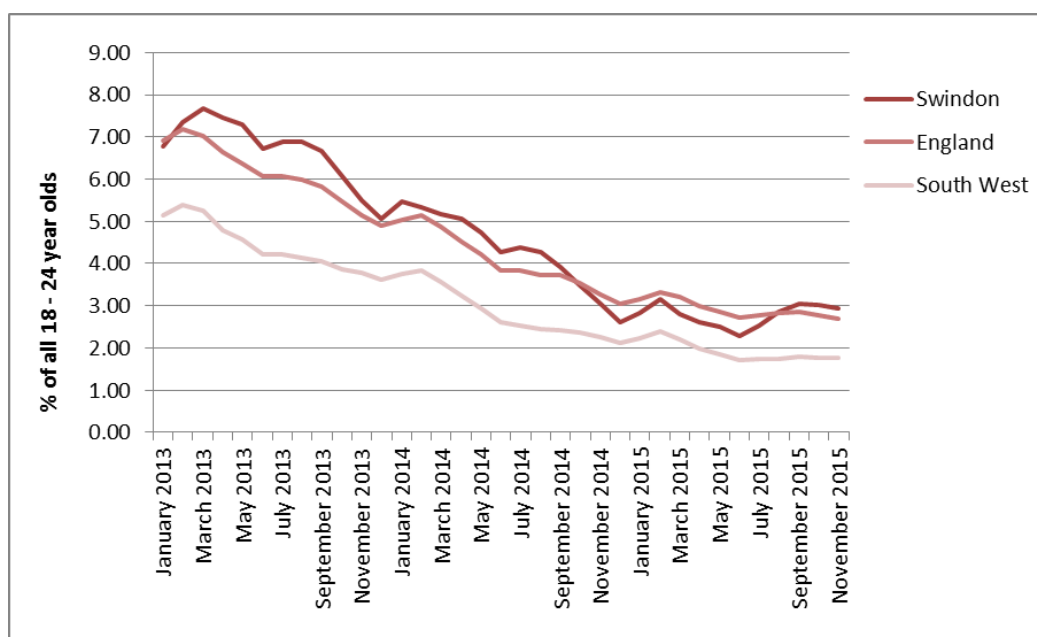
### Youth unemployment (Source: Job Seekers Allowance/Universal Credit claimant data<sup>17</sup>, via [NOMIS](#))

- Although steadily declining, high youth unemployment in the Borough is a serious concern for the Council and is higher than the national figure or regional for this age group.

<sup>17</sup> Alongside the main measure of unemployment is an additional measure, the Claimant Count. This is the number of people who are receiving benefits principally for the reason of being unemployed. From May 13, the Claimant Count includes Universal Credit claimants as well as JSA claimants.

Note also that this figure differs from the NEET data already described in this chapter; NEET incorporates those not in *education and training*, as well as employment.

### Percentage of all 18 – 24 year olds claiming JSA/Universal Credit (Source: ONS via NOMIS)



### Health (Source: Swindon JSNA Summary; Swindon Child Poverty Needs Assessment, 2012)

- Life expectancy is a good measure of the overall health of a population. In Swindon, in 2008 - 12, average life expectancy is 79.0 years for males and 82.8 years for females, which is similar to England. In Swindon, as in the rest of the country, women have a higher average life expectancy than men.
- Although Swindon has average life expectancies for males and females which are similar to the national figures, mortality rates are higher in more deprived areas than in affluent parts of our population.
- Variation in life expectancy exists across the borough; however wide confidence intervals<sup>18</sup> exist at this geographical level.

<sup>18</sup> Confidence intervals measure the probability that a population parameter or estimate will fall between two sets of values (the 'lower' and 'upper' confidence interval).




**Life expectancy (males and females), ward level, 2008 – 12 (ordered by highest – lowest, males)**

Ward name	Males Indicator value (age)	Lower Confidence Interval (LCI) <sup>19</sup>	Upper Confidence Interval (UCI)	Females Indicator value (age)	LCI	UCI
Priory Vale	No data			No data		
Shaw	83.7	79.6	87.8	85.0	82.5	87.4
St Andrews	83.2	76.9	89.5	82.8	81.5	84.1
Ridgeway	81.6	79.4	83.9	80.1	77.4	82.8
Haydon Wick	80.6	79.0	82.1	83.1	81.5	84.8
Liden, Eldene and Park South	80.4	78.6	82.2	82.4	80.2	84.5
Lydiard and Freshbrook	80.4	78.2	82.6	85.1	82.5	87.8
Covingham and Dorcan	80.3	78.7	82.0	85.4	83.7	87.1
Old Town	80.3	78.6	82.1	81.5	79.9	83.1
Blunsdon and Highworth	79.0	77.5	80.6	83.9	82.6	85.2
Rodbourne Cheney	78.8	77.2	80.4	82.9	81.4	84.4
Chiseldon and Lawn	78.5	75.4	81.6	83.1	80.5	85.7
St Margaret and South Marston	78.5	76.9	80.1	82.8	81.5	84.1
Penhill and Upper Stratton	78.2	76.4	79.9	82.9	81.1	84.7
Wroughton and Wichelstowe	78.2	76.1	80.3	81.1	79.6	82.6
Eastcott	77.2	75.4	79.0	81.0	79.2	82.9
Walcot and Park North	77.2	75.6	78.9	81.4	79.6	83.2
Mannington and Western	77.1	75.1	79.1	83.6	81.1	86.2
Central	76.7	74.9	78.5	82.5	80.6	84.5
Gorse Hill and Pinehurst	75.8	74.1	77.5	82.8	80.9	84.8

Poverty has been the major determinant of child and adult health and it remains a major cause of ill health with huge public health consequences. In 2010, the level of child poverty in Swindon was at 15.9% which was below the national figure of 20.9%.

- According to [End Child Poverty](#) (a coalition set up in 2003 to leverage the work of a range of groups, all of whom share the objective of eradicating child poverty by 2020):
  - ☐ The effects of poverty are passed across generations through pregnancy.
  - ☐ Poor infants are more likely to be born small and/or early

<sup>19</sup> Life expectancy is an estimate, which is why confidence intervals have been used here. According to the stated confidence intervals, we can be 95% confident that the true mean life expectancy value for Shaw, for example, is between the lower and upper confidence intervals of 79.6 and 87.8.

- Acute illnesses are more likely to affect poor children and they are more likely to experience hospital admission.
- Child abuse and neglect appear to be more common among poor families, possibly related to the adverse effects of poverty on child rearing.
-  Breastfeeding is strongly socially patterned.

#### **Mental Health** (Source: Swindon JSNA Summary)

- Data indicates Swindon has higher rates of depression than the national and regional average, which could be linked to better recording of depression and access to psychological therapy services.
- Swindon also has the third highest rate of anti-depressant prescribing in the South West.
- Estimates suggest there are about 2035 people aged 65+ with dementia in Swindon based on the Dementia UK 2007 Consensus Report<sup>20</sup>, nearly half of whom are over 85. This equates to about 7% of the total population over 65.
- There is some evidence the incidence of dementia is decreasing although prevalence is increasing as there are more older people and age is the biggest risk factor for dementia.

#### **Disability** (Source: Swindon JSNA Summary)

- Swindon social services support a significantly higher % of adults (18 - 64) with physical disabilities than England or the South West.
- In Swindon, 10,500 people are estimated to have a moderate disability and a further 3,000 to have a severe disability.
- The 2011 Census found long term health problems or disability limited the day to day activities of 15.4% (32,302) of people in Swindon.

#### **Car Ownership** (Source: 2011 Census)

- The map below indicates the distribution of levels of car ownership across the borough. Pockets of lower ownership are apparent in and around the urban core, and our areas of higher deprivation.
- In general, the more rural areas have higher levels of car ownership.

There is some variation in the rural areas, however; for example three LSOAs within Blunsdon and Highworth ward (the east of the ward) have between 15 – 30% of households with no car or van present, whilst the remainder of the ward (four LSOAs) have between 0 – 15% of households with no car or van present.

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<sup>20</sup> Latest estimated prevalence data available (including undiagnosed) at a local authority level.






# **Swindon Borough** **Libraries Location & % of NO** **Car/Van ownership**

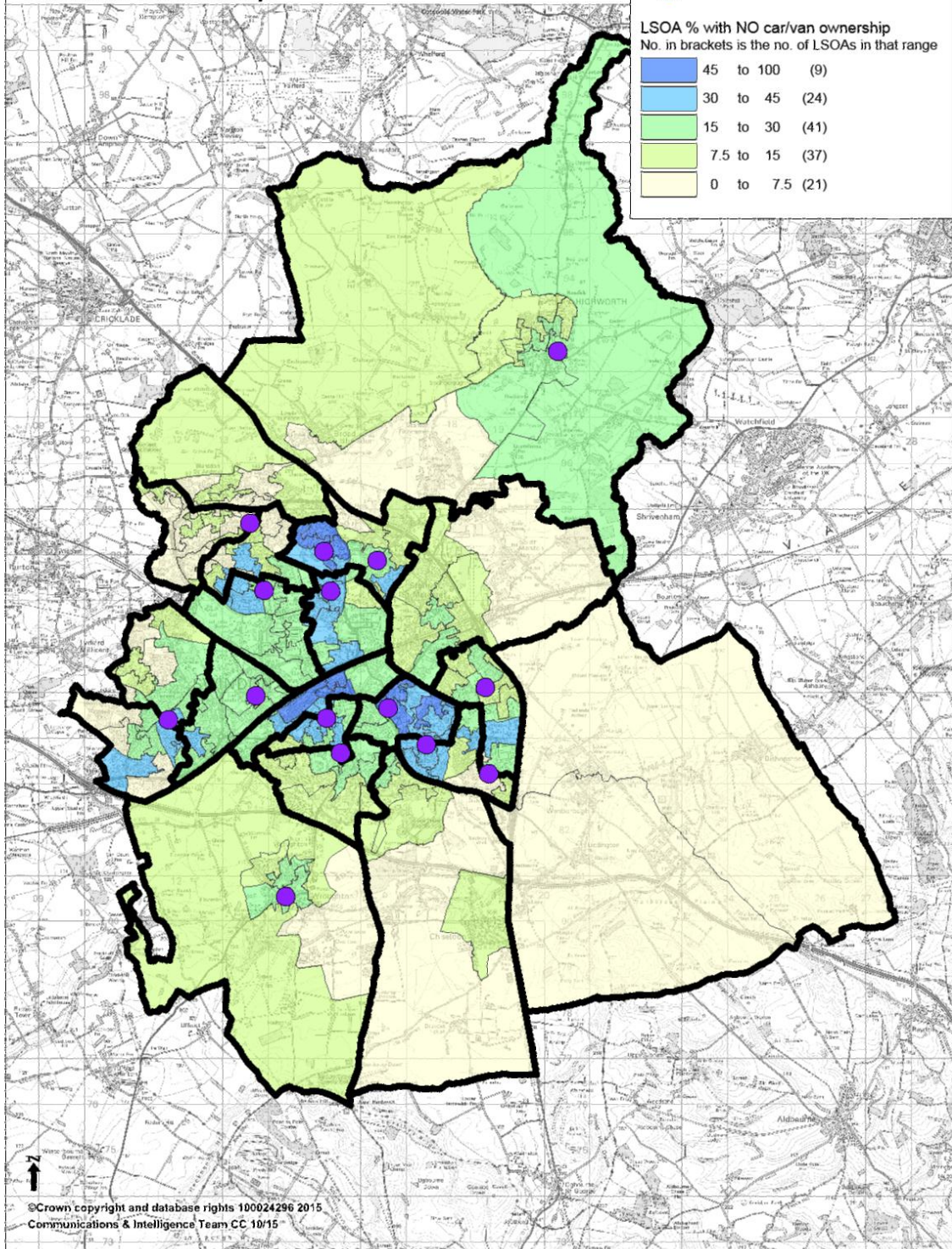
## **Legend**

 Ward Boundary

 Libraries Location

LSOA % with NO car/van ownership  
 No. in brackets is the no. of LSOAs in that range

	45 to 100	(9)
	30 to 45	(24)
	15 to 30	(41)
	7.5 to 15	(37)
	0 to 7.5	(21)



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## Mosaic Customer Intelligence

- Mosaic is an Experian product that allows you to examine the demographics, lifestyle, preferences and behaviours of households. It is used by many companies, government departments and local authorities amongst others and is comprised of many datasets modelled together – the Census for example is one major component. At its most detailed it currently has 66 ‘types’ but for the purposes of this work we will be using the higher typology, the 15 ‘groups’ based around households.
- These datasets allow a generalised picture for a household to be built up from the many data sources, from this the key features for each group have been highlighted below:

### Mosaic Groups (*as defined by Experian*): Key Features

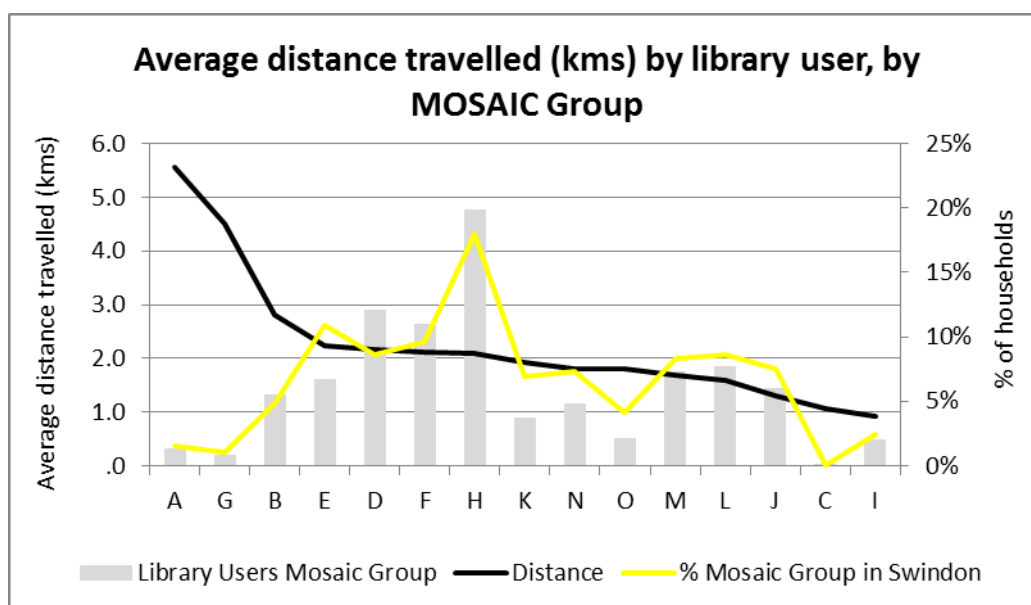
<b>A</b>	<b>Country Living</b> detached homes use of Internet	•Rural locations •Higher self-employment	•Well-off homeowners •High car ownership	•Attractive •High
<b>B</b>	<b>Prestige Positions</b> and senior positions investments	•High value detached homes •Supporting students and older children •Online shopping and banking	•Married couples •High assets and	•Managerial
<b>C</b>	<b>City Prosperity</b> •Low car ownership	•High value properties •High mobile phone spend	•Central city areas •High Internet use	•High status jobs
<b>D</b>	<b>Domestic Success</b> with a mortgage	•Families with children •3 or 4 bedrooms	•Upmarket suburban homes •High Internet use	•Owned •Own new technology
<b>E</b>	<b>Suburban Stability</b> mid-range homes Internet	•Older families •3 bedrooms •Have lived at same address some years	•Some adult children at home •Suburban mid-range homes •Research on	
<b>F</b>	<b>Senior Security</b> •Comfortable homes •Low mileage drivers	•Elderly singles and couples •Additional pensions above state	•Homeowners •Don't like new technology	
<b>G</b>	<b>Rural Reality</b> employment speeds	•Rural locations •Most are homeowners	•Village and outlying houses •Affordable value homes	•Agricultural •Slow Internet
<b>H</b>	<b>Aspiring Homemakers</b> suburbs eBay	•Younger households •Affordable housing costs	•Full-time employment •Starter salaries	•Private •Buy and sell on
<b>I</b>	<b>Urban Cohesion</b> •Own 3 bedroom homes	•Settled extended families •Sense of community	•City suburbs •Younger generation love technology	•Multicultural

<b>J</b>	<b>Rental Hubs</b> •Urban locations smartphones	•Aged 18-35 •Young neighbourhoods	•Private renting •High use of	•Singles and sharers
<b>K</b>	<b>Modest Traditions</b> •Kids are grown up	•Mature age •Suburban locations	•Homeowners •Modest income	•Affordable housing
<b>L</b>	<b>Transient Renters</b> housing telephones	•Private renters •Singles and sharers	•Low length of residence •Older terraces	•Low cost •Few landline
<b>M</b>	<b>Family Basics</b> resources - Squeezed budgets	•Families with children •Some own low cost homes	•Aged 25 to 40 •Some rent from social landlords	•Limited
<b>N</b>	<b>Vintage Value</b> •Need support	•Elderly •Low technology use	•Living alone •Low income	•Small houses and flats
<b>O</b>	<b>Municipal Challenge</b> neighbourhoods	•Social renters •Few employment options	•Low cost housing •Low income	•Challenged •Mobile phones

#### Actual Swindon Mosaic Group numbers and percentages

Mosaic Group ID	No of Households	% of Households
A Country Living	1459	1.57%
B Prestige Positions	4465	4.82%
C City Prosperity	69	0.07%
D Domestic Success	8006	8.64%
E Suburban Stability	10097	10.90%
F Senior Security	8890	9.60%
G Rural Reality	993	1.07%
H Aspiring Homemakers	16652	17.97%
I Urban Cohesion	2270	2.45%
J Rental Hubs	6967	7.52%
K Modest Traditions	6451	6.96%
L Transient Renters	8029	8.67%
M Family Basics	7676	8.28%
N Vintage Value	6810	7.35%
O Municipal Challenge	3818	4.12%

### Average distance travelled (kms) by library user, by MOSAIC Group



- The yellow line represents the MOSAIC profile of the borough, and shows the actual percentage of households in each group in Swindon. Library users (the grey bars) correspond very closely to the MOSAIC profile for the borough.
- The graph has been re-ordered to show the largest average distances travelled to a library (the descending black line) against the different Mosaic groups of library users.
- Groups A and G are both rural groups and travel the greatest distances on average. At the opposite end of the scale, groups L, J, C and I all have very low travel distances – all four groups are centred around various types of flats or terraced housing in the urban area.
- In between the two extremes, the majority of users have an average travel distance of 1.8-2 kms.

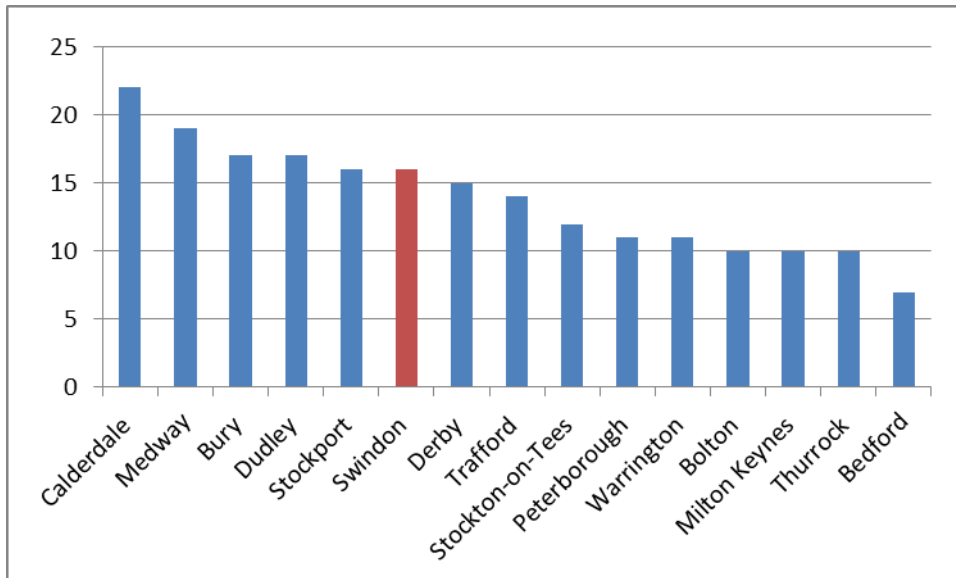
## 4. Library Provision and Usage

- CIPFA publish annual reports on public libraries data. Statistics from the latest national release are covered in Chapter 2.
- Individual library area profiles are available from CIPFA comparing a local authority area with its identified demographic 'near neighbours' (a group of local authorities who are demographically similar to Swindon<sup>21</sup>). The below figures are taken from the 2015 profile for Swindon.

<sup>21</sup> CIPFA's Nearest Neighbour Model uses an established and recognised methodology that takes a "basket" of indicators to generate the 14 or 15 local authorities that are most similar to any given authority. More information can be found here <http://www.cipfastats.net/resources/nearestneighbours/>.

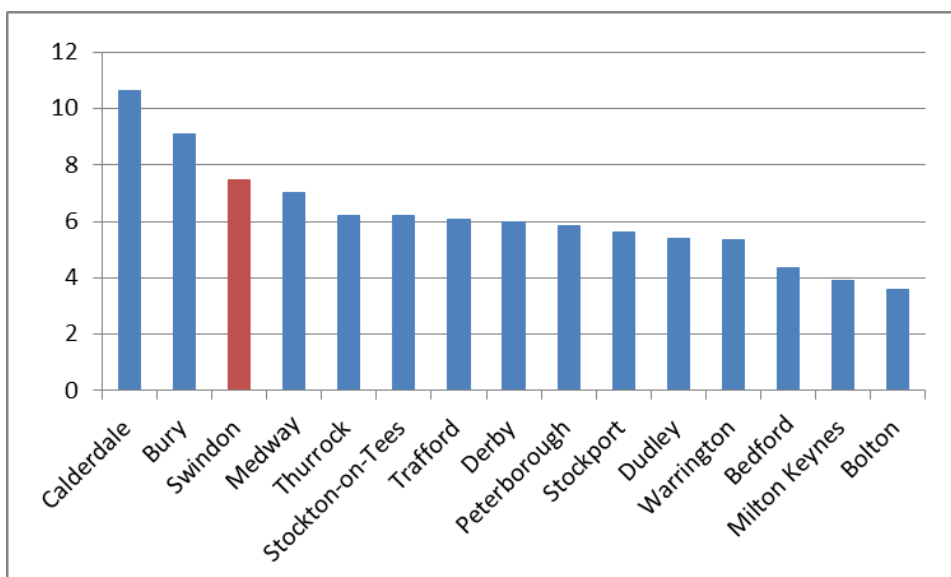
- Swindon currently operates 16 libraries, 15 based in buildings across the borough, as well as a mobile library service<sup>22</sup>. This ranks slightly above average, compared with our identified near neighbours (amongst this group the average is 14).

**Total number of libraries, compared with nearest neighbours (31/03/15, Source: CIPFA return)**



- In addition to the above, the number of libraries per 100,000 population can be calculated (based on the mid-2013 population estimates, ONS).

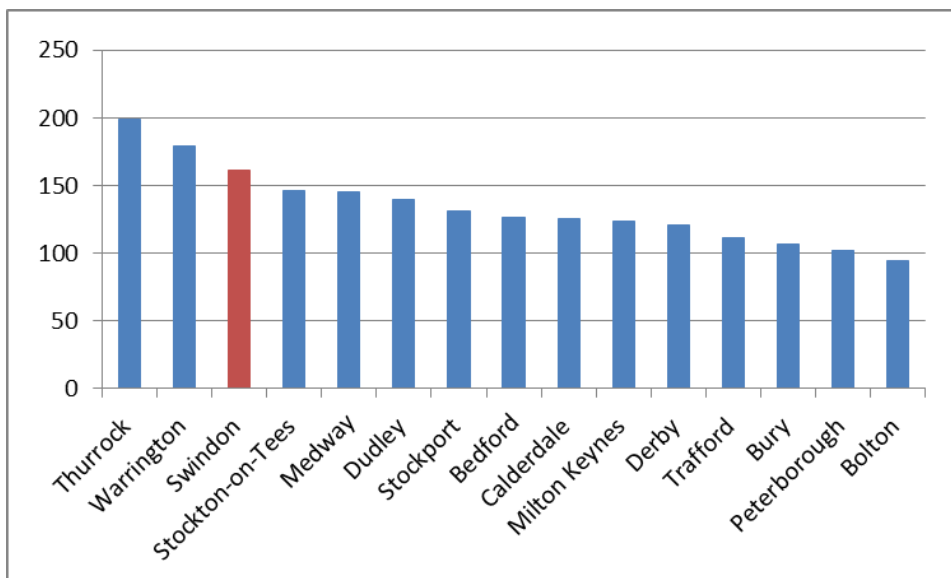
**Total number of libraries per 100,000 population (31/03/15, Source: CIPFA return)**



<sup>22</sup> A home library service is also available, and is referenced where applicable throughout this chapter.

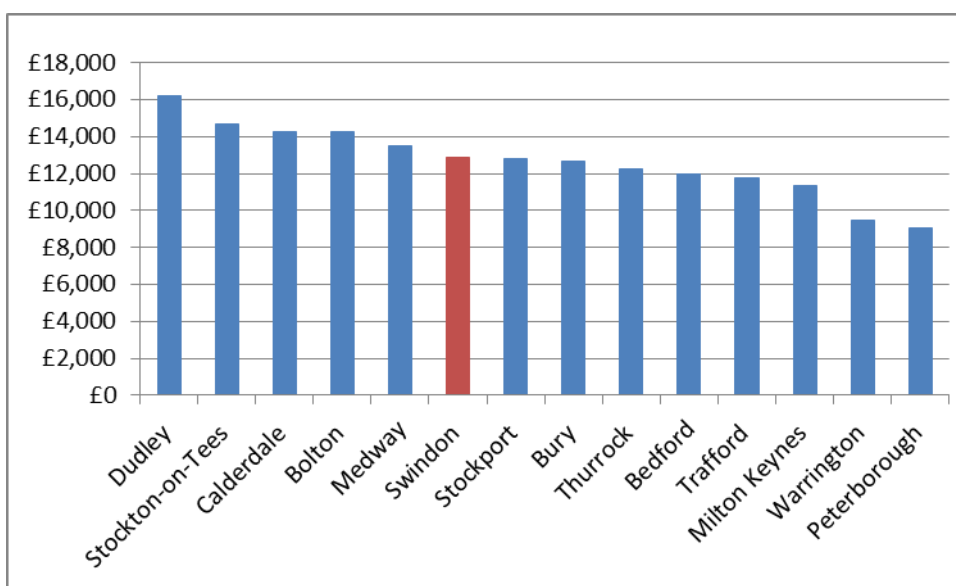
- The above chart shows that Swindon is in the top quartile; indicating that we have a relatively high level of provision for our population, compared with our nearest neighbours.
- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public (see below).

**Number of active borrowers per 1,000 population (31/03/15, Source: CIPFA return)**



- Swindon is again in the top quartile suggesting that the library service engages well with the population when compared to the other authorities.
- CIPFA analysis ranks revenue expenditure per 1,000 population for the borough, alongside its statistical near neighbours (see below).

**Total revenue expenditure per 1,000 population, compared with nearest neighbours<sup>23</sup>**  
**(31/03/15, Source: CIPFA return)**



- Total revenue expenditure per 1,000 population is a key cost indicator. Swindon comes out as being at the middle of the comparison, which suggests that its costs are similar to the group as a whole.

### **Current Library Offer**

- All of Swindon's libraries provide or host a range of different services.
- The table below outlines the current building use at each, along with the core facilities, activities and groups on offer. This information was gained from several sources and confirmed with Library Services.

The table excludes the mobile and home library services, as the focus is on the facilities available at any given fixed site.

Also included in Appendix 2, is a "What's On Guide" leaflet produced by libraries showing the regular events on offer.

<sup>23</sup> This chart excludes Derby as no data was available

## Swindon Libraries, Building Use, Groups and Activities

Library	Current Situation	Activity	Friends Group	Public access PCs with internet access	Free Wi-fi	DVDs, Movies and TV Series for hire	Exhibition or meeting space	Computer courses	Self-service
Central Library & Visitor Information Centre	Central Library incorporates library services as well as the visitor information centre. The building is joined to the Old Town Hall.	<p>Education Service use libraries for 1-1 tuition, this is dependent on need per area.</p> <p>At least 4 events for the Swindon Festival of Literature each year along with projects related to the Artswords Literature Development programme</p> <p>Music Events (e.g. CEN for the past two years has been one of the venue's for The Swindon Shuffle event),</p> <p>Swindon Poetry Festival (the launch normally takes place at CEN),</p> <p>National November Writers Group meet every Saturday during November</p> <p>Monthly readers group.</p> <p>Visually Impaired Readers group.</p> <p>Read Write Psychology based Reading &amp; Creative Writing Group.</p> <p>MIND drop in session.</p> <p>English conversation drop in.</p> <p>IT support drop in.</p> <p>Linked with the Universal Health Offer we also host annual events for World Health Day and World Mental Health Day.</p> <p>Storytime</p> <p>Musical Storytime.</p> <p>Seasonal children's activities.</p> <p>Job Support</p> <p>Yoga Sessions (most Monday evenings)</p> <p>Wiltshire Family History Society Drop In</p> <p>Wiltshire Swindon History Centre Archivist Sessions</p> <p>Local Studies</p> <p>Lazy Sunday Afternoon Acoustic Session</p> <p>Localities coffee morning / drop in Monday 1000</p> <p>Open University Mentoring and support sessions</p> <p>Support groups</p> <p>Swindon &amp; District History Network quarterly meetings</p> <p>Swindon in the Great War committee meetings.</p> <p>Basic Computer Course</p> <p>Independent Job Club</p> <p>Family History Drop-in Sessions</p> <p>Reading Group</p> <p>Reading Ahead we also do adult class visits and similar things for Asylum Seekers and Refugees linked with the Harbour Project</p> <p>events linked with the SRC and Reading Ahead at CEN</p>		Y	Y	Y	Y	Y	Y

Library	Current Situation	Activity	Friends Group	Public access PCs with internet access	Free Wi-fi	DVDs, Movies and TV Series for hire	Exhibition or meeting space	Computer courses	Self-service
Highworth Library	Highworth library is located on the first floor above the Co-op, close to the town centre. The library space is leased from the Co-op.	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Job Club White Horse Talk Storytime Rhymetime Reading Group Genealogy PN Session An adult colouring group Christians Against Poverty (CAP) come in three times a year Alcohol Support Advice Panel (ASAP) come in once a month We have reading groups And the Friends Group put on events once a year Health Checks Storytime and Craft Session	Y	Y	Y	Y	Y	Y	Y
North Swindon Library	North Swindon Library is part of the complex with Asda Walmart and is in the downstairs of a wing of the complex with Wilts Police & Swindon College with SEQOL HQ on the 1st floor.	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Learning and Health ambassadors also meet clients here Weekly Job Club (volunteer run) SEQOL Stop smoking and Health check clinics day and a half each week SEQOL student nurse project - themed manned displays Localities targetted 1-1 sessions (Ambassadors & Befrienders) Localities Coffee Morning Monday 1000 - 1130 (attended by other groups e.g. Recovery Motivators) Localities public meetings (inside and outside of normal library opening) Knit and natter supported by ASDA community co-ordinator Haydon Artists Society (Weekly room hire) Book / reading Groups x2 Localities Free Shop (monthly event) Redhouse Childminders story times (monthly) Little Pippins Nursery storytimes (monthly) Under 5's story & rhyme time (weekly with over 100 attending regularly) Baby Boppers ( 7 hours room hire per week) Class visits at various times throughout each term (9 local schools engaged) Display space for a variety of local organisations Basic Computer Courses		Y	Y	Y	Y	Y	Y
West Swindon Library, The Link Centre	West Swindon library is located within the Link Centre	Library Rhymetime held in the library - Mondays Storytimes held in Library - Fridays Nhoo wardens		Y	Y	Y	Y	Y	Y



Library	Current Situation	Activity	Friends Group	Public access PCs with internet access	Free Wi-fi	DVDs, Movies and TV Series for hire	Exhibition or meeting space	Computer courses	Self-service
		Citizens Advice Bureau (CAB) Education Service use libraries for 1-1 tuition, this is dependent on need per area. Drop in coffee morning Friday 1000-1200 Chess Club Thursday Widow Club Thursday 1400-1600 Knitting Group Monday 1400-1600 Craft Group Thursday Deaf Group Friday 1100-1400 Basic Computer Course Book / Reading Groups x2 Childminders story times (monthly) Health Ambassadors							
Moredon & Rodbourne Cheney Library	Moredon and Rodbourne Cheney Library is a standalone building with an enclosed garden at the rear.	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Cllr Surgery Knit & Knatter Craft Group Storytime Class Visit Health Ambassador 1-1 appointments Book / Reading Group Coffee morning		Y	Y	Y			Y
Park Library	Park library has its own entrance but is co-located on a site with the Children's Locality team, CAB, Credit Union, and busy local district centre.	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Health Ambassadors Crafty Crafters Group Songs, Rhymes and Storytime Chat for Action Group Public Network (PN) ICT Course Session Class Visit Basic Computer Course Reading Group		Y	Y	Y		Y	Y

Library	Current Situation	Activity	Friends Group	Public access PCs with internet access	Free Wi-fi	DVDs, Movies and TV Series for hire	Exhibition or meeting space	Computer courses	Self-service
Upper Stratton Library	Upper Stratton Library is owned by SBC and is adjacent to a small number of local shops. The library space has high ceilings and there is a meeting space on the first floor of the library which is used by some community groups, but access to this space is limited as there is no lift.	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Boardgame Afternoon Book / Reading Group Gaming Group Pilates Advice Point Shake, Rattle and Roll Knit and Natter Health Ambassadors Friends Meeting Children's Games Club Genealogy Cllr Surgeries	Y	Y	Y	Y	Y		Y
Wroughton Library - Ellendune Centre	Wroughton Library is a standalone building and incorporates a meeting space, storage, offices, and a drop in point for the Neighbourhood Policing team.	Education Service use libraries for 1-1 tuition, this is dependent on need per area. U3A Embroidery Children's Storytime Wiltshire Blind Knitting Group Heather Hawkins Book Group FOWL Meeting Family History Research Games Afternoon Reading Group Embroidery Group Sewing Group Genealogy	Y	Y		Y	Y		Y
Covingham Library	Covingham Library is hosted in the church, adjacent to a preschool which has its own entrance.	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Storytime Book Group	Y	Y	Y				Y

Library	Current Situation	Activity	Friends Group	Public access PCs with internet access	Free Wi-fi	DVDs, Movies and TV Series for hire	Exhibition or meeting space	Computer courses	Self-service
Even Swindon Library	Even Swindon Library is within Even Swindon Community Centre No agreement held on this property although Library hire space from community centre trustees	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Storytime Book / Reading Group		Y	Y				
Liden Library	Liden library is a large space accessed from the village centre. The library building is joined to the community centre, and a church is on the other side of the community centre.	The library has space which 105.5FM will be occupying before the end of Dec 15. Education Service use libraries for 1-1 tuition, this is dependent on need per area. Writers Group Cllr Surgery Storytime Book/ Reading Group		Y	Y				Y
Old Town Library (within Art Centre)	Old Town library is located in the Arts Centre	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Storytime Book / Reading Group x 2		Y	Y				Y
Penhill Library	Penhill Library is co-located at John Moulton Hall	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Children's Craft Group		Y	Y				
Pinetrees Library	The library is located within the Pinetrees community centre	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Rhymetime Storytime Book / Reading Group		Y	Y				Y
Walcot Library	Walcot Library is located with the local volunteer shop.	Education Service use libraries for 1-1 tuition, this is dependent on need per area. Alcohol Support Advice Panel (ASAP) hold a drop-in session weekly Arts & Crafts Group		Y	Y				Y

- All libraries have public access PCs with internet access. Most libraries, with the exception of Wroughton, now offer freely available wi-fi. Self-service is also available at most, with the exceptions of Penhill and Even Swindon.
- Popular/common sessions available across a number of libraries include: localities drop-in sessions, storytime and crafting groups. Reliable information on uptake of groups is unfortunately not available (some was provided, but consistent information was not available across all libraries, and so it has therefore been excluded).
- Alongside Localities, it's worth noting that some other council projects and staff make use of the facilities, including the Neighbourhood Wardens, and the Alcohol Support and Advice Project ('Recovery Motivators'). Libraries used for these purposes include Central, West Swindon, Pinetrees, Park and North Swindon. It would be useful to develop a fuller understanding of the extent of their use of these spaces.
- The table below shows the key library data, including total cost, visits, and loans and renewals.

