

**Gloucestershire County  
Council Library Service:  
Updated Context and User  
Needs Assessment**

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## 1. Introduction & Purpose of Document

This document provides both a 'moment in time' picture and analysis of historical data of the library service in Gloucestershire. It has three aims:

1. To provide key demographic information including economic, social deprivation and other factors in order to create a picture of potential needs that may inform library service provision.
2. To provide an overview about libraries and library services, how they are currently used and by whom.
3. To outline what we know about library user needs across all age ranges and especially by those who may be more vulnerable or have specific needs that may impact differentially on people covered by the public sector equality duty in section 149 of The Equality Act 2010.

By setting the scene, the information contained in this document will assist the council in formulating the draft library strategy proposals including consideration of public sector equalities duties and the specific needs and characteristics of the population of Gloucestershire. It will also inform the consultation process and help to identify the questions to ask in order to supplement the knowledge about the needs of library users and potential library users, prior to forming library strategy proposals for decision makers. This document will be made available to the public and other interested parties during the consultation process. All data and references will also be made available and can be found online at:

[www.gloucestershire.gov.uk/libraries2012](http://www.gloucestershire.gov.uk/libraries2012)

### **A note on the organisation of the information and data gathered**

This document starts by providing an overview of Gloucestershire in terms of demography and other characteristics and a summary of what is known about how people use libraries and what they want to use them for based on the nationally available information, it then moves into a more detailed analysis of Gloucestershire. To aid consideration of library service provision within distinct areas of the county much of the detailed information and analysis is organised into subsections or 'clusters' that broadly parallel the six districts and includes the libraries that sit within that district. The library catchments reflect natural communities and local issues such as public transport, main road links and shopping facilities rather than being strictly distance or district based. Annex 2 at the end of this document provides the sources used to gather the data to inform the development of this 'Context and User Needs Assessment'.

A map of the library catchments is included on page 8.

In addition to the six geographical 'clusters', there is also a section looking at key points from the most recent library users surveys from 2007 and 2006. This is followed by an analysis of county wide elements of library services including a section on the mobile library services and digital or 'virtual' and web based services. The final section summarises the feedback received

from the consultation exercise carried out between November 2010 and February 2011 about the former library strategy and other recent community engagement regarding the 'Big Community Offer'.

The demographic data is derived from the mid 2009 population estimate and supplemented by the latest data held on [MAIDeN](#) (Multi-Agency Information Database for Neighbourhoods). The library usage data relates to the year running from April 2010 to April 2011. Where we make reference to 'hot spots' it should be noted that unless otherwise indicated this is in terms of differentiation compared to the average for that group of libraries in a particular district – not the county as a whole unless stated as such. The hot spots are identified through the use of MAIDeN data and indicate that this locality is amongst the 'top 10%' (or 'bottom 10%') of deprived localities in Gloucestershire. The library users surveys referenced throughout the report reflect data gathered from adult library users in 2006 and children and young people library users 2007 - it is recognised that this is dated and hence part of the consultation process will be to gather the views of current library users. Additional information has been provided by the council's Integrated Transport Unit, and other council services such as those addressing the needs of children and young people or adult care. Another layer of information comes from the knowledge held by library staff about their customers and how library services are used on a day-by-day basis. This is noted as being anecdotal evidence where there is no statistical data to back up these observations. The report seeks to provide a balanced picture of the current position using the existing information available. The analysis of the data was carried out by members of the council's research team and by senior library officers.

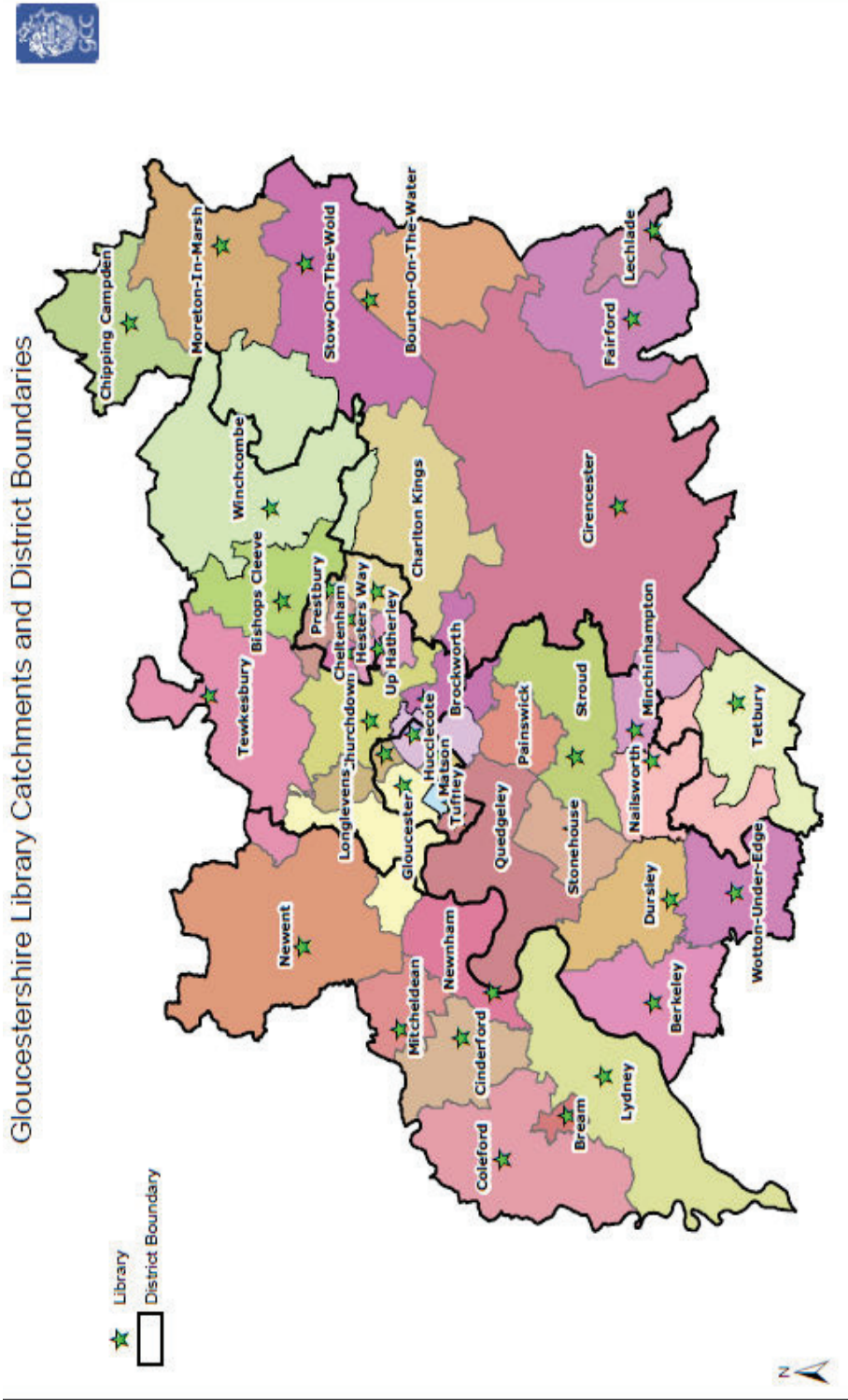
### **Updating the Context and User Needs Assessment**

**The consultation proved an important source of information gathering from all areas across the county. We received a high volume of responses, and these have been fed into the consultation. In addition to the analysis of these contributions as part of the consultation report, we have also extracted all submissions which contained specific points regarding user needs and equalities, or the impact on groups of people who share protected characteristics.**

**These submissions were all fed into a robust process to ensure they were captured, the comments or challenges verified or investigated by the relevant team in the County Council or partner organisation and then a decision was made as to whether an update to this document was required. You will see that all additions or changes to this document have been made in a blue font and indented in the text, in order that they can be easily identified by both the decision makers in order that the changes are evident, and by the public. Further detail around the findings relating to groups of the population and library use can be found in the Consultation report.**

Comments have been received regarding the data set which was used to determine catchments areas, and the population data used to analyse the demography of each area. In order to ensure a consistency of approach based on the current location of our libraries we are confident that the catchment data which we have used is accurate. The library catchments reflect natural communities and local issues such as public transport, main road links and shopping facilities rather than being strictly distance or district based. The data used to analyse the demography of each catchment area is as up-to-date as is available.

Figure 1: Gloucester Library Catchments and District Boundaries





Annex One 'Notes on the Text' found at the end of this document provides fuller explanation of the data and evidence used to inform this report. The reader may wish to refer to this regularly as it is used in preference to repeating explanations in the text or adding multiple footnotes. Weblinks are provided to other appendices and the detailed data sheets or analysis reports.

The analysis of the data has regard to how library services are currently used. It also seeks to assess if there are any local characteristics of the demography in given areas of the county that might demonstrate a requirement to consider in particular the specific needs of people who are protected by the Public Sector Equality Duty. This is so that the council can build an adequate understanding of the potential impact any future library strategy may have on people with these 'protected characteristics' living in different areas of the county, in order to ensure equality duties inform any future decision making. However, this does not mean there is a direct correlation between the demographic distribution and library users. The consultation process will enable the council to gather more information about this.

The nine 'protected characteristics' are: Age, disability, gender re-assignment, marriage or civil partnership, pregnancy & maternity, race, religion & belief, sex/gender and sexual orientation – However, the protected characteristic relating to 'marriage or civil partnership' applies to the need to eliminate discrimination, but not the other two arms of the Public Sector Equality Duty; advancing equality of opportunity and fostering good relations between people who share a relevant protected characteristic and those who do not share it.

Access is considered in terms of drive time and distance, and is taken from data calculated by Accession software, the Department for Transport tool for estimating and mapping these factors. According to the 2001 Census, 81.9% of the county population had access to a car. View: [Household Access to a Car or Van 2001](#). Information about access to public transport has been provided by the council's Integrated Transport Unit and consideration of library locations will be factored in as part of the council's transport review. Walking distance, where given has been estimated by staff with knowledge of their local area in terms of the main areas of residences' distances from the local library. For disabled or older and infirm people walking distance is less than the general 15 to 20minute/ one mile walk which is within the capacity of most adults and children over 5 years. For older or physically disabled people 0.4 kilometres or a quarter of a mile is considered a critical distance for them to walk. A report commissioned in 2005 by [Help the Aged](#) (now known as Age UK) about accessibility for older people surveyed various evidence which appears to suggest that even a walk of about 200m would present problems for many older people. It also shows that car use declines with age and older people become more reliant on public transport. They also refer to the concept of 'distance decay' which is what can happen when older people are put off travelling if the journey they want to make seems too far or too difficult.

**With regards to the deprivation data used, this is taken from the national dataset of the Index of Multiple Deprivation which measures the prevalence of various characteristics within a neighbourhood. By combining these characteristics, it then produces a composite score for 7 types of deprivation: Income deprivation;**

Employment deprivation; Health & disability deprivation; Education, skills and training deprivation; barriers to housing & services; crime and disorder and Living environment deprivation. The Index of Multiple Deprivation then combines each of these deprivation scores to provide one headline score for the level of multiple deprivation in the neighbourhood as a whole. It is important to note that it is this national level data which has been used to assess deprivation levels within the county.

Data used within this document has been derived from a variety of sources, and these are listed in Annex Two which has been updated to show where additional sources have been used to inform this second version of the Assessment. MAIDeN data has been used where appropriate, however if more up-to-date data is available then this has also been used to undertake the analysis.

## 2. An overview of the county's population and other key characteristics

Gloucestershire is divided into six districts with a total population of 589,152 according to the latest mid-year estimate for 2009. Each district has quite different local characteristics. It is primarily a rural county geographically with Cheltenham and Gloucester being the major urban settlements where 43.3% of the county population lives. View: [Library Catchment Population Analysis](#).

The Office of National Statistics (ONS) data indicates that a third of the residents live in what are defined as purely rural areas and that this population is generally a little older, not as likely to be economically disadvantaged but as they need to travel further to access services a higher proportion of their income will be spent on transport. There is a high dependency on road transport and the 2001 Census shows relatively high levels of car ownership in the rural districts.

The population of the county has been increasing largely due to net in-migration; however Gloucester district's growth is mainly due to increases in birth rate and people living longer. Future population increases are expected to be concentrated in Gloucester, Cheltenham, Tewkesbury and Stroud and the working age population is becoming increasingly polarised in urban areas.

**Age – Older People:** In terms of age, the proportion of the population of those over 65 years in the county has seen the greatest increase and this trend is set to continue over the next two decades and this ageing population is expected to add future economic and social pressures. When assessed as a proportion of the population in the rural districts and in areas of the Cotswolds the ageing factor appears to be accentuated. The number of residents aged 75+ increased by 30% between 1991 and 2008. In 2008 it represented 8% of the population and it now represents 9% of the total population.

[The Gloucestershire Story 2011](#) provides some insight as to the geographic location of older people in the county. For the purposes of The Gloucestershire Story, older people are considered to be those over 50 years of age. In general older people are a little less likely than the whole population to live in an urban area, and a little more likely to live in villages and 'town and fringe' areas. Compared to people aged under 50 older people are a little more likely again to be living in villages and town and fringe areas, and less likely to live in urban areas. Whilst proportions of the population living in hamlets and isolated dwellings are small for all age groups it is worth noting that almost 3000 people aged 75 and over are living in these remote areas. The proportions of older people living in villages, hamlets and more isolated dwellings can be seen to shrink in older age groups, suggesting a tendency amongst older people to move from remote to less remote locations as they advance in years.

