

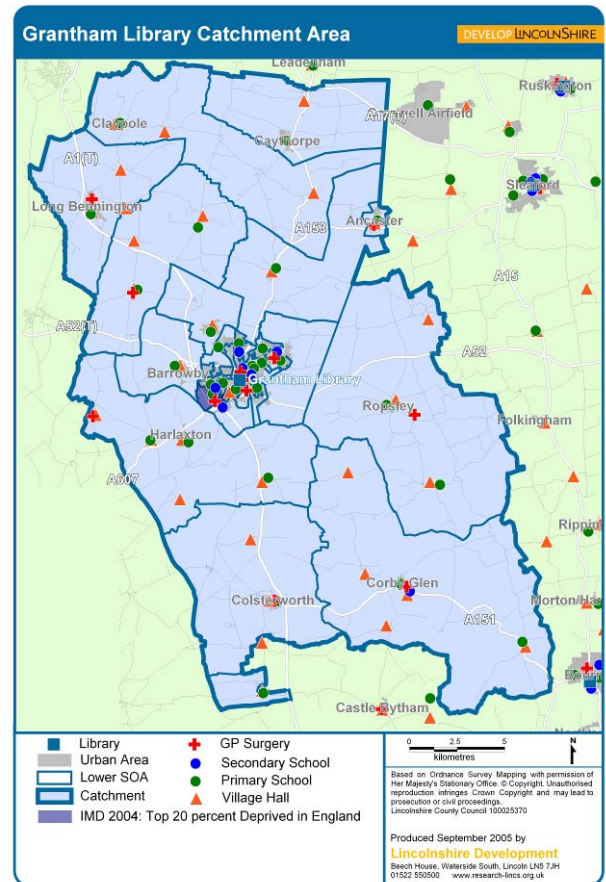
GRANTHAM LIBRARY

1. BACKGROUND

1.1 Demographics

Grantham Library is located within the area served by **South Kesteven District Council**. This District has experienced a population increase of 4.6% since the 2001 Census. Morkery Ward is also in the catchment area for Stamford library. The table below estimates that the catchment area of the library has a population of over 61,100.

Ward	Catchment Population	
	2001 Census	2008 (mid year est)
Barrowby	1,996	2,106
Belmont	4,344	4,585
Earlesfield	7,074	7,466
Ermine	2,496	2,634
Forest	1,916	2,022
Glen Eden	2,187	2,308
St John's	4,309	4,548
Green Hill	3,810	4,021
Greyfriars	3,896	4,112
Heath	1,973	2,083
Isaac Newton	2,156	2,275
Lincrest	2,154	2,272
Loveden	2,200	2,322
Morkery	2,340	2,469
Peascliffe	2,050	2,163
St Anne's	4,533	4,784
St Wulfram's	4,146	4,376
Saxon Well	2,178	2,299
Witham Valley	2,142	2,261
Total	57,900	61,106



With its central county location and ease of access to the A1 the area has seen substantial new build housing and developments are continuing to be built. As a result the population of the catchment will increase further. The catchment contains areas of deprivation with 5 Super Output Areas in the top 30%, including 1 area in the top 10% deprived areas in England. The 2001 Census and a similar census amongst school children in January 2010 indicate that although not necessarily significant in number there is a wide range of ethnicities in the catchment area.

2. PROVISION

2.1 Premises and location

Grantham library is located in the Isaac Newton Shopping Centre. This is a central location, however the general public have commented that it is not easily identifiable or found due to inadequate signage around the town. It is not situated in the most prominent of places - the library is situated on the first floor of the centre, right next to the main entrance (with access via a lift/stairs from the ground floor). Most of the shops are located on the ground floor so people tend to walk straight past the library. The library is no longer situated in the 'best' location for many residents of the town. Many of the borrowers or potential borrowers have to make special journeys, with expensive/limited parking, to access the library service. The library is DDA compliant, has an estimated market value of £587,500 and occupies 1017 m² on the first floor. The library has been refurbished with the introduction of RFID

technology, improved internal décor and new PN machines. The 'new' library opened on 18 January 2010.

