Library 2023-24 Operating Model Performance Report – Appendix A

Currently this data covers April and May 2023 only. It may be updated with June data before the Cabinet meeting on 17th July 2023.

Performance measure #1: Compliance with published opening hours

100% achieved at all sites.

The new opening hours and how often they were achieved over April and May 2023 are set out in the table below. Note: all libraries operate self-service all of the hours that they are open. The % achieved relates to those libraries which can only open when we have staff in attendance:

2023/24	The Curve	Britwell	Langley	Cippenham
Monday	9am-5pm **100% achieved**	9am-5pm Self-service only	10am-5pm **100% achieved**	Closed
Tuesday	10am-6pm **100% achieved**	9am-5pm Self-service only	10am-5pm **100% achieved**	10am-5pm **100% achieved**
Wednesday	9am-5pm **100% achieved**	9am-5pm Self-service only	10am-5pm **100% achieved**	10am-5pm **100% achieved**
Thursday	9am-5pm **100% achieved**	9am-5pm Self-service only	Closed	10am-5pm **100% achieved**
Friday	9am-5pm **100% achieved**	9am-5pm Self-service only	10am-4pm **100% achieved**	Closed
Saturday	10am-5pm **100% achieved**	10am-4pm* *Last Saturday of the month only **100% achieved**	10am-4pm* *Last two Saturdays of the month only **100% achieved**	10am-4pm* *First 2 Saturdays of the month only **100% achieved**
Sunday	Closed	Closed	Closed	Closed

This high level of performance has been achieved by library service staff working flexibly across all sites, some staff move between sites each day. The service has also worked closely with other Slough Borough Council services (e.g. Leisure Services, Community Development Team, Building Management and Customer Service) to ensure that all sites remained open even if there were limited library service staff available on particular days.

Performance measure #2: Number of people visiting library buildings

Actual library visits (annual)	Apr 2019 to Mar 2020	Apr 2020 to Mar 2021	Apr 2021 Mar 2022	Apr 2022 to March 2023	Apr 2023 to March 2024 (running total)
Library visits	629,222	90,752	229,287	313,876	24,633

Actual library visits (monthly)	Apr 2019	Apr 2020	Apr 2021	Apr 2022	Apr 2023
	58,752	0	12,691	21,295	24,633
	May 2019	**May2020**	**May 2021**	**May 2022**	**May 2023**
	60,712	0	12,792	26,356	29,432

The new 2023/24 target takes 2019/20 as a baseline as this is the last pre-Covid year. Because the total opening hours for Slough libraries has decreased by 36% in 2023/24 compared to 2019/20 so the new target is the 2019/20 figure reduced by 36%.

Annual target for visits to library buildings is 402,700
Monthly target for visits to library buildings is 33,558
This target has not been achieved in April 2023.
This target has not been achieved in May 2023.

We cannot say that all visits to library buildings are to use library services. All library buildings are now multi-use buildings with at least one other service (e.g., Customer Service) working from the site.

Detailed footfall counts per hour across all library sites are currently unavailable due to outstanding IT issues.

The Curve: In addition to library services, the following services work from the building on a permanent or ad hoc basis:

- Registrar Service (registration of marriages, births and deaths plus Citizenship)
- Community Learning and Skills service (enrolment, assessment and delivery of adult learning)
- The Venue hosts public and private events and performances (e.g., Creative Academy performances take place at The Venue).
- Councillor surgeries

Britwell Hub: In addition to library services (all self-service), the following services work from the building on a permanent or ad hoc basis:

- Customer Service
- Housing Advice
- AJ Café (and "warm space" every Monday)
- Community groups use the hall (e.g., Recycled Teenagers)
- Medical centre
- Councillor surgeries

Langley Library: In addition to library services (all self-service), the following services work from the building on a permanent or ad hoc basis:

- Customer Service
- Councillor surgeries

<u>Cippenham Library:</u> In addition to library services (all self-service), the following services work from the building on a permanent or ad hoc basis:

- Customer Service
- Community health clinics
- Councillor surgeries

Performance measure #3: Library book issues

Actual library book issues (annual)	Apr 2019 - Mar 2020	Apr 2020 - Mar 2021	Apr 2021 - Mar 2022	Apr 2022 - Mar 2023	Apr 2023 – March 24 (running total)
Total book issues	363,433	54,350	257,686	294,707	41,710
Self-serve and online issues	325,989	0	223,844	275,823	39,621
% self-serve to total issues	90%	0%	87%	94%	95%
Children's book issues	266,361	39,001	197,828	227,144	31,255
% children's to total issues	73%	72%	77%	77%	75%
Electronic resources issues online	113,664	301,893	279,613	1,092,164	164,076

The new 2023/24 targets take 2019/20 as a baseline as this is the last pre-Covid year. All of these methods of borrowing items from the libraries rely on a building being open and available. The total opening hours for Slough libraries has decreased by 36% in 2023/24 compared to 2019/20 so the new targets (except online only borrowing) are the 2019/20 figures reduced by 36%.

