# Welsh Public Library Standards 2017-2020: Ceredigion

## Annual Assessment Report 2017-18

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

## 1   Executive summary

Ceredigion met 10 of the 12 core entitlements in full, partially met 1, and failed to meet 1.

Of the 10 quality indicators which have targets, Ceredigion achieved 9 in full, and 1 in part.

Ceredigion library service has seen some areas of improvement in this first year of the sixth framework, despite an overall reduction in its revenue budget.  There is clear development in key areas, which the planned revision of strategy and policy can build on, and plans to complete its user surveys over the remaining years of the framework will provide additional evidence to feed into this process.  The effect of financial and staffing constraints are however still apparent, and there are already indications that the requirement  for additional savings may impact on future performance, and affect the capacity of the service to consolidate and build on what it has achieved in 2017-18.

- All major service points now provide the full range of support for individual development, and good support for health and well-being.  Two case studies demonstrate the beneficial impact of the service.

- Attendance at events and activities has increased notably, although there is more to be done to reach the median level of performance in Wales.

- An increase in visits and active borrower reflects the success of a membership drive in October 2017, and is impacting positively on book issues, addressing declining figures.

- Further reductions to the materials budget have been mitigated by careful planning and acquisition of e-resources; the service continues to perform well in relation to Welsh language provision.

- ICT facilities continue to be well-used, and the service is planning to upgrade its online provision through a new website and social media activity.

- Overall staffing levels remain low, but the service continues to meet the target for qualified staff, and has begun to utilise volunteers to support service development.

- There has been a small increase in aggregate opening hours, and Ceredigion's offer here continues to be among the best in Wales.

- Resource constraints remain a challenge for the service; the current review of service strategy and policy offers the opportunity to build on the positive achievements in this year, but progress could be limited if further budget savings are required.

## 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

Ceredigion is meeting 10 of the 12 core entitlements in full, partially meets 1, and fails to meet CE 11 in terms of consulting with its users. CE10, working with partners to promote and deliver services, is noted as an area of weakness, but where improvements to online and social media provision in particular, are planned. The position with regard to user consultation is now of some standing, but it is noted that the service is planning to hold a survey of its adult users in 2018/19.

## 2.2    Quality indicators with targets

There are 16 quality indicators (QIs), of which ten have constituent targets. Of these, Ceredigion is achieving 9 in full, and 1 in part.

| 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 | | Met in full |
|   Acquisitions per capita | ✔ | |
|   <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 | x | |
| QI 11 Online access: | | Met in full |
|   a) i)   Public access to Internet | ✔ | |
|      ii)   Wi-Fi provision | ✔ | |
| QI 12 Supply of requests | | Met in full |
|     a)   % of requests satisfied within 7 days | ✔ | |
|     b)   % of requests satisfied within 15 days | ✔ | |

| Quality Indicator | | Met? |
|---|---|---|
| QI 13 Staffing levels and qualifications: | | Partially met |
| i)   Staff per capita | x | |
| ii)  Qualified staff per capita | ✓ | |
| iii)  Head of service qualification/training | ✓ | |
| iv)  CPD percentage | ✓ | |
| QI 16 Opening hours per capita | ✓ | Met in full |

There is some improvement on the last year of the fifth framework for those quality indicators where direct comparisons are possible – with QI 3 and QI 9 now both fully met.

## 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.

Ceredigion indicated that their user surveys will be carried out in 2018/19 (adult) and 2019/20 (children).  The service was also unable to report definitive figures for user evaluation of its training offer in 2017-18; a proper feedback mechanism is due to be implemented in 2018/19.

| 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: | n/a | 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.  Ceredigion provided two such case studies:

- IT Access – access to IT facilities and knowledgeable staff supporting an individual to complete online courses and obtain employment; demonstrating the importance of good IT facilities and staffed services, particularly within a rural community.

- Syrian Refugees – the library providing a safe space for refugees to meet supporting organisations and have language lessons.  Many have also joined the library to further support them in learning English.  An Arabic collection is planned (with donations of adult and children's books), which will be available on request across Wales

## 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 Ceredigion'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% | |
| c) health and well-being | n/a | | 33% | 65% | 95% | |
| d) enjoyable, safe and inclusive | n/a | | 90% | 98% | 100% | |
| **QI 2 Customer satisfaction** | | | | | | |
| a) 'very good' or 'good' choice of books | n/a | | 88% | 91% | 98% | |
| b) 'very good' or 'good' customer care | n/a | | 93% | 99% | 100% | |
| c) 'very good' or 'good' IT facilities | n/a | | 74% | 86% | 94% | |
| d) 'very good' or 'good' overall; | n/a | | 93% | 97% | 99% | |
| e) users aged 16 & under rating out of ten | n/a | | 8.5 | 9.1 | 9.2 | |
| **QI 5 User training** | | | | | | |
| a) attendances per capita | 32 | 12/22 | 10 | 32 | 238 | 31 |
| c) informal training per capita | 136 | 14/22 | 15 | 199 | 473 | 138 |
| **QI 6 attendances at events per capita** | 91 | 21/22 | 82 | 228 | 684 | 62 |
| **QI 8 Library use** | | | | | | |
| a) visits per capita | 4,028 | 12/22 | 2,501 | 4,047 | 7,014 | 3,908 |
| b) virtual visits per capita | 317 | 20/22 | 243 | 866 | 2,211 | n/a |
| c) active borrowers per capita | 158 | 9/22 | 100 | 154 | 229 | 139 |
| **QI 10 Welsh issues per capita*** | 441 | 2/22 | 4 | 68 | 663 | |
| **QI 11 Online access** | | | | | | |
| b) Computers per capita^ | 7 | 19/22 | 5 | 9 | 14 | 7 |
| c) % of available time used by the public | 50% | 4/22 | 14% | 27% | 67% | 63% |
| **QI 13 Staffing levels and qualifications** | | | | | | |
| (v) a) total volunteers | 25 | 14/21 | 3 | 31 | 196 | 0 |
| b) total volunteer hours | 40 | 21/21 | 40 | 1,346 | 11,939 | 0 |
| **QI 14 Operational expenditure** | | | | | | |
| a) total expenditure per capita | £10,183 | 15/21 | £7,047 | £11,915 | £17,771 | £13,388 |
| b) % on staff, | 66% | 9/21 | 44% | 63% | 75% | 50% |
| % on information resources | 16% | 4/21 | 4% | 13% | 25% | 14% |
| % on equipment and buildings | 6% | 7/21 | 0% | 4% | 20% | 7% |
| % on other operational costs; | 12% | 16/21 | 0% | 18% | 37% | 29% |
| c) capital expenditure per capita | £1,331 | 5/20 | £0 | £338 | £17,432 | £0 |
| **QI 15 Net cost per visit** | £1.85 | 10/21 | £1.24 | £1.82 | £2.41 | n/a |