## Age

Further analysis has been done to understand the profile of older people within the county, in order that any impact can be recognised, and this will be picked up throughout this document and in the Equality and Community Impact Assessment.

In terms of the County level of population over the age of 65, there are 109,055 people, which make up 18.51% of the county population. The table below shows how this breaks down when we look at District Library Catchment areas:

**Table A: Population analysis for those aged over 65 years old**

District library catchment area	Total Pop	Pop as % of county pop	Total over 65yrs old	65+ as % of District catchment pop	65+ as % of County over 65s
Cheltenham District catchment	119071	20.20%	20825	17.49%	19.10%
Cotswolds District catchment	77451	13.15%	17032	21.99%	15.62%
Forest District catchment	18627	13.85%	16112	19.74%	14.77%
Gloucester District catchment	136308	23.14%	21020	15.42%	19.27%
Stroud District catchment	101404	17.21%	19584	19.31%	17.96%
Tewkesbury District catchment	73289	12.44%	14482	19.76%	13.28%

This table shows that the highest proportions of older people (aged 65 years plus) across the county are in Gloucester (19,27%, 21,020 people) and Cheltenham (19.1%, 20,825 people), which are the more urban areas of the county.

It also shows that in relation to the population of each individual District catchment area, the population in more rural areas has a larger proportion of people aged over 65 years old. The Cotswolds District catchment area has 17,032 people over the age of 65 (approximately 4,000 less than both the Gloucester and Cheltenham library catchment areas), however this group make up 21.99% of the population of the District catchment area. This occurrence is also prevalent in the Tewkesbury District catchment area where the proportion of older people is 19.76% (14,482 people) and the Forest of Dean district catchment area where there are 16,112 people aged over 65 years in the population, which makes up 19.74% of the District catchment population. For the Stroud District Catchment area the proportion of older people in the catchment population is 19.31% (19,584 people).

Whilst the numbers of older people are higher for both Gloucester and Cheltenham, as a proportion of the District catchment population areas the proportion is smaller, with those over 65 years of age making up 17.49% of the population of the Cheltenham catchment and 15.42% in the Gloucester catchment.

Where communities have raised concerns regarding the number of older people within their library catchment areas, this is covered in the relevant catchment area sections throughout this document in more detail.

**Age – Younger people:** The number of children and young people aged 0-19 years is expected to fall over the next 20 years with only Gloucester district expected to show an increase in the number of people in this age group. The current estimate indicates that there are 138,896 young people between 0 - 19 years in the county. GCSE success rates are above the national average and most pupils in Gloucestershire schools have benefited from raised standards in schools.

However, there are groups of children and young people who are not sharing in the overall positive outcomes. The child population in Gloucester, Cheltenham and the Forest of Dean districts show the highest proportion of pupils with special educational needs and eligibility for free school meals. Also, lower attainment levels are found for Looked After Children, some traveller children and some children from minority ethnic groups. The council and its partner agencies provide support services to address these needs and the library service works in liaison with these agencies and professionals in order to target library outreach services to the needs of the most vulnerable. Examples are: working through the virtual school to extend the annual summer reading challenge to Looked After Children and consulting the Race Equality

and Diversity Service ([READS](#)) regarding traveller children and to seek advice about where we need to be providing book collections in in other languages to meet the needs of people from different ethnic groups.

In terms of young people not in education, employment or training (NEETs) there are approximately 1,600 in the county. View: [Library Catchment NEET Analysis](#).

Whilst the different characteristics of the urban and rural areas of the county are important to understand, it is interesting to note that when looking at figures in 2005 for Children who borrowed books from the library per thousand children – the rural rate was 29.60 per thousand children compared to 30.19 per thousand children for the urban areas. This gives a rural:urban ratio of 0.98, demonstrating that library use by children does not appear to be affected by whether they live in a rural or urban community. This is demonstrated by data in [The Gloucestershire Story 2011](#).

Figure 2 below shows the population aged over 65 years in the county, mapped against the library catchment areas.

Figure 3 below shows the spread of the under 16 year old population in the county, mapped against the library catchment areas.







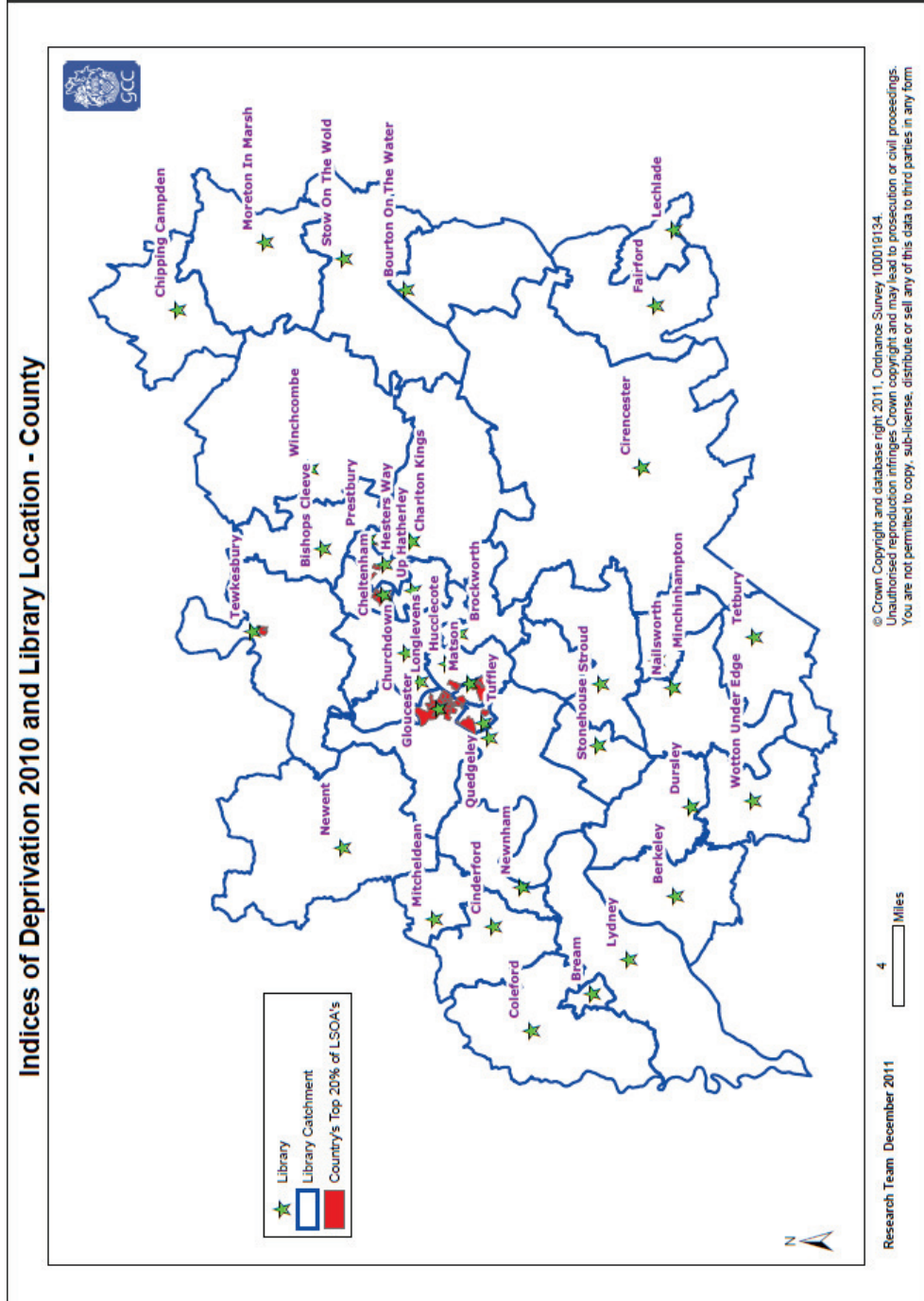
**Deprivation:** Although the county is relatively affluent and levels of deprivation generally low compared to the rest of England there are pockets of deprivation with 25 neighbourhoods (or super output areas - SOAs) falling into the most deprived top 20% neighbourhoods in England. Approximately 47% of county residents are economically active. The [local economic assessment](#) concluded that the county is faring reasonably well economically with relatively low unemployment rates, although this is being affected by the recession. Generally, NVQ 3 & 4 levels are higher than the South West and the national average.

**The deliberative workshop consultation with unemployed people confirmed that long term unemployed people may make use of libraries and use PCs for job applications.**

Figure 4 below shows the indices of deprivation for those areas within the top 20% most deprived areas in England, mapped against library locations.



Figure 4



**Race, Religion and Belief:** In terms of race and also religion and belief, the majority of the county population is recorded as white and Christian. The ONS ethnicity estimates for 2009 show a sharp increase in the proportion of both 'Black and Minority Ethnic' (BME) and 'non-British white' people in Gloucestershire since 2001. In 2009 it was estimated that 6.1% of Gloucestershire's population were 'BME', and an additional 3.6% of the population were 'non-British white'. These communities mainly live in the Gloucester and Cheltenham areas. The Polish community represent the largest number of inward migrations in recent years and again they live mostly in the main towns.

**The consultation process did not highlight religion or belief as an issue in relation to the library service proposals. It also did not bring race to the forefront as a protected group in relation to the library service proposals. The deliberative workshop that was held with a group of BME people in Gloucester did not highlight any particular concerns and they were enthusiastic about the role community organisations could have in helping to sustain services that the council can no longer run.**

The traveller population is concentrated mainly in the Tewkesbury borough; two-thirds of the total. We do not know if gypsy travellers make regular use of libraries but we know that some are library members, and within the county the national arrangements for gypsy and traveller children's library memberships have been adopted. This means the children's library card is valid in any part of the country without the need for additional registration of details. Figures provided by the READS (Race, Equality & Diversity Service) for November 2011 show that there were 259 children from the gypsy & traveller community on school rolls across the county. Of these, 212 were attending primary schools and 47 secondary schools. When the schools attended are mapped by postcode to their nearest library, 3 libraries stand out as having particularly high populations attending the local schools. These are Up Hatherley (48); Cheltenham (47) and Churchdown (45). The location of these libraries corresponds to the location of 3 of the 4 council owned gypsy & traveller sites and this picture is therefore unsurprising. In total there are 17 libraries located close to schools with children from the gypsy and traveller community on their rolls. Included in the report is information relating to the gypsy and traveller community from both the Office for National Statistics and the Race Equality and Diversity Service, and at times the information provided appears different depending on the source used. For this reason it will be important to gather a better understanding of this community through the consultation process.

**Consultation was held at a traveller site to discuss the library proposals and it told us that most travellers do not use the service themselves but like it to be available to their children as they cannot afford expensive books and they do not all have computers.**

**Disability:** For disability there is no standard statistical information available and some is health related and therefore may be of a sensitive nature. For the purposes of this assessment data regarding adult users of physical and learning disability, and mental health services has been used along with some reference to the disability information from the 2006 library user survey where people had the opportunity to indicate if they had a disability.

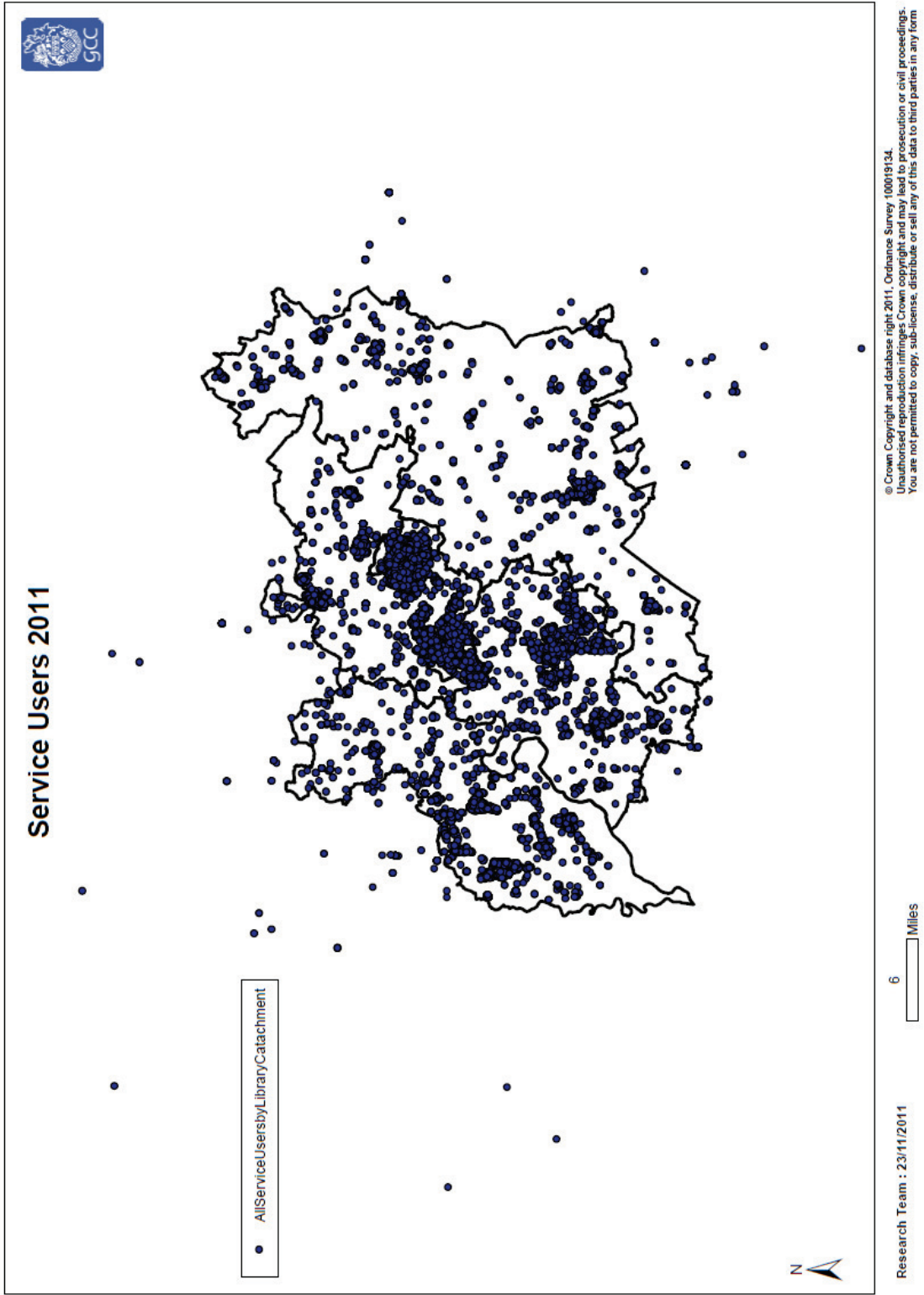
We have also included information regarding adult care service users, which covers a large variety of services (and includes users of learning disability, physical disability, mental health and older people services). It should be noted that the raw data which is the basis of the analysis held a number of incorrect postcodes, which meant that these individual service users could not be mapped against a catchment area. Data has therefore been analysed using only those individuals with accurate data available for them. The picture for the Gloucestershire population shows that the highest proportion of adult care services users is in the Gloucester catchment area, followed by Cheltenham which correlates with the larger populations of these catchment areas.