2.2 Availability of other services within the catchment area

Grantham has 13 Primary Schools, 6 Secondary Schools and 3 Special Schools while there are 18 further Primary Schools and 3 Secondary Schools in the catchment area. There are also 2 Independent Schools in Grantham. The town of Grantham has many shops. Other services in the area include Grantham and Caythorpe Colleges, South Kesteven District Council headquarters, a Job Centre, Citizens Advice Bureau, an active Youth Service and a range of childcare provision.

2.3 Service Provision

The library is open to the public for a total of 55 hours per week.

Monday	09.00 - 18.00	Thursday	09.00 - 19.00
Tuesday	09.00 - 18.00	Friday	09.00 - 19.00
Wednesday	09.00 - 19.00	Saturday	09.00 - 16.00

2.4 Staffing

There is currently a frontline staffing compliment of 12 staff (7.07 fte).

2.5 Area Network

The library falls within the South Kesteven Group. This network includes the following libraries:

District Libraries	Open Hours Per Week	Neighbourhood Libraries	Open Hours Per Week
Stamford	55	Bourne	37
		Belton Lane	35
		Deepings	30

There is no mobile library linked to this site.

2.6 Activity

Activities include story times held on Wednesdays 10.30-11.00 for pre-school children. School visits are welcomed. Books of the month are promoted and there is a continually updated display/information area and also 2 display areas available for hire. There is a large local studies section which includes 2 special collections – the Isaac Newton collection and the Newcombe collection. Film and Fiche reader printers are available. Information and Sign Posting Sessions are held in the Library monthly for users new to the area or users who need help with living and working in this country. The library also has a shop.

2.7 Public Perception

The Public Library Users Survey (PLUS) was carried out in November 2008 – results as follows:

Adults Survey	Very Good	Good	Adequate	Poor	Very Poor
Opening Hours	57.3%	34.5%	7.8%	0.3%	
Attractiveness of library:					
• Outside	11.0%	20.1%	44.1%	20.1%	4.7%
• Inside	20.9%	44.5%	25.9%	4.7%	4.0%
• A safe place to visit	55.5%	36.2%	5.3%	2.3%	0.7%
• Staff helpfulness	79.3%	17.8%	2.6%	0.3%	
• Book Choice	26.0%	47.0%	21.1%	5.3%	0.7%
• Computer facilities	19.6%	46.1%	25.1%	2.7%	6.4%
• CD's	17.1%	46.8%	27.8%	7.0%	1.3%
• Video/DVD	27.5%	45.5%	24.6%	1.8%	0.6%
• Talking Books	21.2%	47.7%	27.3%	2.3%	1.5%
• Computer Games	18.9%	38.9%	32.6%	3.2%	6.3%
• Information service in library	51.2%	38.3%	10.2%		0.3%
• Overall view on library	46.4%	39.5%	13.9%		0.3%

Children's Survey	Good	OK	Bad
Overall view on library	88.3%	11.7%	
Book Choice	77.7%	21.3%	1.1%
Computers	55.0%	41.7%	3.3%

Homework help	55.6%	40.7%	3.7%
Children's Survey		Yes	No
Is the library:			
• A friendly place		96.7%	3.3%
• A safe place		96.4%	3.6%
• Easy to get to		90.4%	9.6%
• Open when I want to use it		92.9%	7.1%
• A place I want to come to		93.9%	6.1%
• A place with lots of things which interest me		87.7%	12.3%

2.8 Complaints

For the period of April 2009 to March 2010 the library received the following complaints:

Aspect	Reason for Complaint	Number of Complaints
Procedure	Borrower arrived at library to return books to find it was closed	1
Procedure	Borrower could not collect reserved books as library was closed and he had not been told in advance	1
Procedure	Wrong tape in talking book	1
Policy	Not enough romance novels	1
Policy	Lack of leaflets about Charles Darwin & Its Truthfulness	1
Policy	Posters not being displayed	1