**Key Library Data, 2014/15 (ordered by library size; alphabetically)**

Library	Size <sup>24</sup>	Type	Hours Open (14/15)	Total cost (£, actuals), 14/15 <sup>25</sup>	Public Network Hours Used (14/15)	Total Visits (14/15)	Unique Borrowers (14/15)	Total Cost per Hour Open (£, 14/15)	Loans and renewals (14/15)	Average loans per hour open (excluding sound and vision stock)
Central	L	Central	4198.50	£681,794	95,608	361,595	11,273	162.39	263,840	59.36
Highworth	L	Area	2720.00	£139,791	10,790	93,258	2,758	51.39	102,183	35.09
North Swindon	L	Area	2621.50	£180,934	24,307	191,143	7,977	69.02	219,795	79.25
West Swindon	L	Area	2542.00	£186,906	20,335	131,556	4,663	73.53	134,009	49.93
Mobile	N/A	N/A	1314.74	£67,205	N/A	8,698	364	51.12	10,660	7.85
Moredon	M	Area	1854.50	£57,056	3,596	29,000	1,177	30.77	36,707	18.31
Park	M	Area	1883.50	£75,405	12,807	61,537	1,471	40.03	44,303	21.80
Upper	M	Area	1656.50	£61,711	3,471	34,495	1,181	37.25	41,883	23.51

<sup>24</sup> The 'large', 'medium' and 'small' categorisation is given in the Library budget sheets. 'Medium' and 'large' libraries are also referred to as 'area' libraries (with the exception of Central); and 'small' libraries as 'neighbourhood' libraries.

<sup>25</sup> The total annual running costs per library. This includes income, expenditure and salaries. It excludes strategy, operational and development costs (covering outreach, stock, security, publicity, design and print and IT costs).

Library	Size <sup>24</sup>	Type	Hours Open (14/15)	Total cost (£, actuals), 14/15 <sup>25</sup>	Public Network Hours Used (14/15)	Total Visits (14/15)	Unique Borrowers (14/15)	Total Cost per Hour Open (£, 14/15)	Loans and renewals (14/15)	Average loans per hour open (excluding sound and vision stock)
Stratton										
Wroughton	M	Area	1869.00	£70,633	4,511	44,587	1,648	37.79	55,738	27.90
Covingham	S	Neighbourhood	1469.00	£36,940	1,254	23,803	886	25.15	32,531	21.23
Even Swindon	S	Neighbourhood	492.50	£11,179	54	4,206	255	22.70	10,834	21.19
Liden	S	Neighbourhood	1855.75	£53,915	3,045	29,026	823	29.05	24,281	12.75
Old Town	S	Neighbourhood	1874.25	£39,450	969	8,569	881	21.05	20,768	10.89
Penhill	S	Neighbourhood	1060.00	£32,143	2,772	7,832	318	30.32	8,725	7.94
Pinetrees	S	Neighbourhood	1510.50	£27,754	3,165	17,664	564	18.37	12,839	8.06
Walcot	S	Neighbourhood	1003.00	£16,188	1,174	2,203	67	16.14	1,652	1.20
				£1,739,003						
Home library									21,772	

- Several of the variables outlined in the above table are displayed in the following figures.

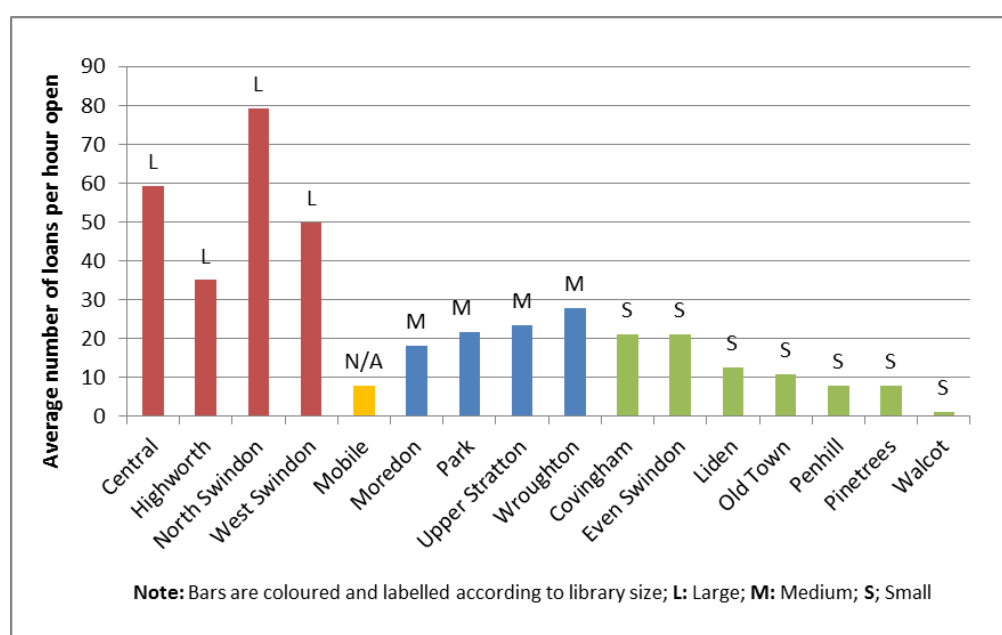
## Loans and Cost per Hour Open

- The total cost of Swindon's Library Service in 2014/15 was £2.6 million. This includes development, operational and strategy costs of £800,000 (see also, footnote 12).

Excluding these costs, the library with the highest annual running costs is Central. Whilst Central cost £681,794 in 2014/15, the total cost of the remaining 15 libraries (including the mobile service), was £1.06 million. The combined cost of the four 'large' libraries is £1.19 million.

- The figure below shows the average number of book loans per hour open<sup>26</sup>, according to 2014/15 borrower data (and current opening hours).

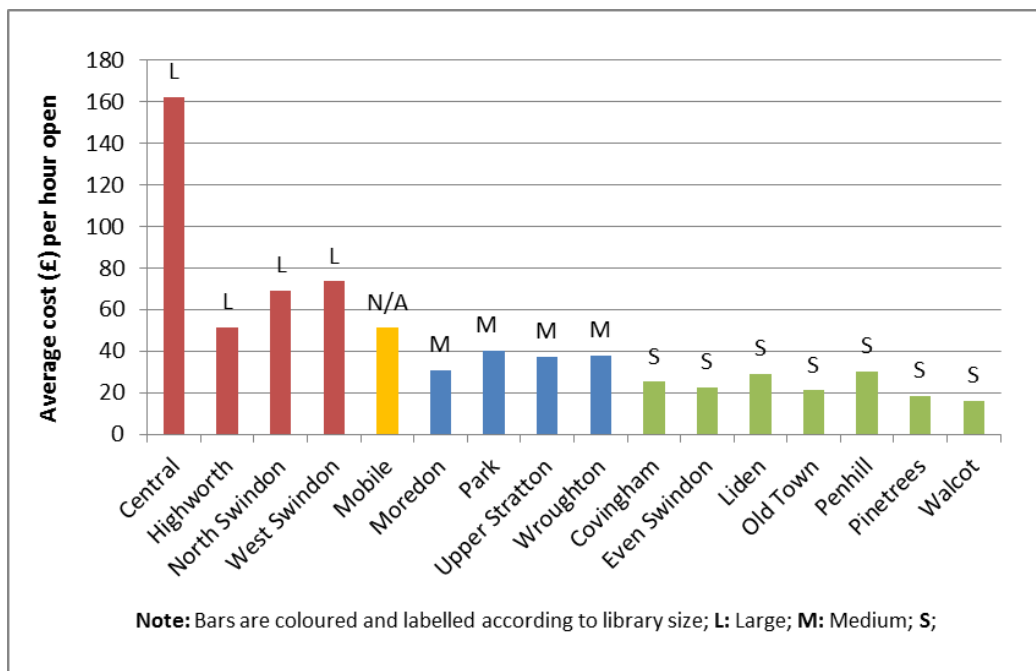
### Average (book) loans per hour open, 14/15



- The highest number of loans per hour open is for North Swindon library (80); the lowest number is for Walcot (1).
- In general, the small libraries have the lowest numbers of loans per hours open. The exceptions to this are Covington and Even Swindon, who have comparable rates to both Moredon and Park.
- The chart below indicates the cost per hour open, per library, based on the current opening hours, and the actual costs for 2014/15.

<sup>26</sup> Loans per hour is calculated using just book loans and excludes audio and DVD hire (book stock is the only constant, with sound and vision stock changing as technology progresses).

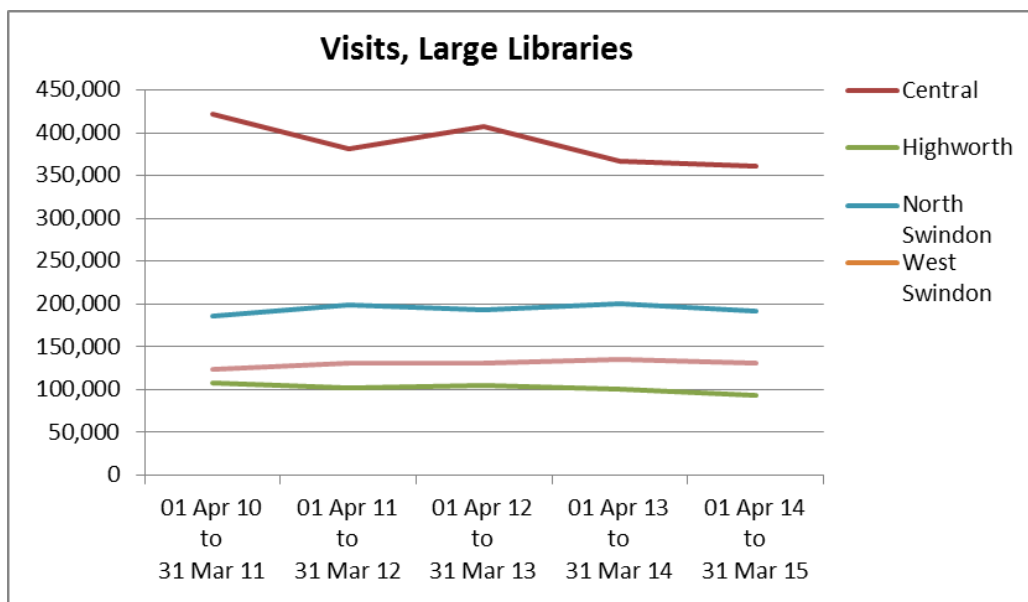
### Average cost per hour open (14/15 actuals), current opening hours



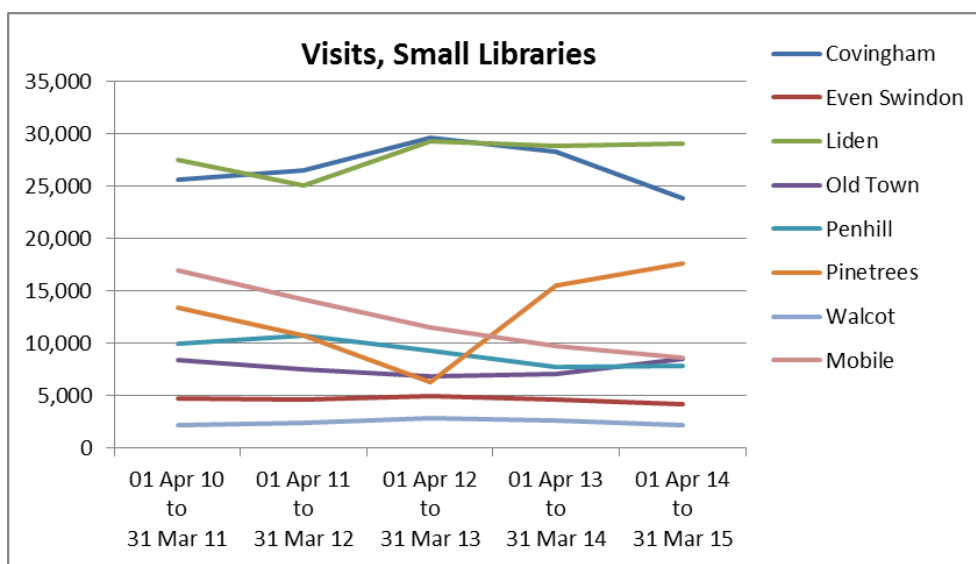
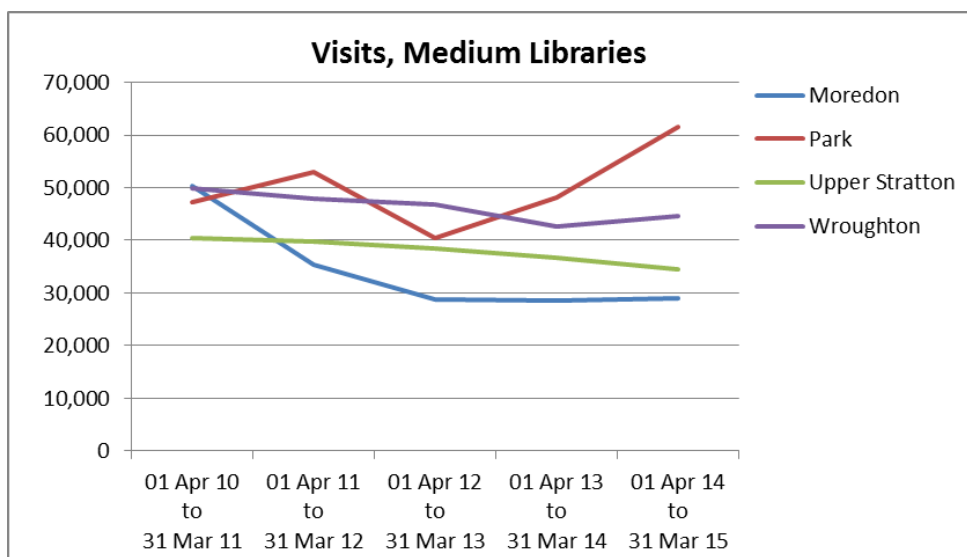
- The total cost per hour open is greatest for Central library, and lowest for Walcot library.

### Visits

#### Total Annual Visits by Library, 2010/11 – 2014/15





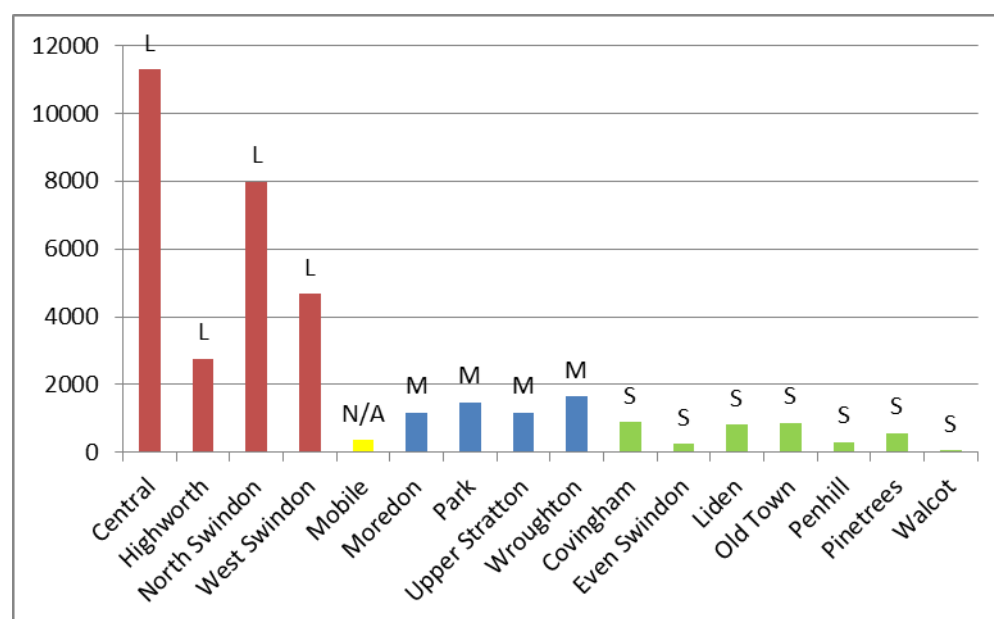


- Overall over the five year period, visitor numbers have remained fairly constant or are in slight decline, across the majority of Swindon libraries. Central has seen a drop over this time (from 421,468 in 2010/11, to 361,595 in 2014/15, or a 14% drop); although a peak is also apparent in 2012/13.
- The greatest number of cumulative visits, by far, was for Central library; North Swindon had the second highest number of visits. The lowest number of visits was for Walcot; the second lowest for Even Swindon.
- There are two libraries that are seeing noticeable increases in visitor numbers; Pinetrees and Parks. Anecdotal evidence from the Libraries Service suggests that this may be due to Pinetrees library changing site in 2010; in addition Parks library started running outreach sessions once a week, for schools and from SBC's Locality team, within the last two years.

## Usage by Equality Characteristics

- In addition to total visits, data is available by unique borrower<sup>27</sup>, broken down by age and gender; some information is also available by disability.<sup>28</sup>
- Unfortunately detailed statistics on type and volume of stock are not available (to allow comparisons to be drawn between type of stock and equalities data on borrowers), however some general information on stock has been provided by the Library Service. This is available in Appendix 3.

## Overview of Total Unique Borrowers by Library, 2014/15



- The total number of unique borrowers to all libraries is 36,306, in 2014/15.

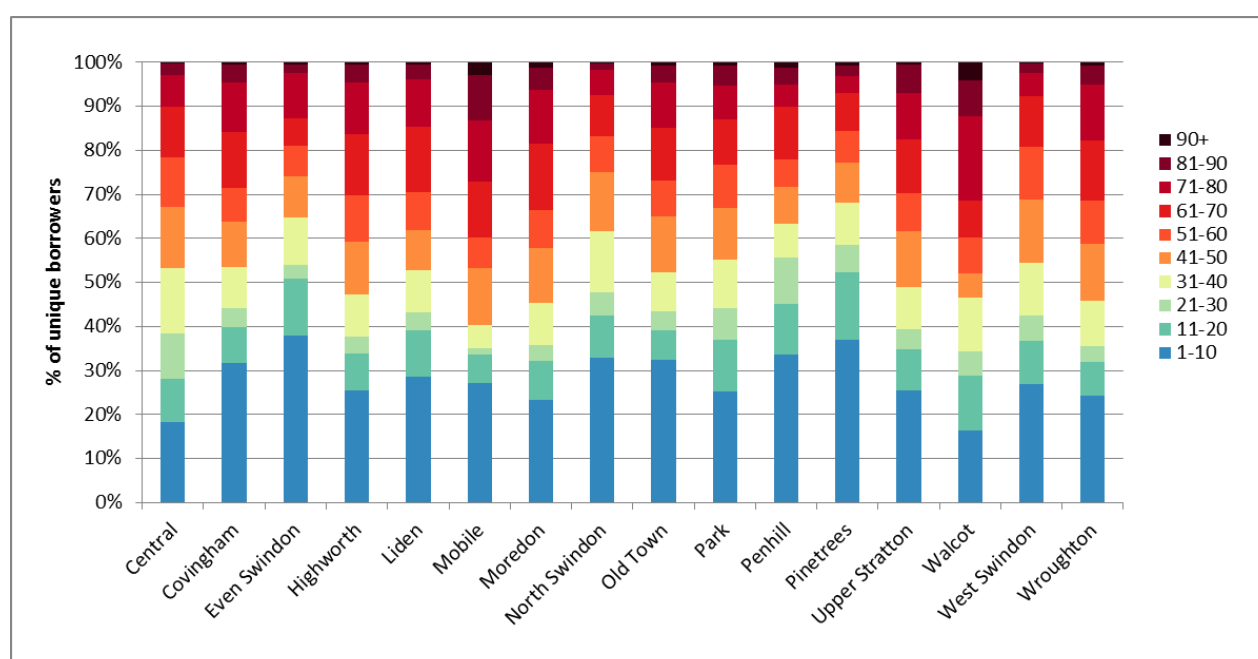
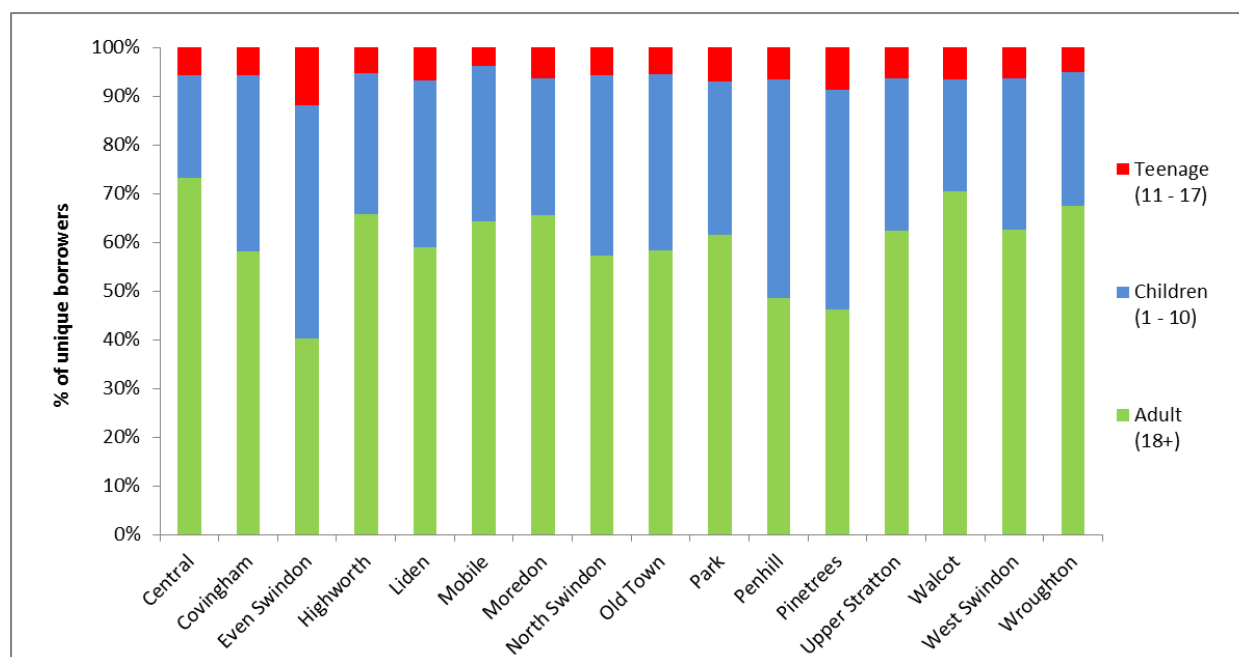
Unique visitors are particularly high for Central, and for North Swindon. The number of unique visitors is very low for Walcot and Even Swindon (67 and 255 respectively).

<sup>27</sup> Unique borrowers are referenced in the table on page 41, and in the Library Profiles in Appendix 1. A unique borrower has loaned something from the library, whilst total visits incorporates a visit to a library for any purpose.

<sup>28</sup> Data on ethnicity by registered user is not available; numbers were too low to be meaningful (provision of this data by library users is optional).

## Unique Borrowers by age, 2014/15

- The 'stacked' bar charts below show users as a proportion of the total unique borrowers for each library (the figures in the chart above), broken down by broad age group, and by ten year age bands.
- Unfortunately information is not available on type and volume of stock (to allow comparisons to be drawn between type of stock and equalities data on borrowers), however some general information on stock was provided by the Library Service, and is available as Appendix 3.



- Adults make up at least 50% of overall users, for all libraries (with the exception of Even Swindon, Pinetrees and Penhill).
- The second figure identifies that age 1- 10 is consistently the largest single user group proportionally, when age is broken down into ten year bands. Children aged 1 - 10 make up the greatest proportion of users at Pinetrees, North Swindon and Even Swindon.
- The libraries with the youngest user base therefore appear to be Even Swindon, Pinetrees, Penhill, and North Swindon.
- Limited information is available on disability; completion of this field (on registering with a library) is optional, so it is not clear whether the data we have is representative of the actual number of users with a disability.
- The library with the greatest *number* of users reporting a disability was Central, at 122 users; representing 0.8% of the library's total users.

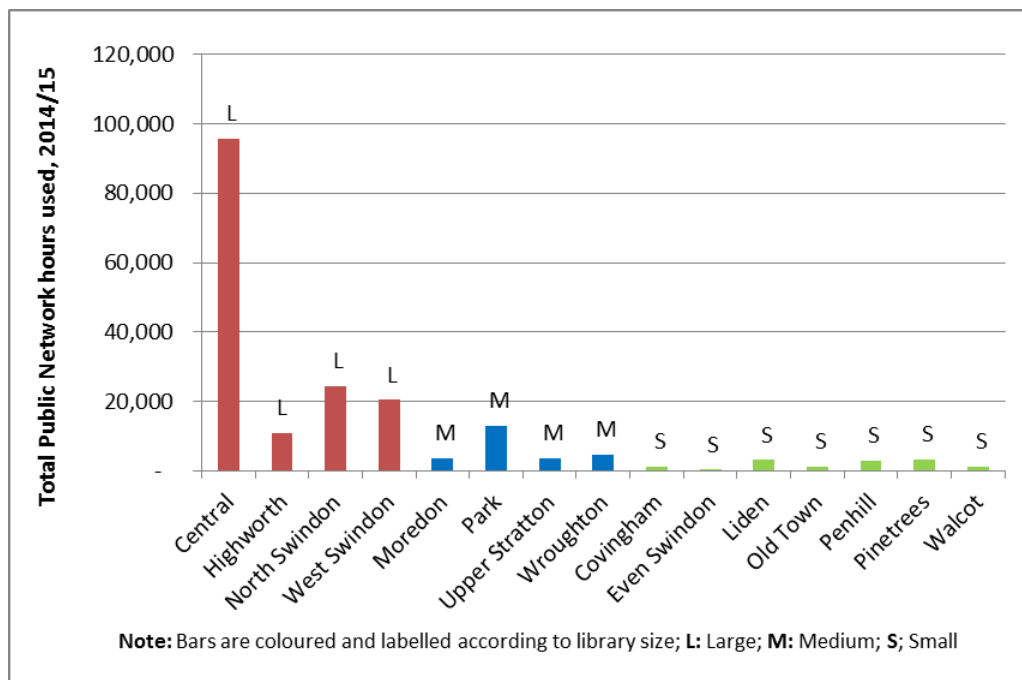
The library with the greatest *proportion* of users reporting a disability was the mobile library (15 users, or 3.6%); Park had 3.3% (53 users) report a disability, Walcot 2.6% (less than 5 users), and Pinehurst 2.1% (13 users); all other libraries had less than 2% of users reporting a disability.

- Across all libraries, approximately 62% of users are female, and 38% are male. The gender split varies very little across all libraries.

#### **Public Network (PC) Usage**

- The chart below shows the total number of public network (PC) hours used in 2014/15, across all Libraries.

## Public network hours used, 2014/15

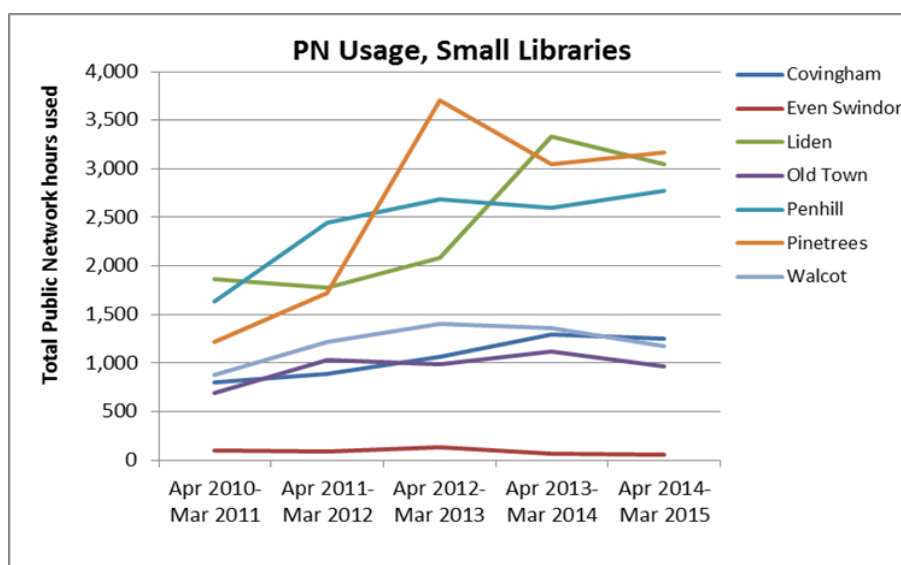
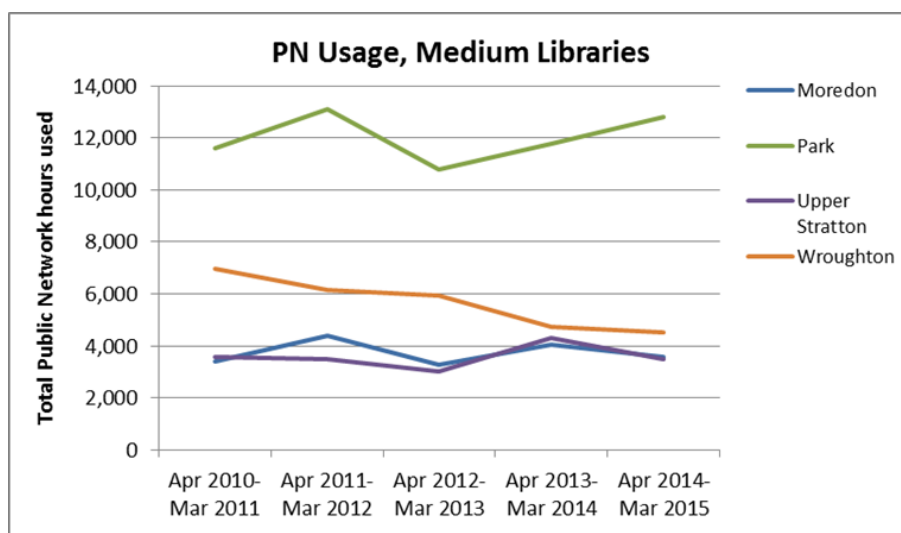
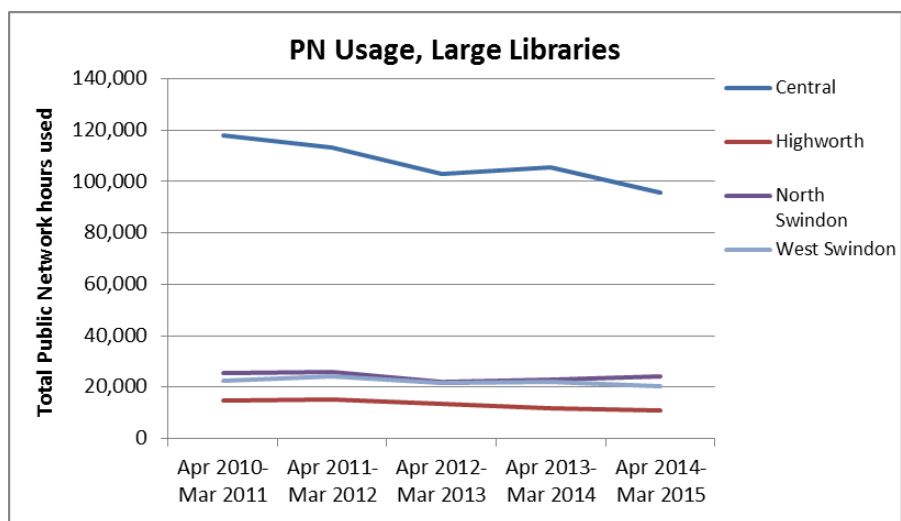


- According to the most recent year's data, the number of public network hours used is greatest at Central library. As Swindon's largest library, Central has many more terminals (50), than the others. The library with the next highest number of terminals is North Swindon, with 24.