With regards to children and young people, reference has been made to the number of pupils with a special educational needs statement.

It will be necessary to consult to find out more information in order to develop a fuller picture regarding the disabled population in Gloucestershire and their library use.

Figure 5 below shows the spread of adult social care users across the county, mapped against library catchment areas.

Figure 5



**Sex/Gender, Gender re-assignment, Sexual orientation and Pregnancy and Maternity:** No distinctive patterns in gender distribution are apparent across the populations in each of the six districts with roughly similar numbers of men and women. There is no definitive local data on sexual orientation or gender re-assignment; however the research team analysis uses an average of two estimates from the Government treasury and an ONS household survey. This suggests an estimate of 4% of the population may be Lesbian, Gay, Bisexual or Transgender (LGBT). For these characteristics it will be necessary to consult to see if there are any particular aspects requiring special consideration over and above the library services core role to provide books, resources and access to information or signposting services to support people's information and reading needs. Due to the lack of available local definitive data regarding sexual orientation and gender re-assignment this will not be broken down by catchment areas throughout the rest of the document.

We also lack definitive local data for the protected characteristic of pregnancy and maternity, and so will therefore need to investigate the impact on this part of the community through further consultation. Clearly this characteristic may have relevance to library use, as the fact that mothers are often responsible for looking after a baby may make access to a library more difficult. This will particularly be the case if the mother is a single parent, or is in a deprived area. Due to the current lack of available data on pregnancy and maternity, there will be no breakdown in the document of this characteristic by catchment area.

**No additional transgender issues came to light as a result of the additional research and consultation process. The consultation process did not highlight any particular areas for concern in relation to the impact of the library service change proposals and very low numbers of people completed this section of the consultation form.**

**Of those participating in the consultation that completed the personal details section of the survey there does appear to be a bias towards more women taking part than men and towards older women. However, 9.5% of library use was recorded for the proposed community libraries by people over 65 and by women it was 9.8% and in both cases they were significantly more likely to be using the libraries proposed to be Main or Local libraries. For older people using proposed Main libraries it was 52.4% and for women it was 49.9%.**

**A deliberative workshop was held with a parent group (including lone parents and expectant mothers) and this highlighted a strong preference for protecting libraries local to them, due to the logistics and cost of taking children to a library further away.**

### 3. What do we know about what people want from libraries or how they use libraries from national research and how does this inform our local knowledge?

The most recent national research about library user needs includes the Museums Libraries & Archives (MLA) report, [‘What do the public want from libraries?’](#) (Nov 2010). This information was gathered from focus groups held across the country and a survey of 1,102 adults. The key messages were that:

- Libraries are loved and trusted places but awareness of the library ‘offer’ is low and libraries should concentrate on motivating people to use libraries rather than on removing barriers to use
- People think libraries are mainly about books and reading. Customer service and good book stock are most important to them. Books were still the main reason why most people used libraries it was not the number of books that mattered so much as the relevance of the stock to local borrowers
- Library users are not a homogeneous group - they want different things. Libraries offer a quiet space for some but social space for others. Some users want to use online and digital services but awareness about these was low
- It is common for people to dip in and out of library use at different times of their lives, depending on their circumstances and needs. Becoming unemployed was a common trigger for people to rediscover their local library. Having children, retiring, and taking up study were also common reasons for prompting library use
- Participants thought that the core public library service should be free at the point of delivery, although there was some evidence of support for paying for a premium service if funds were reinvested into the library service
- After access to books, the next most important things users cited was good opening hours and more activities for families and children and to offer coffee shops.
- Non-users especially supported the idea that libraries should share buildings with other services, and expand the offer including coffee shops.
- The library being close and convenient to reach was also cited as an important driver for satisfaction with library services, along with a good range of books and helpful and knowledgeable staff.

The county’s library service managers endorse these general findings as being applicable to what they know and understand as professional librarians about how library services are used in Gloucestershire. It also reflects the research undertaken by the service in 2005 by ‘Manda Glen’ consultancy. The purpose of this research was ‘to explore to what extent the library



service meets the needs of users and to identify any perceived needs or development opportunities'. The research found that many non-users were unaware of the range of services available and also that there was a group of what was termed 'dabblers' who used libraries only when they had a specific need. For some other non-users it was more a case of lack of interest in using a library or that their lifestyle and other interests did not leave time and it was not a priority. Regular users were quite often enthusiasts for libraries and saw them as a 'front door to the world'. With both the national and local report showing a lack of awareness of the range of library services from both users and non-users this would suggest that better communication about the library offer is required. As the digital library offer and electronic communications routes are expanded this could improve awareness and improve the means by which the service can stay in touch with user needs.

The '[Taking Part](#)' national report 2010-11 commissioned by the Department for Culture Media and Sport looks at participation in cultural or sporting life. The national figure shows that 41.1% of people use libraries in England and in the South West this is 41.8% but there is no further breakdown of figures available for Gloucestershire. In term of age groups, 75.6% of children had visited a library (including school libraries) in the previous 12 months and 39.7% of adults had visited a public library. Women were more likely to visit a library than men (44.8% of women and 39.1% of men) but men were significantly more likely to participate solely in digital library use. Overall, 15.5% of people had participated digitally in library use (the average figure for digital use of any cultural activity surveyed was 35.35%). People living in the least deprived areas of England are more likely to visit a library than those living in the most deprived areas, (43.5% compared to 39.8%). Those in the upper social- economic groups were more likely to be using the library (57.5% compared to 33.7%). However, the report showed that people living in rural areas were just as likely as people in urban areas to visit a library (38.8% in rural areas and 40% in urban areas). In both cases participation levels have declined since 2005-06. The proportion of people visiting a public library has declined in all regions of the country and the decline is consistent across social - economic groups. The exception to this is the use by those aged 65 - 74 years where the decline since 2005-06 is not statistically significant. This report into participation in cultural activity also noted that libraries showed the lowest participation rates for volunteering (0.8%) yet in museums it was 1.4%.

In 2010 the '[Active People](#)' telephone survey commissioned by the Department for Culture, Media and Sport indicated that nationally 45% of people reported that they used library services and for those surveyed in Gloucestershire the figure was 41.7%.

In Gloucestershire, in 2010 -11 we recorded 2,808,146 visits to the county libraries and over the last 5 years there has been an average decline of 4.9%. The highest level of visits was recorded in 2006- 07, with 2,958,704. The average cost per visit is £1.87. Visits to libraries do not however represent unique use by individuals as one person could visit many times and in order to assess the numbers of unique visitors it would be necessary to carry out a universal survey of all residents. View: [2011 Library Stock Issues](#).

We are able to draw down data from the library management system about book issues and the number of people borrowing books. In 2010-11, there were a total of 3,013,560 issues. The number of individual library members borrowing items during that year was 103,431 which is 17.6% of the population of the county. However, in 2006-07 we recorded a figure of 19.8% of the population as 'active borrowers' and our target was to reach 20.4% which was the national target at that time. View: [District Five Year Visit and Issue Trends](#).

In 2010-11, in terms of children aged 0 to 16 years, 34,765 or 30% of the county population in this age range were borrowing books from the county libraries. This number also represents nearly a third of all people borrowing books from the library; children represent 32.79% of all 'active borrowers'. View: [2010-2011 Active Borrowers by Site and by Age](#).

**The telephone survey which was part of the consultation process showed that 57.5% of those with dependent children said that their children used libraries.**

We also know that 363,318 sessions were booked on the 'People's Network' library computers during this year. More information about the use of the electronic or virtual library is in section 6.

The average cost per visit is £1.87, throughout the Context and User Needs Assessment further information is provided as to the costs per visit for each library. View: [Library Unit Costs](#).

Broadly speaking library use appears to follow the national patterns and it is estimated that about 40% of the county population are using libraries regularly with nearly half of this number borrowing books or other materials and the other half visiting for such activities as computer use, informal learning, looking for information, attending a library activity and applying for concessionary bus passes. Anecdotal information from library staff also suggests that some people use libraries just as a place to go perhaps to sit and read or as a social space to meet with others. Further consultation with users may help us to find out more details about what those who attend a library but don't borrow books, are using the library for.

A programme of refurbishment and new build took place over the last nine years and many of the county's libraries have benefited from these improvements. Usage increased significantly following the new build or refurbishment in most cases and although usage does start to reduce, these levels are generally still above those recorded prior to the refurbishments. Attractive library environments do appear to attract more library users. Some libraries share their space with partner services and the library is a doorway or portal (in the case of the digital services) to other public services.

To support the needs of children, all libraries provide children's activities such as the summer reading challenge programme to help children sustain reading levels during the holiday period. They also offer story times and activities and some libraries offer baby rhyme time sessions to support infant language development. The national Bookstart scheme, gifting books to babies and young children is also facilitated by the library service working in partnership with health visitors, and the Registration service offers families library membership when births are



registered. Observation indicates that it is mainly women who accompany young children to the library.

The library service also subscribes to the R.N.I.B. (Royal National Institute for the Blind) talking books service so that people who are visually impaired have access to reading material. Super Nova software is available for visually impaired people using library computers and training is also provided. The service also subscribes to 'Browse Aloud', the online service where documents can be read out to users. Twenty- five libraries are providing Library Clubs with assisted transport to help older and disabled people get to the library. The service also has approximately 150 volunteers some of whom help with delivering books to people who are housebound, some offer their services as 'computer buddies' and some work alongside library staff helping with story times and other activities. All of the county libraries participate in the 'keep safe scheme' providing a safe place for people with learning disabilities to go to seek support as part of the council's approach to dealing with Hate crime.

#### 4. Detailed analysis of the six library catchment areas

##### 4.1 Cheltenham Area Library Catchment Population Analysis – View: [Library Data and Catchment Population Information](#).

**Age:** The catchment population for these five libraries is 119,071 people, 20% of the county's population. In terms of age ranges, 19% are aged 16 or under, although this figure falls to 16% in central Cheltenham. For people aged 65 or over the figure is 17% but only 14% in central Cheltenham. The highest actual numbers of older people are in the suburban centres around Cheltenham.

The second highest number of young people in the county not in education, employment or training (NEETS) is found in the Hesters Way catchment area. The numbers for the Prestbury library catchment area are also above the county norm and fourth lowest rank in the county.

**Disability:** There is no comprehensive data on disability and we are reliant mainly on data collected for adult care provision. For the Cheltenham area catchments there are 3,854 individuals who are registered as users for physical disability, learning disability or mental health services, representing 3.1% of the population. When we include data relating to all adult care service users in the catchment area, we can see that there are 4,553 users of these services in this catchment area which is 3.8% of the population for this catchment area. This catchment population has 19.7% of all adult social care service users in the county. The clear majority of these are over 65 years of age (75.4%) and the majority are female (63.3%). All individual catchment areas within the wider Cheltenham catchment have between 3.5% and 4.6% of their catchment populations using adult social care services. The highest actual numbers of service users are in the Cheltenham main library catchment (1,684), which are almost double the numbers of users at the next highest library catchment (Up Hatherley, 878). Prestbury library catchment has the lowest number of users of adult social care services, at 488 people.