- Target total book issues = 232,598
- Target self-serve and online issues = 208,633
- Target number of books from Children's Library = 170,472
- Target number of electronic issues online only = 4,557

Actual library book issues (monthly)	Apr 2019	Apr 2020	Apr 2021	Apr 2022	Apr 2023
Total book issues	32,634	184	8,657	24,912	20,801
Self-serve and online issues	28,717	0	5,412	23,138	19,854
% self-serve to total issues	88%	0%	62%	93%	95%
Children's book issues	24,149	128	6,375	19,692	15,814
% children's to total issues	74%	70%	74%	79%	76%
Electronic resources issues online	4,557	22,606	21,408	86,784	87,616

Actual library book issues (monthly)	May 2019	May 2020	May 2021	May 2022	May 2023
Total book issues	29,181	5,064	9,207	24,454	20,909
Self-serve and online issues	24,512	0	6,892	22,729	19,767
% self-serve to total issues	84%	0%	75%	92%	95%
Children's book issues	20,785	3,988	6,844	18,471	15,441
% children's to total issues	71%	79%	74%	76%	74%
Electronic resources issues online	1,739	22,593	24,628	92,191	76,460

The new annual targets described above have been divided equally into monthly targets. For April and May 2023, the new targets and performance are:

- Target total book issues = 20,886
Actual total book issues = 20,801 (April) and 20,909 (May)
Target not achieved in April but achieved in May.

- Target self-serve and online issues = 18,379
Actual self-serve and online issues = 19,854 (April) and 19,767 (May)
Target achieved in April and May.

- Target number of books from Children's Library = 15,456
Actual Children's Library issues = 15,814 (April) and 15,441 (May)
Target achieved in April but not achieved in May.

- Target number of electronic resources issued online = 4,557Actual number of electronic resources issued online = 87,616 (April) and 76,460 in May.
Target achieved in April and May.

Performance measure #4: Use of Library Service pages on Slough Borough Council website

In March 2023 the Library Service pages on the www.slough.gov.uk website were reviewed and refreshed to make it easier for users to go directly to their local/nearest library page.

Link	April 2022 page views	April 2022 unique page views	April 2023 page views	April 2023 unique page views	% change in unique page views
Libraries homepage	837	541	718	539	-0.37%
Britwell library page	110	79	140	120	+52%
Cippenham library page	113	98	183	161	+64%
Langley library page	220	171	317	267	+56%
The Curve library page	351	287	660	552	+92%
Reserving items page	270	209	309	261	+25%
Renewing items page	109	89	158	138	+55%

Link	May 2022 page views	May 2022 unique page views	May 2023 page views	May 2023 unique page views	% change in unique page views
Libraries homepage	980	696	5,688	3,575	+414%
Britwell library page	95	83	414	263	+216%
Cippenham library page	119	106	613	374	+253%
Langley library page	198	166	824	511	+208%
The Curve library page	400	334	1,876	1,155	+246%
Reserving items page	260	223	802	470	+111%
Renewing items page	138	124	537	346	+179%

The improvements to the web pages will have had a positive impact on the number of unique page views in April and May 2023 compared to the same month in 2022[1].

Performance measure #5: Library volunteers

The last time volunteers were used by the Library Service was in 2019/20 when a total of 57 volunteers supported the service (3 supporting Library at Home and 54 supporting the Summer Reading Challenge). Over that 12-month period they

[1] Pageviews is the total number for pages viewed. Repeated views of a single page are counted. Unique pageviews is the number of sessions during which the specified page was viewed at least once.

If customer-A is using the internet and comes back to the same page 3 times during any one period of time on the internet, that's 3 views and 1 unique view – they are all by the same person during the same period.

If customer-A uses the internet on 3 different days and goes to the same page once each day, that's 3 views and 3 unique views.

volunteered 1,000 hours. Since March 2020 until March 2023 there have been no volunteers working in any of the libraries.

In February and March, a new volunteer recruitment campaign took place and from these 5 new volunteers were recruited in April 2023 offering Digital Inclusion support to residents at all library sites.

In April 2023 these volunteers gave 6 ½ hours in total.
In May 2023 these volunteers gave 29 ½ hours in total.

Additional volunteers will be recruited during June to support the delivery of the Summer Reading Challenge across all library sites and with sports and leisure partners (the theme for 2023 is "Ready, Set, Read!").

The library service has received support and guidance from Slough Council Voluntary Service (SCVS) about recruiting and retaining volunteers. This support is ongoing as we grow our volunteer base.

Performance measure #6: Events held at libraries

Location	Number of events	Adults attending	Children attending	Description
The Curve	20	526	543	Duplo play, Story & Music time, Grow a healthy Slough event.
Britwell	1	5	7	Coronation craft event.
Langley	21	458	735	Duplo play, Story & Music time, Grow a healthy Slough event.
Cippenham	41	450	375	Duplo play, Story & Music time, seated exercise, family history event, author event.
TOTAL	83	1,439	1,660	

All events apart from Grow a Healthy Slough, seated exercise and family history events were delivered by library staff. Coronation events and the author event were supported by external grants.

Summer Reading Challenge – value for money

Year	Participants	Total cost	£ per participant	Comments
2019	3,604	£13,785	£3.82	
2020	200	£550	£2.75	Online only
2021	2,533	£9,410	£3.71	
2022	1,976	£3,375	£1.70	
2023	TBC	£3,044	TBC	

The Summer Reading Challenge is held between July and September each year. Participant data will be available in October 2023.

Performance measure #7: Library memberships

Actual new members	Annual	Monthly (average)
2019/20	7,621	635
2020/21	0 (Covid)	0
2021/22	4,832	402
2022/23	6,303	525

Library membership has to be completed in-person. As with other targets related to library opening hours this target is based on 2019/20 data reduced by 36%.

New annual target for 2023/24 is 4,878 new library members.
New monthly target for 2023/24 is 406 new library members.

	April 2019	April 2020	April 2021	April 2022	April 2023
New members	664	0	137	524	531
	May 2019	May 2020	May 2021	May 2022	May 2023
New members	547	0	212	527	499

Actual new members joined in April 2023 = 531
Actual new members joined in May 2023 = 499
Target achieved in both months