

Welsh Public Library Standards 2017-2020: Cardiff

Annual Assessment Report 2017-18

This report has been prepared based on information provided in Cardiff's annual return, case studies and narrative report submitted to the Museums, Archives and Libraries Division of the Welsh Government.

1 Executive summary

Cardiff met 11 of the 12 core entitlements in full and failed to meet 1.

Of the 10 quality indicators which have targets, Cardiff achieved 7 in full, 2 in part and failed to achieve 1.

Cardiff library service has continued to perform well in this first year of the sixth framework, with the integration of Hub and Library teams supporting improvement in a number of areas. Developments in training provision and event programming have seen significant increases in attendance levels, and the service continues to actively support health and well-being agendas. Staffing remains an area of concern, with numbers of qualified staff among the lowest in Wales, although the service is supporting staff to complete relevant qualifications. The creation of a new library and strategy development team will support the service in shaping the library offer to meet the needs of its communities.

- Support for health and well-being is strong with Cardiff one of the few authorities regularly offering the full range of services under QI 4 in each static service point.
- Attendance at pre-arranged training sessions has increased significantly, with 100% of attendees reporting that the training has helped them achieve their goals.
- Developments in event programming have also seen large increases in attendance at activities and events, with performance here now the highest per capita in Wales.
- Cardiff continues to perform strongly in relation to traditional indicators of use, although with some variability in the figures compared to 2016-17.
- The overall acquisitions targets remain challenging for the service, but it continues to invest strongly in Welsh language resources with the requirements here met.
- PC provision has increased in preparation for providing support for Universal Credit, with Cardiff one of the few authorities to report an increase in ICT usage.
- Overall staffing levels have increased, following the integration of Hub and Library teams, and the per capita target is now met and at a high level. Numbers of qualified staff have however fallen further, and remain among the lowest in Wales.
- Total revenue expenditure has increased in 2017-18, reflecting the integration of Hub and Library budgets and income streams.

2 Performance against the standards

The standards framework comprises of core entitlements, quality indicators with targets, quality indicators with benchmarks and impact measures. Section 2 summarises achievements against these areas. A narrative assessment of the authority's performance is provided in Section 3.

2.1 Core entitlements

Cardiff is meeting 11 of the 12 core entitlements in full, but with no overall library strategy that articulates the vision and objectives of the service fails to meet CE 12. It is noted that library service delivery is closely aligned with published corporate priorities and strategies, but there is no direct link to relevant documentation on the library service website to inform users about the strategic direction of the service, and little detail within the corporate documents to identify the service's role and contribution. The creation of a new library and strategy development team to support the development of the library offer should enable the service to address this area in 2018-19.

2.2 Quality indicators with targets

There are 16 quality indicators (QIs), of which ten have constituent targets. Of these, Cardiff is achieving 7 in full, 2 in part and is failing to achieve 1 of the indicators.

Quality Indicator	Met?	
QI 3 Support for individual development:		Met in full
a) ICT support	✓	
b) Information literacy and skills training	✓	
c) E-government support	✓	
d) Reader development	✓	
QI 4 (a) Support for health and well-being		Met in full
i) Book Prescription Wales scheme	✓	
ii) Better with Books scheme	✓	
iii) Designated health & well-being collection	✓	
iv) Information about healthy lifestyles and behaviours	✓	
v) Signposting to health & well-being services	✓	
QI 6 all static service points offer events/activities for users with special requirements	✓	Met in full
QI 7 Location of service points	✓	Met in full
QI 9 Up-to-date and appropriate reading material		Not met
Acquisitions per capita	x	
<u>or</u> Materials spend per capita	x	
QI 10 Welsh Language Resources		Met in full
% of material budget spent on Welsh	✓	
<u>or</u> Spend on Welsh per capita	✓	
QI 11 Online access:		Met in full
a) i) Public access to Internet	✓	
ii) Wi-Fi provision	✓	
QI 12 Supply of requests		Partially met
a) % of requests satisfied within 7 days	✓	
b) % of requests satisfied within 15 days	x	
QI 13 Staffing levels and qualifications:		Partially met
i) Staff per capita	✓	
ii) Qualified staff per capita	x	

iii) Head of service qualification/training	✓	
iv) CPD percentage	✓	
QI 16 Opening hours per capita	✓	Met in full

There is a slight improvement on the last year of the fifth framework, with Cardiff now achieving the target for total staff per capita (QI 13).

2.3 Impact measures

The framework includes three indicators aimed at assessing the impact of library use on people's lives. These indicators do not have targets, and authorities are only required to carry out user surveys for QI 1 once over the three-year period of the framework. The summary figures (lowest, median and highest) are therefore based on those authorities indicating they completed their user survey during this first year of the framework.