The data from the self-completion library survey in 2006 provides some additional information on library users with a disability. Although it cannot be considered to reflect actual numbers it does give an impression of the type of disability most common and the libraries where most cases were reported. Out of 1,171 responders to the question regarding disability and long-term limiting illness for the survey in the Cheltenham area libraries, 25% (297) of people reported a disability or long-term limiting illness with the highest proportion of all respondents to this question in the Cheltenham catchment areas being recorded for Cheltenham Main library (73 people, 6.3% of respondents). Prestbury library had the lowest percentage of respondents with a disability/long-term limiting illness (38 people, 3.3%). It should be noted that Cheltenham Music had 10 people (0.9% of responders) with a disability/long-term limiting illness respond to the questionnaire. Up Hatherley and Charlton Kings both had over 5% of the respondents state that they had a disability/long-term limiting illness (5.4%/62 people and 5.2%/61 people respectively). Hesters Way had 4.4% of respondents with a disability/long-term limiting illness, which equates to 51 people. The most common type of disability reported was 'mobility- getting around' which was reported by 7.5% of respondents in the Cheltenham libraries survey (88 people) followed next by 'hearing' reported by 5.2% (61) of total Cheltenham respondents. Mobility was the largest category of disability self-reported at all of these five libraries.

There are also 318 children with a statement of special educational needs, mostly around Hesters Way and central Cheltenham.

**Race, Religion and Belief:** Cheltenham has the second largest Black and Minority Ethnic(BME) population in the county, totalling 9,100. Asian or British Asian accounts for 40% of this. The Chinese population is also higher than county average. The proportion of older BME people and BME children under 16 are higher than the average proportion in the county population as a whole.

Although ONS data indicates that there were two gypsy and traveller caravans in Cheltenham in January 2011, information from the Race Equality and Diversity Service in Gloucestershire has been analysed in order to understand where children from the gypsy and traveller children are attending school. When this data is mapped by postcode to their nearest library, three libraries in the county stand out as having particularly high gypsy and traveller populations attending local schools. Two of these are in Cheltenham and they are Up Hatherley library (48) and Cheltenham Main (47). The location of these libraries corresponds to the location of council owned gypsy and traveller sites and this picture is therefore unsurprising. We do not have any evidence of significant use of libraries by travellers.

Based on the last Census, 72.3% of people in the Cheltenham catchment areas reported they were Christians, 18.2% said they had no religion and just 0.7% said they were Hindu and 0.3% Muslim. However, further inward migration since the 2001 Census may mean numbers and proportions have changed, for example more Polish people now live in the Cheltenham area and there is a Chinese community'

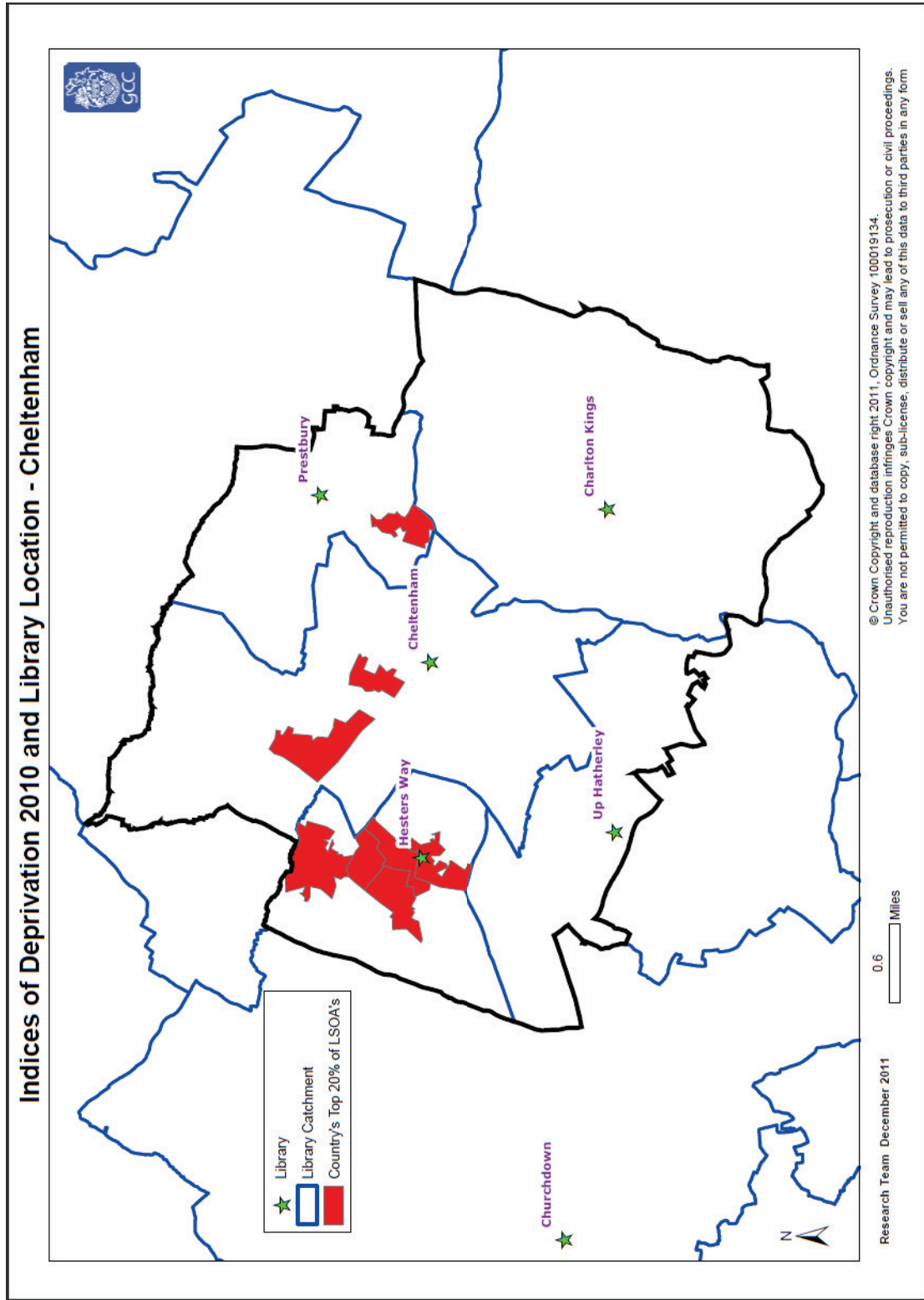
**Sex/Gender:** There is no significant pattern of gender distribution in any of these library catchments and it is reasonably balanced between males and females. Hesters Way catchment

has more lone parents compared to elsewhere in the Cheltenham group and indirect impacts may be discerned through lone parent indicators which usually represent more lone female parents than male parents.

**Deprivation:** Eight of the neighbourhoods (SOAs) are identified as being amongst the top 20% of the most deprived neighbourhoods in England are in the Cheltenham area. These are, in order of ranking (most deprived first), St Paul's (SOA 2), St Mark's (SOA 1) and Hesters Way (SOA1). The population of St Paul's and St Mark's areas fall under the catchment population of the central library. Also included are Swindon Village (SOA 2) which falls under the catchment population of the Central library, Oakley(SOA3) which falls under Prestbury and Springbank (SOA 2)and two Hesters Way (SOA 3 and 2) areas which all fall under Hesters Way library.

Figure 6 below shows the areas amongst the top 20% most deprived neighbourhoods in England, against library locations within Cheltenham.

Figure 6



This table compares the demographic, social and economic indicators for the library catchments against the average for the county population and identifies some differential aspects to be aware of as ‘hot spots’.

**Table 1: Key population characteristics for the Cheltenham Library Catchment Area**

Cheltenham Area Libraries	Population Characteristics as compared to the average for the county library catchment population as a whole	Potential ‘hot spots’ for protected and key characteristics of this population
Charlton Kings	Compared to the patterns for the county population as a whole the figures are average for age ranges served, disability and accessibility indicators. For economic and educational indicators this area is below the average ( <b>positive</b> ), ie it performs better. Incapacity benefit is the highest of the four benefits but this catchment has the lowest total number of benefits claimants per population in this district.	There are no clear specific community impacts to be aware of or drawn out for vulnerable groups
Cheltenham	This has the largest population catchment in the whole of Gloucestershire (48,000), but is among lowest relative density of older people over 65, of younger people under 16 years and of physically disabled service users. High levels of working age people mean higher than average levels of those claiming benefits. This catchment has the highest number on incapacity benefit and higher number but lower percentage of job seeker claimants per local population compared to the county norm. Levels of young people attaining below average key stage scores are also above average ( <b>negative</b> ). High levels of children from the gypsy and traveller community attending nearby schools. Good accessibility for users.	The sheer volume of population served and economic/ educational aspects make the community impact of this library <b>very significant</b> to identified vulnerable groups- people of working age claiming benefits and lower key stage scores.
Hesters Way	The demographic patterns are only slightly higher than average population catchment, but there are significant above average levels of economic deprivation in benefit claimants and low school attainment. The highest number of claimants is for incapacity benefit and it is well above the county norm for lone parent income support and other income related benefits. There are lower than average older and physically disabled people as a percentage of the local population and good accessibility to children’s centres.	Economic and educational factors are key to this locality, making the impact of this library <b>very significant</b> to identified vulnerable groups - those on incapacity benefit, other income related benefits and lone parents.  There is a bias in the population towards younger people in

		Hesters Way.
Prestbury <i>(Includes Oakley &amp; Whaddon)</i>	Below average numbers in population catchment compared to county. Average levels of younger and older people served. Significantly worse than average economic and educational standards and good accessibility, with below average levels of people using physical disability and mental health services. There is a difference between the population characteristics in the centre of the Prestbury area compared to the Oakley/ Whaddon area.	There is a <b>possibly significant</b> impact on deprived younger and working age groups compared to others. It is important to be aware of the needs in the Oakley/ Whaddon part of the catchment area where there is a higher number of benefit claimants
Up Hatherley	Much higher than average population catchment but with very much average spread of age range, disability levels, economic/social deprivation indicators and educational attainment. It is the second lowest number for lone parent and other income related benefits in this district. High levels of children from the gypsy and traveller community attending nearby schools.	There are no clear specific community impacts on identified vulnerable groups, but there is a large catchment size of population. Possible impact on gypsy and traveller community due to high numbers of children from this community attending local schools.

In summary, in terms of population, overall the Cheltenham library catchment area is among the largest in numbers but the smallest in geographical size. Age groups are biased towards the working age and younger people, so it is affected more by working age economic factors and deprivation (including educational under-achievement), along with the impact of the sheer numbers of users in one catchment. Key concentrations of those who would be most vulnerable appear to be around Cheltenham and Hesters Way Libraries, with some around Prestbury (Oakley/Whaddon)

#### 4.1.1 Cheltenham area library provision and access to libraries

Five libraries are currently provided in the Cheltenham catchment area; at Cheltenham, Charlton Kings, Up Hatherley, Hesters Way and Prestbury. Apart from Prestbury, the libraries are all located in close proximity to supermarkets and other shops. Many of the libraries share space with other services and public groups, such as the 'drop in' centre for people with learning disabilities co-located at the central library in Cheltenham; the parish council office located within Charlton Kings' library and Monkscroft pastoral care who rent space in the Hesters Way library. In terms of location, Prestbury library is adjacent to an older people's residential complex.

The five libraries in the Cheltenham catchment area currently offer a total of 205 opening hours per week including Saturdays and some evenings to 7pm. They provide 17% of the opening

hours for all of the county's static libraries. All libraries have been refurbished within the last 5 years and are in good condition and all are accessible to people with physical disabilities.

Both Up Hatherley and Charlton Kings libraries are co-located with a children's centre. This may mean that young children and families are more likely to visit the library more frequently than they might otherwise have done. Local library teams work in partnership with children's centre staff to provide story and rhyme time sessions to support early learning activity. Within the district, children's centres are all within about 1 mile or less from each one of the libraries. Library outreach work to support access to books, reading and storytimes is provided to these children's centres. All five of the district libraries provide baby rhyme time sessions to support early language skills, and these are especially well attended at Cheltenham with over 50 attending regularly and Charlton Kings with 25 regular attendees.

Along with Gloucester, Cheltenham library is one of the county's two main libraries. Cheltenham is the most visited library in the county and has a large collection of books and information covering a wide range of interests, a family history centre and large children's library. Opening hours total 54 per week with three late evenings and all day Saturday. It is in the town centre and within approximately 50 metres of the main bus station. The library draws in users from the wider Cheltenham district, especially settlements along the Tewkesbury road past Uckington and from villages in the surrounding area. All of the suburban libraries in Cheltenham are within 2.3 miles of the Cheltenham central library with Charlton Kings being the furthest away. Students from the university also use the central library especially for study and access to the internet although we do not have statistics to demonstrate this.

Prestbury and Hesters Way libraries serve dense suburban areas but Charlton Kings and Up Hatherley, like Cheltenham, also serve areas outside the district boundary. Charlton Kings draws in residents from Northleach and villages along the A40 and Up Hatherley covers the Shurdington area. Travel times and distances are comparatively low.

Children usually require someone from their family to accompany them on a visit to a library, or they may visit as part of a school party. The latest survey of 2007 indicated that within the Cheltenham libraries catchment area over 80% of the children completing the survey for all libraries with the exception of Hesters Way attended with their families. At Hesters Way the figure indicated only 54% were accompanied by someone from their family and 20% were visiting the library on their own (in comparison to less than 10% elsewhere in the catchment group). Swindon Road area and Springbank areas on the fringes of the town are the neighbourhoods furthest away from any library facility and people living here would need to travel by car or public transport if they wanted to visit a library. Public transport within the Cheltenham district is good with buses running into the town centre from the suburbs at least every 20 minutes on weekdays. Good car parking is adjacent to all of the libraries although the nearby public parking at Hesters Way and Cheltenham library incurs a charge.