3. PERFORMANCE

3.1 Key Service Performance Statistics – 2006/07 to 2009/10

	2006/07	2007/08	2008/09	2009/10
Annual Issues	214,172	182,309	173,808	162,783
Number of Interactions	200,615	181,175	177,504	161,914
New Members	2,043	1,691	1,766	2,312
Number of Active Borrowers	8,625	8,146	8,621	7,425
Active borrowers as a % of target population	13.9%	13.4%	14.2%	12.2%
Interactions per Hour	73.5	66.4	62.1	56.6
Issues per Interaction	1.1	1.0	1.0	1.0
Issues per Catchment Population	3.4	3.0	2.9	2.7

3.2 Active Borrowers

	Number	% of Catchment population
Registered Users	38,115	62.4%
Used library since 01/04/09	7,425	12.2%

April 2010 figures show that 272 users registered at other libraries in Lincolnshire used Grantham library and that 391 users who were registered at the library used other branches around the county.

3.3 Issues

In 2009/10 over 162,700 issues were made as follows:

Issue Type	Total Stock	Number Issued	% of all Issues
Adult books	32,104	113,651	69.8%
Children's books	13,522	40,683	25.0%
Others – CDs/DVDs etc	6,736	8,449	5.2%
Total	52,362	162,783	100%

3.4 People's Network

Workstations		Pharos (2009/10)	
Number	19	Sessions	40,923
Available ICT minutes	3,260,400	Total Minutes	1,480,422
ICT minutes per workstation	171,600	Session average (minutes)	36.2

3.5 Enquiries

In 2009/10 a total of 40,846 enquiries were made to the library.

4. COSTS

4.1 Service Costs – 2006/07 to 2009/10

	2006/07 £s	2007/08 £s	2008/09 £s	2009/10 £s
Premises cost	82,710.10	65,085.58	84,853.21	83,861.39
Staffing cost	172,354.73	156,781.99	193,203.52	202,634.75
Annual cost	252,270.60	250,764.45	282,169.41	293,653.96
Premises/cost per m ²	81.33	63.99	83.43	82.46
Cost per Issue	1.18	1.38	1.62	1.80
Cost per Interaction	1.26	1.38	1.59	1.81
Cost per fte staff	19,788.14	19,997.70	24,643.31	28,661.21

**Site Development Plan
Strategic Plan Grantham District Library**

1. Sustainable Communities Strategy Theme : Vibrant Communities Fundamental Library Review Themes: Customer Care, Stock, Look of Libraries, Community Ownership				
Proposed Actions & Activity	Intended Impact on Performance & Outcomes	Measured by	Resp	By When
Service Wide				
Reduce barriers to joining the library by dropping requirement for people to provide ID	Increase global active members to 46%	NI 9	NME	31/10/2010
	Increase new members by 2% pa from 2007/08 baseline	COM:CAE3.1		31/03/2011
Encourage engagement and participation with the arts via the Library Service	Improve impact on NI 11 (Engagement with the Arts) to 48%	NI 11	NME	31/10/2011
Introduce Service Standards (Embervision and CAE)	Improve customer satisfaction to 76%	BV119b/LB1	NME	31/03/2011
	Increase visits to libraries by 2% on 2007/08 baseline	CBP:COM119		31/03/2011
Introduce New Stock Rotation System	Increase library issues by 2% on 2007/08 baseline	CAE Performance Reporting/CIPFA returns	RM/CM	31/03/2011
	Increase number of people who borrow books by 2% on 2007/08 baseline	CBP:COM118		31/03/2011
Introduce dress code for all frontline staff	Improve customer satisfaction to 76%	BV119b/LB1	NME	31/03/2010