| QI 16 Opening hours# | | | | | | |
|---|---|---|---|---|---|---|
| (iii) a) % hours unplanned closure of static service points | 0.41% | *16/21* | 0.00% | 0.02% | 1.28% | *0.33%* |
| b) % mobile stops / home deliveries missed | 11.24% | *20/20* | 0.00% | 0.35% | 11.24% | *8.33%* |

*\* 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)

Ceredigion has yet to conduct its user surveys, which were also not completed during the lifetime of the fifth framework.  It is noted that these are due to be carried in 2018-19 and 2019-20, and that this requirement will be met in the current framework.  All static libraries open over 10 hours now provide the full range of support for individual development, and health and well-being are relatively well-supported, with plans to further develop the health and well-being collection, and work towards Dementia Friendly Service status.  Attendance levels at pre-arranged user training sessions have broadly been maintained, and it appears that the number helped by means of informal training are also similar to 2016-17, with performance at or below the median for Wales.

## 3.2   Access and use (QI 6-8)

Ceredigion continues to meet the target for easy access to service points, despite the rural nature of the county, and all static libraries open for over 10 hours per week offer events / activities for users with special requirements.  Attendance at events and activities has increased notably on 2016-17, although the average per capita remains one of the lowest in Wales.  Much of the focus of this work has also been on activities aimed at children, and it is recognised that more needs to be done to improve the offer to adults in this area.  Visitor numbers have also increased, as has library membership and the number of active borrowers.  This reflects the success of the membership drive undertaken in October 2017, which also impacted positively on book issues for the remainder of the year, starting to address the overall decline in this area.  In comparative terms, Ceredigion continues to perform well here, with adult loans per capita the second highest in Wales.

## 3.3   Facilities and services (QI 9-12)

Although the materials budget has reduced further in 2017-18, the overall acquisitions target per capita is met; this is attributed to the purchase of e-resources which account for 25% of the total items acquired.  Expenditure on material acquired for children has also fallen, once the figures relating to the school library service are discounted.  The service continues to perform well in relation to Welsh language provision however, recording the second highest level of Welsh language issues per capita.  PC provision has fallen very slightly, but continues to be widely used with usage figures among the highest in Wales.  The service continues to meet the targets for supply of requests – as in previous years, pre-publication requests (estimated at 10% of the total), are excluded from the return.

### 3.4    Expertise and capacity (QI 13-16)

Overall staffing levels have fallen very slightly and remain below the stipulated target, but with the authority continuing to meet the requirements in relation to qualified staff, one of only seven authorities to do so.  Qualified leadership is in place, and the service has met the target for time allocated to professional development, although it is noted that this is largely due to the increasing availability of online training.  The service has also started using volunteers during 2017-18, all of whom receive training and ongoing support.

Total revenue expenditure on the service has dropped by close to 25% on 2016-17, a marked decrease which is largely accounted for by a fall in operational costs outside the staffing and resources budgets.  Revenue expenditure per capita is now below the median for Wales.  Aggregate opening hours have increased slightly, with the service reporting one of the highest averages per capita.  Staff illness and mechanical issues have impacted on provision of the mobile library service, with Ceredigion recording the highest proportion of missed mobile library stops.

## 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.   Ceredigion reported on how the library service contributes to the goals of the Well-being of Future Generations Act; supporting lifelong learning; providing access to resources for job seekers; delivering services to support health and well-being; and with a strong commitment to Welsh language provision.

## 5    Future direction

Reporting on the authority's future direction and plans for the library service over the following year, Ceredigion noted that a full revision of strategies and policies is being undertaken, providing the framework for development over the next five years.  Work to improve the website and provide access via Facebook is also outlined, as part of a renewed focus on marketing and selling the service with the aim of increasing usage levels.  There is also a commitment to undertake user surveys to inform future service delivery; ensuring that the requirements for consulting with users are met in this framework.  The service will be joining the all-Wales LMS in 2019, and is continuing to develop its partnership with the volunteer-run service in Llandysul.  The future funding outlook is not clear from the narrative provided, however elsewhere it is noted that the requirement to make savings may well impact on the achievement of CE 4 and 6 in the next financial year.

## 6    Conclusion

Ceredigion library service has seen some areas of improvement in this first year of the sixth framework, despite an overall reduction in its revenue budget.  There is clear development in key areas, which the planned revision of strategy and policy can build on, and plans to complete its user surveys over the remaining years of the framework will provide additional evidence to feed into this process.  The effect of financial and staffing constraints are however still apparent, and there are already indications that the requirement  for additional savings may impact on future performance, and affect the capacity of the service to consolidate and build on what it has achieved in 2017-18.