According to the 2001 Census the average number of households with at least one car was 81.9%. In the Cheltenham area the lowest levels of car ownership were recorded for Hesters Way (69.6%) followed by central Cheltenham then Prestbury with 69.6% and 73.2%



respectively. Access to a car in these densely populated urban areas is not likely to present a significant barrier to accessing libraries as there is good public transport available, however this will clearly have cost implications for those requiring public transport with the exception of those over the pension age, or those who are long-term disabled, that are entitled to a free bus pass. Figures may have changed since the Census data collection.

#### 4.1.2 What we know about library use in the Cheltenham area

Table 2 provides information about library use and the arrows indicate where there has been an increase or decrease in visits and issues compared to the previous year five years' figures. At Cheltenham, Charlton Kings and Up Hatherley libraries the number of visits has decreased over the last 5 years, however actual issues have increased over the last 5 years at Cheltenham, Charlton Kings and Prestbury. In 2010-11, 27.3% of all county library visits took place at these libraries. The ranking column shows the position of each of the county's 38 libraries in terms of greatest number of visits in 2010/11. Cheltenham central library accounts for 15% of all visits to libraries, making it the most used library in the county.

**Table 2: Cheltenham catchment area Library use**

	Visits 10/11	Ranking (of 38)	% of total visits to all libraries 10/11	Direction of visits over last 5 years	Issues 10/11	Direction of issues over last 5 years	Total Active Borrowers	Active Borrowers as a % of catchment population (Mid 2009)	People's Network Occupancy %
Cheltenham 54hrs	423447	1	15	↓	231324	↑	11195	23.07	70.95
Charlton Kings 38hrs	101799	8	3.6	↓	105656	↑	3311	18.62	42.26
Up Hatherley 47 hrs	133157	5	4.7	↓	143243	↓	3513	15.06	51.08
Prestbury 31.5hrs	50650	19	1.8	↑	66154	↑	1871	17.49	50.85
Hesters Way 34.5hrs	62385	17	2.2	↑	49802	↓	1727	9.21	65.67



The ranking score also shows that for 2010-11 both Charlton Kings and Up Hatherley are in the top 10 libraries for visits although they each have less than 5% of the total visits to county libraries. Hesters Way has less than 2.5% and Prestbury less than 2% of all library visits in the county. The largest number of visits per opening hour in this catchment area (averaged over the year) takes place at Cheltenham Central library (151) with Up Hatherley (54) and Charlton Kings (52) being second and third. Fourth is Hesters Way with 53 visits per opening hour and Prestbury is last with 31 visits per opening hour. The highest cost per visit is Hesters Way at £2.89 which is more than 50% above the average cost of £1.87 per visit for county libraries. Prestbury is the next highest cost at £1.98. Costs per visit for Up Hatherley, Charlton Kings and Cheltenham all fall below the county average at £1.30, £1.21 and £1.29 respectively.

In terms of books and other items loaned, 19.8% of all county issues in 2010-11 took place from these five libraries. The issue figures for Cheltenham, Charlton Kings and Up Hatherley account for 81% of all issues in this district's libraries. 38.8% of the total issues for the district take place at Cheltenham library - this large proportion correlates to the larger collection of material held at this library. Charlton Kings and Up Hatherley are two of the best used suburban libraries in the county. As might be expected, the highest number of active borrowers for the catchment population is 23.07% at Cheltenham central library, where there is the largest range of stock and larger population. At Hesters Way according to active borrower figures, it would appear that less than 10% of the catchment's resident population are borrowing items from the library.

Cheltenham library shows the lowest proportion of children's book issues at 27.3% with Hesters Way the next lowest at 39% of the total issues. The highest proportion is found at Prestbury where the percentage of children's books issued is 45.5%. The next highest is for Charlton Kings at 45.2% and then Up Hatherley at 45.1% and in both these cases the co-location of the children's centre and proximity to schools may influence this.

Cheltenham has the second largest number of issues of books from the black and minority ethnic collection in the county although they represent only 0.63% of all of Cheltenham's issues. This parallels the demographic pattern in the county for where BME people are living. A Homework club for Chinese children that is run by volunteers is offered weekly at Cheltenham library, and Hesters Way library also has links with the Chinese centre.

Cheltenham is the county library issuing the largest number (768) of 'Books on Prescription', the mental health support books prescribed by local GPs. A visually impaired group, 'Modern Eyes' meets regularly at Hesters Way and they are receiving basic IT skills tuition in the library.

In terms of significant changes to the trend for issues over the last 5 years, issues at Charlton Kings have increased by 10.9% and at Cheltenham have increased by 17.5%.

The People's Network PCs are provided in each library to enable residents to have access to digital information and services. Thirty one public use PCs are available at Cheltenham library alone and 34 at the remaining four libraries in the district. Occupancy percentages show how much the library computers are in use. As might be expected, Cheltenham central library where

there are 31 PCs has the highest use with nearly 71% occupancy. Occupancy levels for PCs at Hesters Way are also high at nearly 66% and this may be because the economic characteristics of the area may mean that local people do not have access to the Internet and PCs at home. Anecdotal information from customer service staff suggests that children in particular visit the library to use the computers.

#### **4.2 Gloucester Area Library Catchment Population Analysis – View: [Library Data and Catchment Population Information](#)**

**Age:** In summary, population density is relatively high across the district. The catchment population for the Gloucester area is 136,308 people, 23% of the county's population. In terms of age ranges, 21% are aged 16 or under, although this figure increases to 24% in Quedgeley. There is a bias towards younger people (16 and under) and working age people with particular concentrations around Quedgeley and Matson. For people aged 65 or over the figure is 14% in central Gloucester but only 11% in Quedgeley. The urban area gives good accessibility between areas and services.

The highest number of young people in the county not in education, employment or training (NEETS) is found in the Gloucester catchment area. The numbers for the Matson and Tuffley library catchment areas are also above the county norm at third and fifth lowest ranking respectively.

**Disability:** There is no comprehensive data on disability and we are reliant mainly on data collected for adult care provision. For the Gloucester area catchments there are 4,917 adult care service users for mental health, physical and learning disability services, representing 3.6% of the population; the highest number in the county. When we look at the fuller picture for adult social care service users, there are 5708 in the Gloucester catchment area (4.2% of the population), which represents 24.8% of all adult social care services users in the county. The library catchments within the Gloucester area have between 2.7% and 6.1% of their population using adult social care services. The highest proportion of the population using these services is within Tuffley, and the lowest within Quedgeley. The majority of service users are over 65 and female.

The data from the self-completion library survey in 2006 provides some additional information on library users with a disability. Although it cannot be considered to reflect actual numbers as survey response levels were low it does give an impression of the type of disability most common and the libraries where most cases were reported. Out of 1,303 responders to this question in the survey in the Gloucester catchment libraries, 27.3% (357) of people reported a disability or long-term limiting illness with the highest proportion of people in this catchment with a disability/long-term limiting illness being recorded for Hucclecote library (104 people, 38%). This is followed by Longlevens with 68 people (25.9%) Gloucester Central 57 people (4.4%), and Quedgeley with 4.2% (55 people). The lowest percentage of respondents for this catchment with a disability/long-term limiting illness was Matson, with 20 people (1.5%).

Gloucester Music had 34 people report that they had a disability/long-term limiting illness which is 2.6% of the responders for the Gloucester catchment area. Tuffley library had 3.4% of responders with a disability/long-term limiting illness (44 people). The most common type of disability reported by 8.2% (107) of the respondents was for 'mobility- getting around', followed next by hearing for 5.1% (66) of total Gloucester library respondents. Eyesight and mental health were the joint third next common disability reported across all six libraries.

Similarly, with 621 children with a statement of special educational needs, this figure is also the highest concentration when compared to the rest of the county.

**Race, Religion and Belief:** Gloucester has the largest Black and Minority Ethnic (BME) population in the county, totalling 11,300. The Asian or British Asian community accounts for 41% of this. The proportion of children from a BME group is particularly high in central Gloucester at 12.4%, as compared to the county average of 8.3%. The proportion of older BME people is higher than the average proportion in the county population as a whole, at 5.2% with 1,100 aged over 65. This BME population is clustered around the library catchment of Gloucester.

ONS data indicates that there were no recorded gypsy and traveller caravans in the Gloucester area in January 2011; however we are aware that the council's Race Equality and Diversity Service (READS) support traveller children from the Willows site in Sandhurst. We do not know if these families use Gloucester library. Data from the Race Equality and Diversity Service in Gloucestershire has been analysed in order to understand where children from the gypsy and traveller community are attending school. When this data is mapped by postcode to their nearest library, a significant number of libraries within the Gloucester catchment are in proximity to schools with children from the gypsy and traveller community on their rolls. These libraries are Matson, Gloucester, Longlevens, Quedgeley and Tuffley. Quedgeley is the library fifth highest in the county in terms of proximity to schools with children from this community on their rolls, with 17 children nearby.

Based on the last Census, 74.3% of people in the Gloucester catchment area reported they were Christians, 14.3% said they had no religion and just 0.4% said they were Hindu and 2.3% Muslim. However, further inward migration since the 2001 Census may mean numbers of non-Christians have increased.

**Sex/Gender:** There are no distinctive patterns in gender distribution across the catchments of any of the libraries in this area. Gloucester Central and Matson library catchments indicate more lone parents compared to elsewhere in the Gloucester group. The number of lone parents is the highest in the county in Gloucester and 88% of lone parents are females (according to data projections for 2010 by the County Council's Research team). Children's Centre services are focused on meeting their specific needs and the library service provides outreach work covering books, reading and story times to these centres.

**Deprivation:** Sixteen of the areas identified as being in the top 20% most deprived in England are in the Gloucester catchment area. These are, in order of ranking (from most deprived),

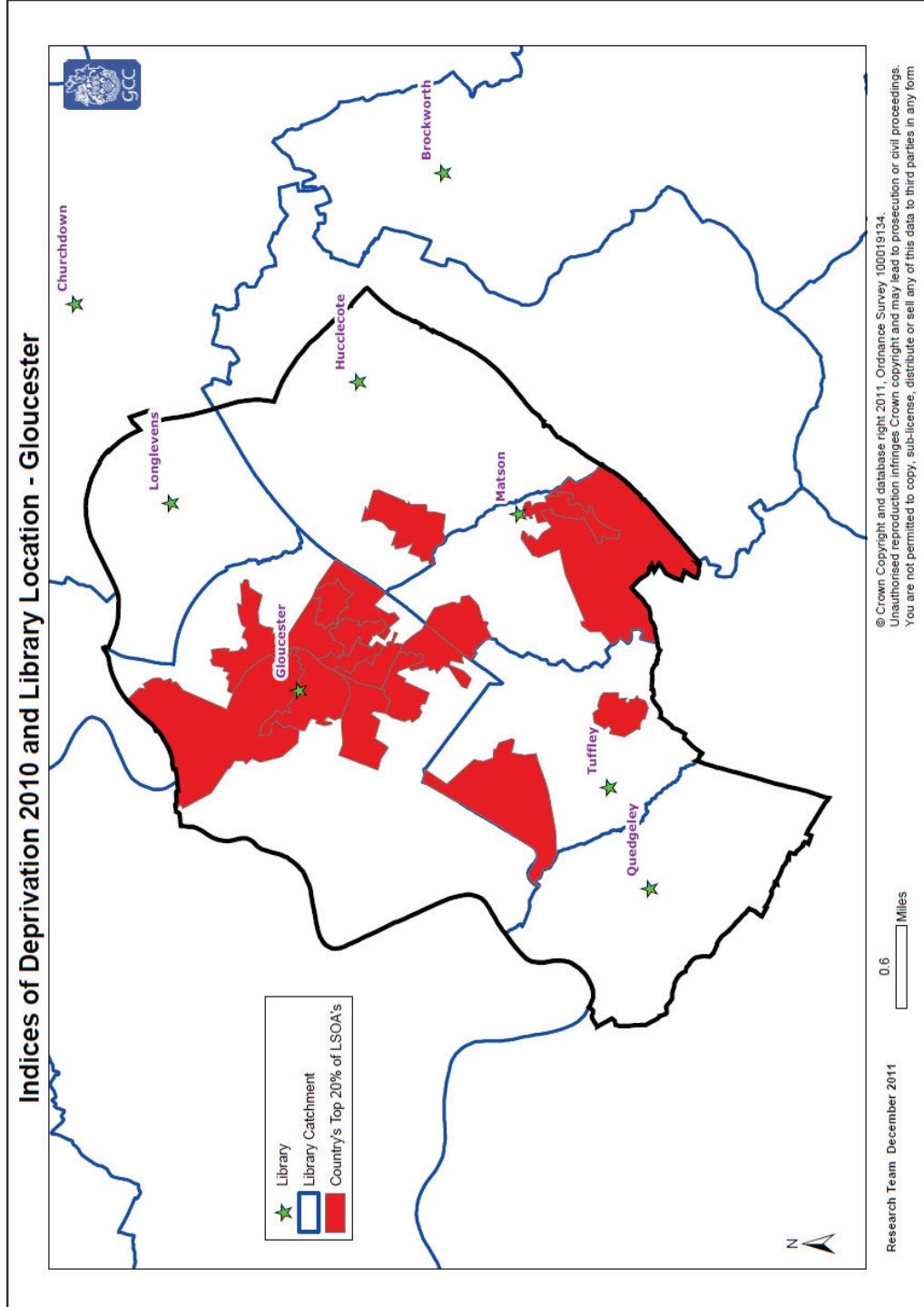
Podsmead (SOA 1), Matson and Robinswood (SOA1), Kingsholm and Wotton (SOA 3), Westgate (SOA 1) and Westgate (SOA 3). There is no library at Podsmead or in Kingsholm or Wotton or Westgate. The wider catchment of Gloucester library stretches out to serve these areas and therefore local people from Podsmead may use Gloucester library rather than Tuffley. Further neighbourhoods within the country's top 20% of most deprived areas are at; Tuffley (SOA 4), Matson & Robinswood (SOA 5), Morelands (SOA 3, 4, 7) and in six areas of Barton & Tredworth (SOA 1, 2, 3, 4, 5, 6).