Site Specific				
Implement Quality Standards and library audits to streamline business processes, improve internal library environment and improve customer interactions.	Increase customer satisfaction.	PLUS & CAE Proxy	DM/SC	31/03/2011
	Increase issues by 2% on 2007/08 actuals	CAE Performance Reporting	DM/SC	31/03/2011
Use display units to promote 'impulse stock'. Introduce face on displays in shelving units	Increase customer satisfaction.	PLUS & CAE Proxy	DM/SC	31/03/2011
	Increase issues by 2% on 2007/08 actuals	CAE Performance Reporting	DM/SC	31/03/2011
2. Sustainable Communities Strategy Theme : Good Connections Fundamental Library Review Themes: Mobiles Technology, Opening Hours				
Proposed Actions & Activity	Intended Impact on Performance & Outcomes	Measured by	Resp	By When
Service Wide				
Introduce OG3 Library Management System Upgrade (improved loan software)	Increased speed and efficiency of checkin-checkout customer interface	Evaluation Report	RM	31/03/2011
	Improve customer satisfaction to 76%	BV119b/LB1	NME	31/03/2011
Introduce new PN hardware and new technology enhancements – ports for memory sticks; CD burning.	Increase PN usage by 2% on 2007/08 baseline.	CAE Performance Reporting	RM	31/03/2011
	Reduce complaints about PN hardware by 2% on 2007/08 baseline	Complaints Register	L&IM	31/03/2011
Extend access to library buildings outside of core staffed opening hours – 'key and code' community access	Increase interactions by 2% on 2007/08 baseline	CBP:COM119	NME	31/03/2011
Improve 2 way customer communication through introduction of library performance boards and conversation cards	Improve customer satisfaction to 76%	BV119b/LB1	NME	31/03/2011

Site Specific				
Installation of RFID – Self Service system.	Increase issues, interactions, new members and PN usage by 2% on 2007/08 actuals Improved Customer Journey	PLUS &CAE Performance Reporting Conversation Cards	DM/SC/R FID Project Team	31/03/2011
Installation of a Multifunctional Device (MFD), linked to PN and staff computers.	Improve customer service.	PLUS / Conversation Cards / Performance Boards	DM/SC RFID	31/03/2011
Introduce programme of silver surfer sessions to include use of new PN features	Increased interactions – 2% on 2007/08 actuals	CAE performance reporting	DM/SC	31/03/2011
3. Sustainable Communities Strategy Theme : Healthy Economies				
Proposed Actions & Activity	Intended Impact on Performance & Outcomes	Measured by	Resp	By When
Service Wide				
Provide Access to e- Learning Resources from PN including the Learning Bank	Increase the number of enrolments on all adult education courses provided and secured by the local authority/1000 adult population, from 11.23 to 13.	EC79	L&IM/NME	31/03/2011
Develop role of Learning Champions as providers of information to equip frontline staff with skills to give information and guidance with learning enquiries	Increase the number of enrolments on all adult education courses provided and secured by the local authority/1000 adult population, from 11.23 to 13.	EC79	L&IM/NME	31/03/2011

Site Specific				
Deliver Community Engagement led events: Reading Challenge activities, themed seasonal activities.	Improve positive customer feedback by 2%. Increase Summer Reading Challenge take up 2%. Improve literacy skills	CAE Performance Reporting	DM/SC	31/03/2011
	Increase issues, interactions, new members, PN usage by 2% on 2007/08 actuals	CAE Performance Reporting	DM/SC	31/03/2011
4. Sustainable Communities Strategy Theme : Diverse Environments				
Fundamental Library Review Themes: Environment, Marketing				
Proposed Actions & Activity	Intended Impact on Performance & Outcomes	Measured by	Resp	By When
Service Wide				
Implement LCC environmental best practice guidelines at all sites	Utilities expenditure to be reduced by 2%pa from 2007/08 baseline	Budget Monitoring	NME	31/03/2011
Promote 'This Is Art' brand through libraries	Increase global active members to 46%	NI 9	MM	31/03/2011
	Improve impact on NI 11 (Engagement with the Arts) to 48%	NI 11		
Implement LCC environmental best practice guidelines at all sites	Utilities expenditure not to exceed 2007/08 actual	Budget Monitoring	NME	31/03/2010
Evaluate impact of key marketing activity – Target Wrap	Increase new members by 2% on 2007/08 actuals	CAE Performance Reporting	MM	31/03/2011
Embed new 'Discover' brand through promotional activities	Increase new members by 2% on 2007/08 actuals	CAE Performance Reporting	MM	31/03/2011