In the individual library profiles (Appendix 1) average PC usage in hours per month has been calculated, allowing for easier comparison across all libraries.

- Change over time in total public network usage is shown in the following graphs.

## Public network hours used, 2010/11 – 2014/15



- Between 2010/11 and 2014/15, there has been a clear decline (approx. 20%) in public network hours used at Central library. This is thought to be due to an increase in visitors using the freely available public wi-fi on mobile devices (although no reliable data is available on this).
- A similar decline in usage is apparent at Wroughton. For most of the other libraries, the total number of hours used is either fairly static, or increasing.
- Unfortunately with no information on unique users, we should be cautious about any conclusions drawn from this; some of the activity may be repeat usage from the same individuals.
- At a national level, four in five households now have fixed broadband and three in five adults access the internet through their mobile phone (OFCOM, 2015). Increase in take-up of tablets and smartphones continues. Two-thirds of adults now own a smartphone, and over half of households had a tablet computer in early 2015.
- Swindon Borough Council are working in partnership with Broadband Delivery UK (BDUK) and UKB Networks to deliver faster, more reliable superfast broadband to 99.4% of homes within the Borough by mid-2016.

## **5. Views of Users – 2014**

With the aim of reviewing the Council's existing Library Strategy, Swindon Borough Council conducted a consultation on the Swindon library service in early 2014. This consultation was advertised through the Council website as an online link, and also by the provision of paper self-completion questionnaires in local libraries.

- A total of 1,549 valid responses were received and almost all respondents were users of the Borough's libraries.
- Only four respondents said they never visit either the Central library or any other Swindon library, thus the survey was essentially one of library users, rather than of the public at large.

### **Summary**

- The demographics of the survey indicate a respondent group that includes higher proportions of older people and of women than the Borough population. Respondents also include a higher proportion of white residents, and fewer minority ethnic respondents, than a representative sample of the whole population. Respondents came from all over Swindon and included a small number living outside the Borough.
- A quarter of respondents (29%) use the Central library at least weekly, and over half of respondents use it at least monthly; one in seven respondents never use the Central library. In contrast, half (48%) of all respondents use an Area or Neighbourhood library at least weekly, with 84% using a local library at least monthly. The libraries generating the highest



response are those at Highworth, North and West Swindon, but there is participation from all libraries in the consultation.

- Four out of five respondents (81%) believe it is vitally important to have a library service in their local area, and a similar proportion (81%) say the library service is vitally important to the quality of life in Swindon generally. Importance is ascribed to most library activities, with particular importance attached to book lending, computers, work with children, and information provision. The role of libraries as a community focal point is also emphasised, as is their significance to people without the means to afford computers, broadband, or indeed books, at home.
- Four out of five respondents (79%) believe the current level of provision is appropriate for a Borough of this size; the remainder split evenly between those who think that the current provision is more than Swindon can afford, and those who would like to see the service expanded.
- Two thirds of respondents (67%) think the current mix of large and small libraries is about right. One in nine (11%) would prefer fewer, but larger libraries offering longer hours and more services, while 22% would prefer more, smaller libraries.
- Asked to consider options for the library service, respondents are strongly of the view that the number of libraries, and their opening hours, should not be reduced. They are positive, but not strongly so, about community involvement, but less so about business involvement, and take a negative view on cost reduction.
- Thinking about improvements in the service, respondents emphasise the importance of books, and of servicing remoter communities; they support the principle of developer contributions to fund new libraries in growth areas, and are fairly supportive of increasing the role of digital media; there is little pressure to improve the 'look and feel' of libraries.
- Cost reduction measures are given a lukewarm reception; the most popular are the deployment of volunteers, and co-locating libraries with other activities, but the scores are not strongly positive. The suggestion of co-location with businesses attracts a negative response.
- About half of respondents indicate an interest in volunteering, though this is at present limited to expressions of general interest rather than outright enthusiasm. Potential volunteers can be found throughout Swindon but especially in Highworth, Wroughton and the north-west. People say they would be willing to work in customer-facing roles, behind the scenes, and in more specialist areas; most can offer their services on at least a monthly basis, and many could do something more often than this.
- Comments on the current service include significant levels of praise for both the service and its staff, and stress the importance of libraries generally, culturally, and for specific

demographic groups, including children and the elderly. There is a strong view that the present service should be retained at its current level, a desire to protect libraries generally and specifically, and resistance to the idea of using volunteers in roles currently occupied by paid staff, not least because of the potential for this to impact on service quality.

## **6. Summary of Findings**

### *National Context*

- The current challenging climate for the public sector means that public services are under increasing financial pressure.
- The challenges and opportunities for the public library service come from various sources including cuts in public spending, public sector reform, new technology and digital services, and the needs, attitudes, perceptions of library audiences and local communities.
- Nationally the total number of libraries, library borrowers, visits to libraries, book issues and library staff have declined significantly over the last five years.
- Public libraries are widely valued and regarded as an important community service.

### *Demographic Context*

- The structure of Swindon's population is expected to change significantly over the coming years; with much greater growth in the older, than the younger populations.
- Swindon has eight LSOAs (small areas) amongst the 10% most deprived small areas, nationally. At present, a library's catchment area covers those LSOAs.
- Swindon's relative deprivation is most severe in the education, skills and training domain – in particular one LSOA in Penhill and Upper Stratton is amongst the 0.1% most deprived small areas in the country.

### *Library Provision and Usage*

- Swindon currently offers 16 libraries (including a mobile library service). Swindon is in the top quartile, compared with its demographically near neighbours, for the total number of libraries and number of libraries per 100,000 population.
- Swindon's revenue expenditure per 1,000 population is similar (around average) compared to its nearest neighbours.
- All libraries offer a wide range of groups and activities, although no reliable information is available on the uptake of those groups. Most libraries offer freely available wi-fi and self-service (with the exceptions of Wroughton for the former, and Penhill and Even Swindon, for the latter).

### *Visits*

- Total visits have remained constant or in slight decline, over the past five years, across most of Swindon Libraries. Central has seen a drop of 14% over this time, although Pinetrees and Parks have both seen increases. The number of unique borrowers in the data provided was 36,306 people (compared with 1,049,172 total visits).
- There is multiple overlap in the urban core of library catchment areas (see Appendix 1), despite radically different sizes of those catchment areas.

### *Equalities data*

- Adults make up at least 50% of overall users, for all libraries (with the exception of Even Swindon, Pinetrees and Penhill).
- Children aged 1- 10 are consistently the largest single user group of libraries proportionally, when age is broken down into ten year bands. This may be due to school classes making use of the Library facilities.
- It will be important to identify the impact of any new proposals for the library service on these and those groups with protected characteristics identified in the Equalities Act 2010.

### *Views of Library Service Users*

- The results of a consultation with library service users in 2014 found that:
  - 81% of respondents felt that it was vitally important to have a library service in their local area
  - 81% of respondents said the library service is vitally important to their quality of life in Swindon generally
  - Particular importance was attached to book lending, computers, work with children, and information provision
  - Four out of five respondents (79%) felt the current level of provision is appropriate for a borough of this size
  - Cost reduction measures are given limited support. The most popular being the deployment of volunteers and co-located libraries with other activities
  - Half of respondents to the consultation indicated some interest in volunteering, particularly in customer facing roles, behind the scenes and in more specialist areas.
- There is a strong support amongst users for the services provided by the public library service and it will be important to ensure appropriate engagement and involvement of local communities in decisions about any proposed changes or developments in the future.

## **Appendix 1 Library Profiles**

## Mosaic Customer Intelligence

- Mosaic is an Experian product that allows you to examine the demographics, lifestyle, preferences and behaviours of households. It is used by many companies, government departments and local authorities amongst others and is comprised of many datasets modelled together – the Census for example is one major component. At its most detailed it currently has 66 ‘types’ but for the purposes of this work we will be using the higher typology, the 15 ‘groups’ based around households.

These datasets allow a generalised picture for a household to be built up from the many data sources, from this the key features for each group have been highlighted below:

### Mosaic Groups Key Features

<b>A</b>	<b>Country Living</b>	Rural locations	Well-off homeowners	Attractive detached homes	Higher self-employment	High car ownership	High use of Internet
<b>B</b>	<b>Prestige Positions</b>	High value detached homes	Married couples	Managerial and senior positions	Supporting students and older children	High assets and investments	Online shopping and banking
<b>C</b>	<b>City Prosperity</b>	High value properties	Central city areas	High status jobs	Low car ownership	High mobile phone spend	High Internet use
<b>D</b>	<b>Domestic Success</b>	Families with children	Upmarket suburban homes	Owned with a mortgage	3 or 4 bedrooms	High Internet use	Own new technology
<b>E</b>	<b>Suburban Stability</b>	Older families	Some adult children at home	Suburban mid-range homes	3 bedrooms	Have lived at same address some years	Research on Internet
<b>F</b>	<b>Senior Security</b>	Elderly singles and couples	Homeowners	Comfortable homes	Additional pensions above state	Don't like new technology	Low mileage drivers
<b>G</b>	<b>Rural Reality</b>	Rural locations	Village and outlying houses	Agricultural employment	Most are homeowners	Affordable value homes	Slow Internet speeds
<b>H</b>	<b>Aspiring Home-makers</b>	Younger households	Full-time employment	Private suburbs	Affordable housing costs	Starter salaries	Buy and sell on eBay
<b>I</b>	<b>Urban Cohesion</b>	Settled extended families	City suburbs	Multicultural	Own 3 bedroom homes	Sense of community	Younger generation love technology
<b>J</b>	<b>Rental Hubs</b>	Aged 18-35	Private renting	Singles and sharers	Urban locations	Young neighbourhoods	High use of smartphones
<b>K</b>	<b>Modest Traditions</b>	Mature age	Homeowners	Affordable housing	Kids are grown up	Suburban locations	Modest income
<b>L</b>	<b>Transient Renters</b>	Private renters	Low length of residence	Low cost housing	Singles and sharers	Older terraces	Few landline telephones
<b>M</b>	<b>Family Basics</b>	Families with children	Aged 25 to 40	Limited resources	Some own low cost homes	Some rent from social landlords	Squeezed budgets
<b>N</b>	<b>Vintage Value</b>	Elderly	Living alone	Low income	Small houses and flats	Need support	Low technology use
<b>O</b>	<b>Municipal Challenge</b>	Social renters	Low cost housing	Challenged neighbourhoods	Few employment options	Low income	Mobile phones

## Example Library—Hours Open

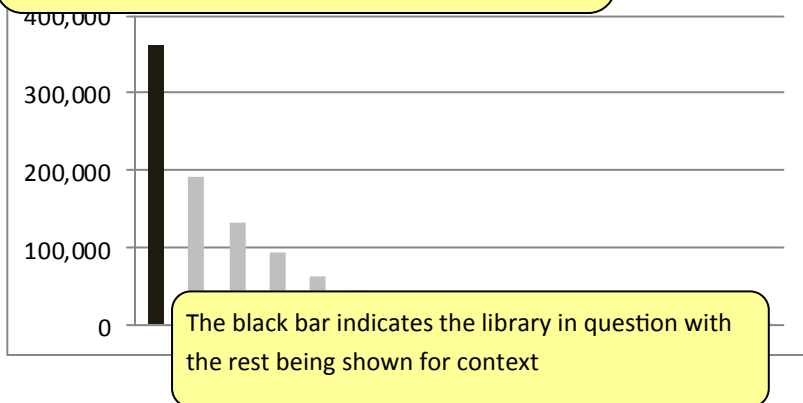
Address

Total hours open has been used so the averages per hour show the context between different libraries which have radically different opening times and for Central which includes partial opening of the site

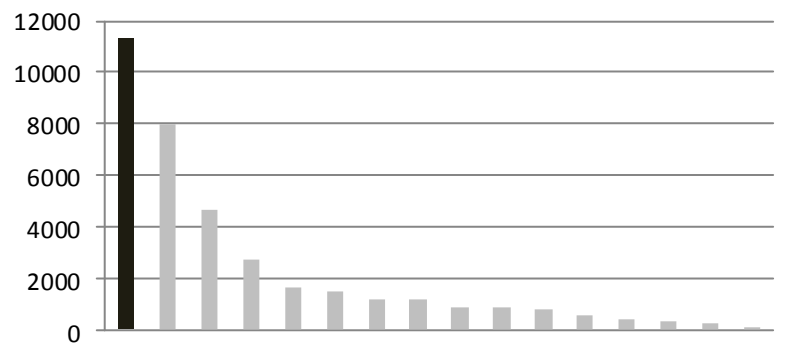
Major facts from the graphs but concentrating on explaining the principal points of the Mosaic Graph.

	Totals	Average per Hour	Total Hours Open
Cost	£681,794	£162.39	4198.5
Visits	361,595	86.12	
Loans/Renewals	263,840	59.36	
Unique Borrowers	11,273	2.7	
			Public Network Hours Used
			95,608

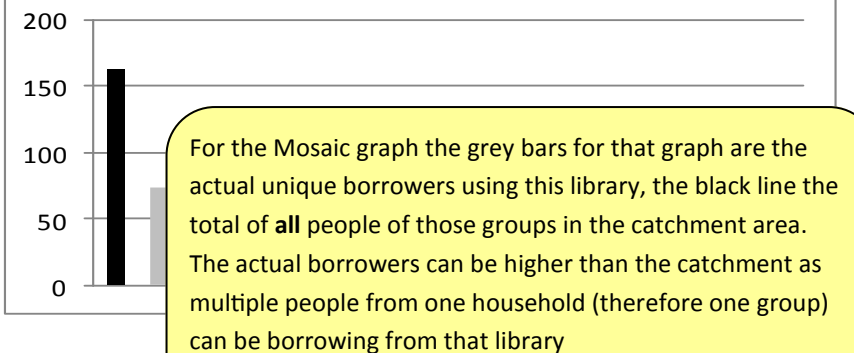
Overview table of some key stats. Unique borrowers are ones that have loaned something from the library and we can accurately match them to Mosaic



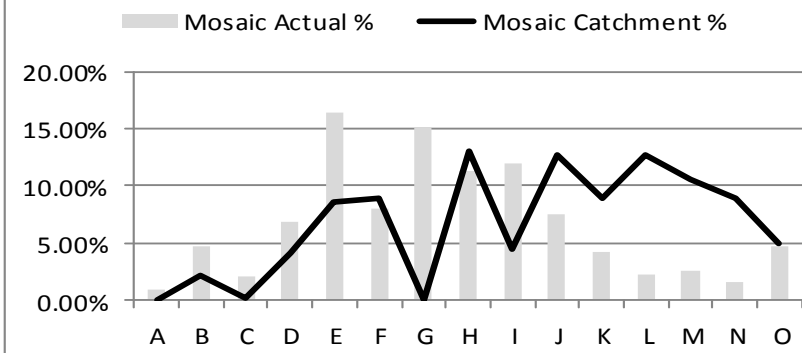
### Total Unique Borrowers



### Total Cost per Hour Open (£, 14/15)



### Mosaic Group %

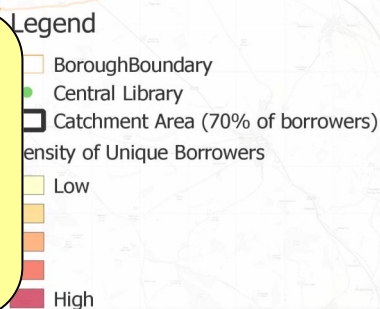


### EACH HEAT MAP IS RELEVANT ONLY TO THE MAPPED LIBRARY

Heat maps are used to describe where quantities of data are located without directly showing the exact location. In this case where each libraries borrowers are coming from. The legend indicates low to high densities of borrowers and is done on a percentage basis without showing exact numbers.

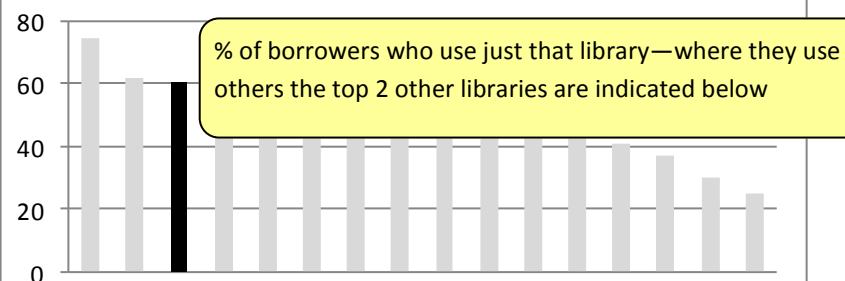
This methodology is used for each library relative to its total number of unique borrowers , if a set scale was used only the large libraries would show any colour on their maps.

Catchment area has been created by taking the distance from each household (postcode location) to the library. The 70% value of this distance has then been used at the Library services request, based on a tool developed on behalf of the Arts Council. This generates the “local” area that each library services currently.



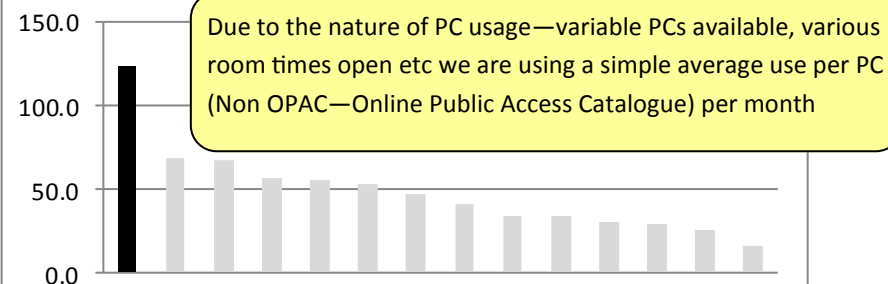
- A large catchment area with a widespread “pull”. Whilst the central urban core provides the highest densities there is moderate usage from most parts of the Borough
- Drawing some people in from Shrivenham, Watchfield and Cricklade albeit of low density

### % of borrowers who use just that Library



- Other libraries by Central customers: 1st choice—North, 2nd choice—West

### Average PC use in hours per month



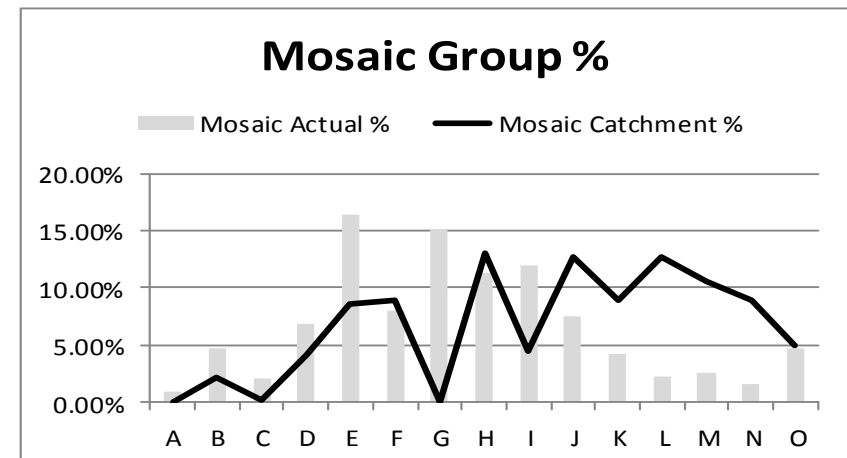
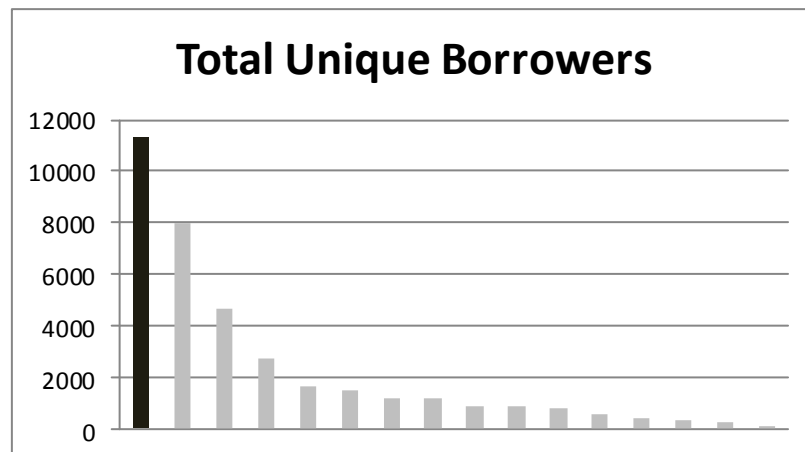
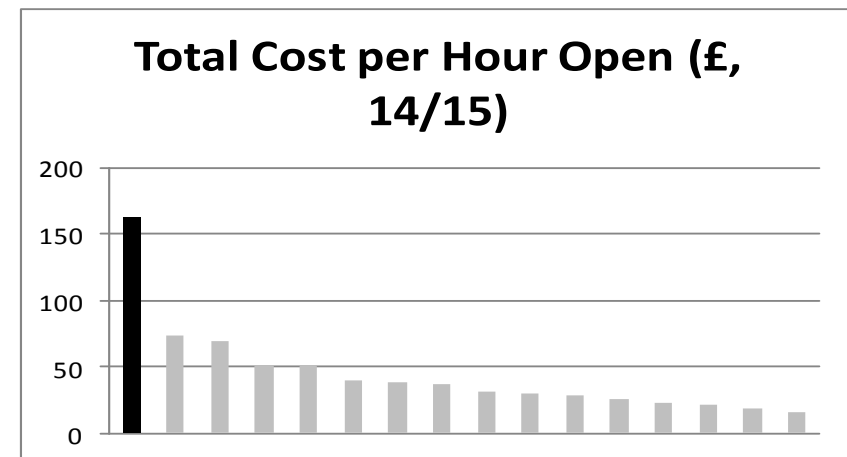
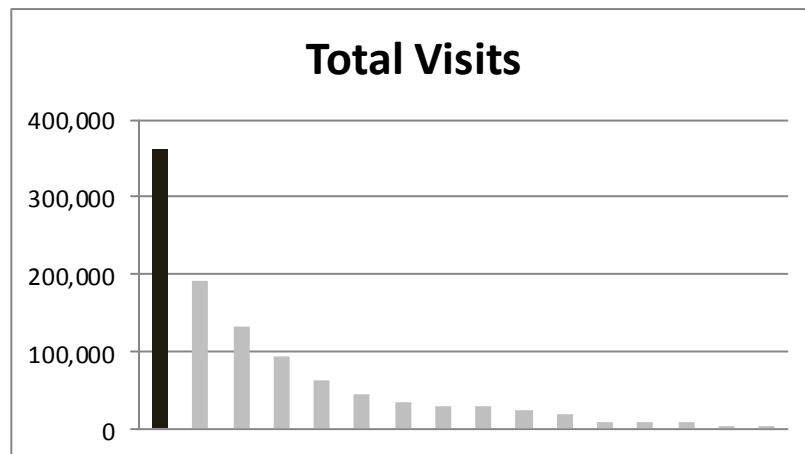


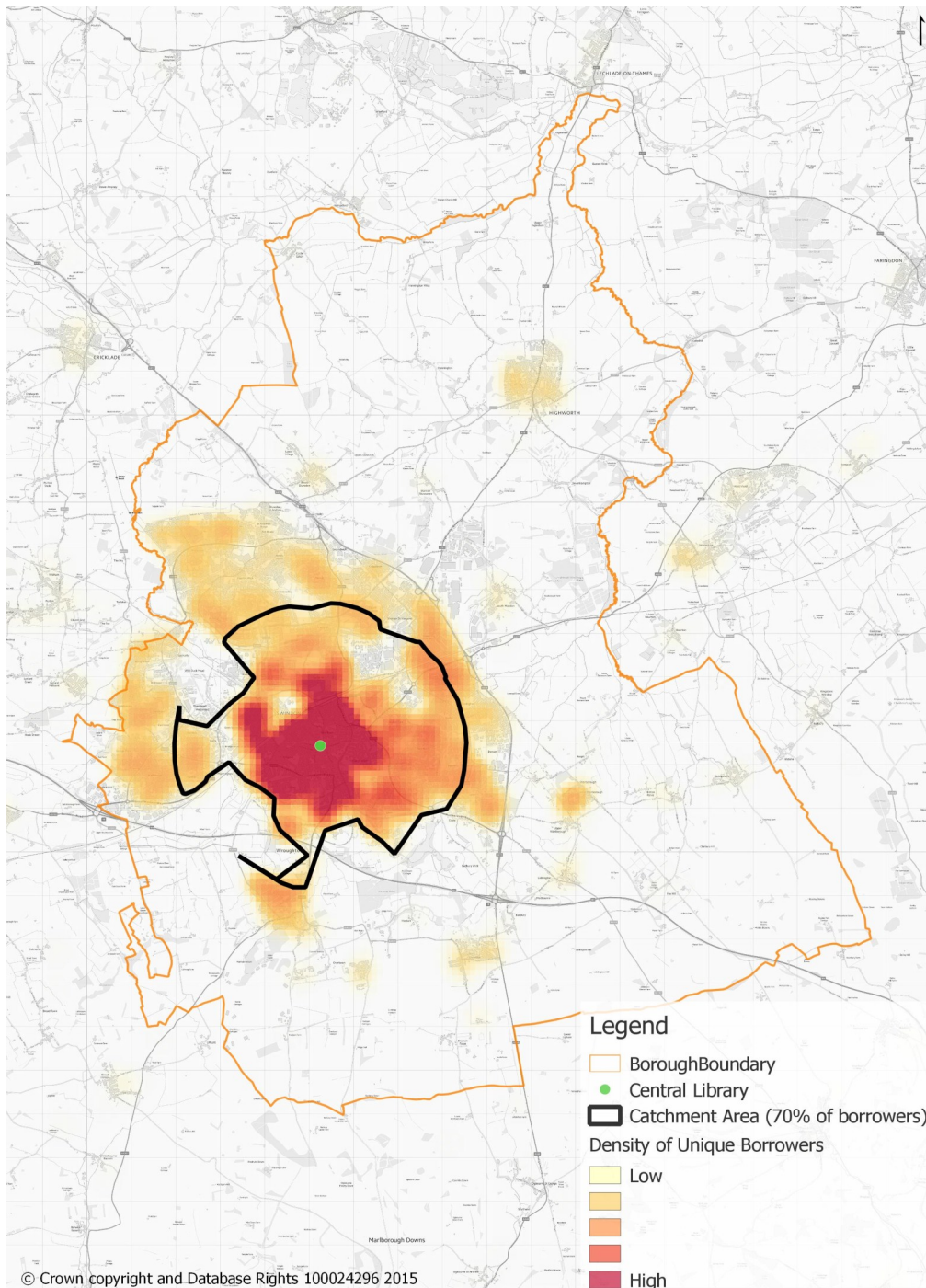
## Central Library—Open approx. 81 hours per week

Regent Circus, Swindon, SN1 1QG

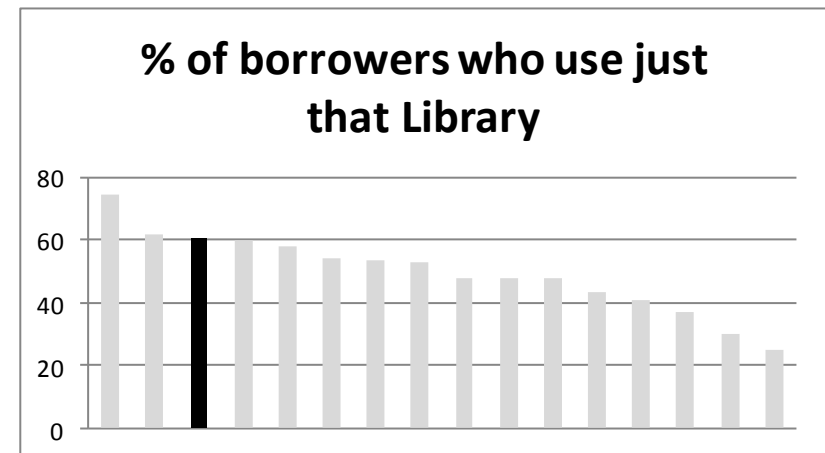
	Totals	Average per Hour	Total Hours Open
Cost	£681,794	£162.39	4198.5
Visits	361,595	86.12	
Loans/Renewals	263,840	59.36	
Unique Borrowers	11,273	2.7	
			Public Network Hours Used
			95,608

- Largest number of total visits, unique borrowers and the highest average cost
- High Group E and G usage compared to the catchment area with low levels of L, M, and N despite many present in the area

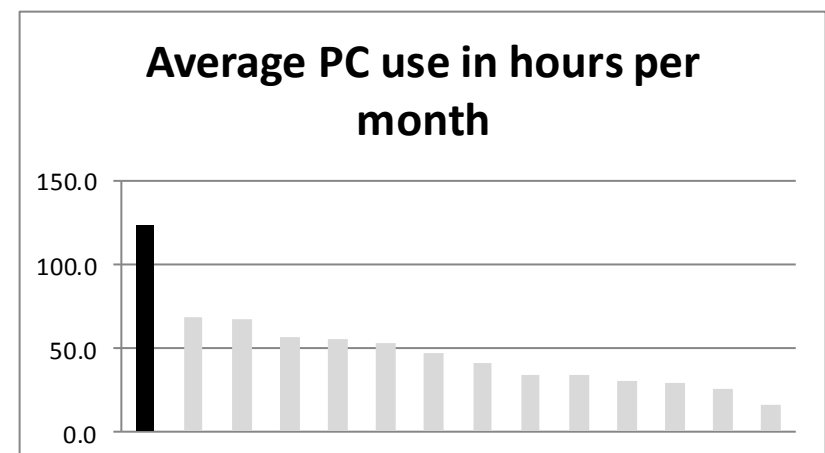




- A large catchment area with a widespread “pull”. Whilst the central urban core provides the highest densities there is moderate usage from most parts of the Borough
- Drawing some people in from Shrivenham, Watchfield and Cricklade albeit of low density



- Other libraries by Central customers: 1st choice—North, 2nd choice—West



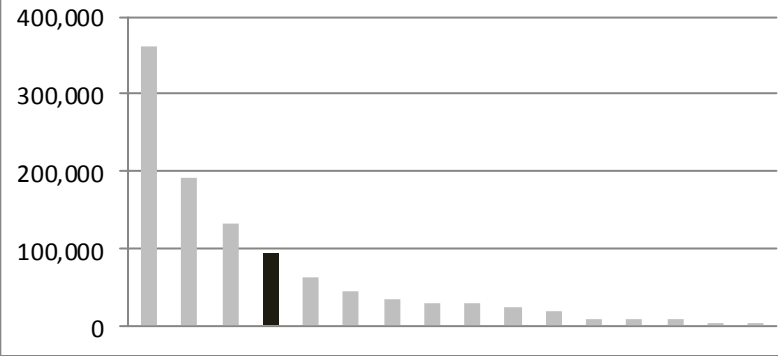
Highworth Library—Open approx. 52 hours per week

Brewer Street, Highworth, Swindon, SN6 7AJ

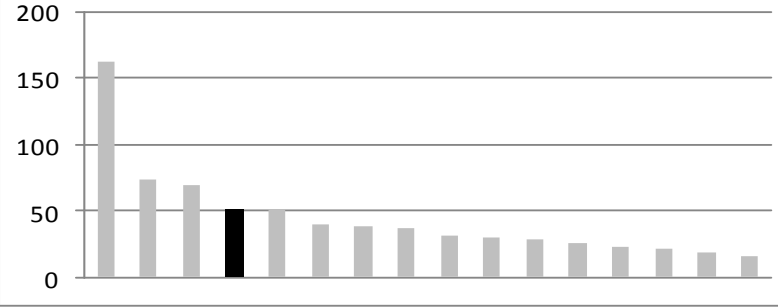
	Totals	Average per Hour	Total Hours Open
Cost	£139,791	£51.39	2720.0
Visits	93,258	34.29	
Loans/Renewals	102,183	35.09	
Unique Borrowers	2,758	1.0	
			Public Network Hours Used
			10,790