Economic, deprivation and educational indicators are very significant across the urban area with high numbers of vulnerable group populations. Gloucester, Matson and to a lesser extent Tuffley catchments reflect the main concentration of people receiving unemployment and other out of work benefits. Gloucester, Hucclecote and Quedgeley are most significant in terms of the larger population and hence the larger actual numbers of people in vulnerable groups, but the impacts of Tuffley and Matson could be potentially significant. Gloucester has the highest levels of adult care service users for mental health, physical and learning disability services.

Hot spot areas as identified in Table 3 are in relation to comparison with other catchment areas within the county.

Figure 7 below shows the areas amongst the top 20% most deprived neighbourhoods in England, against library locations within Gloucester.

Figure 7



**Table 3: Key population characteristics for the Gloucester Library Catchment Area**

Gloucester Area Libraries	Population Characteristics as compared to the average for the county library catchment population as a whole	Potential 'hot spots' for protected and key characteristics of this population
Hucclecote	This has double the average size of library catchment population. Older people & physically disabled service users are quite low in percentage terms but due to catchment size, the sheer numbers are double the Gloucestershire average. Economic indicators also show double the average population of those on income related benefits, children not achieving expected levels of educational attainment and looked after children.	The size of the catchment population and economic and educational factors are key to this locality, making possible impact of this library <b>significant</b> to identified vulnerable groups.
Gloucester	This is the largest catchment in the district covering three times the average library catchment population. It includes some of the highest numbers of physically disabled users & older people. Economic deprivation and educational indicators (low birth weight babies, children on free school meals) are the worst for any catchment in the county, although accessibility to children's centres is the best. It has the highest number of benefit claimants.	The size of catchment population served and economic/educational aspects make the community impact of this library <b>very significant</b> to identified vulnerable groups
Longlevens	Roughly average library catchment size, with below average spread of older, younger and physically disabled population. Economic indicators are above average with educational attainment and deprivation indicators good compared to the Gloucester area and the county. There is a low percentage benefit claimants which is below the county average.	No clear specific community impacts on identified vulnerable groups.  Highest rank of the six catchments in Gloucester group.
Matson	Below average size of library catchment population with significantly lower average percentage of older people, but slightly higher for those under 16 and physically disabled. Above average numbers claiming benefits (especially lone parents) and slightly poorer for levels of educational attainment & looked after children. High level of children on free school meals.	<b>Strong significance</b> for younger people, single parents and unemployed above other groups.

Quedgeley	Nearly double average catchment size, with very low percentage of older and physically disabled people, but the highest concentration of younger people in the county. Above average numbers of people claiming benefits, and below average for school attainment, high birth rate and high levels of free school meals.	<b>Significant</b> impact on younger and working age community
Tuffley	Average catchment population size with above average older and physically disabled concentration. Slightly below average economic, deprivation and educational indicators. Incapacity benefit is the most common benefit but all are above the county norm.	<b>Possible significance</b> for older and physically disabled people above other groups.

#### 4.2.1 Gloucester area library provision and access to libraries

Libraries are currently provided at Gloucester, Hucclecote, Longlevens, Quedgeley, Matson and Tuffley. Gloucester, Hucclecote and Quedgeley libraries are located in close proximity to shops and supermarkets. Tuffley is located near some shops, and although Matson and Longlevens are not located directly next to shopping facilities shops are available within about a quarter of a mile in each case. The six libraries currently offer a total of 234 opening hours per week (18.5% of all opening hours) including Saturdays and some evenings to 7pm. In terms of building and library condition, all libraries have been either fully or partially refurbished in some way within the last 5 years and Longlevens was built as a new library in 2006. This is a dual use library, with the children's library being shared with Longlevens junior school. Gloucester library is housed in a Victorian building which has high maintenance costs, Tuffley library building is attached to the community centre and there are some maintenance issues relating partly to the design of the roof.

Along with Cheltenham, Gloucester library is one of the county's two main libraries and it is the second most visited library in the county. It has a large collection of books and information covering a wide range of interests, a music library service and large children's library. The European Blues Association sublets space on the first floor. Library opening hours total 54 per week including three late evenings and all day Saturday. The library is sited in the town centre on the edge of the main shopping area and within approximately 70 metres of the main bus station and draws in users from the wider Gloucester district and from towns in the surrounding area. Gloucester's library catchment extends to the west towards Highnam, Maisemore and the A40. Quedgeley's reach extends south along the A38 through Hardwicke, Whitminster and Frampton.

There is significant population growth around the Quedgeley area and there is also social housing being built at Kingsway. Housing has been reserved here for the service families from the IMJIN barracks. Quedgeley library is co-located with a children's centre, and the district



children's centres are all within around a mile or less from each one of the libraries. Library outreach work to support access to books, reading and story times is provided to these children's centres. All six of the district libraries provide baby rhyme time sessions to support early language skills and these are especially well attended at Hucclecote where two sessions a week are required to meet demand.

Quedgeley and Tuffley libraries are just over three miles from Gloucester library and the other three suburban libraries are less than three miles away. Tuffley, Matson, Longlevens and Hucclecote are part of the dense urban population around Gloucester with low travel times into the town centre. Public transport within the Gloucester district is good with bus frequency from the outskirts into the centre of Gloucester being about 20 minutes or less on weekdays and journey times usually low subject to traffic congestion. Tuffley library is within about 2 miles of Quedgeley library but there is no direct public transport between these areas. There is a frequent bus service from Tuffley to the centre of Gloucester, however we note that use of public transport has associated costs for users with the exception of those over the pension age, or those who are long-term disabled, that are entitled to a free bus pass. Some free car parking is adjacent to all of the libraries except Gloucester. Public car parks are within about 100 metres of Gloucester but all apply charges. All libraries are accessible to people with physical disabilities.

In terms of car ownership, levels are lower for people living in central Gloucester, Matson and Tuffley compared to the county average of 81.9%. Ownership levels are known to be at 65.3%, 66.7% and 73.8% respectively.

#### **4.2.2 What we know about library use in the Gloucester area**

Table 4 provides information about library use and the arrows indicate where there has been an increase or decrease in visits and issues compared to the previous year five years' figures. Quedgeley, Hucclecote and Matson libraries have shown an increase in visits over the last five years, whilst Gloucester, Quedgeley and Hucclecote have shown an increase in actual issues over the last five years. The ranking column shows the position of each of the Gloucester catchment area libraries, in relation to the county's 39 libraries in terms of greatest number of visits. The ranking score shows that apart from Tuffley and Matson, the remaining four libraries in this district are in the top 10 libraries for visits. Visits to Gloucester, Hucclecote, Longlevens and Quedgeley account for 91% of the district's visits to static libraries, with Tuffley's visits representing 4.6% and Matson's 4.3%. Collectively these libraries represent 22.8% of all county library visits.

The largest number of visits per opening hour (averaged over the year) takes place at Gloucester central library (99) with Longlevens (53) and Hucclecote (47) being second and third. Fourth is Quedgeley with 41 visits per opening hour, fifth is Matson with 23 visits per opening hour and Tuffley is last with 20 visits per opening hour.



**Table 4: Gloucester catchment area Library use**

	Visits 10/11	Ranking (of 39)	% of total visits to all libraries	Direction of visits over last 5 years	Issues 10/11	Direction of issues over last 5 years	Total Active Borrowers	Active Borrowers as a % of catchment population (Mid 2009)	People's Network Occupancy %
Gloucester	277648	2	9.8	↓	244475	↑	9705	25.23	74.26
Quedgeley	98352	9	3.5	↑	133758	↑	4138	16.96	56.22
Hucclecote	110288	7	3.9	↑	132652	↑	4076	12.98	45.86
Longlevens	101034	10	3.6	↓	109575	↓	4156	23.99	40.8
Tuffley	30119	24	1.1	↓	38331	↓	1539	10.72	41.63
Matson	28007	26	1	↑	24709	↓	1018	9.83	64.38

The highest cost per visit is Tuffley at £3.05 which is more than 50% over the average cost per visit for the county libraries, which is £1.87. This is followed by Matson at £2.57, 30% over the average cost per visit. The cost per visit for the remaining four libraries is well below this with the lowest cost being Longlevens at £1.50. At Quedgeley library the opening hours were extended in 2007 in partnership with the co-located children's centre, these were funded by the children's centre. However, changes in Surestart funding and in how children's centres are managed means that this funding to support opening hours has now been reduced and is expected to reduce further in 2012. In terms of any significant changes to trends in visit numbers over the last 5 years, visits to Matson library have increased by 15% whilst Quedgeley visits have increased by 22.9%, however over the same period Tuffley's visits have fallen by 14.1%, Longlevens by 14.5% and Gloucester by 14.6% however this may not be an accurate figure due to library closure during refurbishment in 2009.

Together these libraries account for 22% of all issues from libraries in the county. Gloucester library's loans of books and other items has increased over the last five years and these loans represent 33.8% of all issues from the district's libraries. This large proportion correlates to the larger collection of material held at this library. The combined loans for Gloucester, Hucclecote, Longlevens and Quedgeley account for 90.5% of all loans from the district's libraries. Matson shows the lowest loan percentage in this group of libraries with just 3.7% and Tuffley's is also low with 5.8%. An 'active borrower' is someone who has borrowed at least one item from a county library during the year. The highest levels of active borrowers living within the library

catchments are at Gloucester and Longlevens. The likelihood is that for the suburban libraries people are more likely to join the library closest to where they live. Matson's figures show that less than 10% of the catchment population are borrowing items from the library. Figures for Tuffley and Hucclecote at 10.72% and 12.98% respectively are also not high.

Gloucester library has the largest number of issues of books from the black and minority ethnic collection and this category of books represents 2.58% of all issues from this library. This correlates to the percentage of people from black and other ethnic groups living in Gloucestershire. A local Muslim school uses Gloucester library regularly. As well as those of an Asian background, other ethnic groups are known to use Gloucester library, including Kenyan, Chinese, Eastern European and especially Polish. Gloucester library holds a specific collection of books in Polish.

Issues of children's books at Gloucester library are in the top 5 of libraries in the county in terms of numbers but they represent only 29.3% of issues from the Gloucester library. Issues at Matson library are below average overall but of these 46.4% are children's book issues. At Longlevens library 48.3% of the issues from this library are for children's books which may relate to its dual use as a school library too. At Quedgeley the figure for issues of children's books is 48% of all issues from this library. Quedgeley's issues of children's books in terms of actual numbers loaned are also in the top 5 county library issues. This may reflect the demographic characteristics of the area and bias towards the younger population. For Hucclecote and Tuffley libraries, the percentage of children's book issues in each library represents around 41.2% and 39.7% respectively of all issues from these libraries.

At Hucclecote there are 250 'Books on Prescription' being issued under recommendation from GPs in support of mental health issues and at Gloucester it is 488. Use of this book collection is related to the degree to which local GP practices support this. In Tuffley, Matson and Longlevens these 'Books on Prescription' issues are all below 200 per library.

In terms of significant changes to issue trends, issues at Gloucester library have increased by 10.5% over 5 years whilst Longlevens issues have fallen by 21.4%, Matson's by 11.2% and Tuffley's by 14.2%.

Library services are not just about borrowing books. The People's Network PCs are in demand at Gloucester with 31 being provided and they are in use for 74% of the time. 'Gloucester Works' uses a suite of the library computers and provides a 'job hub' every Monday to assist and support unemployed people with their job applications.

At the remaining five libraries in the district there are 38 public use PCs and it is Matson where the computers are most used; they show a 64% occupancy level. This may be because the economic characteristics of the area mean that local people do not have access to computers or the internet at home. The information from the children's library users survey in 2007 showed that for children visiting Matson library 50% were doing so to use the computers and 30% were visiting to do their homework (it should be noted that through this survey children and young people had the opportunity to select more than one 'reason' for visiting the library, and so these

figures may relate to one individual visiting the library for a number of reasons). The library staff working at Matson report anecdotally that children aged around 10-12 year old do appear to visit the library with their younger siblings and use the library as a safe place to be. At Hucclecote there is a computer club where Gloucester college run courses, and here it would appear from the anecdotal reports from library staff that there is a higher incidence of computer use by older people.

Anecdotally, local library staff also report that at Gloucester library, the Independence Trust and carers regularly visit the library accompanying people with mental health issues. Various small groups of people with learning disabilities use the library without the support of carers. At Longlevens library Makaton signage has been provided to support the use of the library by the children visiting from the nearby special school. At Tuffley library, staff report that a small number of about 6 people with physical disabilities are regular library visitors making use of the PCs.

#### **4.3 Stroud Area Library Catchment Population Analysis – View: [Library Data and Catchment Population Information](#)**

**Age:** The catchment population for these libraries is 101,404 people, 17.2% of the county's population. In terms of age ranges, 21% are aged 16 or under with a hot spot for younger people in the Wotton-Under-Edge area. However, there are no significant issues of educational under-achievement or poverty for children and young people in the Stroud area. The percentage of the population aged 65 or over is 19%. This figure rises to 31% (1064 people over 65) in the Painswick area and Minchinhampton also has a proportionally higher number of older people in the local population at 27% (1196 people aged over 65).

