# Welsh Public Library Standards 2017-2020: Vale of Glamorgan

## Annual Assessment Report 2017-18

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

## 1   Executive summary

The Vale of Glamorgan met 11 of the 12 core entitlements in full, and failed to meet 1.

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

The Vale of Glamorgan library service is emerging from a period of change, following the transfer of five libraries to the community in 2016-17.  Its performance continues to reflect the impact of these changes, although some improvement is evident in key areas, and the service has identified where further support for its Community Libraries is required.  The migration to the all-Wales LMS has also affected performance in some areas, and these issues should be resolved in 2018-19.  Opening hours remain below the stipulated levels, and it is noted that they are likely to remain so in the short term, with the authority judging that the current hours are sufficient to meet community needs. Satisfaction levels will become apparent when the service completes its surveys in due course.

- The Vale of Glamorgan submitted four case studies demonstrating the positive impact that the service makes.  Its Community Libraries, while providing a valuable service are not yet in a position to provide a full programme of skills support, although health and well-being are well-supported.

- Attendance at formal training sessions has fallen, also reflecting the reduced availability of training at Community venues.

- Attendance at events / activities has made a welcome recovery in 2017-18, with performance back above the median level.

- Acquisitions targets have been met, but at a reduced level following issues arising from the transfer to the all-Wales LMS and stock purchase.  Investment in Welsh language materials remains strong.

- Staffing levels have increased, following the inclusion of figures for casual staff, but the overall staff target is not achieved.  The service now meets the target for qualified staff, although it is noted that the increase here relates to staff not employed in professional roles.

- Total revenue expenditure has fallen again in 2017-18, with aggregate annual opening hours now among the lowest in Wales.

## 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

The Vale of Glamorgan is meeting 11 of the 12 core entitlements in full, and failed to meet one. The service is aware of the need to review its policies and strategies, and ensure that this information is more widely accessible, but there is no strategy currently in place; once this work has been completed CE12 will be met. Libraries are open to all members of the community and provide a welcoming accessible public space, with free access to a wide range of resources. The service is an active member of the Books4U partnership, and joined the all-Wales LMS in 2017-18. The service had a dedicated marketing budget to promote its services and a strong social media presence.

## 2.2 Quality indicators with targets

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

| Quality Indicator | Met? | |
|---|:---:|---|
| QI 3 Support for individual development: | | Partially met |
|    a)   ICT support | ✔ | |
|    b)   Information literacy and skills training | x | |
|    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 | ✔ | |
|    or Materials spend per capita | x | |
| QI 10 Welsh Language Resources | | Met in full |
|    % of material budget spent on Welsh | ✔ | |
|    or 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 | | Met in full |
|    a)   % of requests satisfied within 7 days | ✔ | |
|    b)   % of requests satisfied within 15 days | ✔ | |
| 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 | x | Not met |

Compared to the fifth framework, there have been improvements against QI 3, with reader development now fully supported in all libraries, QI 10 where the percentage spend on Welsh resources is now met, and QI 13 where improvements have been made in terms of numbers of qualified staff and the percentage of time spent on staff development.

## 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.

The Vale of Glamorgan did not carry out user surveys in the first 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 | 6/7 | 38% | 90% | 95% |
| QI 5 b) % of attendees of training sessions who said that the training had helped them achieve their goals: | 91% | 15/17 | 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.  The Vale of Glamorgan provided four such case studies:

- Teen Advisory Group – the group inputs on activities for the monthly ProTeen Club, at Penarth Library and on work experience / volunteer opportunities for young people there. 'TAG' has given those involved experience of planning their own events, increasing self confidence, and recognition and trust for their contribution.

- Dementia Friendly Cowbridge – library support for a community development, providing an information hub for dementia sufferers and carers. The service has proved invaluable as a source of advice / support, and as a venue for partner events.

- Reminiscence Workshops – working with a local Ageing Well group to produce 'memory notebooks' on the local area, and with youth services to develop pictorial resources to support future work as part of dementia friendly initiatives.

- 'Bounce & Rhyme' / 'Rhyme & Sign' – weekly sessions for babies and toddlers, which support learning and provide a venue for new parents to meet; providing peer support for families, promoting social interaction, and improving communication development.

## 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 the Vale'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% | 24% |
| c) health and well-being | n/a | | 33% | 65% | 95% | 35% |
| d) enjoyable, safe and inclusive | n/a | | 90% | 98% | 100% | 99% |
| QI 2 Customer satisfaction | | | | | | |
| a) 'very good' or 'good' choice of books | n/a | | 88% | 91% | 98% | 85% |
| b) 'very good' or 'good' customer care | n/a | | 93% | 99% | 100% | 97% |
| 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 | 9.1 |
| QI 5 User training | | | | | | |
| a) attendances per capita | 33 | 10/22 | 10 | 32 | 238 | 59 |
| c) informal training per capita | 184 | 12/22 | 15 | 199 | 473 | 151 |
| QI 6 attendances at events per capita | 276 | 9/22 | 82 | 228 | 684 | 211 |
| QI 8 Library use | | | | | | |
| a) visits per capita | 4,079 | 10/22 | 2,501 | 4,047 | 7,014 | 4,327 |
| b) virtual visits per capita | 868 | 11/22 | 243 | 866 | 2,211 | 922 |
| c) active borrowers per capita | 153 | 12/22 | 100 | 154 | 229 | 194 |
| QI 10 Welsh issues per capita* | 77 | 10/22 | 4 | 68 | 663 | |
| QI 11 Online access | | | | | | |
| b) Computers per capita^ | 9 | 12/22 | 5 | 9 | 14 | 9 |
| c) % of available time used by the public | 32% | 9/22 | 14% | 27% | 67% | 34% |
| QI 13 Staffing levels and qualifications | | | | | | |
| (v) a) total volunteers | 159 | 2/21 | 3 | 31 | 196 | 193 |
| b) total volunteer hours | 11,939 | 1/21 | 40 | 1,346 | 11,939 | 4,268 |
| QI 14 Operational expenditure | | | | | | |
| a) total expenditure per capita | £14,893 | 6/21 | £7,047 | £11,915 | £17,771 | £16,968 |
| b) % on staff, | 55% | 17/21 | 44% | 63% | 75% | 51% |
| % on information resources | 11% | 14/21 | 4% | 13% | 25% | 10% |
| % on equipment and buildings | 2% | 19/21 | 0% | 4% | 20% | 2% |
| % on other operational costs; | 32% | 4/21 | 0% | 18% | 37% | 37% |
| c) capital expenditure per capita | £150 | 12/20 | £0 | £338 | £17,432 | £429 |
| QI 15 Net cost per visit | £1.82 | 11/21 | £1.24 | £1.82 | £2.41 | £3.03 |
| QI 16 Opening hours# | | | | | | |
| (iii) a) % hours unplanned closure of static service points | 0.75% | 19/21 | 0.00% | 0.02% | 1.28% | 0.07% |