- Lowest number of total visits and unique borrowers of the larger libraries but still higher than any of the medium libraries
- Very high group B, D and F usage with very few groups L, M, N and O albeit broadly inline with local numbers

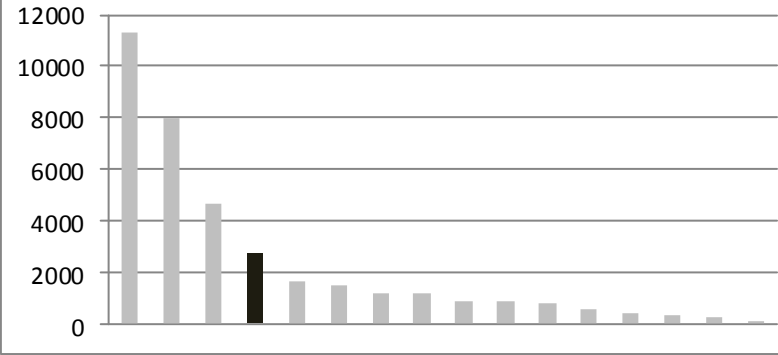
Total Visits



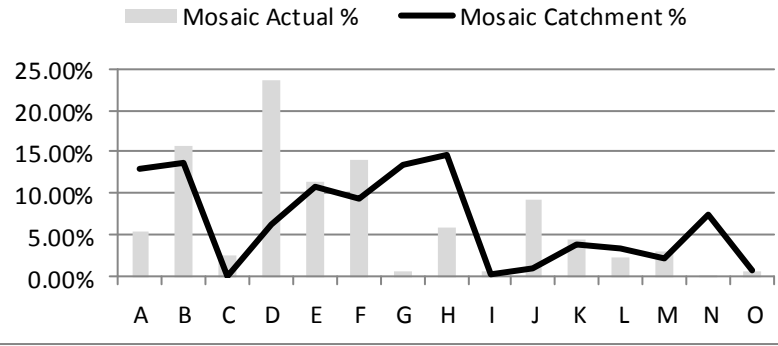
Total Cost per Hour Open (£, 14/15)

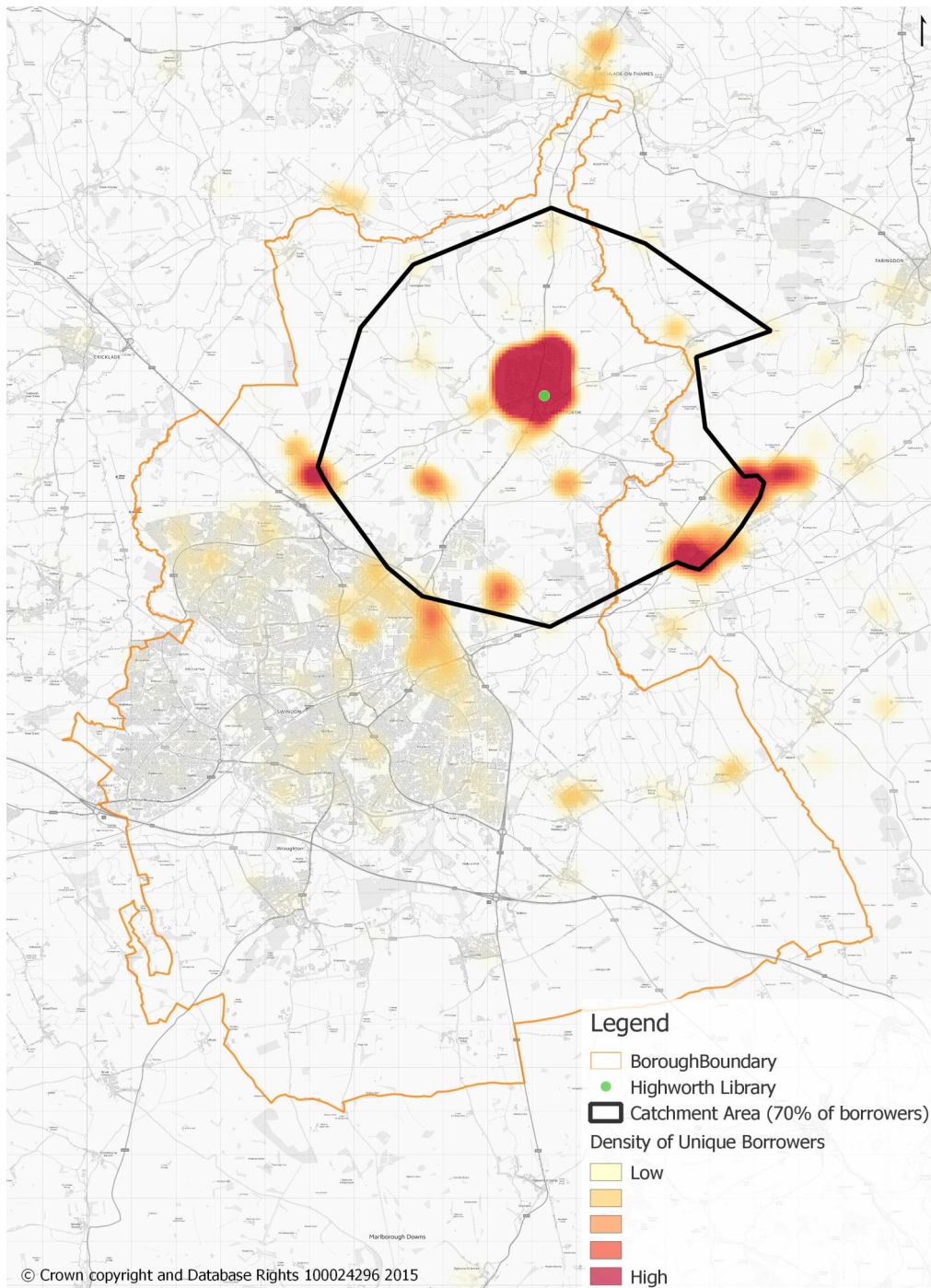


Total Unique Borrowers

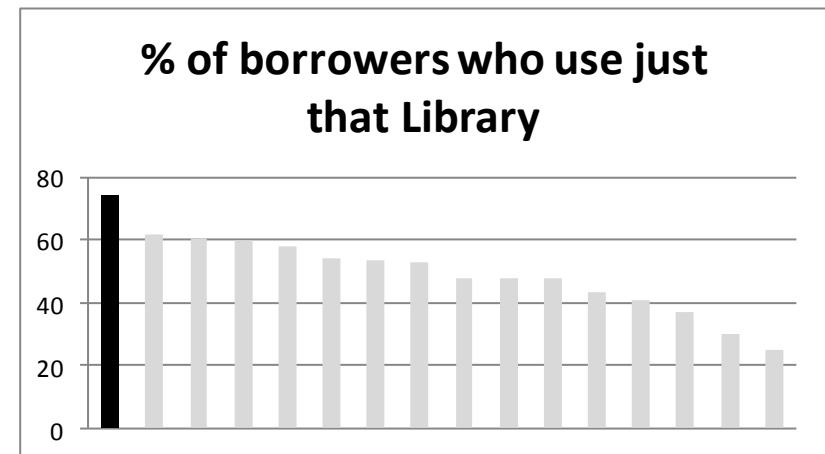


Mosaic Group %

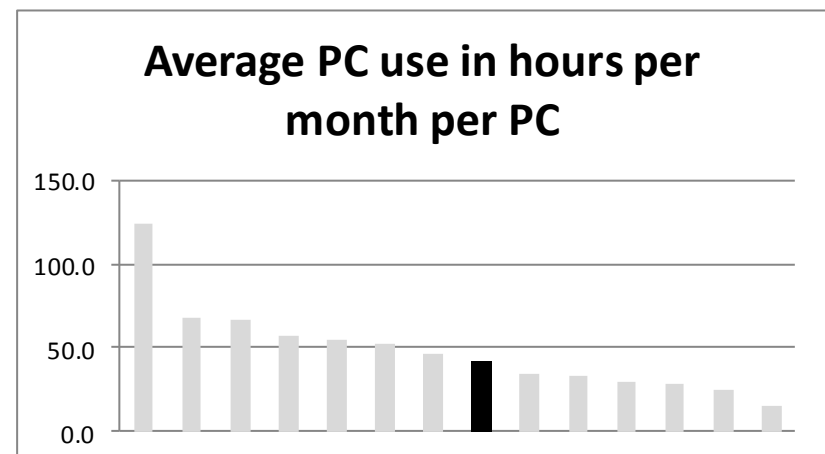




- One of the larger catchment areas due to the distances involved in travel in the rural northern part of the Borough
- Whilst it draws heavily from Highworth it is worth noting very high density of borrowers in Shrivenham and Watchfield and moderate usage from Lechlade and villages south of Fairford
- Some draw of people from Stratton St Margaret area and the north eastern part of the urban core
- Low levels of usage from localities even further to the east of Swindon (Faringdon, Uffington etc)



- Other libraries used: 1st—Central, 2nd—North



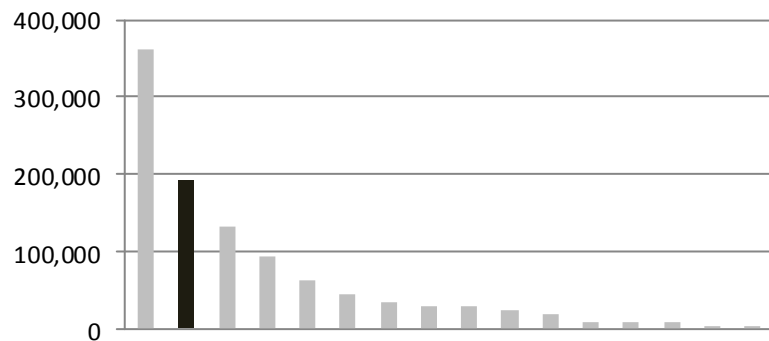
## North Swindon Library—Open approx. 50 hours per week

Orbital Retail Park, Thamesdown Drive, Swindon, SN25 4AN

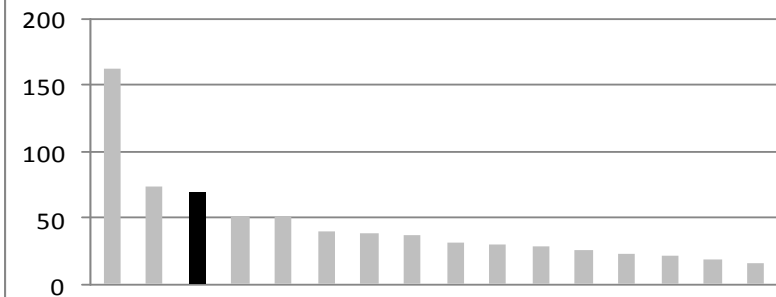
	Totals	Average per Hour	Total Hours Open
Cost	£180,934	£69.02	2621.5
Visits	191,143	76.57	
Loans/Renewals	219,795	79.25	
Unique Borrowers	7,977	3.0	
			Public Network Hours Used
			24,307

- 2nd highest number of visits and unique borrowers yet 3rd highest costs
- Very heavy group F usage although other groups are broadly in line with catchment except for M and N

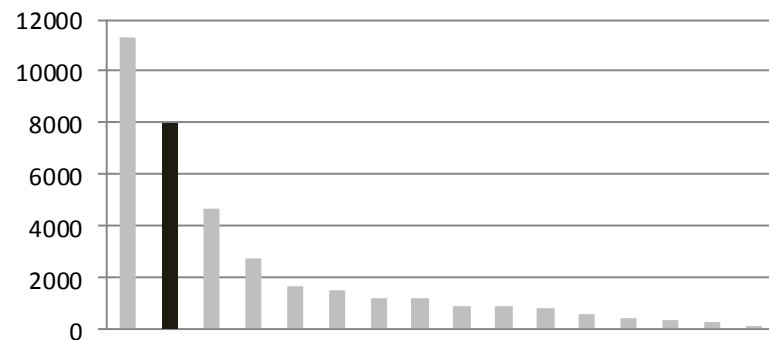
### Total Visits



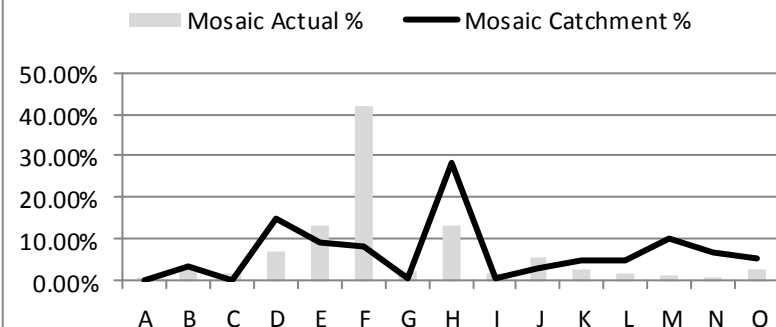
### Total Cost per Hour Open (£, 14/15)



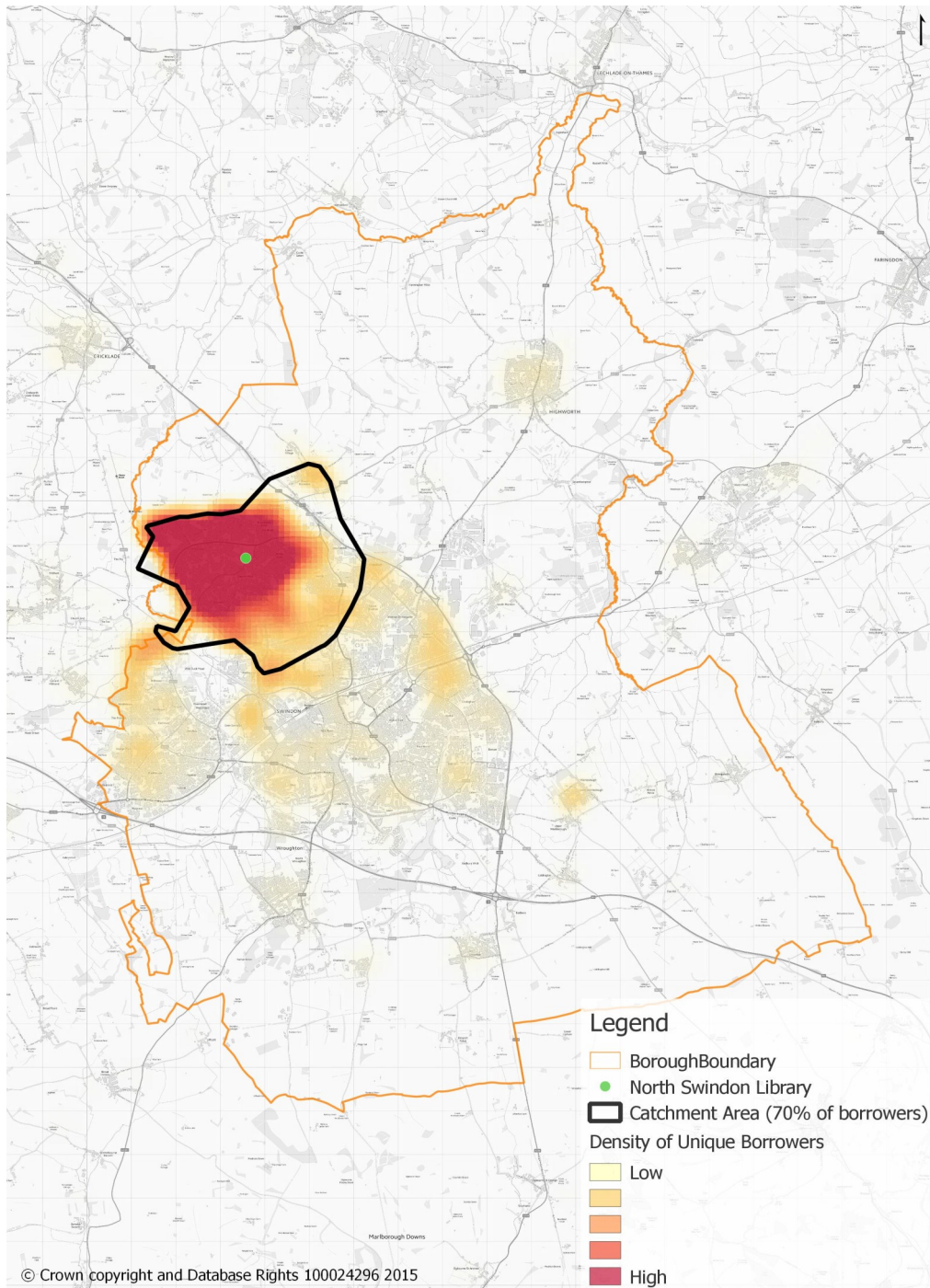
### Total Unique Borrowers



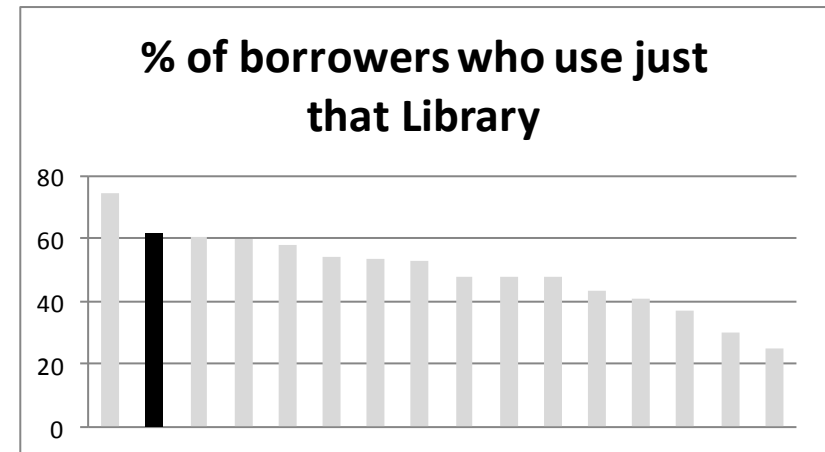
### Mosaic Group %



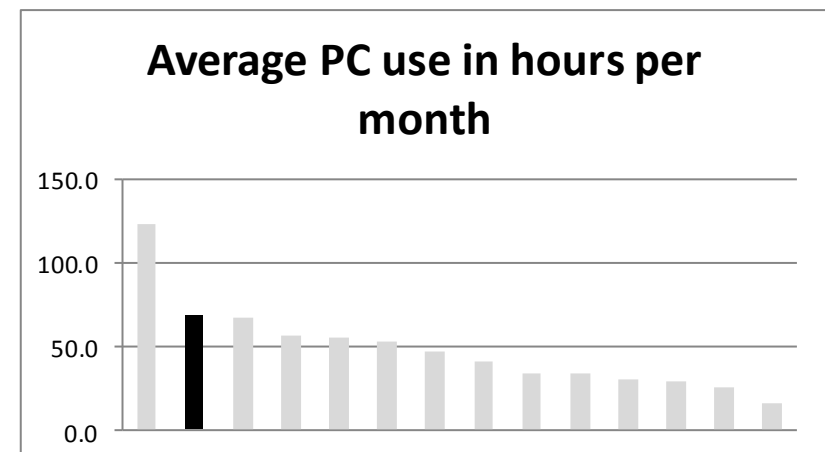




- Relatively large catchment with very high density drawn from the Northern development area and extending down into the Haydon Wick area
- Low to moderate levels of draw from western Swindon, the northern part of the urban core and the Stratton St Margaret area



- Other libraries used: 1st—Central, 2nd—West



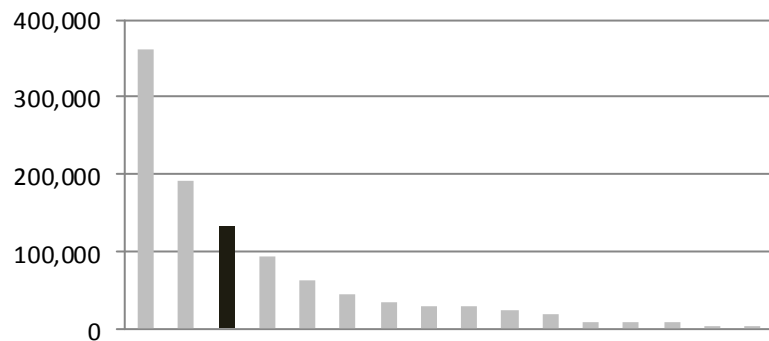
## West Swindon Library—Open approx. 49 hours per week

Link Centre, Whitehill Way, Swindon, SN5 7DL

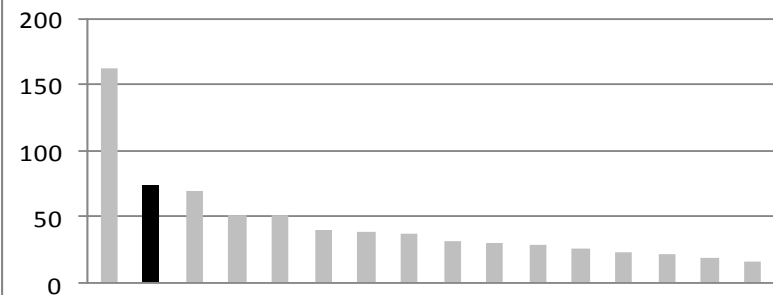
	Totals	Average per Hour	Total Hours Open
Cost	£186,906	£73.53	2542.0
Visits	131,556	51.75	
Loans/Renewals	134,009	49.93	
Unique Borrowers	4,663	1.8	
			Public Network Hours Used
			20,335

- 3rd highest total visits and total unique borrowers
- Groups E and F use this library more heavily than expected the local profile. Groups J to N are under represented

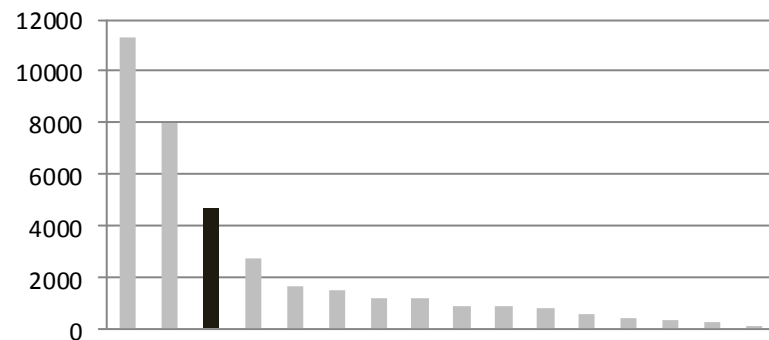
### Total Visits



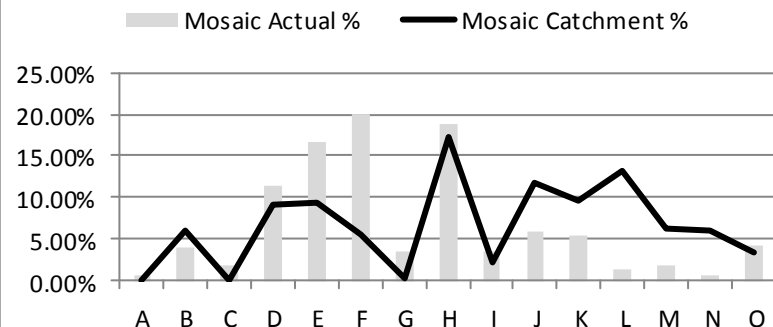
### Total Cost per Hour Open (£, 14/15)



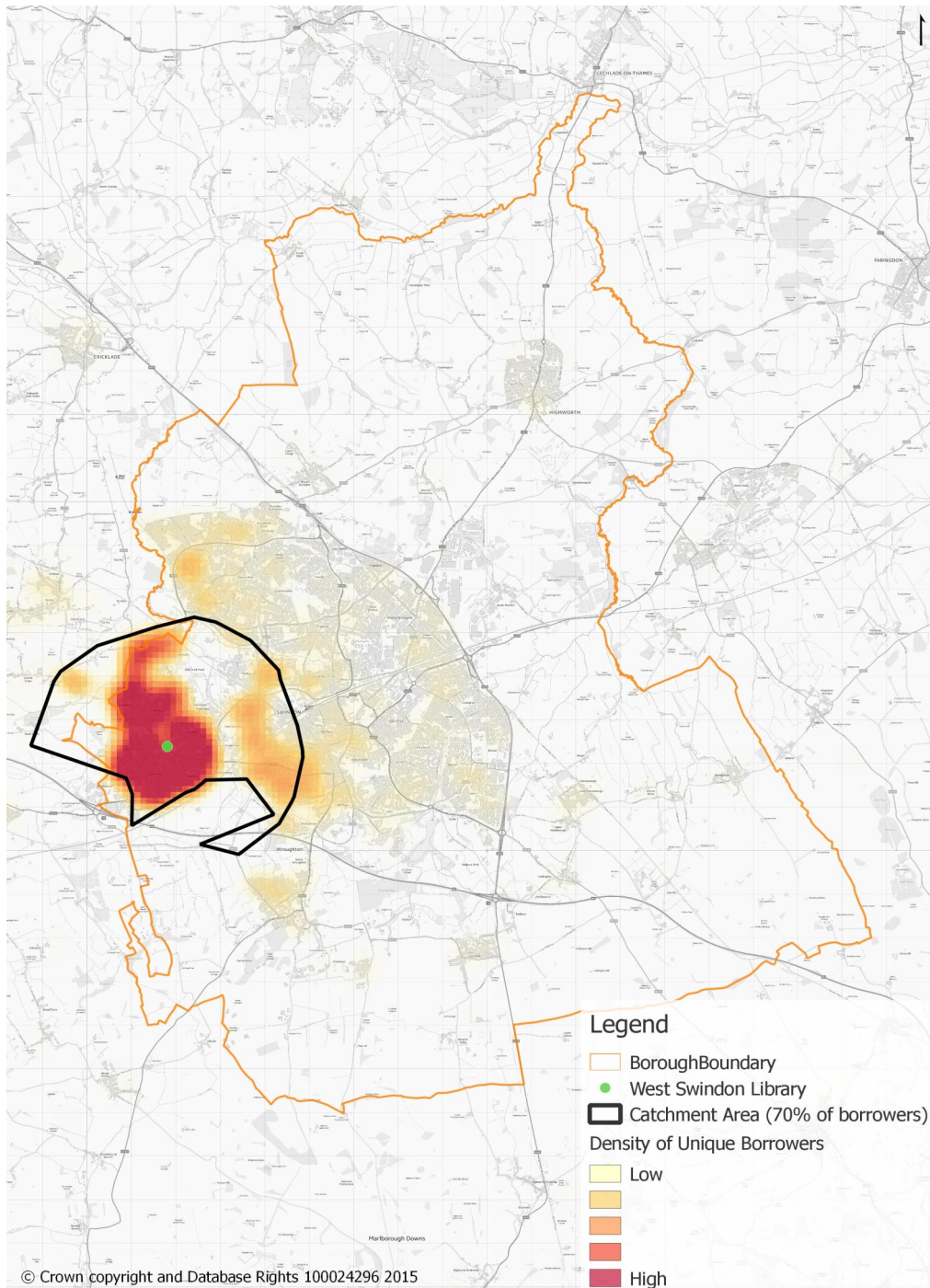
### Total Unique Borrowers



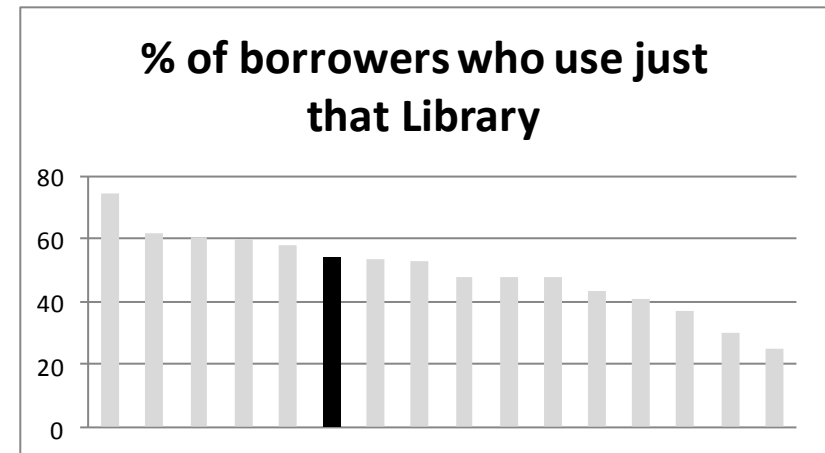
### Mosaic Group %



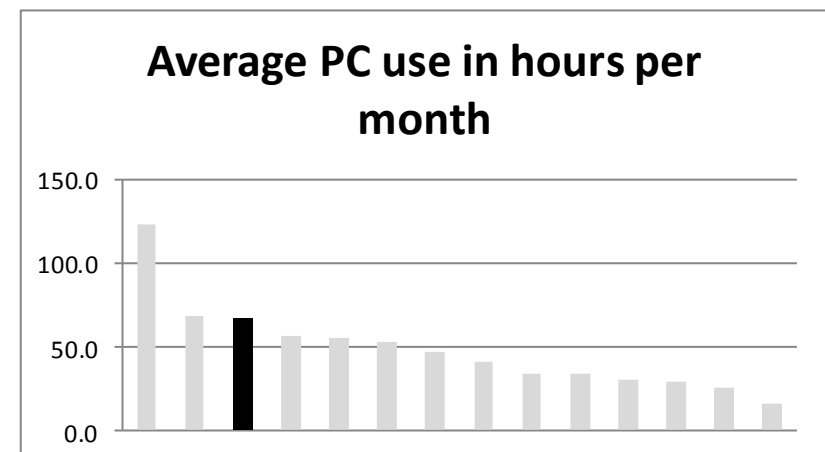




- Very high density of users coming from West Swindon with a secondary moderate density from the western part of the central urban core and the northern development.
- Also pulls some people from Wootton Bassett and beyond the western border of the Borough



- Other libraries used: 1st—Central, 2nd—North

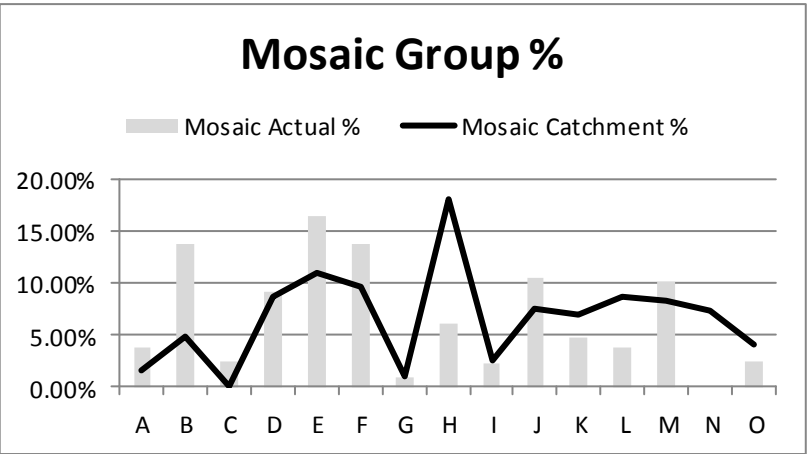
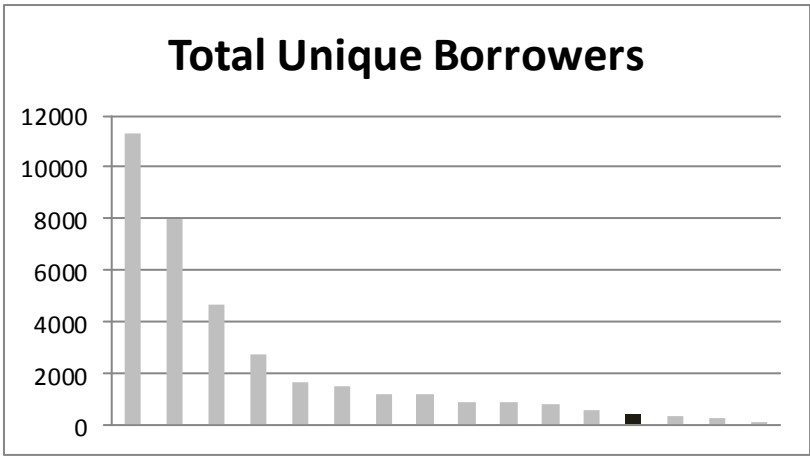
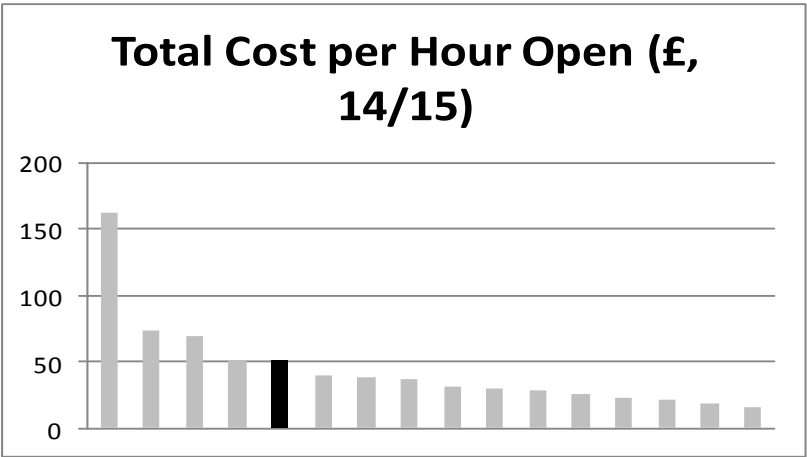
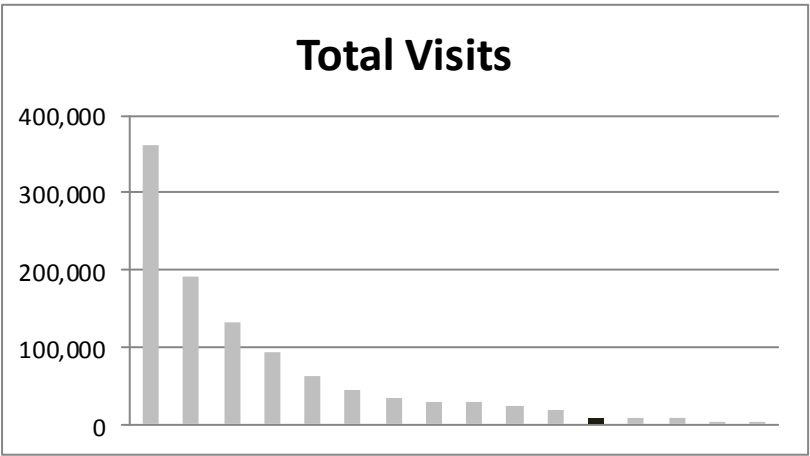