Rankings reflect the numbers of respondents, where 1 is the highest scoring authority.

Cardiff did not conduct a user survey during 2017-18; these are planned for the second year of the framework.

Performance indicator		Rank	Lowest	Median	Highest
QI 1 Making a difference					
b) % of young people who think that the library helps them learn and find things out:	n/a		73%	94%	97%
e) % of adults who think that the library has made a difference to their lives:	n/a		38%	90%	95%
QI 5 b) % of attendees of training sessions who said that the training had helped them achieve their goals:	100%	1/17	75%	98%	100%

Authorities are also asked to provide up to four case studies describing the impact which the library service has had on an individual or on a group of individuals during the year. Cardiff provided four such case studies:

- **Research, Reflect, Remember** – a project to teach primary school children about the First World War. Pupils researched the lives of soldiers who lived in Cathays using the local studies collection, and interviewed local senior citizens about what life was like after the war. The children have improved their skills and understanding, and the project has improved the well-being of the older people involved.
- **Volunteer Opportunities** – the impact of volunteering on three individuals; enabling them to develop new skills, improving their English, helping them gain in confidence, and supporting employability.
- **Autism Friendly Project** – targeted Autism Friendly sessions for children and their families, held weekly during the summer holidays. Children were supported by library staff to access library services and participate in fun activities, and parents benefited from meeting with other families in a relaxed setting.
- **Knit & Natter** – the impact of a long-running library Knit & Natter group on the health and well-being of participants; one member enjoys the sense of community, friendship and well-being it provides, and for those affected by social isolation it has offered reassuring peer support.

2.4 Quality indicators and benchmarks

The remaining indicators do not have targets, but allow services to monitor and benchmark their performance over time, in comparison with other authorities. The following table summarises Cardiff's position for 2017-18. Ranks are included out of 22, where 1 is the highest, and 22 the lowest scoring authority, unless stated otherwise. Indicators where fewer than 22 authorities supplied data are those where relevant data was not available to some authorities. Where possible, figures from the last year of the fifth framework have also been included for comparison; however, in some cases a change in definition or the introduction of additional measures makes comparisons impractical. Indicators 'per capita' are calculated per 1,000 population unless otherwise noted.

Performance indicator	Rank	Lowest	Median	Highest	2016/17	
QI 1 Making a difference						
a) % of adults who think that using the library has helped them develop new skills:	n/a	24%	83%	94%	71%	
c) health and well-being	n/a	33%	65%	95%	43%	
d) enjoyable, safe and inclusive	n/a	90%	98%	100%	95%	
QI 2 Customer satisfaction						
a) 'very good' or 'good' choice of books	n/a	88%	91%	98%	84%	
b) 'very good' or 'good' customer care	n/a	93%	99%	100%	93%	
c) 'very good' or 'good' IT facilities	n/a	74%	86%	94%		
d) 'very good' or 'good' overall;	n/a	93%	97%	99%	95%	
e) users aged 16 & under rating out of ten	n/a	8.5	9.1	9.2	9.5	
QI 5 User training						
a) attendances per capita	212	2/22	10	32	238	161
c) informal training per capita	242	10/22	15	199	473	331
QI 6 attendances at events per capita	684	1/22	82	228	684	487
QI 8 Library use						
a) visits per capita	7,014	1/22	2,501	4,047	7,014	6,751
b) virtual visits per capita	2,211	1/22	243	866	2,211	2,299
c) active borrowers per capita	229	1/22	100	154	229	235
QI 10 Welsh issues per capita*	112	7/22	4	68	663	
QI 11 Online access						
b) Computers per capita [^]	11	5/22	5	9	14	9
c) % of available time used by the public	56%	3/22	14%	27%	67%	40%
QI 13 Staffing levels and qualifications						
(v) a) total volunteers	196	1/21	3	31	196	209
b) total volunteer hours	6,145	2/21	40	1,346	11,939	5,156
QI 14 Operational expenditure						
a) total expenditure per capita	£15,937	3/21	£7,047	£11,915	£17,771	£14,125
b) % on staff,	74%	3/21	44%	63%	75%	46%
% on information resources	9%	17/21	4%	13%	25%	12%
% on equipment and buildings	17%	2/21	0%	4%	20%	19%
% on other operational costs;	0%	21/21	0%	18%	37%	22%
c) capital expenditure per capita	£12,736	2/20	£0	£338	£17,432	£1,059

QI 15 Net cost per visit	£1.24	21/21	£1.24	£1.82	£2.41	£1.50
QI 16 Opening hours [#]						
(iii) a) % hours unplanned closure of static service points	0.01%	10/21	0.00%	0.02%	1.28%	0.01%
b) % mobile stops / home deliveries missed	0.33%	10/20	0.00%	0.35%	11.24%	0.29%

* per Welsh speaking resident population

^per 10,000 resident population

Rankings here have been reversed, so that 1 is the lowest scoring (best performing) authority.