| | | | | | | |
|---|---|---|---|---|---|---|
| b) % mobile stops / home deliveries missed | 0.00% | *1/20* | 0.00% | 0.35% | 11.24% | *5.48%* |

*\* 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)

The Vale of Glamorgan has yet to complete its user surveys which it is noted will be carried out within the period of the framework.  Not all static service points provide a full programme of skills sessions, with information literacy and skills training currently not supported at all the service's five Community Libraries. Plans are in place to work with community partners to address this situation.  Full provision is now made to support reader development, an improvement on the last year of the fifth framework, and good support is provided for health and well-being at all libraries. Attendance at pre-arranged training sessions has fallen, reflecting in part the reduced opportunities for training at the five Community Libraries; support is planned in 2018-19 to enable improved provision.  The numbers helped by informal training have however risen in 2017-18.

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

The Vale of Glamorgan continues to meet the target for easy access to service points, and events / activities for users with special requirements are supported at all libraries. Attendance at events has also made a welcome recovery in 2017-18 with performance back above the median level.  Usage figures otherwise show a general downward trend, with reductions in visitor number, active borrowers and library membership.  The exceptions are children's book issues, where extra work with children and ECALM are noted to have had a positive effect, and electronic downloads.

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

Expenditure on stock was affected by the transfer to the all-Wales LMS, which interrupted the ordering process, and staffing issues for children's orders where the full budget was not spent.  There is as a result an apparent decrease in materials expenditure in 2017-18, but these issues should be resolved in 2018/19.  The overall acquisitions target is still met, and an increase in expenditure on Welsh language resources, means that both elements of QI 10 are also now achieved.  PC provision has been maintained at 2016-17 levels, and usage, while it has dropped slightly, is still above the median level per capita for Wales. The service continues to meet the requirements for supply of requests, where some improvement is also evident.

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

Overall staffing levels have increased slightly on 2016-17; reported figures now include a calculation for casual library staff, with 10 casual assistants making a contribution of 31 hours per week, covering leave, vacancies and training.  Even with this contribution the overall staff target per capita is not met.  Numbers of qualified staff reported have also

risen, enabling the service to meet the target this year, although it is noted that the additional two staff in question are not employed in professionally designated posts. Qualified leadership is in place, and the service has invested strongly in staff development in 2017-18, with only one other service meeting the requirements at such a high level.  The Vale of Glamorgan also records the highest contribution by volunteers in Wales, with 159 volunteers each providing an average of around 75 hours.  This figure does include the volunteers at the service's five Community Libraries, which are part of the statutory service, where 125 volunteers contribute 90% of the total volunteer hours.

Total revenue expenditure has again fallen over 10% compared to last year, with reductions across all budget areas.  Aggregate annual opening hours have also decreased further, and are now some way short of the target level and among the lowest in Wales. This will be partially offset by the introduction of 16 unstaffed hours per week at one library, with the likelihood that additional unstaffed hours may be added in 2018/19.

## 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.  The Vale of Glamorgan reports its contribution in terms of the Welsh Government's cross-cutting themes: Prosperous and Secure, providing free ICT access and training, and volunteering opportunities; Healthy and Active, through provision of health information and support; Ambitious and Learning, supporting skills development for all ages; and United and Connected, working in partnership with sector partners and third sector organisations.

## 5   Future direction

Reporting on the authority's future direction and plans for the library service over the following year, the Vale of Glamorgan identifies the further development of its five Community Libraries as a priority, ensuring that support is in place to enable provision in key areas. Development to realise the full benefits of the all-Wales LMS, working with other library services, is noted, together with a review of how the skills required by the vacant Resources Manager role might be met from within the LMS partnership.  The potential for extending use of Open+ technology, which is already improving unstaffed access hours at one library, is also identified.  Other service plans include the establishment of a Makerspace at Penarth Library during 2018/19, and the potential for closer partnership working within the authority.

## 6   Conclusion

The Vale of Glamorgan library service is emerging from a period of change, following the transfer of five libraries to the community in 2016-17.  Its performance continues to reflect the impact of these changes, although some improvement is evident in key areas, and the service has identified where further support for its Community Libraries is required.  The migration to the all-Wales LMS has also affected performance in some areas, and these issues should be resolved in 2018-19.  Opening hours remain below the stipulated levels, and it is noted that they are likely to remain so in the short term, with the authority judging that the current hours are sufficient to meet community needs. Satisfaction levels will become apparent when the service completes its surveys in due course.