The Mobile Library—Open approx. 25 hours per week

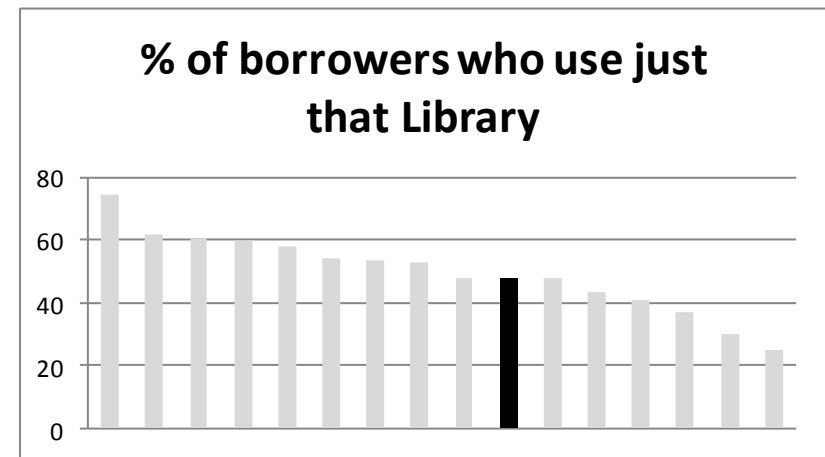
Various

	Totals	Average per Hour	Total Hours Open
Cost	£67,205	£51.12	1314.7
Visits	8,698	7.40	
Loans/Renewals	10,660	7.85	
Unique Borrowers	364	0.3	
			Public Network Hours Used
			N/A

- Low number of total visits with a small base of unique borrowers. Relatively high cost per hour
- Groups B, E amongst others use the mobile library higher than the borough average would indicate. Group N is totally absent



- No mapping image available for the catchment of the mobile library.
- To map this you need to know the location of its customers in relation to each of its stops on each route throughout the year
- This level of information is not available



- Other libraries used: 1st—Central, 2nd—West
- The Mobile Library Service has no PC's onboard

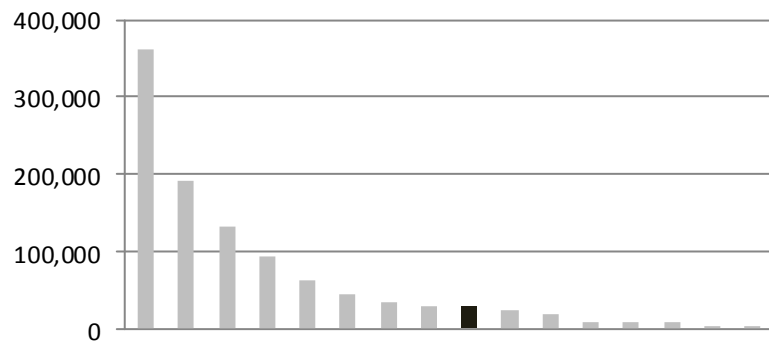
## Moredon and Rodbourne Cheney Library—Open approx. 36 hours per week

Church Walk North, Swindon, SN25 3DJ

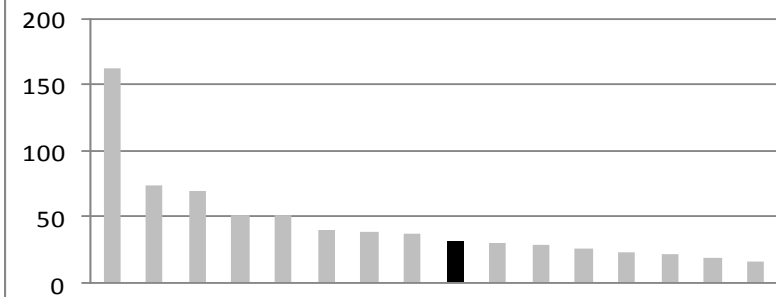
	Totals	Average per Hour	Total Hours Open
Cost	£57,056	£30.77	1854.5
Visits	29,000	15.64	
Loans/Renewals	36,707	18.31	
Unique Borrowers	1,177	0.6	
			Public Network Hours Used
			3,596

- Mid way in the list of usage, unique borrowers and cost per hour open
- Mosaic groups E and J are very heavy users of this library but low numbers of M and N compared to its catchment profile

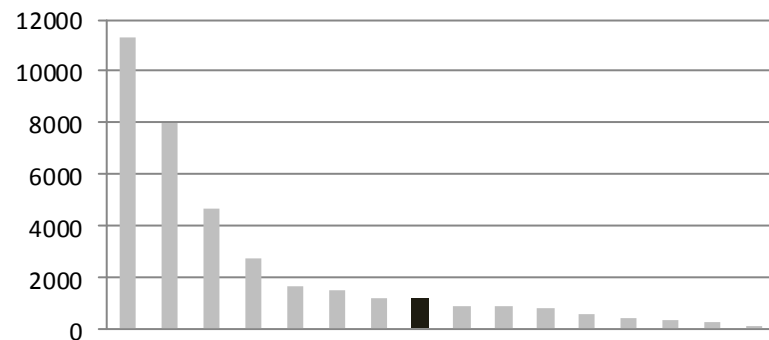
### Total Visits



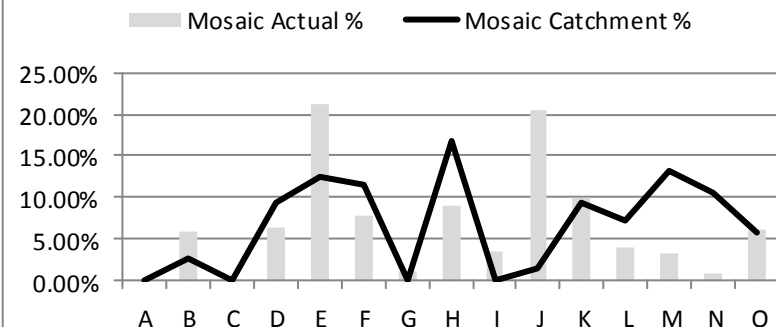
### Total Cost per Hour Open (£, 14/15)

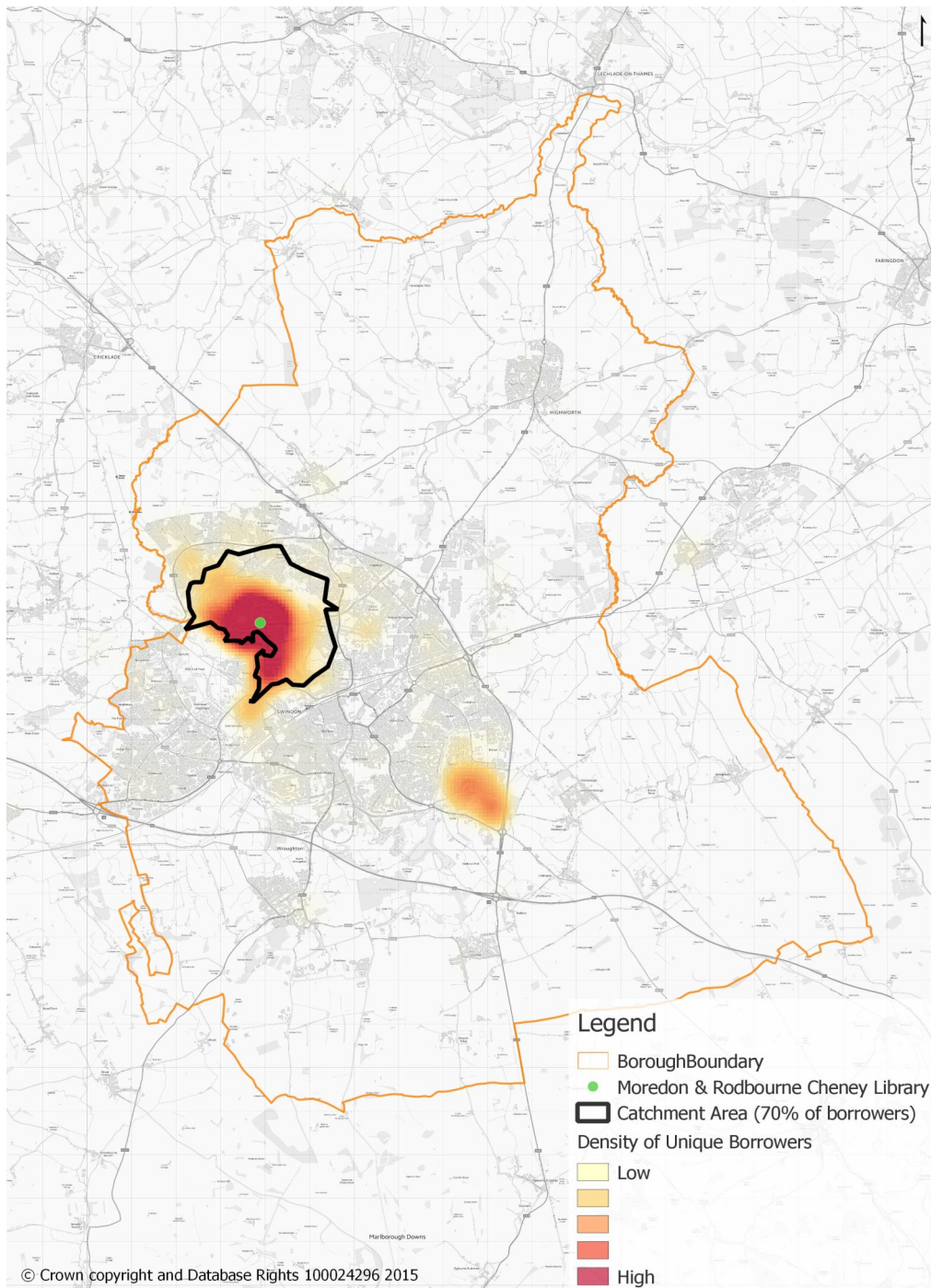


### Total Unique Borrowers

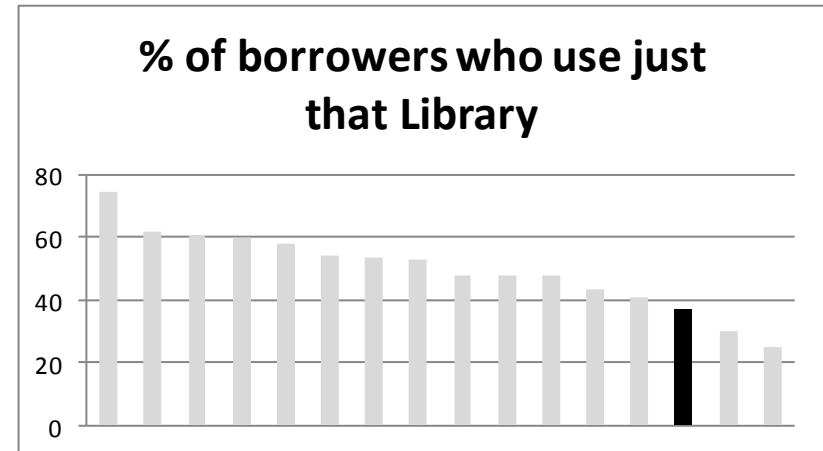


### Mosaic Group %

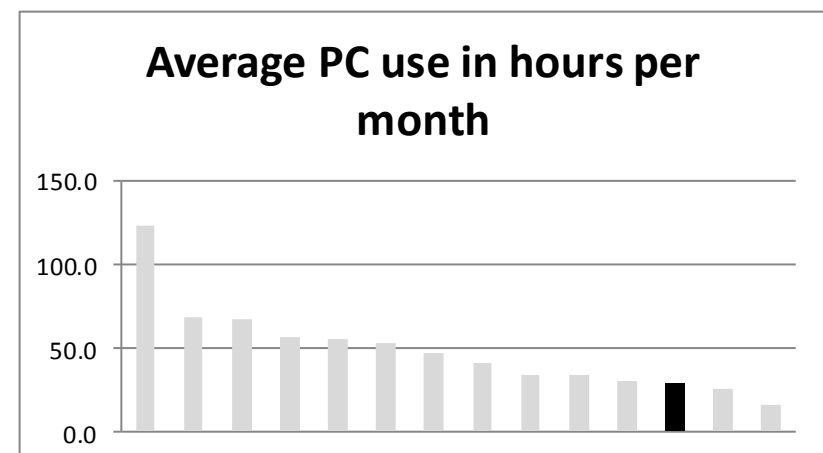




- A more localised catchment area drawing very high densities from its immediate area but drawing from both Pinehurst and Even Swindon.
- Has a large outlier of data from the Liden area. This will need to be investigated further to make sure its not an error in the dataset



- Other libraries used: 1st—North, 2nd—Central



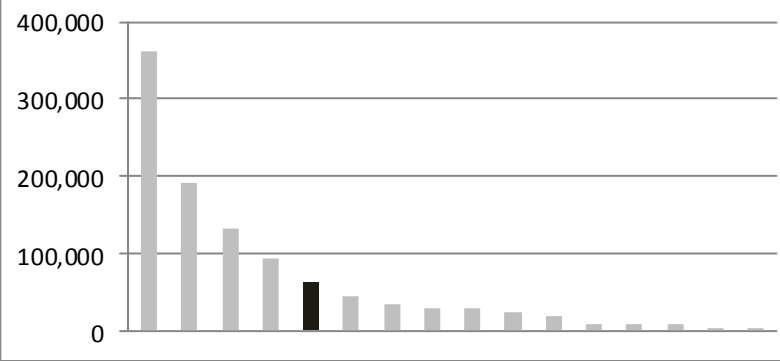
Park Library—Open approx. 36 hours per week

Cavendish Square, Park, Swindon, SN3 2LP

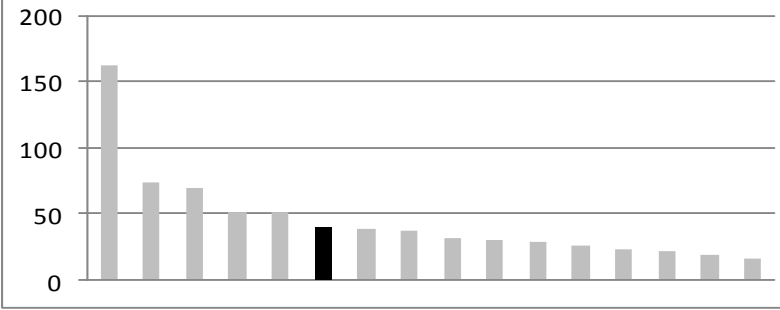
	Totals	Average per Hour	Total Hours Open
Cost	£75,405	£40.03	1883.5
Visits	61,537	32.67	
Loans/Renewals	44,303	21.8	
Unique Borrowers	1,471	0.8	
			Public Network Hours Used
			12,807

- Largest number of visits for a medium sized library with relatively high costs yet quite a small number of unique borrowers
- Mosaic group of users is heavily dominated by groups K and O but low numbers of L-N's

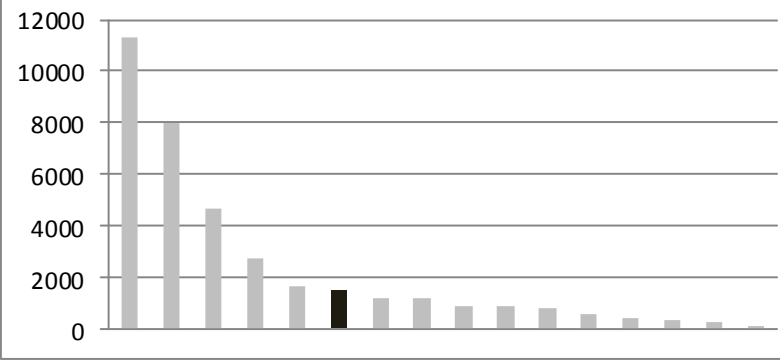
Total Visits



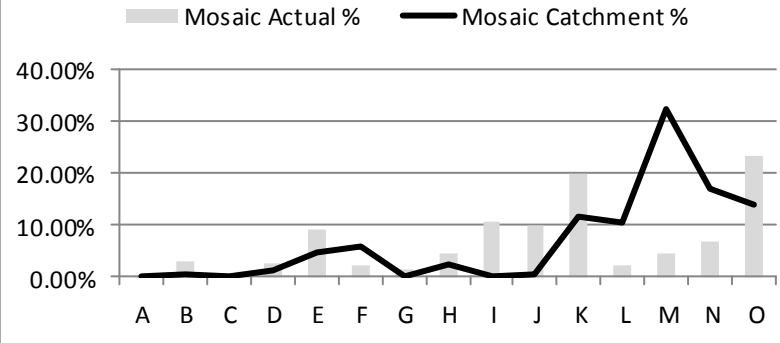
Total Cost per Hour Open (£, 14/15)



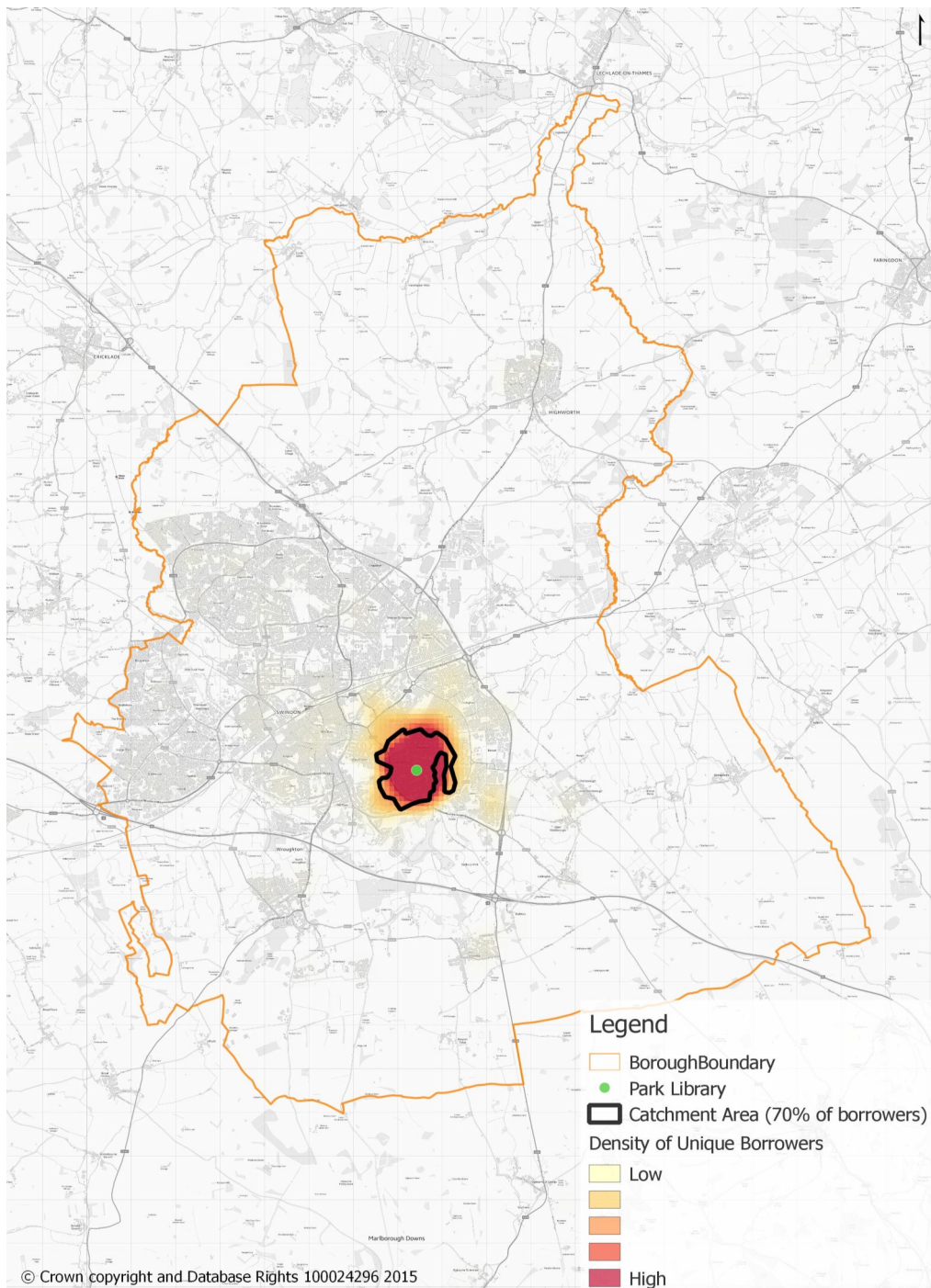
Total Unique Borrowers



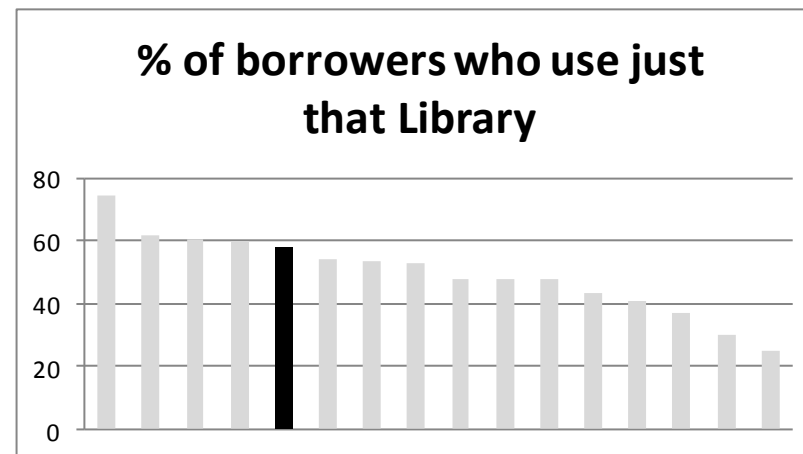
Mosaic Group %



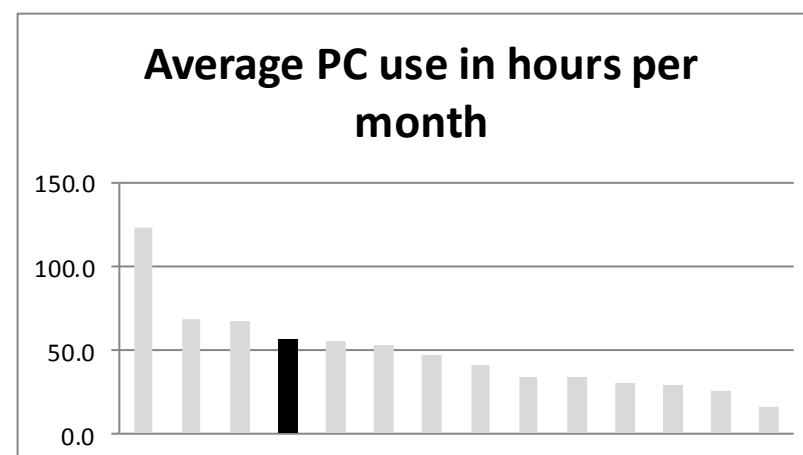




- Park Library catchment is a very tight boundary close to the estates out-line with a very high density in that area and little spread beyond



- Other libraries used: 1st—Central, 2nd—North





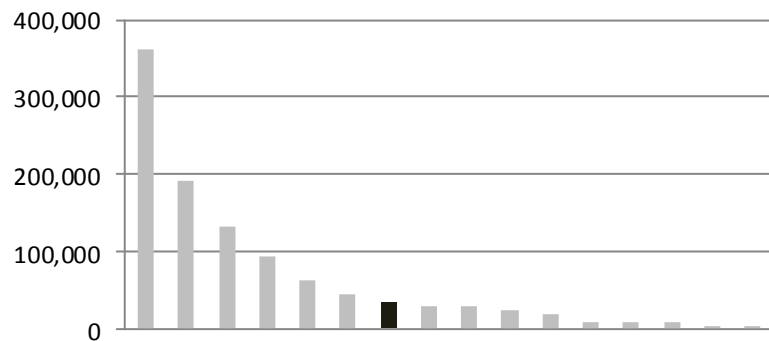
## Upper Stratton Library—Open approx. 32 hours per week

Beechcroft Road, Upper Stratton, Swindon, SN2 7QQ

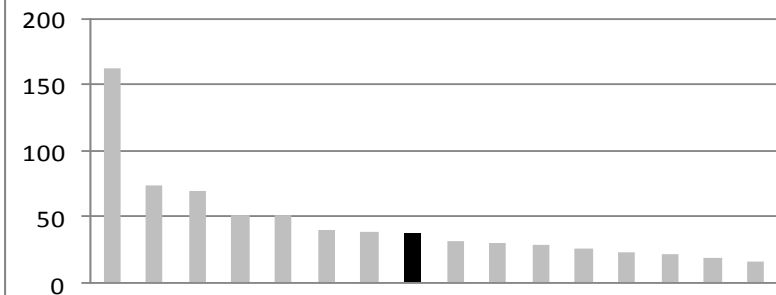
	Totals	Average per Hour	Total Hours Open
Cost	£61,711	£37.25	1656.5
Visits	34,495	20.82	
Loans/Renewals	41,883	23.51	
Unique Borrowers	1,181	0.7	
			Public Network Hours Used
			3,471

- Moderate numbers of visitors and unique borrowers with similar, moderate, costs
- Mosaic groups very close to the borough profile except in groups F and H

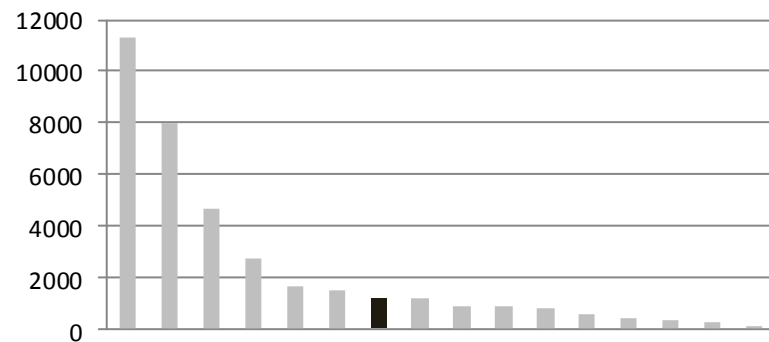
### Total Visits



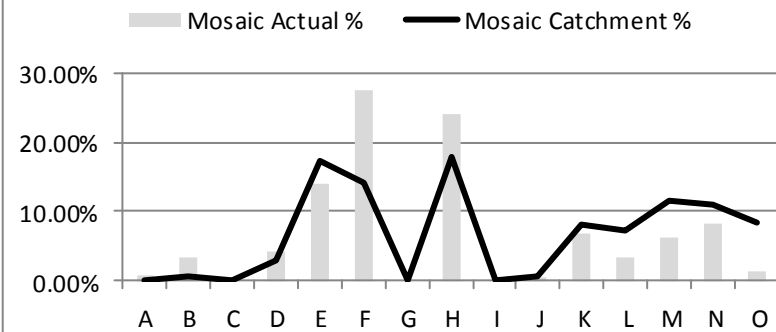
### Total Cost per Hour Open (£, 14/15)

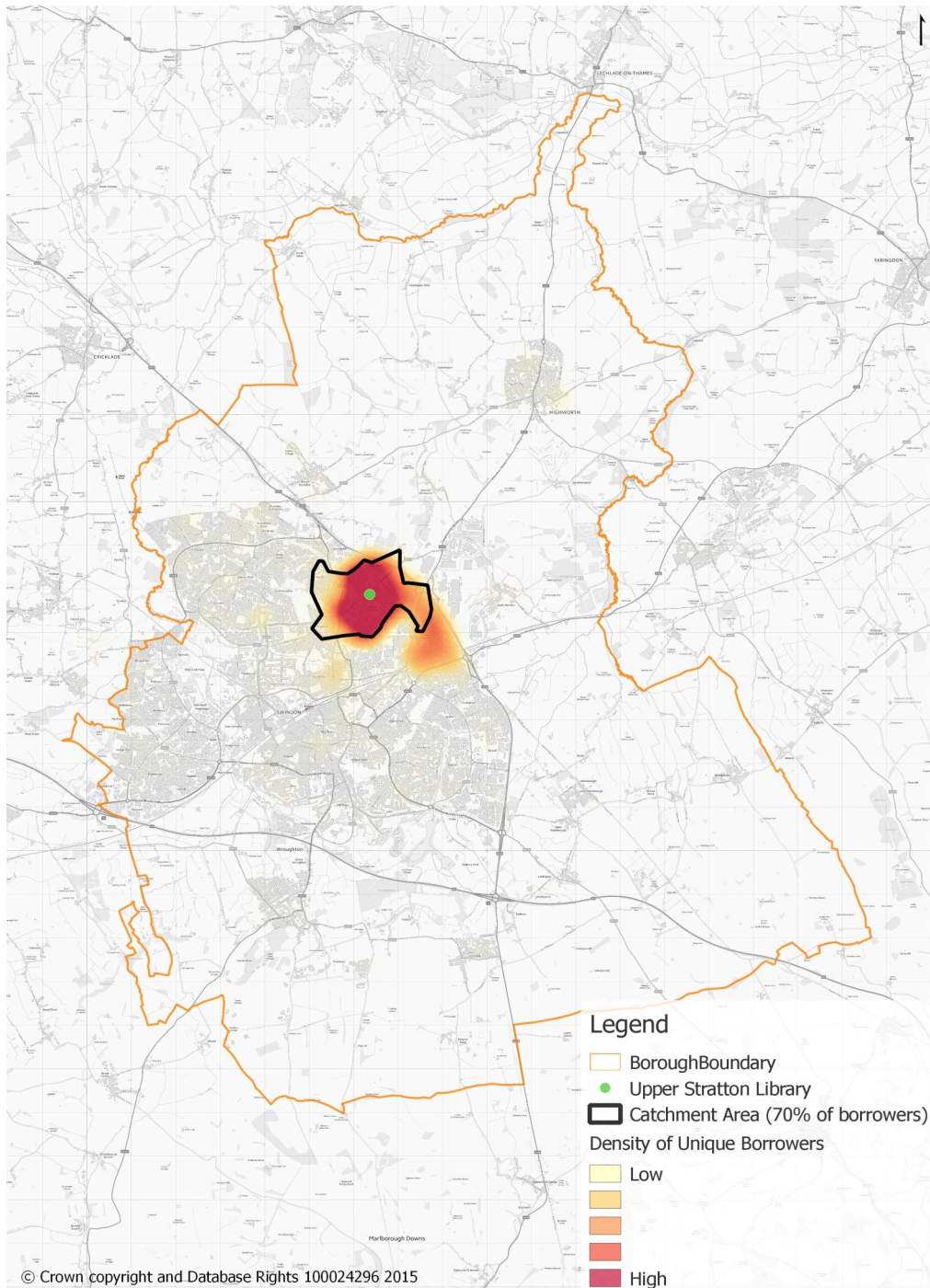


### Total Unique Borrowers

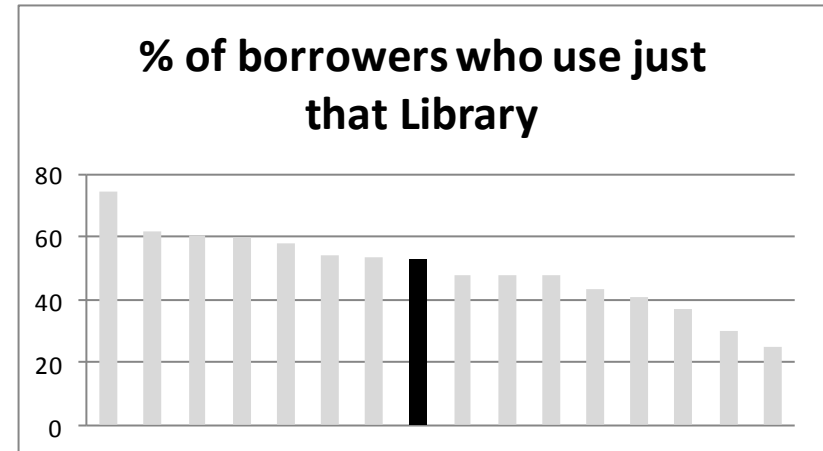


### Mosaic Group %

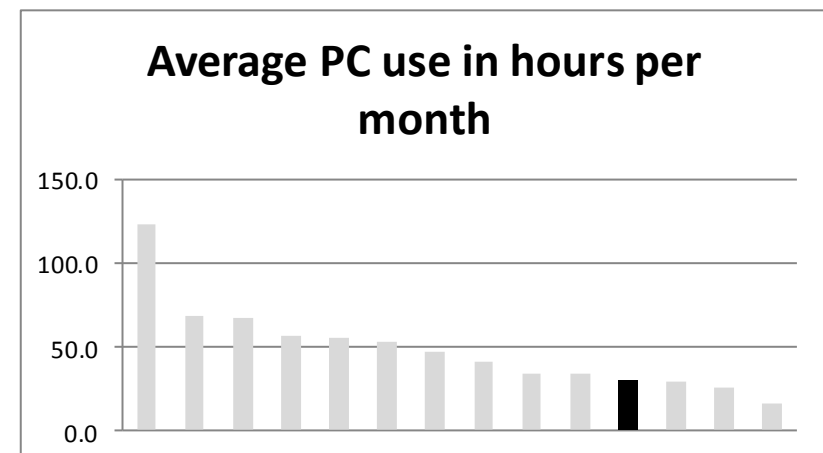




- The catchment area shows more of a spread than some other medium sized libraries but its density of users is very heavily focused on the Upper Stratton area
- There is an area of moderate density from Stratton St Margaret



