

Welsh Public Library Standards 2017-2020: Pembrokeshire

Annual Assessment Report 2018/19

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

1 Executive summary

Pembrokeshire met 11 of the 12 core entitlements in full, and partially met 1.

Of the 10 quality indicators which have targets, Pembrokeshire achieved 8 in full, 1 in part and did not achieve 1.

Pembrokeshire library service continues to deliver well for its local communities, with customer satisfaction consistently high, and opening hours increasing further in the second year of the sixth framework. The impact of the re-opening of the County Library at Haverfordwest can be seen in improved performances in a number of areas, including overall visitor numbers and attendance at events / activities, although comparatively usage remains below the median level. The completion of this facility, and the partnerships developed with the National Library of Wales and National Park, have been a significant achievement for the authority, delivering marked benefits for the local community. Investment levels have largely been maintained, and Pembrokeshire is planning effectively for the future, in sustaining and developing its library services.

- Annual user surveys demonstrate both consistently high levels of satisfaction with the service, and the positive impact of library provision on people's lives.
- Attendance at formal training sessions has increased in 2018/19, although not to former levels, with performance here still among the lowest in Wales.
- Attendance at events and activities has increased, and a targeted focus on extending the programme for users with special requirements has ensured that provision is now made at all main service points, with QI 6 met as a result.
- Physical visits have increased significantly in 2018/19, however comparative performance remains low. Improved performances are also noted in most other areas of library use, although usage generally is still below the median level.
- The service has continued to improve its investment in materials although the targets for QI 9 are still not met; performance in relation to spending on Welsh language materials has been maintained, with the requirements here (QI 10) achieved.
- Staffing levels have risen slightly in 2018/19, although the targets are not met, and the authority continues to benefit from the input of its volunteers; three community libraries are supported, all of which are included in the return.

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

Pembrokeshire continues to meet 11 of the 12 core entitlements in full, and partially meet CE6, where the policy of charging an administrative fee for reservations, to cover the costs of transferring titles to the reader's choice of library, runs counter to the principle of free access. It is noted that Pembrokeshire, in common with a small number of other authorities, does not have access to a regional Inter-Library Loan scheme to otherwise reduce costs in this area. The service continues to deliver effectively against the other entitlements, continuing with its programme of works to refurbish and upgrade library premises, and extending opening hours further. Partnership working with the National Library of Wales, the National Park and other partners is a noted feature in the delivery of Pembrokeshire's new flagship County Library in Haverfordwest.

2.2 Quality indicators with targets

There are 16 quality indicators (QIs), of which ten have constituent targets. Of these, Pembrokeshire is achieving 8 in full, 1 in part and does not 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	
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	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	✓	

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

Pembrokeshire has improved its performance in this second year of the sixth framework, with QI 6 now met in full.

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 2017/18 or 2018/19. Rankings reflect the numbers of respondents, where 1 is the highest scoring authority.

Pembrokeshire undertakes surveys of both adults and children once each year; figures are therefore updated annually.

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:	95%	=5/13	60%	94%	97%
e) % of adults who think that the library has made a difference to their lives:	95%	=1/15	38%	88%	95%
QI 5 b) % of attendees of training sessions who said that the training had helped them achieve their goals:	99%	=4/20	80%	97%	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. Pembrokeshire provided two such case studies:

- Knit & Natter – feedback from group members at Pembroke Dock Library clearly demonstrates the value of these sessions for participants: developing new skills and addressing learning issues; alleviating depression and loneliness through friendship and activity; and the benefits of a supportive and safe environment.
- Glan-yr-afon – the impact of the new Riverside Library development in Haverfordwest, combining the library with a coffee shop, gallery facility (working with the National Library of Wales) and tourism offer (alongside the National Park). Feedback from customers has been hugely positive, citing it as an amazing place to study and acquire new skills, and a fantastic facility for the local community.