In the Stonehouse catchment area the number of young people not in education or training (NEETS) is the third highest number in the county but the lowest rank in terms of percentage of population in the catchment area.

**Disability:** There is no comprehensive data on disability and we are reliant mainly on data collected for adult care provision for those with a physical or learning disability, or mental health issues. For the Stroud area catchments there are 3,765 adult service users for mental health, physical and learning disability services, representing 3.7% of the population, the third largest number in the county. There are higher concentrations of service users (all types of disability) at Stonehouse and at Painswick there are higher concentrations for physical disability. When looking at data corresponding to users of all adult care services, there are 4,277 users of these services in Stroud, the equivalent of 4.2% of this catchment population and 18.6% of adult care service users in the county. As with the catchment areas previously looked at, the majority of these service users are female and aged over 65. The proportion of the catchment area for each library is between 3.6% and 6.9%, with the highest proportions at Stonehouse and Painswick, and the lowest at Berkeley. Berkeley is also the library catchment with the lowest actual numbers of adult care service users (199), and the highest are in Stroud library

catchment at 1,378, which is double that of the next highest which is Dursley (748). These two areas also have the highest general population overall in this catchment area and so these figures are to be expected. There are 330 children with a statement of special educational needs in the Stroud catchment area.

The data from the self-completion library survey in 2006 provides some additional information on library users with a disability. Although it cannot be considered to reflect actual numbers as survey respondent levels were low it does give an impression of the type of disability most common and the libraries where most cases were reported. In the Stroud catchment area libraries 1,210 people responded to the question as to whether they had a disability or long-term limiting illness, with 344 people (28%) responding affirmatively. Nailsworth library had the highest proportion of respondents in the Stroud catchment respond that they had a disability/long-term limiting illness – with 83 people, 8.9%. This was followed by 62 people (4.1%) at Stroud library. The lowest proportions of respondents with a disability/long-term limiting illness for the Stroud catchment were at both Berkeley (20 people, 1.7%) and Stonehouse (19 people, 1.6%). Both Dursley and Wotton-Under-Edge libraries had 3.9% of all respondents for the Stroud catchment area with a disability/long-term limiting illness (48 and 47 people respectively). Minchinhampton library had 38 people (3.1%) of people respond that they had a disability/long-term limiting illness, and the figure was 25 people (2.1%) for Painswick. The most common disability was of 'mobility - getting around' where 86 people (7.1%) responded that this caused them difficulties. This was followed by difficulties with 'Hearing' for 5.6% (68) of total Stroud respondents.

**Race, Religion and Belief:** Stroud has the third largest Black and Minority Ethnic (BME) population in the county, totalling 6,100 people. Asian or British Asian accounts for 36% of this. The BME population is clustered around Stonehouse catchment area.

ONS data indicates that there were 39 gypsy and traveller caravans in Stroud in January 2011. Stroud District Council and Rooftop have recently been reported to have received funding to develop additional sites/pitches in the area. We do not have any evidence of significant use of libraries by travellers. Information available from the Race Equality and Diversity Service shows that there were only two libraries in the Stroud catchment area in close proximity to local schools which gypsy and traveller children attend – Stonehouse and Dursley. This may be due to the distribution of sites and pitches available to the community across the county.

Based on the last Census, Stroud has the third highest percentage of non- Christians in the county. 75% however still recorded that they were Christian, 0.2% Muslim, 0.2% Hindu and 16.1% no religion.

**Sex/Gender:** There are no distinctive patterns in gender distribution across the catchments of all libraries in the Stroud area, nor are there any identifiable 'hot spots' of deprivation for lone parents. However, the number of lone parents is the third highest in the county.

**Deprivation:** There are no neighbourhoods in the Stroud catchment area ranking in the top 20% most deprived. Stonehouse and Stroud are the main catchments where benefit claimants are living with some also in Berkeley and Dursley.

The below table compares the demographic, social and economic indicators for the library catchment against the average for the county population and identifies some differential 'hot spots'.

**Table 5: Key population characteristics for the Stroud Library Catchment Area**

Stroud Area Libraries	Population Characteristics as compared to the average for the county library catchment population as a whole	Potential 'hot spots' for protected and key characteristics of this population
Berkeley	Low total population, a third of the average for the Stroud area. Very average age mix and very low density of disabled users. Mental health users are above average density for the catchment area, but well below county average numbers. Birth rates, birth weights, looked after children and educational under-achievement all score very low, ie positive - better than county average. However, poor access to children's centres is second highest in the county.	No clear specific community impacts on identified vulnerable groups. Below county norm for benefits claimants.
Dursley	Slightly above average population catchment, with an average age range and disability make-up. Benefit claimant levels are around average as are children's indicators (birth rates, looked after children, educational under-achievement). Of the eight catchments it has the lowest rank in terms of lone parent income support ie positive - better than county average	No clear specific community impacts on identified vulnerable groups. Second lowest total benefits numbers.
Minchin-hampton	Low total population, only a third of the average but with a heavy bias on older people and physically disabled service users. Extremely positive economic and CYP indicators (benefits, birth rates, educational under achievement) and average access to children's centres.	A small population catchment but with some <b>possible significance</b> for older and physically disabled people above other groups
Nailsworth	Below average (two thirds) population catchment, with a very average mix of age and below average mix of disabled users. Economic indicators show low levels of unemployed and benefit claimants. CYP indicators show low levels for birth rate, looked after children, free school meals and educational under-achievement and good access to children's centres.	No clear specific community impacts on identified vulnerable groups. Each benefit and total benefits claimed all below county norm.

Painswick  No static library present since 2009 - served by a mobile library service	Very small catchment, the third smallest in the county but with highest percentage density of older and physically disabled users. All other indicators for economic and CYP factors are low ie positive - better than county average. All benefit claimant figures below county norm.	Very small catchment but potential for impact on older and physically disabled
Stroud	The second largest catchment population in the county, with slightly lower percentage of older people, but proportionately higher numbers of vulnerable groups due to population size. All other indicators are roughly in proportion to averages for population size.	No clear bias in impact towards particular vulnerable groups, but high population gives a <b>significant</b> impact.
Stonehouse	Below average catchment population at around three quarters of average county catchment size, and roughly average proportions within this of older/younger people. However, one of the highest proportionate concentrations of learning disability, mental health and physical disability users in the County. All other economic, CYP and health indicators are proportionate/below avg.	<b>Significant impact</b> on those with learning disabilities, mental health issues and physical disabilities. Lowest rank for incapacity benefit claimants.
Wotton-Under-Edge	Roughly half average population served, with average spread of age groups. Disability groups are roughly average except a much higher than proportionate level of mental health users. Economic, CYP, health and accessibility indicators are all at or better than average. Highest rank (ie least) total benefit claimants out of the 8 catchments.	<b>Possible impact</b> on mental health service users, but no other clear specific impacts on identified vulnerable groups.

In summary, there is a complex mix of catchments in Stroud district, mostly with lower numbers, but all with individual characteristics. In general the economic indicators are above average for the county but with pockets of deprivation around Stroud and Stonehouse. The same pattern applies to maternity, special educational needs and educational under achievement. However, some individual catchments have clear isolated pockets of older people and disabled service users of all types. Stroud has the clearest impact by population numbers, but Painswick, Stonehouse, Minchinhampton and Wotton-Under-Edge all have small pockets of vulnerable groups.

#### 4.3.1 Stroud area library provision and access to libraries

Libraries are currently provided at Stroud, Dursley, Nailsworth, Wotton-Under-Edge, Stonehouse, Minchinhampton and Berkeley. In Painswick there is a mobile library stop following the closure of the library building due to premises unsuitability in 2009. All libraries



are located near shopping facilities although both Wotton-Under-Edge and Stonehouse libraries are on the edge of their respective shopping areas. The seven libraries currently offer a total of 210 opening hours per week including Saturdays and some evenings to 7pm. They provide 17.64% of opening hours for all of the county's static libraries. Stroud, Nailsworth, and Wotton-Under-Edge libraries have been refurbished in last five years and Dursley was a new build in 2009 where the premises are shared with Stroud District Council, the Volunteer Bureau and Citizen's Advice. Stroud library is on the first floor and a lift is provided for customer access. Minchinhampton library is in an acceptable condition although it has not been fully refurbished. Berkeley and Stonehouse libraries are not in good condition despite on-going maintenance, the condition of Berkeley library being due to the nature of the 1976 'port-a-cabin' type of building. Police Points are co-located at Nailsworth and Wotton-Under-Edge libraries.

These libraries serve the wider rural villages and settlements in the Stroud district and some people will need to drive to shops and other services including libraries. There was a slightly lower level than average for households with at least one car recorded in the 2001 Census for Stonehouse at 81.3% compared to the county average of 81.9%. Painswick had a higher level at 90.6% and Stroud and Wotton-Under-Edge's levels were also higher at 82.6% and 86.7% respectively. Stroud library draws in users from the wider Stroud district especially from settlements along the five valleys. Travel times by car to Stroud library from Nailsworth, Minchinhampton and Stonehouse are all within an approximate 10 minute drive over a maximum distance of around 6 miles. Travel by car from Berkeley, Wotton-Under-Edge and Dursley to Stroud could take around 25 minutes and the furthest distance, from Wotton-Under-Edge, is about 15 miles. However, both Berkeley and Wotton-Under-Edge and surrounding villages are all within an approximate 6 miles radius and 10 to 15 minute drive to Dursley library. Car parking is available near all of the seven libraries either directly on site or in nearby public car parks. Bus routes into Stroud are at least hourly from Nailsworth, Stonehouse and Minchinhampton and Dursley but only 4 per day from Wotton-Under-Edge and Berkeley. The library at Dursley is adjacent to the bus station. From the latter two towns buses are more frequent to Thornbury in South Gloucestershire. Anecdotal evidence from the local staff team indicates that many residents may look towards South Gloucestershire and Bristol for their main shopping and services. The library in Thornbury is open five days a week from 9.30am to at least 5pm with two late nights until 7pm. Journey times by car is about 25 minutes from Wotton-Under-Edge for 10.5 miles and 20 minutes from Berkeley travelling just under 10 miles. It is understood that the use of public transport will have cost implications for those needing to use it to access a library with the exception of those over the pension age, or those who are long-term disabled, that are entitled to a free bus pass.

As Wotton-Under-Edge is on the southern edge of the county it is possible that people living in Wotton-Under-Edge or nearby may also use Chipping Sodbury library which is 8.2 miles away, within a drive time of approx 20 minutes. It is open 20 hours per week over 4 days. Yate library is 8.6 miles away, a drive time of 25 minutes and it is open 42.5 hours per week over 5 days. Whilst we have no data to support this claim, anecdotal evidence suggests that this alternative use of libraries outside the county may be taking place.



## Berkeley

Additional information regarding Berkeley has been received from the community and this has been analysed and validated. This has shown that the proportion of people providing care for others within the Berkeley library catchment area is 10.6% (585 people), which is slightly, but not significantly higher than the county average of 9.38%. The submission also suggested that the number of lone parents is higher than previously stated by GCC, with 32 instead of 25. The data available to GCC is provided by the Department for Work and Pensions and evidences lone parents who receive benefit payments, and rounds the number of households to the nearest 5. This states that there are 25 lone parents in Berkeley who access benefit payments, ranking the catchment area 20<sup>th</sup> out of 39 in the county, which shows Berkeley in a position which is slightly higher than the county average in a beneficial way.

In terms of deprivation, 8.8% (485 people) of the Berkeley catchment are income deprived. This is lower in comparison to the estimated county average of 10.5%. An approximation has been made for the number of children and young people living in income deprived homes, and this estimates that 11.5% (120) of children and young people in Berkeley could be in this situation, which is a lower proportion than the estimated county average of 14.7%. 16.7% of people within Berkeley have a limiting long-term illness, which is not significantly higher than the county norm of 16.1%. 195 members of the Berkeley catchment population receive Disability Living Allowance; this is close to the county average level and places the Berkeley catchment at about average of total population in receipt of DLA of the 39 catchments. The county average in terms of households without access to a car or a van is 18.1%, however the level is much more favourable in the Berkeley catchment where access is significantly better, with only 12% of households not having access to a car or a van.

The level of NEETs in the catchment is lower than the county norm, even without a school in very close proximity. The bus service to Dursley is 3 buses per day Monday to Friday and it is being improved from the 16<sup>th</sup> April when this will be extended to a Monday- Saturday service.

There are no confirmed future developments for Berkeley which would have an impact on the size of the population in the library catchment.

## Minchinhampton

Submissions from the Minchinhampton catchment area suggest that the library is used by the school, and parents with their children. Active borrower figures show that of the total 1,578 active borrowers, 29% are aged 5-16 years. We are also able

to see that of the 42,538 books borrowed in Minchinhampton library in 2010/2011 (This is a correction from the previously published spreadsheet 'Library data and catchment population analysis' which stated that book borrowing was 43,538) 20,206 (47.5%) of these were to children.