Site Specific				
None				
5. Sustainable Communities Strategy Theme : Good Health				
Proposed Actions & Activity	Intended Impact on Performance & Outcomes	Measured by	Resp	By When
Service Wide				
Extend and develop Book Prescription Service.	Contribute to increase in new members, interactions and issues by 2%pa on 2007/08 baseline.	COM:CAE3.1, CBP:COM119 CAE Performance Reporting	IM	31/03/2011
	Impact on patient wellbeing	Report from PCT		
Promote Rooted in Reading Passports to encourage Leisure Reading as NYR Legacy Project	Increase issues, interactions and new members by 2% pa on 2007/08 baseline.	COM:CAE3.1, CBP:COM119 CAE Performance Reporting	NME	31/03/2011
	CfBT monitoring.	Report from CfBT		
Extend and develop Book Prescription Service.	Increase new members by 2% on 2007/08 actuals	CAE Performance Reporting	IM	31/03/2011
	Increase issues on 2007/08 actuals by 2%	CAE Performance Reporting	IM	31/03/2011
Promote Leisure Reading as NYR Legacy Project	Increase issues on 2007/08 actuals by 2%	CAE Performance Reporting	DM	31/03/2011
Site Specific				
None				

6. Sustainable Communities Strategy Theme : Excellent Organisations Working Together
 Fundamental Library Review Themes: New Ways of Working, Shared Services, Partners, Performance

Proposed Actions & Activity	Intended Impact on Performance & Outcomes	Measured by	Resp	By When
Service Specific				
Develop a range of service delivery models in partnership with District/Town/Parish Councils and the Voluntary Sector to create a 'mixed economy'	Increase access to library beyond core hours – increase interactions by 2%pa on 2007/08 baseline.	CBP:COM119	NME	31/03/2011
Improve community engagement by working with LALC (Lincolnshire Association of Local Council) and CommuniytLIncs	Improve customer satisfaction to 76%	BV119b/LB1	NME	31/03/2011
	Increase by 5 library contribution in Parish Plans and CommunityLincs SLA	Review of Parish Plans		
Develop internal partnerships with Adult/Children's Services through joint service planning.	Increase access to services – increase new members by 2%pa on 2007/08 baseline	COM:CAE3.1	NME	31/03/2011
Embed and develop performance culture through establishment of a Library Performance Management Board (LPMB).	Increase service take-up – increase interactions by 2%pa on 2007/08 baseline.	CBP:COM119	NME	31/03/2011
	Hold 4 LPMBs pa	LPMB Reports		31/03/2011
Work closely with District/Parish Councils and the Voluntary sector expand and develop library service provision.	Increase access to library beyond core hours – increase interactions by 2% on 2007/08 actuals	CAE Performance Reporting	DM/NME	31/03/2011
Work with LALC (Lincolnshire Association of Local Council) for better community engagement	Improvement in Community Engagement. Community intelligence gathered for service improvement	Feedback from Parish Councils. CAE recording of consultation	NME	31/03/2011
Develop internal partnerships with Adult/Children's Services and embed library activity into their service plans.	Increase access to services – increase new members by 2% on 2007/08 actuals	CAE Performance Reporting	DM/NME	31/03/2011

Embed and develop performance culture through establishment of library service performance panel.	Increase service take-up – increase interactions by 2% on 2007/08 actuals	CAE Performance Reporting Performance Panel Assessments	DM/NME	31/03/2011
Site Specific				
Build on existing partnerships with: Smoke Free Lincs; Trading standards; LCC Fostering; Reading Together; and, Lincoln Prison	Increase Interactions - 2% on 2007/08 actuals	CAE Performance Reporting	DM/NME/SC	31/03/2011

NME-Network Manager East
NMW-Network Manager West
DM-District Manager
SC- Site Coordinator
RE-Regeneration Manager
L&IM-Learning & Improvement Manager
MM-Marketing Manager
IM-Inclusion Manager
CM-Collections Manager
CSA-Cultural Service Advisor
CE-Community Engagement Team