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 Pembrokeshire's position for 2018/19. 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. Figures from the first year of the sixth framework or relevant previous surveys have also been included for comparison. Indicators 'per capita' are calculated per 1,000 population unless otherwise noted.

Performance indicator		Rank	Lowest	Median	Highest	2017/18
QI 1 Making a difference						
a) % of adults who think that using the library has helped them develop new skills	88%	4/15	24%	82%	96%	90%
c) health and well-being	94%	1/15	33%	62%	94%	95%
d) enjoyable, safe and inclusive	98%	6/15	90%	97%	100%	99%
QI 2 Customer satisfaction						
a) 'very good' or 'good' choice of books	89%	12/14	81%	91%	98%	88%
b) 'very good' or 'good' customer care	99%	=3/14	93%	99%	100%	99%
c) 'very good' or 'good' IT facilities	91%	=4/13	65%	91%	95%	91%
d) 'very good' or 'good' overall	97%	=7/14	93%	97%	99%	97%
e) users aged 16 & under rating out of ten	9.1	=9/13	8.5	9.3	9.5	8.9
QI 5 User training						
a) attendances per capita	14	21/22	13	30	208	12
c) informal training per capita	135	16/22	15	199	433	167
QI 6 attendances at events per capita						
	105	21/22	91	295	689	82
QI 8 Library use¹						
a) visits per capita	3,096	18/22	2,596	3,969	7,170*	2,597
b) virtual visits per capita	1,059	9/22	345	885	2,205	1,052
c) active borrowers per capita	142	13/22	58	150	251	126
QI 10 Welsh issues per capita²						
	321	21/22	95	602	1,424	275
QI 11 Online access						
b) Computers per capita ³	12	3/22	5	10	14	12
c) % of available time used by the public	22%	=14/22	14%	25%	63%	24%
QI 13 Staffing levels and qualifications						
(v) a) total volunteers	70	4/21	3	30	214	75
b) total volunteer hours	3,521	3/21	90	1,477	9,806	3,024
QI 14 Operational expenditure						
a) total expenditure per capita	£11,378	14/22	£7,181	£12,145	£19,449	£11,034
b) % on staff,	49%	19/22	47%	62%	78%	49%
% on information resources	13%	9/22	8%	13%	21%	13%
% on equipment and buildings	4%	11/22	0.4%	4%	25%	4%
% on other operational costs	33%	3/22	0.3%	16%	37%	34%
c) capital expenditure per capita	£8,829	1/22	£0	£467	£8,829	£17,432
QI 15 Net cost per visit						
	£1.84	11/22	£1.18	£1.82	£2.52	£2.00
QI 16 Opening hours⁴						
(iii) a) % hours unplanned closure of static service points	0.00%	=1/22	0.00%	0.00%	0.25%	0.00%
b) % mobile stops / home deliveries missed	0.00%	=1/20	0.00%	0.28%	7.99%	0.36%

¹ figures for co-located services are marked with an asterisk; performances for these services are likely to reflect higher footfall, and will not therefore be directly comparable with stand-alone library provision

² per 1,000 Welsh speaking resident population; figures from 2017/18 reports corrected following a calculation error

³ per 10,000 resident population.

⁴ 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 with the first year of the sixth framework (2017/18).

3.1 Meeting customer needs (QI 1-5)

Pembrokeshire refreshed both its user surveys in March 2019, as part of its annual consultation with users. Results demonstrate both consistently high levels of satisfaction with the service, and the positive impact of the library on people's lives, and survey findings are closely analysed to identify trends and areas for improvement. All static libraries (authority and community facilitated) continue to provide the required range of support for individual development in line with library site action plans, and health and well-being is also effectively supported. Attendance at formal training sessions has increased in 2018/19, although not to former levels, with performance here still among the lowest in Wales. Numbers helped by informal training have fallen on 2017/18 and remain below the median level.