- Other libraries used: 1st— Central, 2nd—North



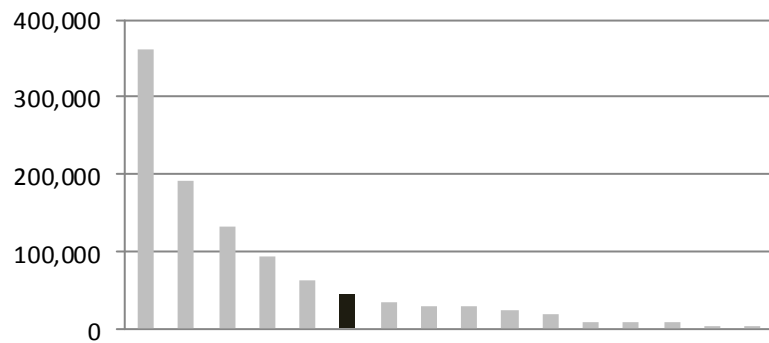
## Wroughton Library—Open approx. 36 hours per week

Ellendune Centre, Wharf Road, Wroughton, Swindon, SN4 9LN

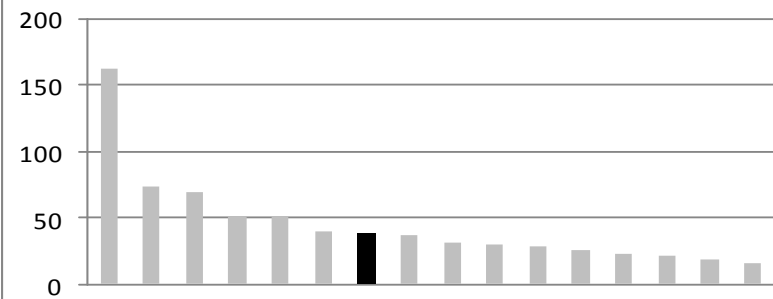
	Totals	Average per Hour	Total Hours Open
Cost	£70,633	£37.79	1869.0
Visits	44,587	23.86	
Loans/Renewals	55,738	27.9	
Unique Borrowers	1,648	0.9	
			Public Network Hours Used
			4,511

- Moderate levels of visits, unique borrowers and costs per hour open
- Large amounts of group B compared to its area with very few

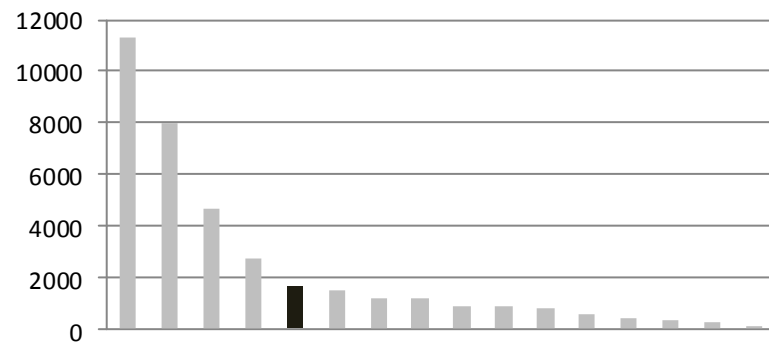
### Total Visits



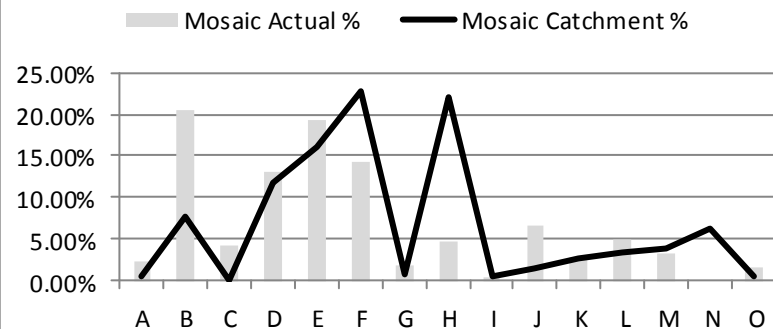
### Total Cost per Hour Open (£, 14/15)

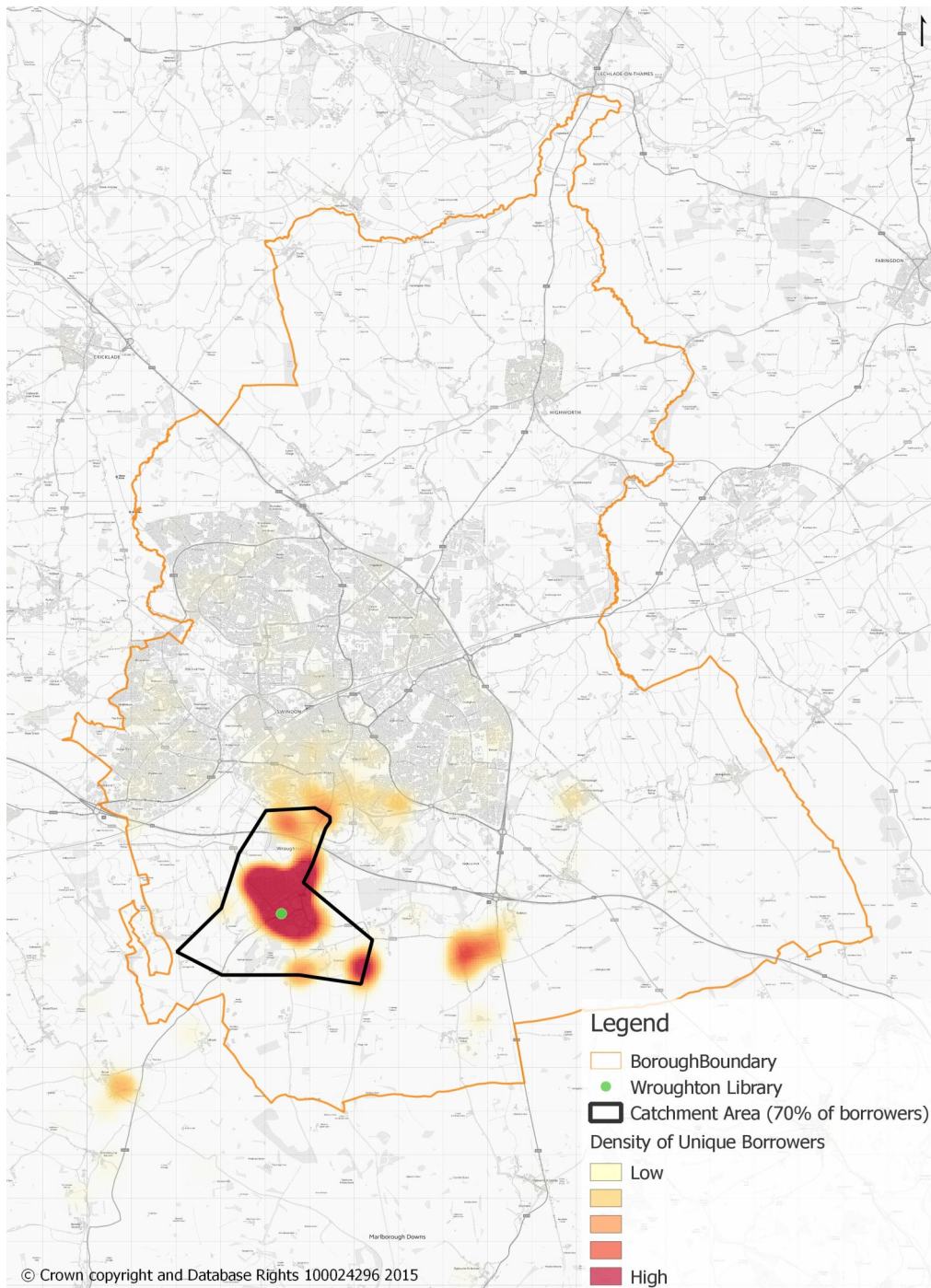


### Total Unique Borrowers

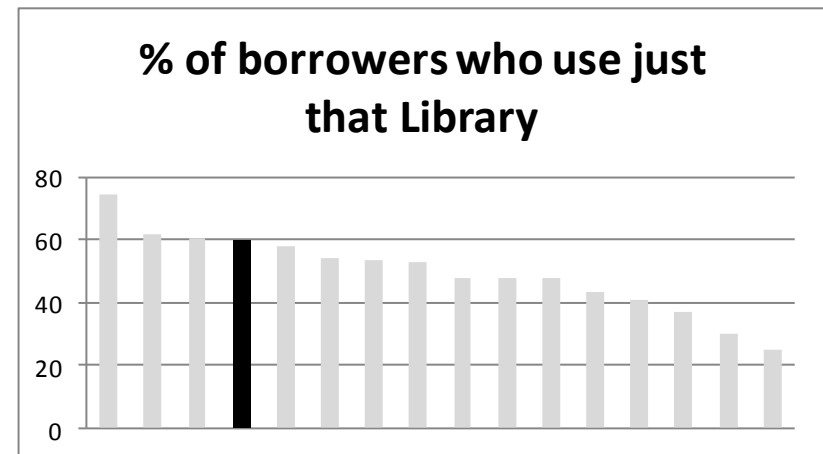


### Mosaic Group %

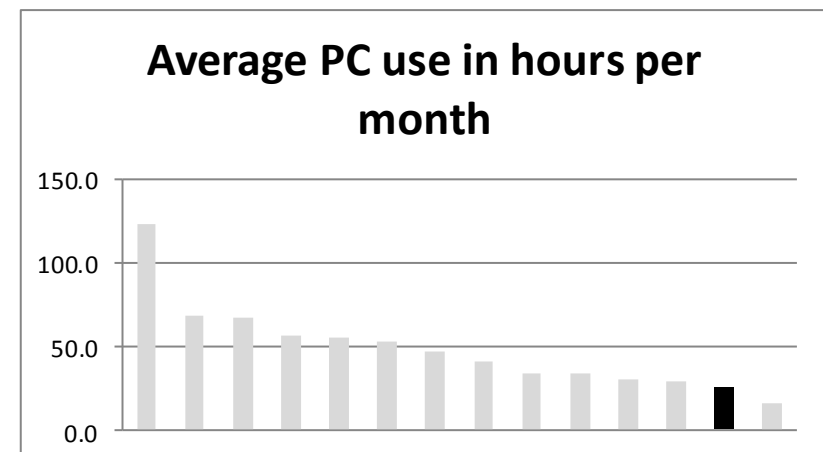




- Unlike Highworth has a much smaller catchment area. Principal density is based around Wroughton and Overtown
- Has a moderate pull from Chiseldon and the Wichelstowe/Old Town area and some pull from outside the Borough at Broad Hinton but not as pronounced as Highworth's external borough impact.



- Other libraries used: 1st—Central, 2nd—West

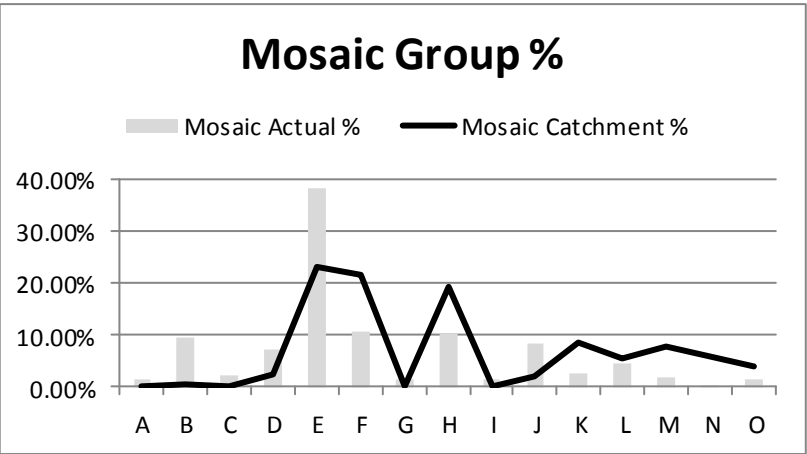
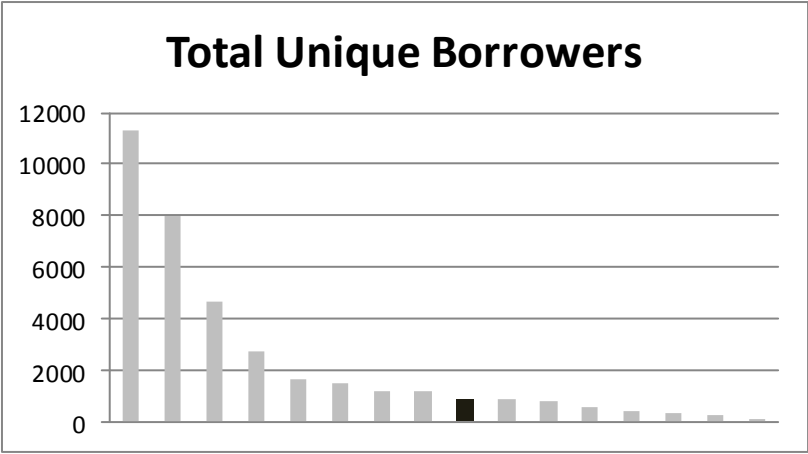
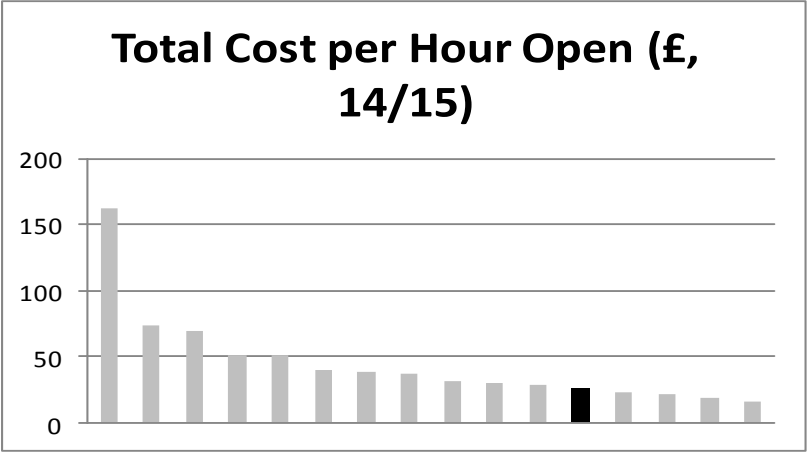
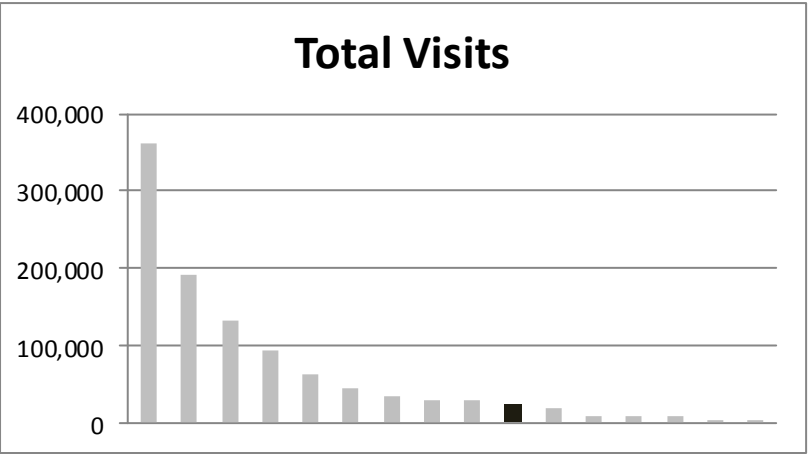


Covingham Library—Open approx. 28 hours per week

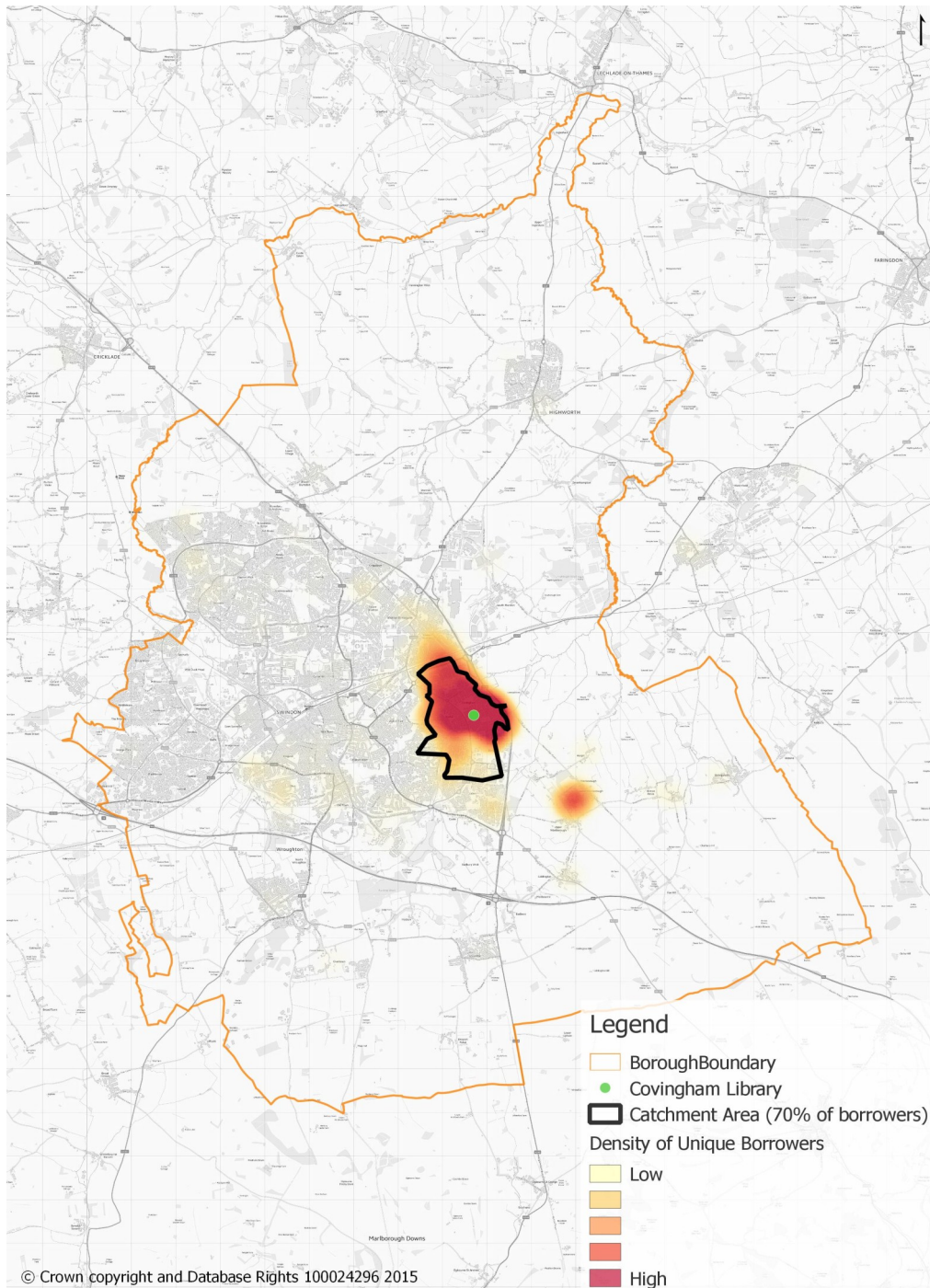
St Paul’s Drive, Covingham, Swindon, Sn3 5BY

	Totals	Average per Hour	Total Hours Open
Cost	£36,940	£25.15	1469.0
Visits	23,803	16.20	
Loans/Renewals	32,531	21.23	
Unique Borrowers	886	0.6	
			Public Network Hours Used
			1,254

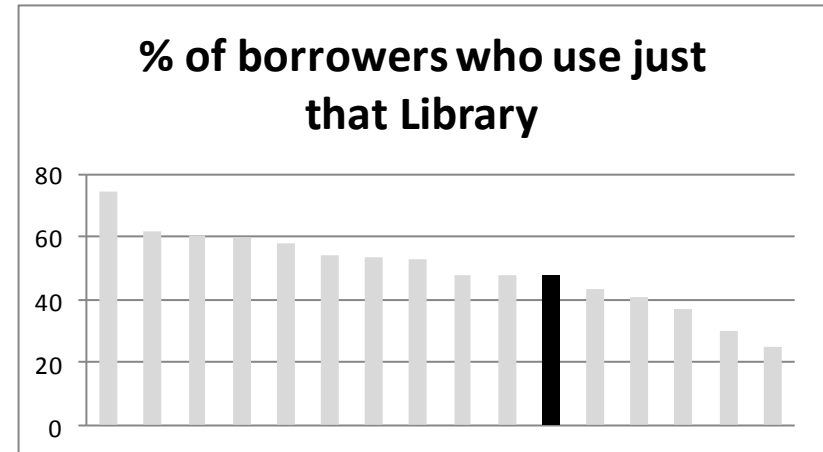
- Large number of visits and unique borrowers for a smaller library with a low cost per hour open
- Dominated by group E using the facility with other groups quite close to its catchment profile



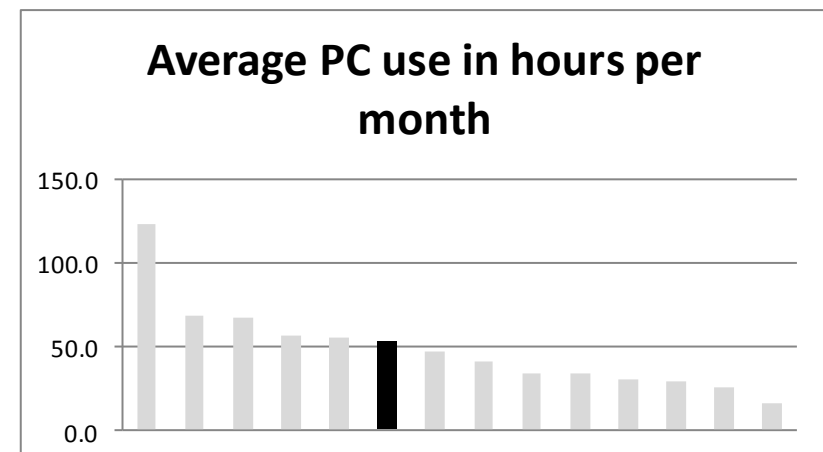




- A relatively localised catchment drawing heavily from Covingham and Lower Stratton but with also a strong pull from Stratton St Margaret and Wanborough



- Other libraries used: 1st—Central, 2nd—North



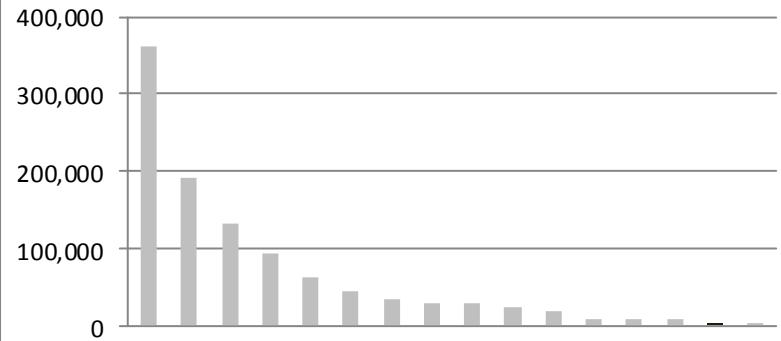
Even Swindon Library—Open approx. 9 hours per week

Even Swindon Community Centre, Jennings Street, Swindon, SN2 2BG

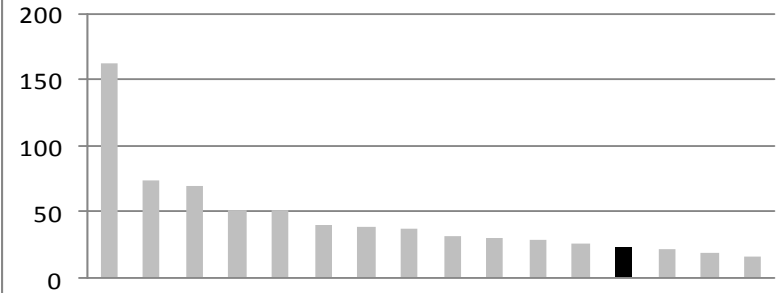
	Totals	Average per Hour	Total Hours Open
Cost	£11,179	£22.70	492.5
Visits	4,206	8.54	
Loans/Renewals	10,834	21.19	
Unique Borrowers	255	0.5	
			Public Network Hours Used
			54

- Very low total visits and unique borrowers in the context of very few hours opened
- Very high H-J usage with K and M absent despite being a large proportion of the catchment area

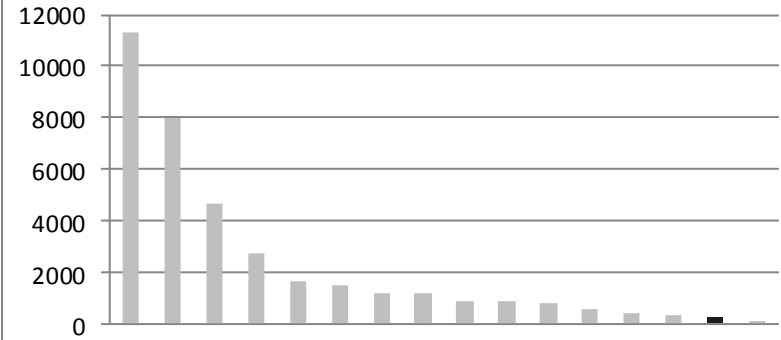
Total Visits



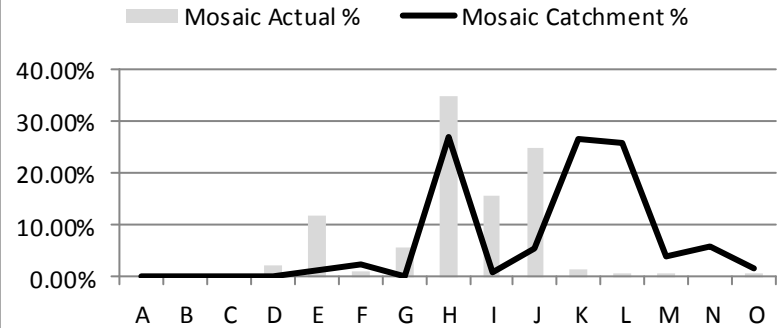
Total Cost per Hour Open (£, 14/15)

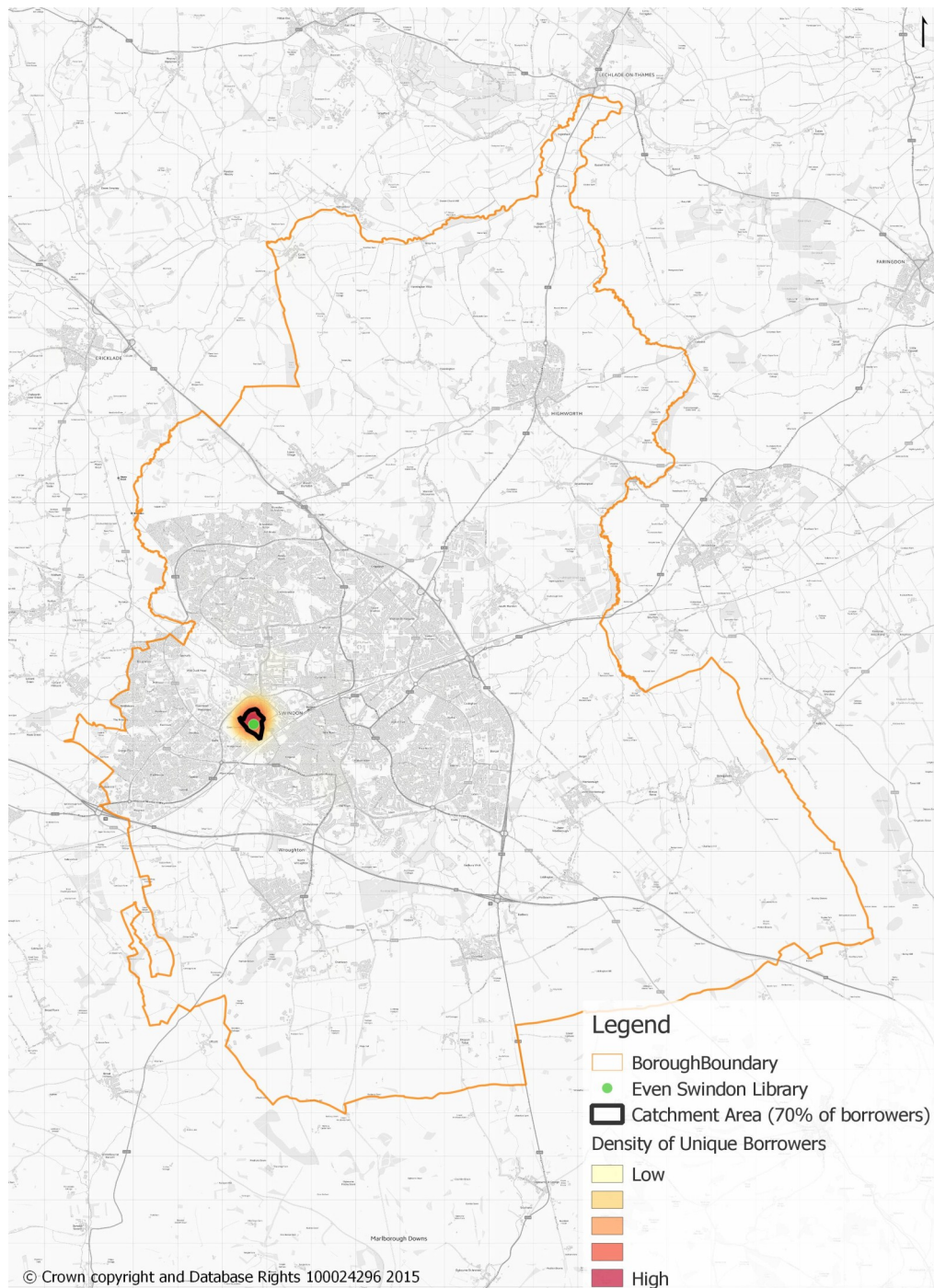


Total Unique Borrowers

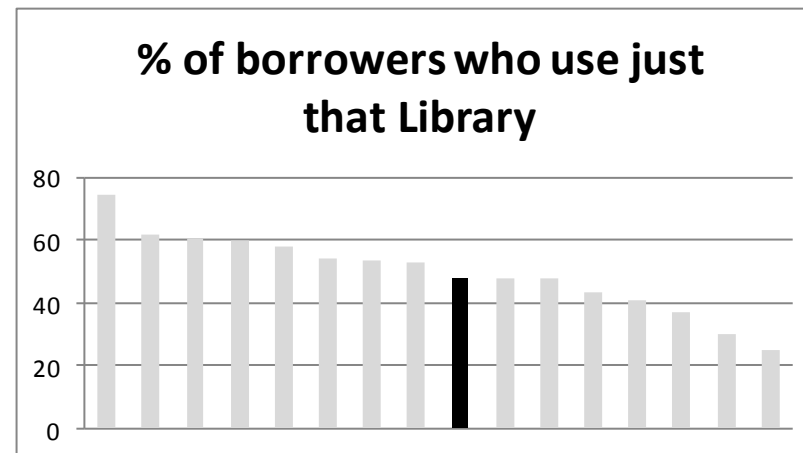


Mosaic Group %





- One of the smallest catchments completely localised to the immediate area of Even Swindon



- Other libraries used: 1st—Central, 2nd—North
- Whilst Even Swindon has a PC, this is indicated as an OPAC machine and so is not included here
- OPAC = Online Public Access Catalogue

**Note:** At end Jan 2016 Even Swindon Library clarified that this terminal is a public access network computer. **Average PC use in hours per month** will therefore be updated in this profile in February 2016. **Total PN hours used in 2014/15** at Even Swindon is available in the main Libraries Needs Assessment document.