3 Analysis of performance

The core entitlements and quality indicators can be divided into four key areas. This section of the report outlines performance under these areas, and compares this performance (where applicable) with the final year of the fifth framework (2016-17).

3.1 Meeting customer needs (QI 1-5)

Cardiff has yet to conduct its user surveys, which it is noted are due to be carried out in year two of the framework. Exit surveys of users undertaken throughout the year do already indicate high satisfaction levels of 95%-99%. All static libraries open for 10 hours or more provide a full range of support for individual development, and good support for health and well-being, with Cardiff one of only three authorities providing the full range of identified services and activities across all its service points. Attendance at pre-arranged training sessions has increased significantly on 2016-17, attributed to the targeting of the programme to meet the needs of specific demographics, with attendance per capita now the second highest in Wales. There has however been a drop in the numbers helped by means of informal training, although performance remains above the median level.

3.2 Access and use (QI 6-8)

Cardiff continues to meet the target for easy access to service points, and offers events / activities for users with special requirements at all static libraries. Development of events programming in 2017-18 has seen attendance levels at activities and events rise by over 40%, with performance here now the highest per capita in Wales. Visitor levels have also continued to increase; the Hub delivery model may be a factor here, but figures will also reflect the improved attendance at training sessions and library events / activities. Library membership has gone up, but numbers of active borrowers have fallen slightly, although per capita they remain the highest in Wales. Overall book issues have also decreased over the period, although children's borrowing remains strong, with the service recording the second highest number of children's loans per capita.

3.3 Facilities and services (QI 9-12)

The service still falls short of meeting the requirements in relation to up-to-date reading material, despite an improvement in the number of items acquired. It is noted that the targets here are challenging for the service, given Cardiff's growing population. While there has been a small decrease in the overall book fund, the service continues to invest strongly in children's resources, and in Welsh language materials, with the targets here met. Performance in relation to supply of requests is broadly similar to 2016-17, with the 7-day target met, and the 15-day target missed by a small margin. PC provision has increased in preparation for providing support for Universal Credit, with Cardiff one of the few authorities to report an increase in ICT usage.

3.4 Expertise and capacity (QI 13-16)

Overall staffing levels have risen significantly in 2017-18 following the integration of Hub and Library teams, with all staff now trained to carry out library duties as standard; as a result the total staff per capita target is now met, with service performance the highest in Wales. In contrast, numbers of qualified staff have fallen further, and remain among the lowest in Wales. The service is supporting staff to complete relevant qualifications, with the aim of improving on levels of professionally qualified staff. Qualified leadership is in place, and the service has improved its investment in staff training / development. Volunteer numbers have fallen slightly, with 196 volunteers each contributing around 31 hours to the service (an increase in overall hours). A volunteer mentor has been appointed to improve the quality and scope of volunteering opportunities offered.

Total revenue expenditure has increased in 2017-18, notably with regard to expenditure on staff, reflecting the integration of Hub and Library teams which now share budgets and income streams. Aggregate annual opening hours have increased slightly, and the target here continues to be met, with minimal interruptions to the service.

4 Strategic context

As part of the return authorities are asked to report on how the library service is contributing to wider Welsh Government priorities and strategic goals. Cardiff provides a full narrative outlining the service's contribution under the four key themes of the Taking Wales Forward strategy, and in delivering against the seven Well-being Goals. This includes support for skills development, health and well-being, learning initiatives, and digital inclusion, alongside the development of Welsh language, cultural and heritage programmes.

5 Future direction

Reporting on the authority's future direction and plans for the library service over the following year, Cardiff notes the delivery of its Hub strategy, with the creation of co-located services in twelve locations across the southern part of the city. Plans to extend provision through the development of Community Wellbeing Hubs in the north and west are identified as the focus of activity in 2018-19. This will involve consideration of the community demographics, and consultation with residents and partners. The creation of a new library and strategy development team to support the development of the library offer is also noted. Other plans include enhancing training opportunities, offering more staff the opportunity to pursue specialist library NVQ qualifications.

6 Conclusion

Cardiff library service has continued to perform well in this first year of the sixth framework, with the integration of Hub and Library teams supporting improvement in a number of areas. Developments in training provision and event programming have seen significant increases in attendance levels, and the service continues to actively support health and well-being agendas. Staffing remains an area of concern, with numbers of qualified staff among the lowest in Wales, although the service is supporting staff to complete relevant qualifications. The creation of a new library and strategy development team will support the service in shaping the library offer to meet the needs of its communities.