3.2 Access and use (QI 6-8)

Pembrokeshire continues to meet the target for easy access to service points, with 12 branches (three of which are facilitated by the community) serving its dispersed population. Attendance at events and activities organised by the library has increased, reflecting the impact of enhanced capacity at the new Haverfordwest library, although comparative performance here remains among the lowest in Wales. A targeted focus on extending provision for users with special requirements has ensured that events / activities are now provided at all 11 branches open for 10 or more hours per week, with QI 6 met as a result. Physical visits have increased significantly in 2018/19, again reflecting the success of the new library facilities at Haverfordwest, although comparative performance remains low. Improved performances are also noted in most other areas of library use, although adult book issues have fallen and usage generally is still below the median level.

3.3 Facilities and services (QI 9-12)ⁱ

The service has continued to improve its investment in materials, with the opening of the new County Library in Haverfordwest, although the expenditure target for QI 9 is still not met. Acquisition has focused on adult stock in 2018/19 (with large amounts of junior stock purchased in the preceding year). The service continues to meet the requirements for proportionate spend on Welsh language materials, and reports a pleasing increase in issue figures for Welsh language resources, although again performance here remains comparatively low. PC provision has increased on 2017/18 and remains amongst the highest in Wales, although usage levels have fallen slightly, in line with experience elsewhere. Pembrokeshire continues to meet the requirements for supply of requests.

3.4 Expertise and capacity (QI 13-16)

Overall staffing levels have increased in 2018/19, with longer opening hours at the new County Library, and professional staff levels have been broadly maintained. Although neither of these staffing targets is met, qualified leadership remains in place, and the service continues to meet the requirements for the proportion of staff time spent on professional development. Pembrokeshire provides a wide range of volunteering

opportunities, with some 70 individuals each contributing an average of 50 hours to the service, and this remains one of the highest contributions in Wales. Figures include the volunteer hours at the three services managed or supported by the community.

Total revenue expenditure has increased slightly on 2017/18, a reflection for the most part of higher staff costs. Pembrokeshire continues to meet the target for aggregate staffed opening hours per capita, with hours slightly up on the previous year, and performance well above the median level. Figures here, and for staffing, include an attribution for the local studies service, which is situated in the County Archive.

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. Pembrokeshire continues to deliver under its Library Strategy 2015-2020, with noted links to Welsh Government and wider council priorities. Contributions are reported under three priority areas: *Creating stronger and healthier communities*, focusing on health and well-being outcomes, through the service's Life Hubs, community events and the mobile / home delivery service; *Reducing poverty*, supporting volunteering, and influencing early years development; and *Delivering excellence efficiently*, with continued implementation of its community hub, and flagship County Library project. Specific contributions to Welsh Government priority areas over the last twelve months are also noted.

5 Future direction

Reporting on the authority's future direction and plans for the library service over the following year, Pembrokeshire highlights the continued development of its partnership with the National Library of Wales to deliver services at the new County Library and Gallery in Haverfordwest, and completion of the Neyland community Hub project. The service is also working with communities in Saundersfoot, Narberth and Pembroke on plans to sustain and improve local library service provision. Other plans include the delivery of a 24/7 pilot library using new technology to enhance access for customers.

6 Conclusion

Pembrokeshire library service continues to deliver well for its local communities, with customer satisfaction consistently high, and opening hours increasing further in the second year of the sixth framework. The impact of the re-opening of the County Library at Haverfordwest can be seen in improved performances in a number of areas, including overall visitor numbers and attendance at events / activities, although comparatively usage remains below the median level. The completion of this facility, and the partnerships developed with the National Library of Wales and National Park, have been a significant achievement for the authority, delivering marked benefits for the local community. Investment levels have largely been maintained, and Pembrokeshire is planning effectively for the future, in sustaining and developing its library services.

ⁱ E-resources purchased through centrally-funded subscriptions have been excluded from acquisitions figures for Q1 9 in 2018/19 to ensure that the standard accurately reflects individual authority strategy, investment and performance. In some cases this has impacted on achievement against the standard in comparison with 2017/18. CIPFA Statistics Returns continue to include figures for centrally-procured resources.