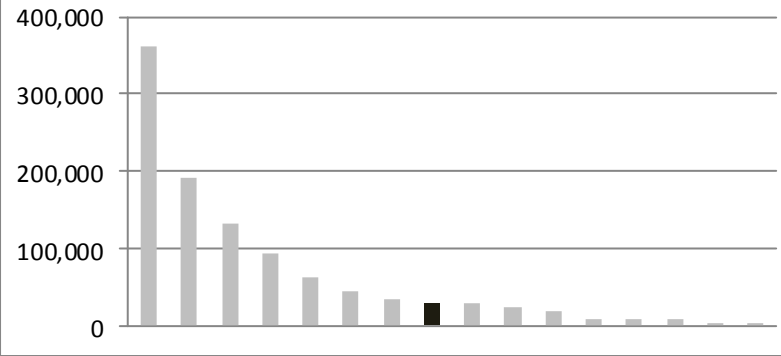
Liden Library—Open approx. 36 hours per week

Barrington Close, Liden, Swindon, SN3 6HF

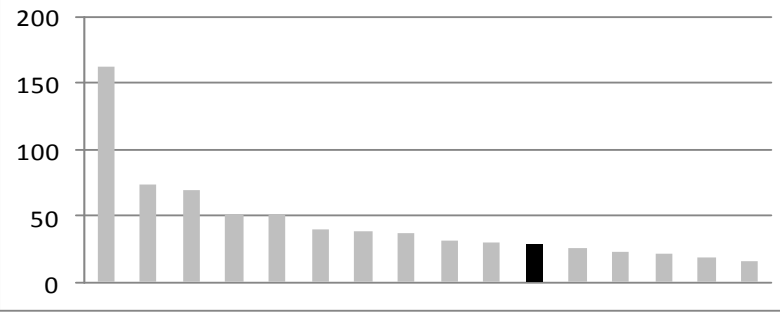
	Totals	Average per Hour	Total Hours Open
Cost	£53,915	£29.05	1855.8
Visits	29,026	15.64	
Loans/Renewals	24,281	12.75	
Unique Borrowers	823	0.4	
			Public Network Hours Used
			3,045

- Large number of visits based from a relatively small number of unique borrowers
- Groups D, E and J are heavy users with very few M and N despite being locally present

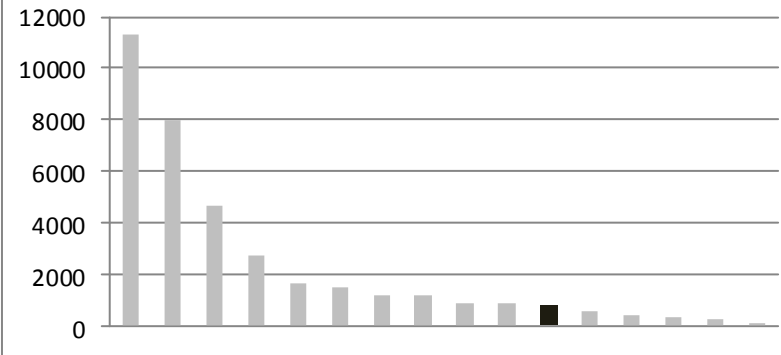
Total Visits



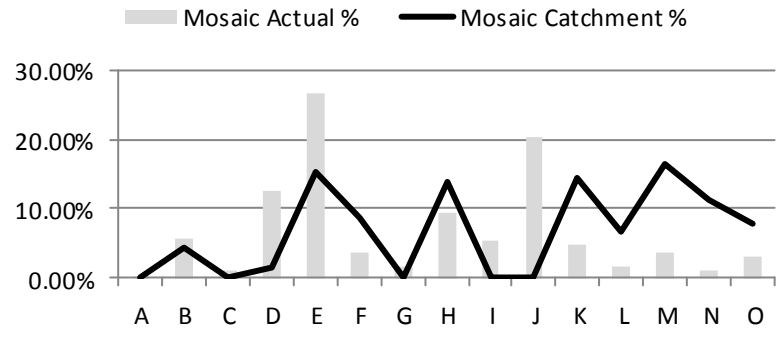
Total Cost per Hour Open (£, 14/15)

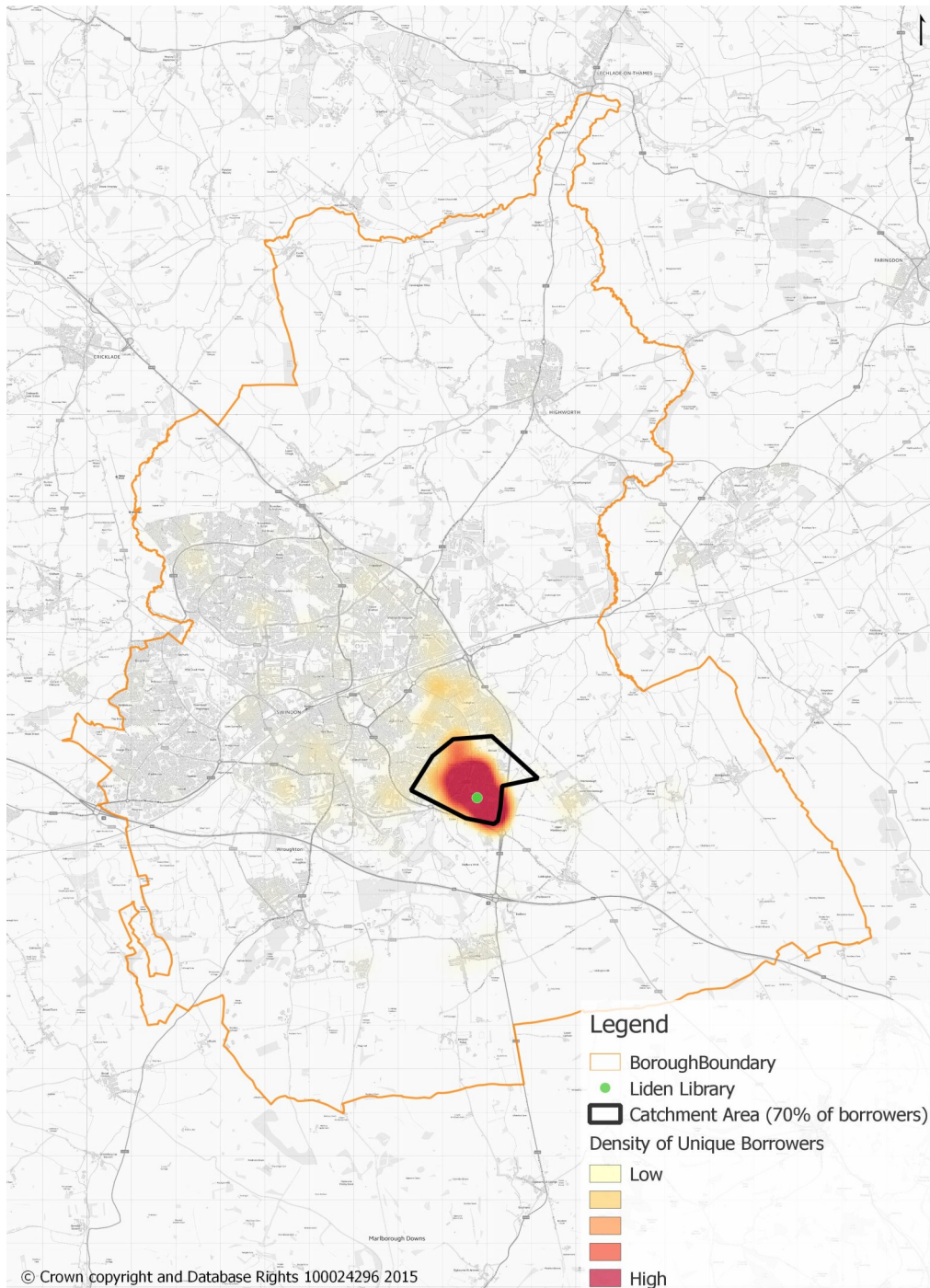


Total Unique Borrowers

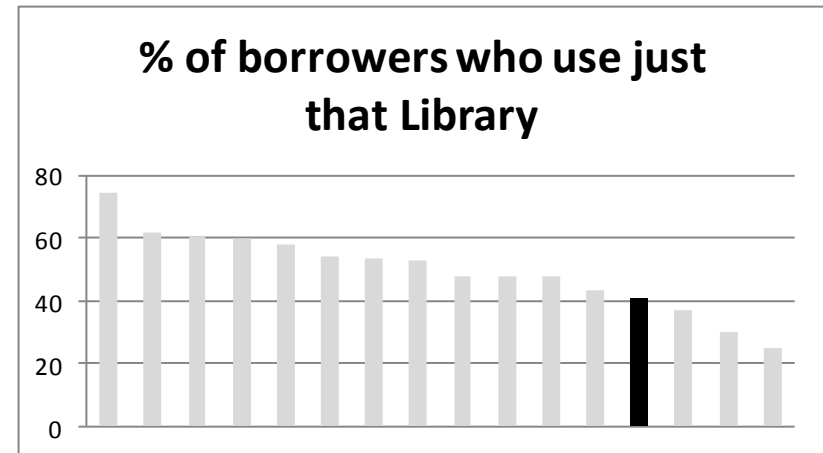


Mosaic Group %

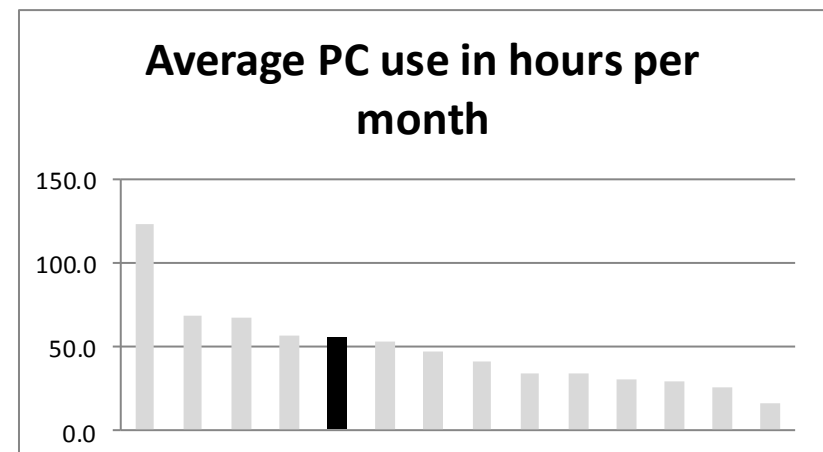




- This catchment draws very heavily from the Liden, Eldene and Dorcan areas
- It has a low level draw of people across a much wider area than other small libraries



- Other libraries used: 1st—Moredon, 2nd—Central



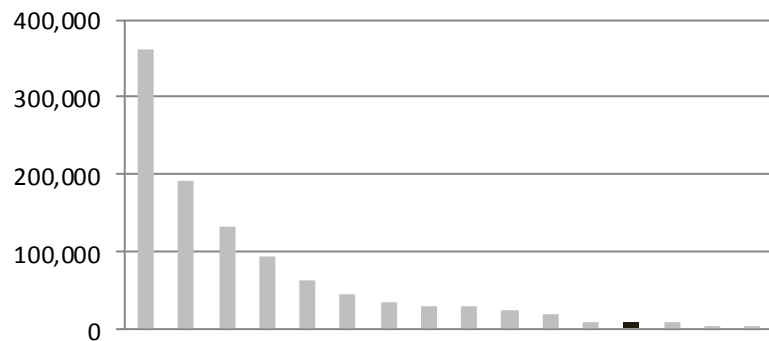
## Old Town Library—Open approx. 36 hours per week

Arts Centre, Devizes Road, Swindon, SN1 4BJ

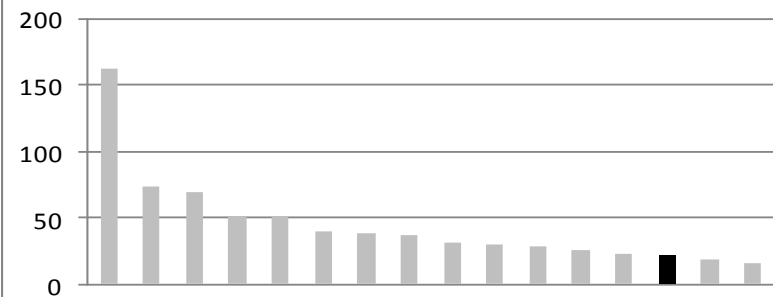
	Totals	Average per Hour	Total Hours Open
Cost	£39,450	£21.05	1874.3
Visits	8,569	4.57	
Loans/Renewals	20,768	10.89	
Unique Borrowers	881	0.5	
			Public Network Hours Used
			969

- A very low number of total visits but quite a large base of unique borrowers. The lowest cost per hours open of any library
- Very high usage from groups E and G but very few users from groups I and J

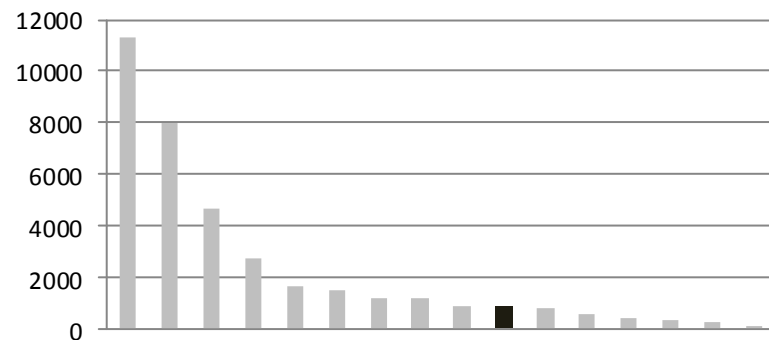
### Total Visits



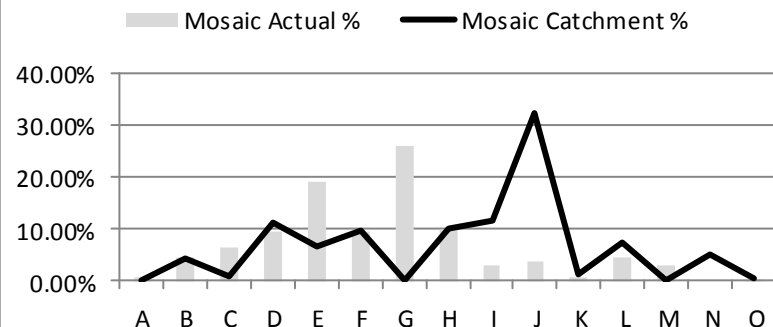
### Total Cost per Hour Open (£, 14/15)

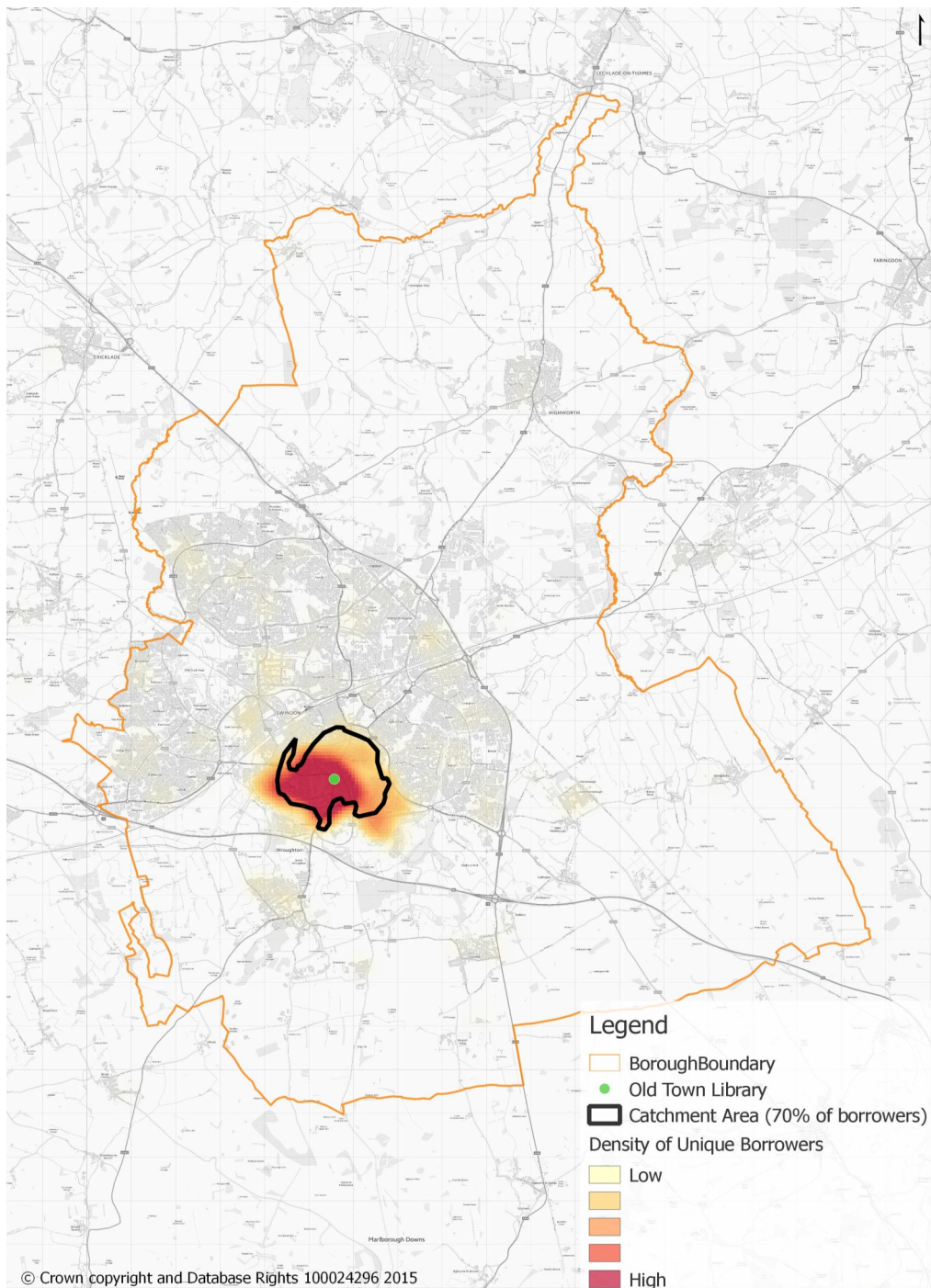


### Total Unique Borrowers

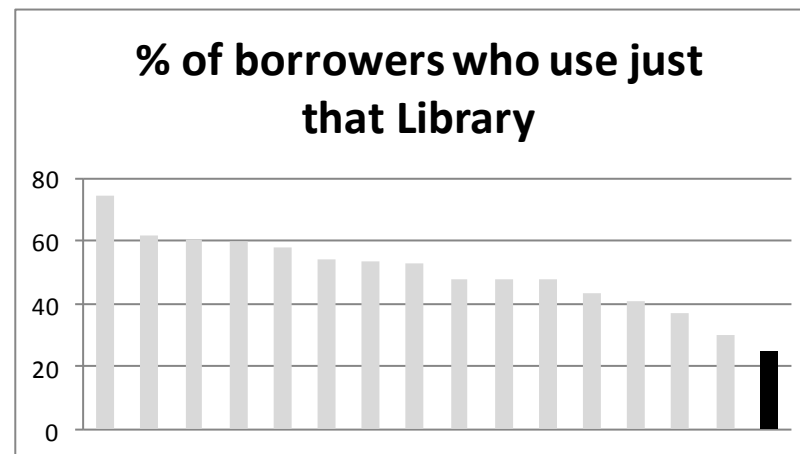


### Mosaic Group %

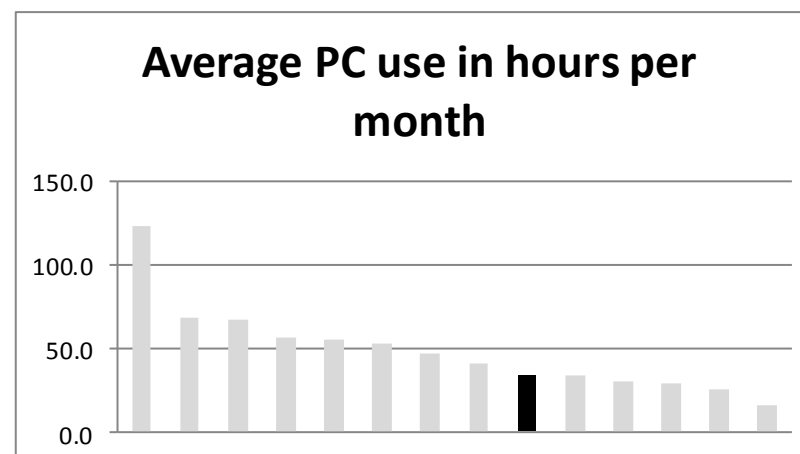




- Quite a localised catchment focused around Okus, Old Town with some moderate density from Lawn
- Little if any draw from the Wichelstowe area despite its proximity



- Other libraries used: 1st—Central, 2nd—West



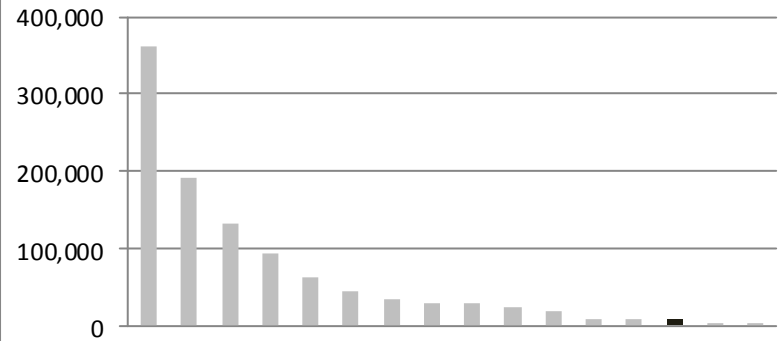
Penhill Library—Open approx. 20 hours per week

Penhill Drive, Swindon, SN2 5DU

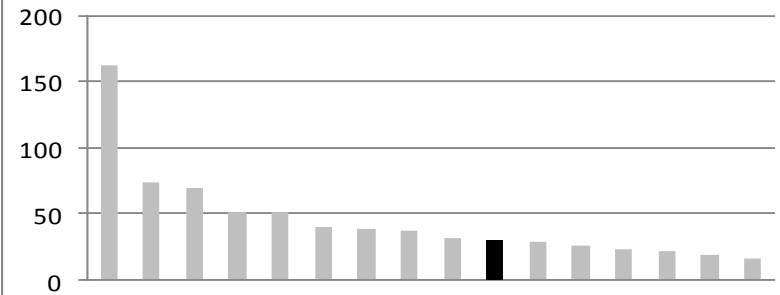
	Totals	Average per Hour	Total Hours Open
Cost	£32,143	£30.32	1060.0
Visits	7,832	7.39	
Loans/Renewals	8,725	7.94	
Unique Borrowers	318	0.3	
			Public Network Hours Used
			2,772

- Very low number of visits and unique borrowers with a relatively high cost per hours open
- Patronage totally dominated by group O with some use by group N but little M usage

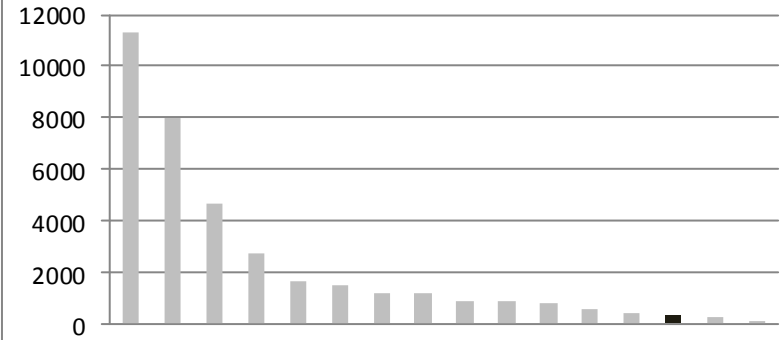
Total Visits



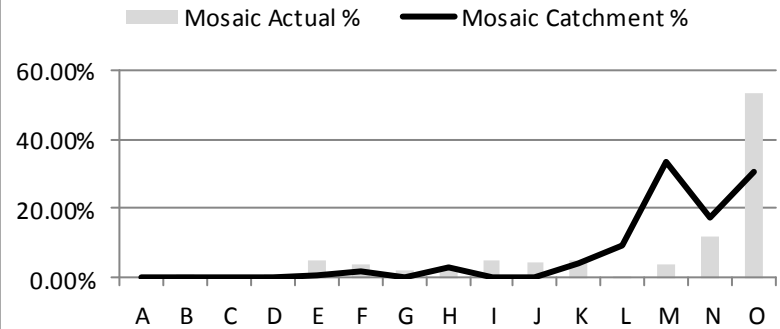
Total Cost per Hour Open (£, 14/15)



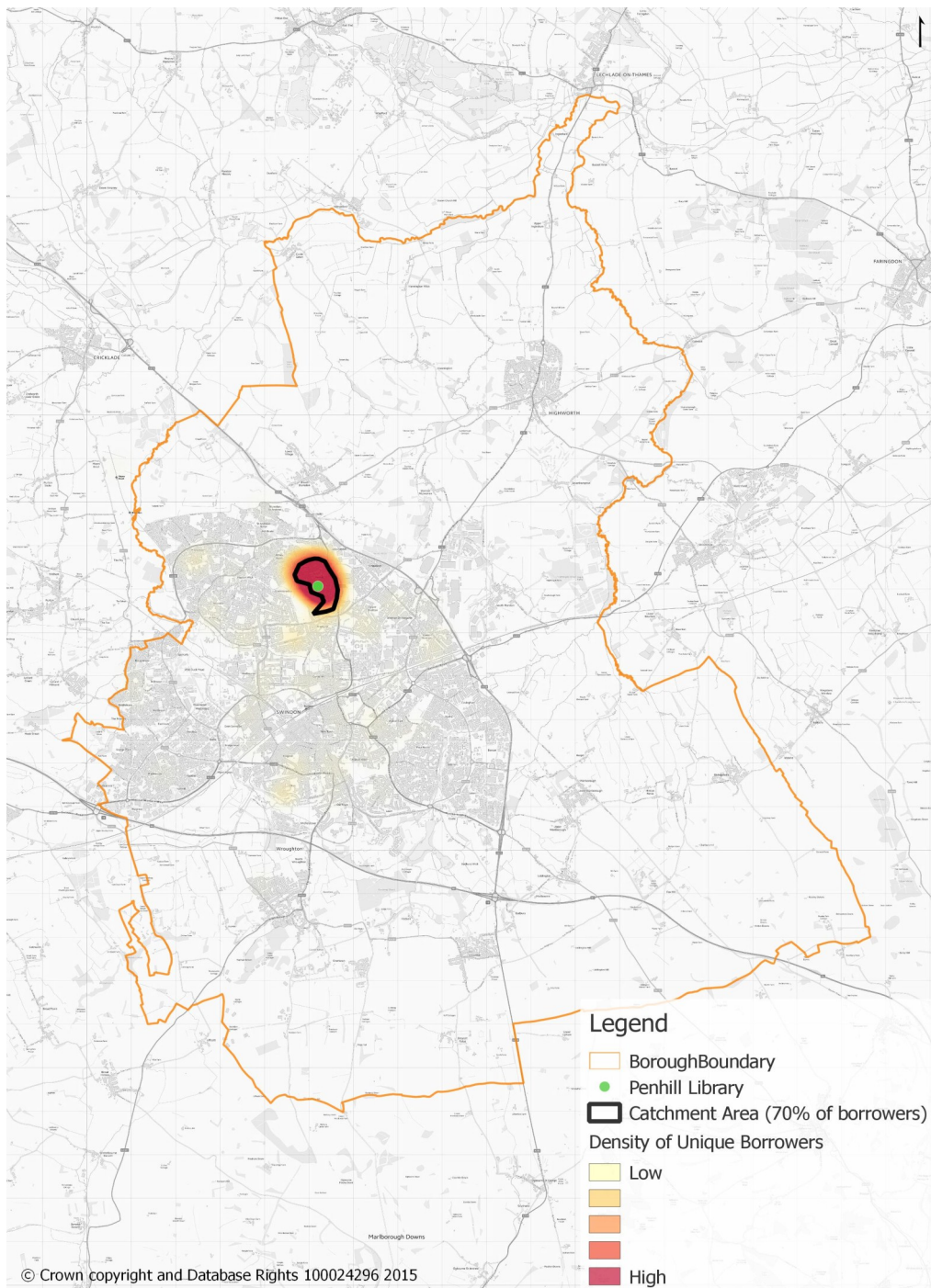
Total Unique Borrowers



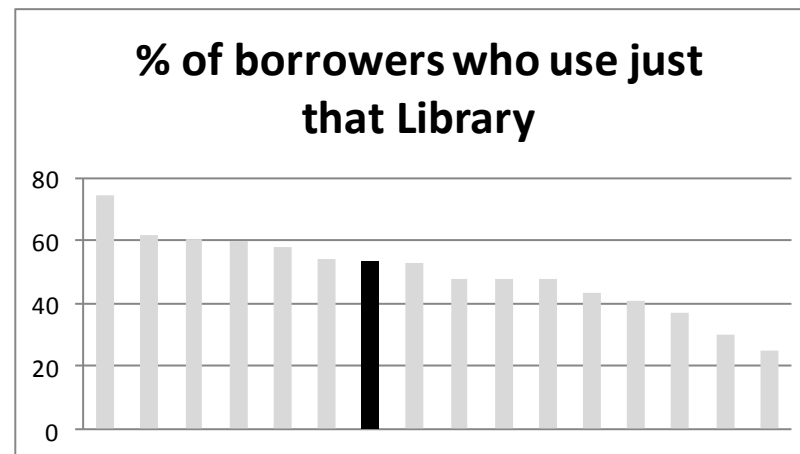
Mosaic Group %



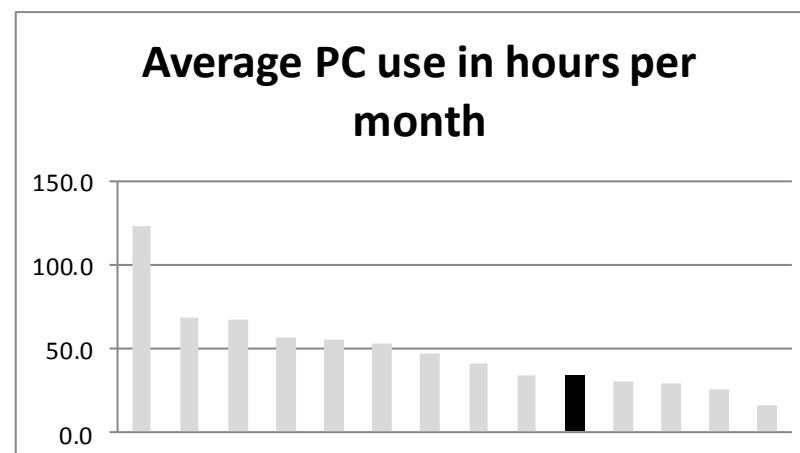




- A very narrow catchment heavily localised around the Penhill estate with only a low draw from other scattered areas across the urban core



- Other libraries used: 1st—Central, 2nd—North



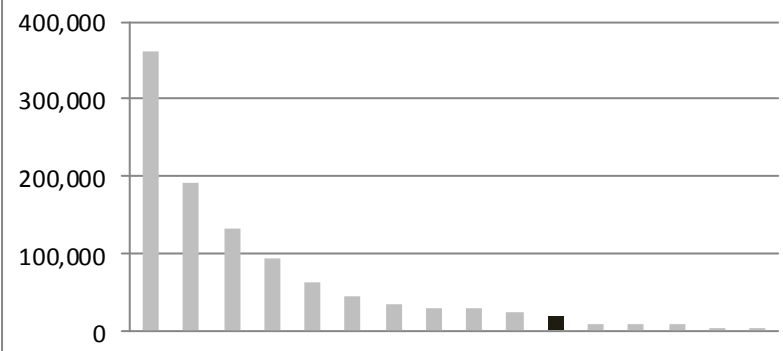
Pinetrees Library (Pinehurst) - Open approx. 29 hours per week

Pinetrees Community Centre, The Circle, Swindon, SN2 1RF

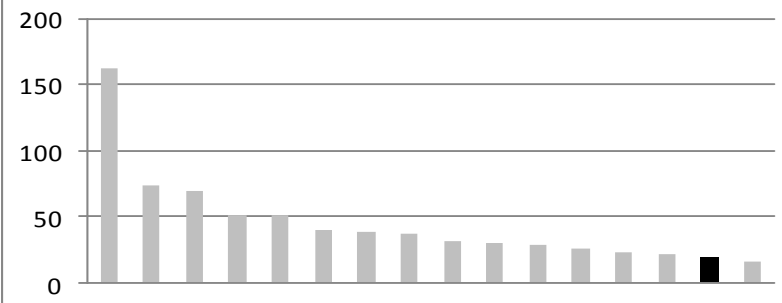
	Totals	Average per Hour	Total Hours Open
Cost	£27,754	£18.37	1510.5
Visits	17,664	11.69	
Loans/Renewals	12,839	8.06	
Unique Borrowers	564	0.4	
			Public Network Hours Used
			3,165

- Moderate levels of visits for a smaller library based on a relatively low number of unique borrowers and cost per hour open
- Very large group O usage also with levels of groups J and K but low L-N usage despite their presence

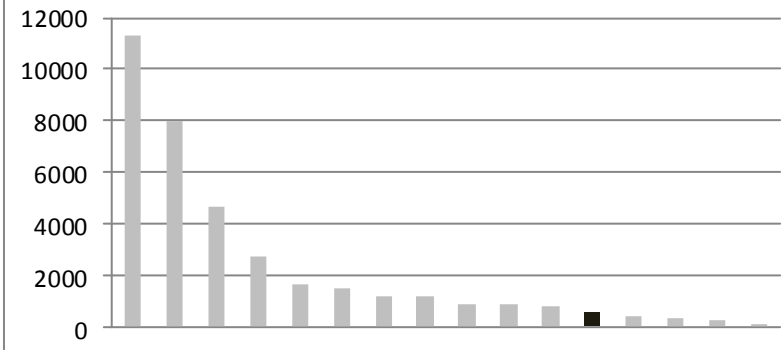
Total Visits



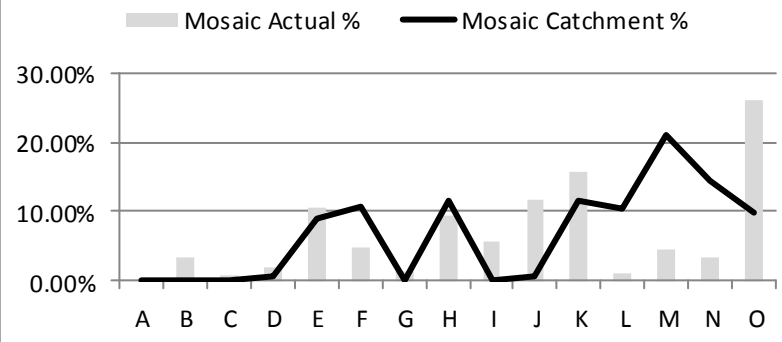
Total Cost per Hour Open (£, 14/15)

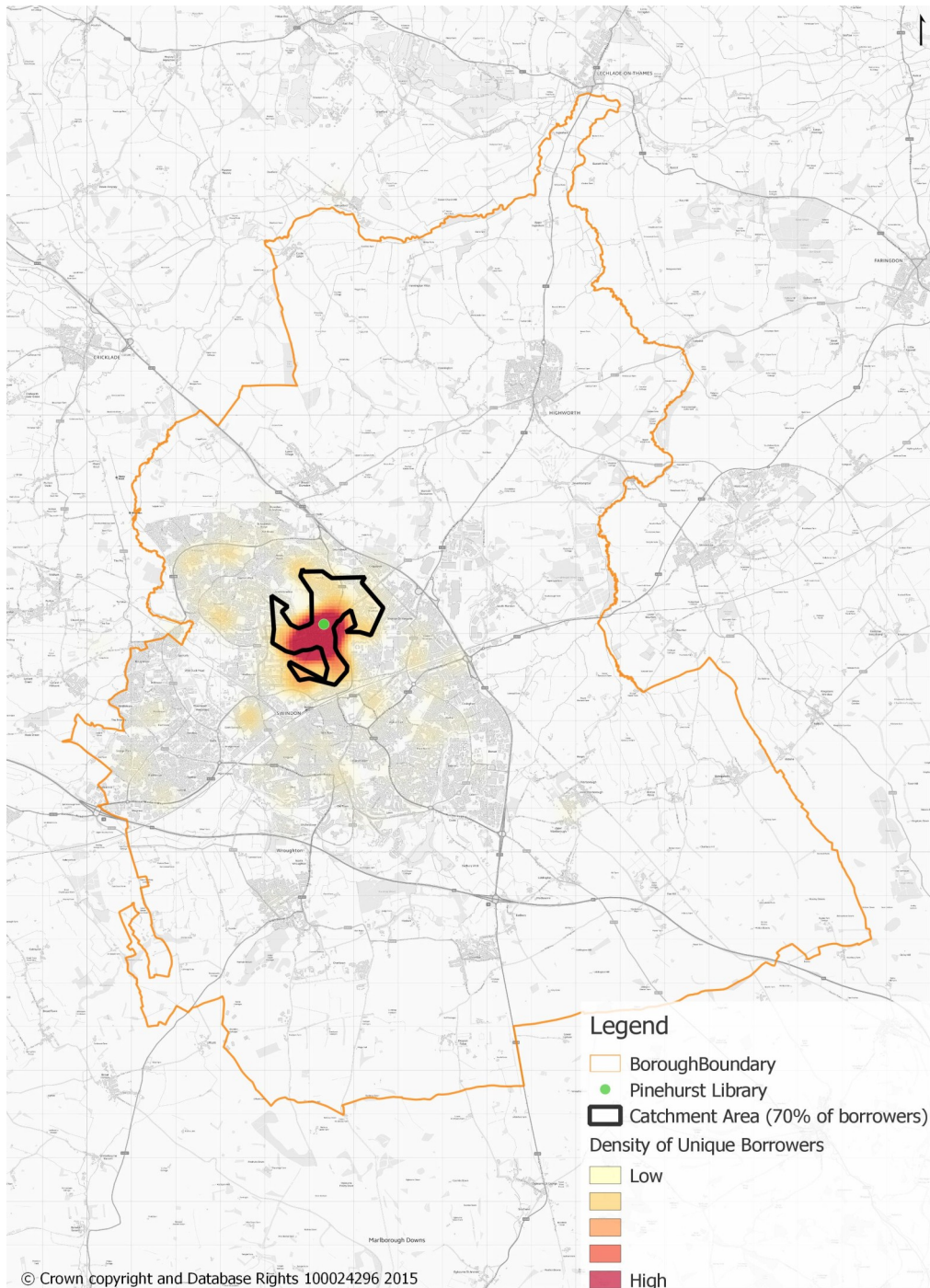


Total Unique Borrowers

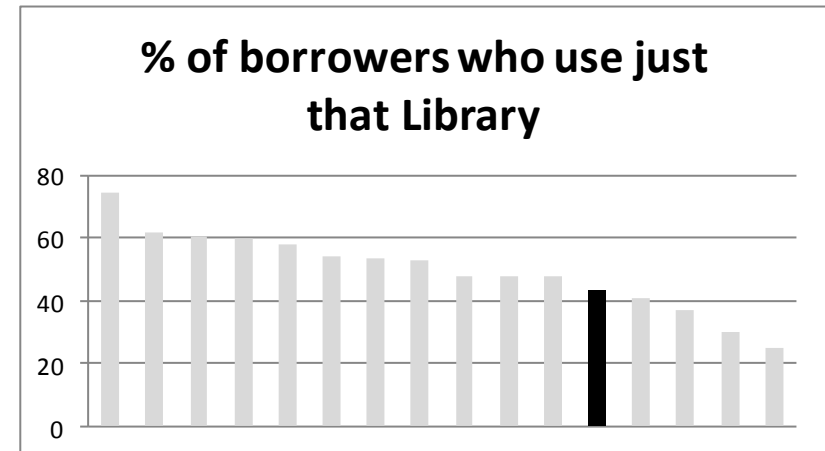


Mosaic Group %

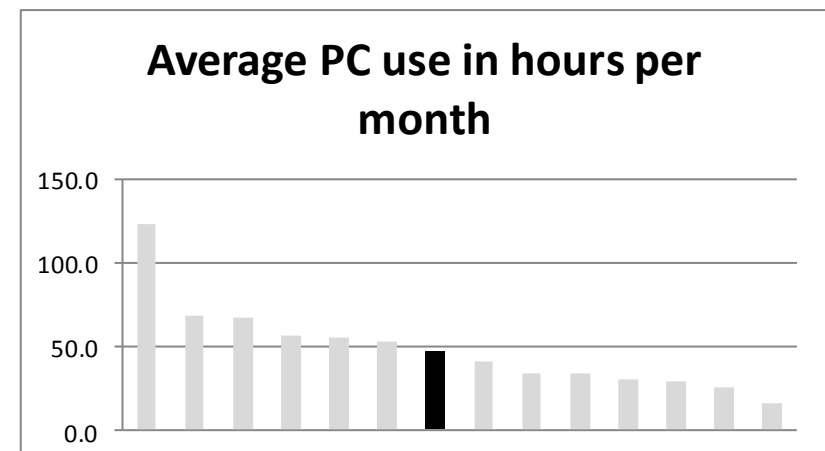




- Whilst Pinetrees has a relatively small high density catchment there is enough moderate pull to “drag” out the catchment beyond the initial estate area
- Also has some low level pull across other urban areas



- Other libraries used: 1st—Central, 2nd—North





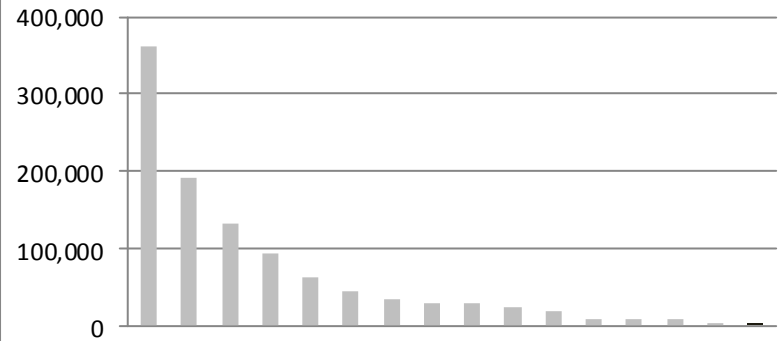
Walcot Library—Open approx. 19 hours per week

Unit 5, Sussex Place, Somerville Road, Walcot, Swindon, SN3 3FS

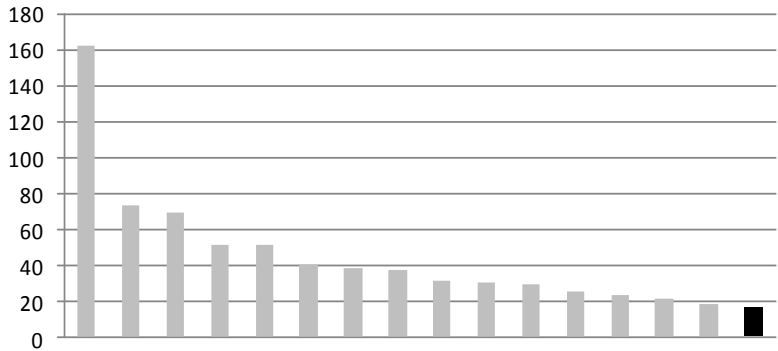
	Totals	Average per Hour	Total Hours Open
Cost	£16,188	£16.14	1003.0
Visits	2,203	2.20	
Loans/Renewals	1,652	1.2	Public Network Hours Used
Unique Borrowers	67	0.1	1,174

- The lowest number of visitors and unique borrowers of any library with a low cost per hour open
- Wide ranging and high usage, especially of group O. Whilst M and N are present still lower than the number in the area

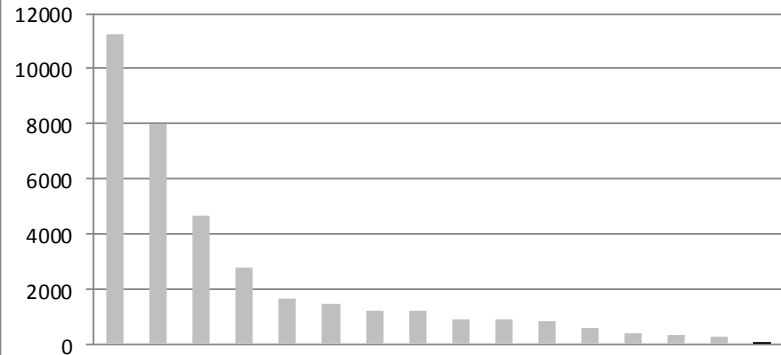
Total Visits



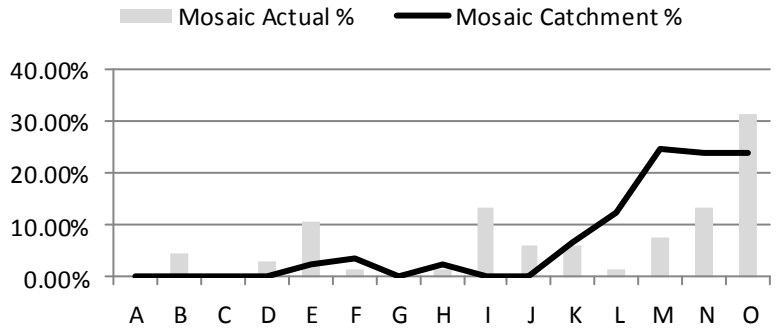
Total Cost per Hour Open (£, 14/15)

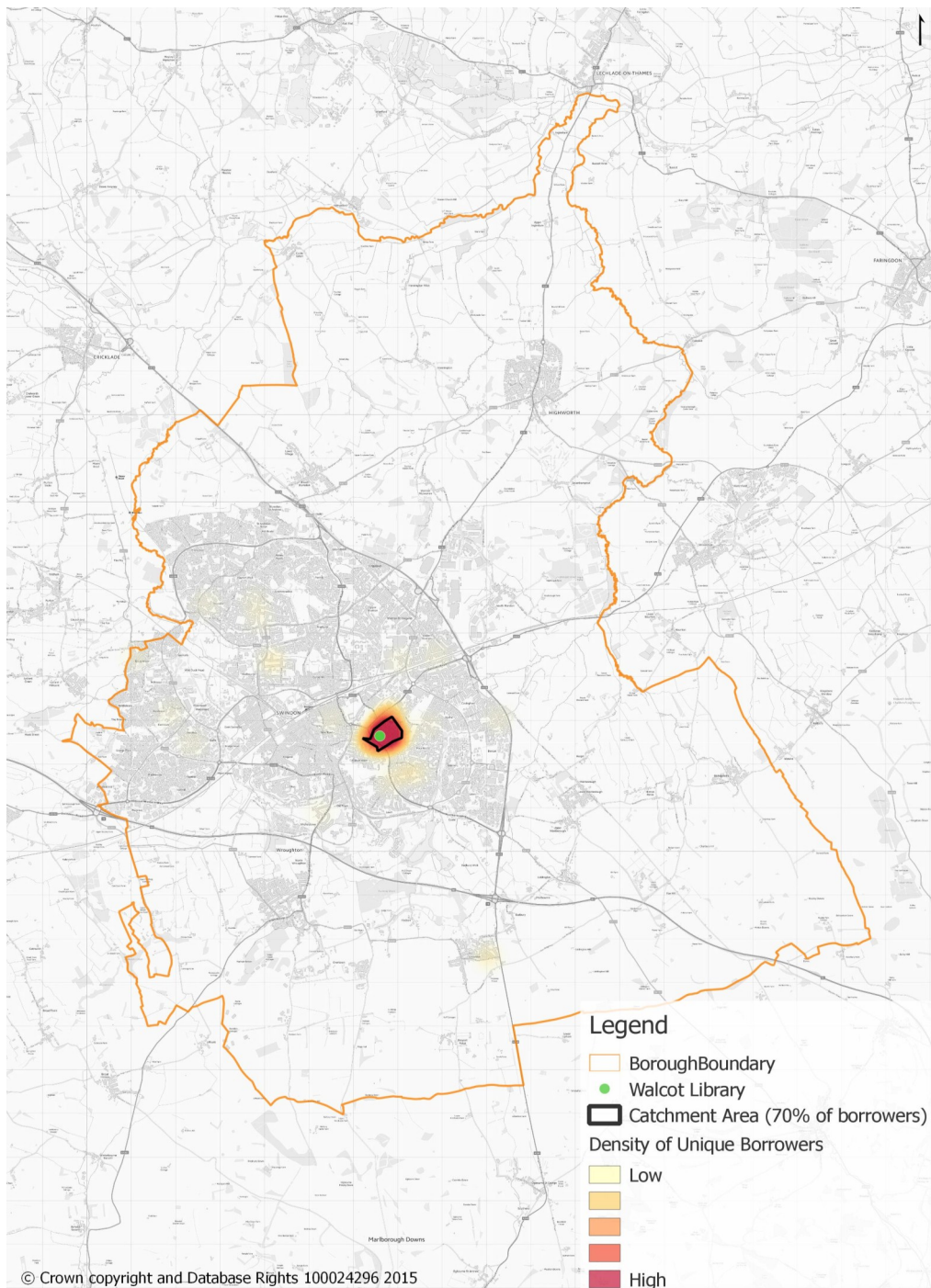


Total Unique Borrowers

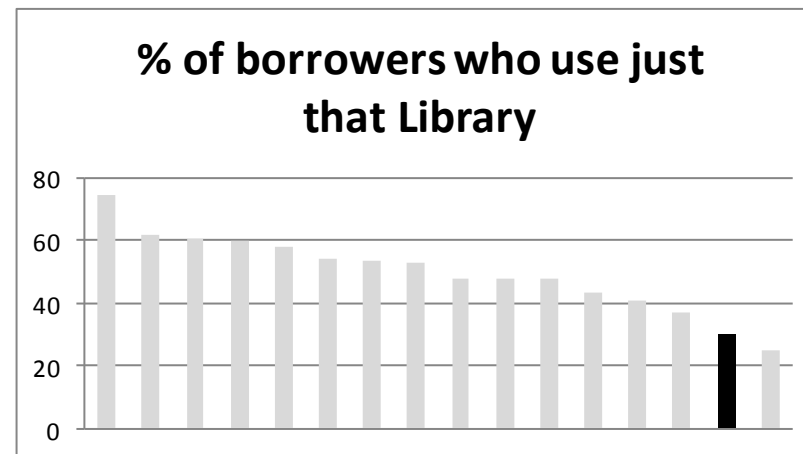


Mosaic Group %

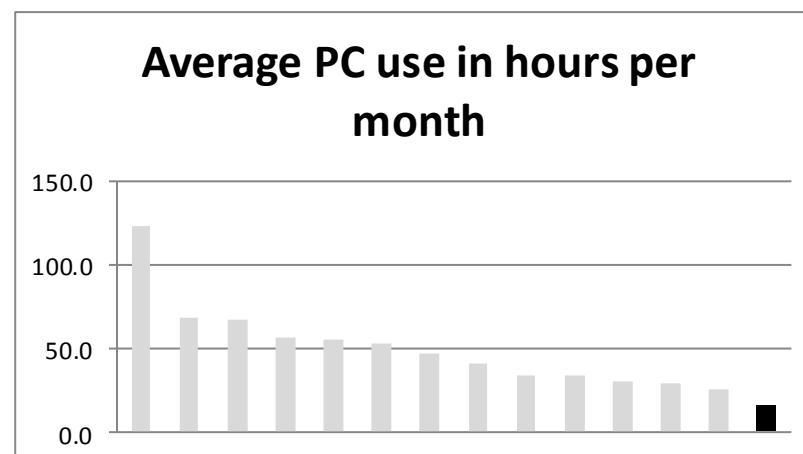


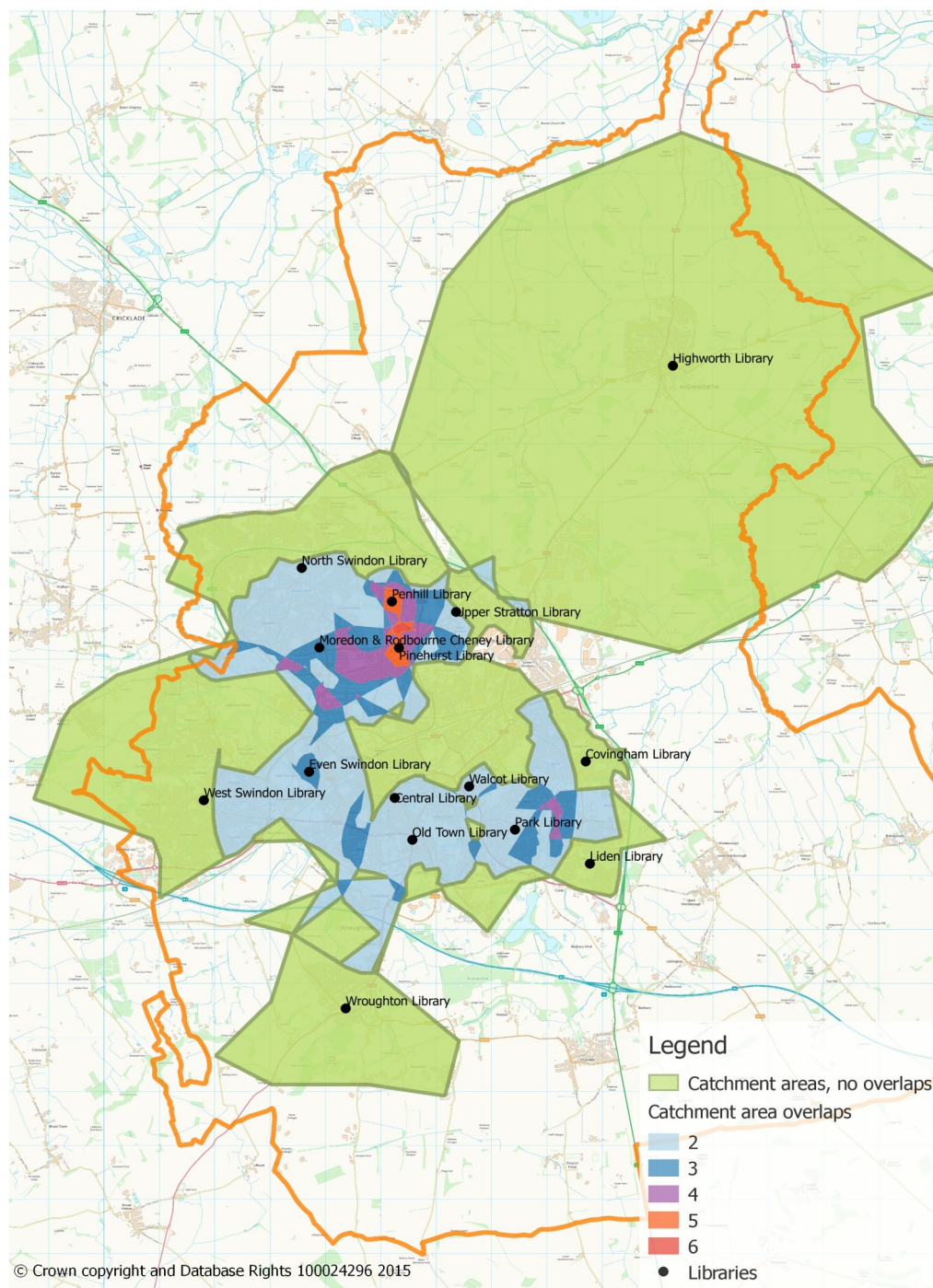


- Very similar to Even Swindon in the fact that Walcot has a very tight narrowly focused catchment



- Other libraries used: 1st—Central, 2nd—Park





Catchment areas were based on the distance from a users residence (home address) to the library location. The 70% distance (taking the longest distance and anything that was 70% or less of that distance) was used as a limit to generate a reasonable travel distance.

What this map shows is each libraries unique catchment area and where the various areas overlap one another.

Any deviation from the green colour means there is an overlap of varying intensity indicated by the legend.

## **Appendix 2 What's On Guide**



## Games Afternoon

Thursday	Wroughton Library (monthly)	2-4pm
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## Chess Club (all ages)

Tuesday & Thursday	West Swindon Library (weekly)	4-6pm
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## Sewing/Embroidery Group

Tuesday/ Thursday	Wroughton Library Sewing every other Tues. of the month. Embroidery every other Thurs.	10 –12am 2-4pm
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## Advice Point

Thursday	Upper Stratton Library	10-12pm
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## Chat for Action (Park local Community Group)

Friday	Park Library	12-2pm
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## Haydon Artists Society £

Thursday	North Swindon Library	7-9pm
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Contact Barbara on 07917880884 or email [barbaramoody@virginmedia.com](mailto:barbaramoody@virginmedia.com)

## Pilates £

Monday	Upper Stratton Library	6-7pm
Tuesday	Upper Stratton Library	9.30-10.30am

Contact Kate for Mon session on 07773080125 or [kate@approvedpilates.co.uk](mailto:kate@approvedpilates.co.uk) Contact Sam for Tue session on: 07925190954 or visit [www.samhpilates.com](http://www.samhpilates.com)

## Yoga £

Monday	Central Library	7.15-8.30pm
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Contact Bindu on 07709 577 119 or [bindu@sarasyoga.com](mailto:bindu@sarasyoga.com)

## Training and Learning

### Job Club

Monday	North Swindon Library	10-12pm
Wednesday	Central Library Central Library Highworth Library	9.30-12pm 3pm –5pm 10 –12pm

## Literature

### Reading Groups\*

Monday	Upper Stratton Library (2nd Monday of month)	6.45-7.45pm
	Park Library (1st Monday of month)	10am
	Pinetrees Library (1st Monday of month)	4pm
Tuesday	Highworth Library (every 6 weeks)	1.30-3pm
	Liden Library (every 6 weeks)	6-7pm
Wednesday	North Swindon Library (2nd Wednesday of month)	6.30-8pm
	Highworth Library (every 4 weeks)	10.45-12pm
	Central Library (1st Wednesday of month)	7pm
	Old Town Library (1st Wednesday of month)	10.45-12noon
	Even Swindon Library (last Thursday of month)	6-7pm
Thursday	West Swindon Library (1st Thursday of month)	11-12pm
	Moredon & Rodbourne Cheney (last Thursday of month)	6-8pm
	Highworth Library (2nd Thursday of month)	6-7pm
	Wroughton Library (last Friday of month)	11-12pm
	Highworth Library (2nd and 3rd Friday of month)	6-7pm
Friday		
Sunday	North Swindon Library (1st Sunday of month)	2-3pm

\*Please check with library before attending as numbers are limited.

To find more on reading groups in your area

Visit [www.readinggroups.org](http://www.readinggroups.org)

# What's On Guide



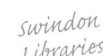

## for Swindon Libraries

### Regular events

*...More Than Books!*

Updated December 2015

All activities are free unless you see this symbol £

Find library contact details at: [www.swindon.gov.uk/libraries](http://www.swindon.gov.uk/libraries)  

## Children's Activities

### Rhyme Time for under 3s

Monday	West Swindon Library	10.30-11am
Tuesday	Highworth Library	10.30-11am



### Story Time for under 5s

Monday	Pinetrees Library	10-10.30am
Tuesday	Central Library	11-11.30am
	Moredon & Rodbourne Cheney	10-10.30am
	Old Town Library (term time only)	2.15-2.45pm
	Wroughton Library	10.30-11am
	Park Library (term time only)	10.30-11am
Wednesday	North Swindon Library	11-11.30am
	Liden Library (alternate weeks)	10.30-11am
Thursday	Covingham Library	10.30-11am
	Even Swindon Library (1st Thursday of month)	3-3.30pm
	Highworth Library	10.30-11am
Friday	West Swindon Library	10.30-11am
Saturday	Central Library	11-11.30am

### Kids' Craft Club

Saturday	Penhill Library (every 2 weeks)	10.30-12pm
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## Children's Game Club (8-14)

Thursday	Upper Stratton Library (last Thursday of the month)	3.30-5.30pm
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### Baby Boppers £

Various	North Swindon Library	10-12pm
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Contact Debbie on 01793 729903 or [info@babyboppers.co.uk](mailto:info@babyboppers.co.uk)

### Shake, Rattle & Roll £

Thursday	Upper Stratton Library	1.45-2.45pm
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Contact Carole on 07779505077 or [carole.farmer@sky.com](mailto:carole.farmer@sky.com)

## Family & Local History

### Archivist Talk

Monday	Central Library (last Monday of month except July and August)	1-2pm
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### Genealogy

Tuesday	Highworth Library (2nd Tuesday of month)	10-12pm
Thursday	Upper Stratton Library (1st Thursday of month)	10-12pm
Friday	Wroughton Library (Every 2 weeks alternating times)	10-12pm 5-7pm

## Coffee Morning/Localities Drop-in

Monday	Central Library	10-12pm
	North Swindon Library	11-12.30pm
Thursday	Moredon Library (1st Thursday of the month)	2pm start
Friday	West Swindon Library	10-12pm

### Councillor's Surgery

Saturday	Upper Stratton Library (2nd Saturday of month)	10-12pm
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## Health and Wellbeing

### Deaf Group

Friday	West Swindon Library Fortnightly	11am-2pm
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### Health Ambassador Drop In

Thursday	West Swindon Library	9.30- 11:30am
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### Social Coffee Drop-in for the Widowed

(& new to the area)

Thursday	West Swindon Library Weekly	2-4pm
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### English Conversation Club

Monday	Central Library (Weekly)	4.30-5.30pm
Wednesday	Central Library (Weekly)	10-11.00am

### Visually Impaired Reading Group

Tuesday	Central Library (2nd Tuesday of month)	11-12pm
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### Adult Arts and Crafts Club

Monday	Moredon & Rodbourne Cheney	6.00-7.30pm
Tuesday	Moredon & Rodbourne Cheney	11-12.30pm
Thursday	Park Library Crafty Crafters	10-12pm
Thursday	Walcot Library (alternate Thursdays)	2-4pm

### Knitting Group

Monday	Moredon & Rodbourne Cheney Library Wroughton Library West Swindon Library (fortnightly)	10.30-12pm 2-4pm 2-4pm
Friday	Upper Stratton Library	11:30-12:30pm

### **Appendix 3: Approach to Library Stock and Outreach Activity (*text provided by the Library Service*)**

The library service provides a comprehensive range of stock in response to known reasonable demand, or in anticipated interest in light of reviews and media attention.

The Central Library also provides specialist resources for the whole community of collected printed material (newsletters & periodicals, booklets, leaflets, posters, flyers, photographs, ephemera, etc) to record the on-going history of the Borough of Swindon.

Where available there are titles relating to LGBT, Pride, disabilities, religion and BME groups. There are several targeted collections that are held by the library service or activity as detailed below:

- **LGBT** – This is a collection of relevant books and authors for this section of the community. These are in the general collection and are currently spread across all library sites but tagged in the catalogue under an LGBT Collection.
- **Traveller** – These are specifically aimed at the Traveller Community who either live or visit Swindon. These are generally placed in targeted libraries at certain times of year depending on activity for example travelling fares.
- **New to Reading** – These are aimed at emergent adult reader to support adult literacy. This is made up of books and audio books and is spread across all libraries and supported by campaigns like Reading Ahead.
- **Reading Well** – This is broken down further as described below:
  - **Books on Prescription** – is a scheme with an endorsed list of titles that GPs can recommend or prescribe to the patients. This was originally a local scheme but has now been launched as a national scheme. All libraries hold copies of the titles and if not available they can be reserved for free.
  - There is also a separate collection of titles on Autism and Dementia available.
  - The Read and Write Group which meets at Central Library and uses a combination of reading and creative writing to provide mutual support to members of the group.
- For the visually impaired there are books in large print, free use of audio books, e-audio and e-books (where font size can be increase as required). There are also child Braille books available. There is also a reading group for the visually impaired that is run at Central Library.
- For people whose first language is not English there are:
  - Adult books in Polish, Chinese, Bengali, Hindi, Punjabi, Tamil, Urdu and Malayam.
  - Dual language children's books in European languages, Arabic, Farsi and Tagalog
- There are also books on Citizenship and an online subscription to GoCitizen.co.uk
- Schools and pre-schools use various libraries. Some information on their usage is outlined below:

Covingham – Kingfisher Nursery (on site at the Church)

Even – Mini Steamers (on site) attend storytime

Pinehurst – There is a local nursery who regularly attend rhyme time

Moredon: 5 x weekly class visits from Rodbourne Cheney Primary School

North

- Have class visits on a regular basis (at least one per term from each) from the following schools:

- o Red Oaks School
- o Haydon Leigh School
- o Tadpole School
- o Uplands School (special needs)

- Other groups have monthly visits for special story and rhyme times:

- o Redhouse Childminders Group
- o Little Pippins Nursery

Highworth

- South Fields class visits from all years
- Eastrop have class visits
- Westrop come when events are arranged
- Warnford have class ticket
- Vorda Play group and Highworth Playgroup have tickets

Central

- The following schools come in for a short tour of the children's library and then have a story and choose books:

- o Drove
- o King William
- o Croft
- o North Star Nursery come in for a story session.

Lainsmead also bring all their classes in on a regular basis to use the library but without staff input.

There is also a home delivery service that is run using volunteers from the RVS (Royal Voluntary Service) who deliver to library members' homes and a direct delivery to sheltered accommodation across the borough by the Library Deposit Service.



There is a Mobile Library Service that runs five routes to various locations in the borough including some of the more remote rural areas.