According to the Indices of Multiple Deprivation for 2010 one of the three neighbourhoods within Minchinhampton ranks in the top 40 % (at 38%) nationally, which would be a rank in the top 20% of deprived communities in Gloucestershire. The other 2 neighbourhoods occur in the top 52% and 79% most deprived in the county for overall deprivation – their equivalent national rankings are at 69% and 86%. It is key to note that as outlined at the start of this document, the criteria being used to understand the needs of communities and develop the Library Strategy proposals is based on national level data generated through the Indices of Multiple Deprivation.

The Minchinhampton library catchment area has a population of 4,357 people which is 4.3% of the population of the Stroud District catchment. 1,196 of these people in the Minchinhampton catchment area are aged over 65 years old, which equates to 27.45% of the catchment population. 1.1% of those aged over 65 years in the county live in the Minchinhampton catchment area, and they make up just 1.18% of the Stroud District catchment as a whole. The Stroud District catchment has 19,584 people aged over 65 years in it, and the Minchinhampton over 65 population make up 6.1% of this.

This supports the statement in the previous version of the Context and User Needs Assessment document that there is a possible significance in terms of a 'hot spot' for older people in Minchinhampton. Although projection figures are available for future projections in terms of older people in the county, these projections are not available at library catchment level and so those submitted as part of the consultation cannot be analysed.

In relation to access issues for users of Minchinhampton library, there is provision available for access to alternative libraries. For those members of the community with mobility difficulties who are Blue Badge scheme members there are spaces available both directly outside Stroud library and a very short distance away on the same road. Blue Badge scheme members can park for free in all Stroud District Council car parks up to the maximum permitted time. Buses also run regularly between Minchinhampton and Stroud, however it is acknowledged that the Stroud bus stop is approximately a 15-20 minute walk from the library. Access is also available to Nailsworth by bus, which runs Monday-Saturday and so allows access outside school hours at the weekend. There are 5 buses per day from Minchinhampton to Nailsworth which depart roughly every 2 hours, and 3 return buses. The journey takes approximately 15 minutes.

In terms of future development, there are as yet no fixed options for development within the Minchinhampton library catchment. Where future development is confirmed the needs of the community infrastructure will be assessed as per standard development practice. There is no indication from GP registration data that there are rising numbers of children in the Minchinhampton ward, in fact numbers are falling slightly at pre-school level.

#### **Nailsworth**

Submissions were received from the Nailsworth library catchment regarding accessibility and travel issues. Parking is currently provided at the Nailsworth library site, and this allows nearby access to the library. For those who may choose to access a larger library who have mobility difficulties and are Blue Badge scheme members there are spaces available both directly outside Stroud library and a very short distance away on the same road. Blue Badge scheme members can park for free in all Stroud District Council car parks up to the maximum permitted time.

Buses run from Nailsworth to Stroud three times a day between Monday – Saturday, and return four times a day. The journey takes approximately 40 minutes.

#### **Stonehouse**

A submission was received relating to the high computer use at Stonehouse library. There are 5 People's Network PC's available in Stonehouse library and these have an occupancy rate of 71.27%. This is the fifth highest occupancy level in the county, however a variety of factors such as the number of PC's per library and opening hours need to be taken into account. Stroud library has 16 People's Network PC's with an occupancy rate of 66.64%.

No data is available regarding personal computer access across the county. The only data available relates to access to the internet by adults over 18. Access for the Stonehouse catchment is 94% of the county average for home internet and 95% of the county average for broadband internet.

### **4.3.2 What we know about library use in the Stroud area**

Table 6 provides information about library use and the arrows indicate where there has been an increase or decrease in visits and issues compared to the previous year five years' figures. Visits to all the libraries in the Stroud catchment area decreased over the last five years, and the number of issues also declined over the last five years at all these libraries, with the exception

of the Stroud main library. Visits to all of these libraries combined represent just 13.2% of visits to all libraries in the county including mobile libraries. The ranking column shows the position of each of the county's 38 libraries in terms of greatest number of visits. Stroud is the fourth busiest library in the county and accounts for 4.7% of all visits to libraries. Apart from Stroud, none of these libraries are in the top 10 most visited in the county. Dursley and Nailsworth are in the top 20 most visited but Berkeley is the third to lowest for visits to county libraries, accounting for 0.3% of all visits. Wotton-Under-Edge and Stonehouse have below 1% of all library visits and Minchinhampton 1.05%. The largest number of visits per opening hour takes place at Stroud (58) then Dursley (37) then Nailsworth (36). The lowest is Berkeley where it is just 9 per opening hour. Berkeley library also has the highest cost per visit at £6.68 which is 3 times the county average of £1.87. Minchinhampton and Wotton-Under also have costs nearly double the county average at £3.13 and £3.05 respectively. Only Nailsworth is below average cost at just £1.72.

**Table 6: Stroud catchment area Library use**

	Visits 10/11	Ranking (of 38)	% of total visits to all libraries	Direction of visits over last 5 years	Issues 10/11	Direction of issues over last 5 years	Total Active Borrowers	Active Borrowers as a % of catchment pop (Mid 2009)	People's Network Occupancy %
Stroud 44 hours	133007	4	4.7	↓	203799	↑	7152	17.89	66.64
Dursley 43 hours	83728	13	3	↓	90300	↓	3748	20.91	52.58
Nailsworth 35 hours	64925	15	2.3	↓	71263	↓	2318	21.92	58.38
Stonehouse 20 hours	27834	30	1	↓	35215	↓	1018	9.05	71.27
Wotton-Under-Edge 25 hours	24604	31	0.9	↓	39465	↓	1602	18.97	58.9
Berkeley 17 hours	8363	36	0.3	↓	14933	↓	622	11.28	46.44
Minchinhampton 26 hours	29413	28	1.0	↓	43538	↓	1261	28.94	50.81

In terms of significant changes to visit trends in the last five years, visits to Nailsworth library have decreased by 10.2% whilst visits to Berkeley have declined by 25.8% & Wotton-Under-Edge by 11.6%.

In terms of books and other items loaned, the issue figures for these libraries in the Stroud area represent 16.5% of all issues in the county although in each case loans are down compared to

the previous year. Stroud, Dursley and Nailsworth issue the largest proportion of these accounting for 73.2% of all the loans in this catchment group. Stroud alone accounts for 40.8% of the total issues which is to be expected as a larger proportion of stock is held at Stroud and 45% of these issues are for children's books. Stroud issues more children's books than any other library in the county. At Minchinhampton library, 47.5% of all issues are for children's books, yet the local population demography indicates a bias towards older people living in this area. Generally, issues at Minchinhampton are below the county average. At Wotton-Under-Edge the figure for children's issues is 48.4% of all issues and here there is a demographic slant towards younger people but again overall issues are below the county average. The number of adult book issues at Berkley is the 4<sup>th</sup> lowest in the county.

Stroud library issues 553 'Books on Prescription', the mental health support books prescribed by local GPs and this is the second largest number in the county after Cheltenham.

In terms of significant changes to issue trends over the last five years, issues have declined by 25.8% at Dursley, 13.2% at Stonehouse and 30.7% at Berkeley.

A total number of 52 People's Network PCs are provided in these libraries providing each community with access to digital information and services. At Stonehouse there are 5 PCs and they are achieving a high 'occupancy' level (71.27% of time available) which indicates there is a demand for these computers. Occupancy at Stroud is also reasonably high with 66.64% occupancy across 16 PCs.

#### **4.4 Cotswolds Area Library Catchment Population Analysis - View: [Library Data and Catchment Population Information](#)**

**Age:** The Cotswolds library catchment area is the most rural with the smallest numbers of people out of the six library catchment groups. The total population is 77,451 and 46% of this is found in Cirencester. The smallest catchment population is found at Lechlade where it is just fewer than 5% of the total population for this group of libraries. The bias in the population in this area is towards older people, 22% are over 65 years of age and at Chipping Campden the percentage increases to 30%. It would appear that the population is economically stable as there are no specific indicators to suggest otherwise, rather it is accessibility factors that may be more likely to have significance for some people.

There are no hot spots of young people not in education, employment or training (NEETs) and only the Cirencester area reports a few and these numbers are well below the county norm.

**Disability:** From the disability data collected for adult care provision 2,258 people are users of physical or learning disability, or mental health services and at 3.2% this is the second lowest in the county. Data relating to all adults using adult care services in the Cotswold area shows that 3.6% of its population are using adult care services, of which the majority are over 65 and female. All library catchment populations within this area have between 3.4% and 4.1% of their

populations using adult care service users, the highest proportion being at Tetbury and the lowest at Bourton-On-The-Water. When looking at actual numbers of service users, the highest actual numbers are for the Cirencester library catchment (1,341) and the lowest are in the Bourton-On-The-Water library catchment (199). Overall, 12.2% of the adult care service users in the county are in the Cotswolds catchment population. 189 children are recorded as having a statement of special educational needs.

The data from the self-completion library survey in 2006 provides some additional information on library users with a disability. Although it cannot be considered to reflect actual numbers as survey respondent levels were low it does give an impression of the type of disability most common and the libraries where most cases were reported. There were 852 responders to the disability/long-term limiting illness question in the Cotswold catchment of libraries, of which 237 people, 28% responded that they had a disability/long-term limiting illness. The highest proportion of library users in this catchment area reporting a disability/long-term limiting illness was at Cirencester library where 75 people (8.8%) did so – this is double the next highest for the Cotswolds catchment (Stow-on-The-Wold at 37 people, 4.5%). The library with the lowest number of users reporting a disability/long-term illness as a proportion of the Cotswolds catchment was at Bourton-On-The-Water where there were 11 people (1.3%). This is closely followed by Moreton-In-Marsh with 14 people (1.6%). Tetbury and Chipping Camden both had under 3% of their users report that they had a disability/long-term limiting illness when compared to the responders for the whole Cotswolds catchment, at 24 (2.8%) and 19 (2.2%) people respectively. Fairford and Lechlade were both over 3% in terms of users as a proportion of the catchment's responders reporting that they had a disability/long-term limiting illness – 31 people (3.7%) at Fairford and 26 people, (3%) at Lechlade. The most common disability was of 'mobility - getting around' where 71 people (8.3%) responded that this caused them difficulties. This was followed by difficulties with both 'Hearing' and 'Eyesight' for 5.5% (47) of total Cotswold respondents.

**Race, Religion and Belief:** The Cotswold area has the third smallest BME population in the county and it is clustered around Cirencester.

ONS data indicates that there were 49 gypsy and traveller caravans in the Cotswolds in January 2011, however information available from the Race Equality and Diversity Service shows that only Cirencester library in the Cotswolds catchment area is located in close proximity to local schools with children from the gypsy and traveller community on their roll, with 16 pupils. This may be due to the distribution of sites and pitches available to the community across the county; however it is worth considering the Cotswold area schools have a relatively high number (16) of children from this community in attendance.

This area also has the lowest percentage of non-Christians according to the last Census.

**Gender/Sex:** There are not any distinctive patterns in gender distribution across the catchments of all libraries. There are no identified hot spots in the Cotswolds area for lone parents.

This table compares the demographic, social and economic indicators for the library catchments against the average for the county population and identifies some differentials.

**Deprivation:** There are no neighbourhoods in the Cotswolds catchment area ranking in the top 20% most deprived. Where hot spots are identified below, these are in relation to comparison with other catchment areas within the county.

**Table 7: Key population characteristics for the Cotswolds Library Catchment Area**

Cotswold Area Libraries	Population Characteristics as compared to the average for the county library catchment population as a whole	Potential 'hot spots' for protected and key characteristics of this population
Bourton-On-The-Water	Very low catchment population, a third of the average with very much average spread of age range and disability amongst it. All economic, CYP, and health indicators are around or better than average.	No clear specific community impacts on identified vulnerable groups, but accessibility may become a factor.
Chipping Campden	Very low catchment population, a third of the average but with a strong bias towards older people, and away from younger and disabled people. All economic, CYP, and health indicators are around or better than average. However, accessibility is amongst the worst in the county for distance and time to travel in this rural catchment.	No strong impacts, but <b>possible impact</b> on older people and especially accessibility.
Cirencester	Fourth largest catchment in County, more than double the average although with a very average split of age and disability groups. All other indicators are around or better than average for the County, including accessibility.	Population levels alone give potent for <b>significant impact</b> on identified vulnerable groups, though without undue bias.
Lechlade	Very low catchment population, a fifth of the average with a slight bias to older people over younger, and low levels of disabled users. All economic, CYP, and health indicators are around or better than average.	No strong impacts, but <b>potential impact</b> on older people when linked with accessibility issues.
Fairford	Half the County average population catchment, with very average spread of age groups and below average concentrations of disabled service users. All other indicators are around or better than average for the County, including accessibility.	No clear specific community impacts on identified vulnerable groups.



Moreton-In-Marsh	Half the County average population catchment, but with a slight bias towards older people and away from younger people. All other indicators are around or very much better than average for the County, except for accessibility, which is amongst the worse for the County in terms of travel time and distance.	No strong impacts, but <b>possible impact</b> on older people and accessibility.
Stow-On-The-Wold	Very low catchment population, a third of the average but with a very strong bias towards older people, and away from younger people. The disabled user population is around County average. All other indicators are around average for the County, including accessibility – except for one anomaly in that there are a higher number of working households earning less than £16k.	No strong impacts, but <b>possible impact</b> on older people and low income households.
Tetbury	Half average population catchment, with proportionate spread of ages and disability. Economic, maternity, CYP and health indicators all proportionate or below average, as is accessibility.	No clear specific community impacts on identified vulnerable groups

#### 4.4.1 Cotswold area library provision and access to libraries

Libraries are currently provided at Cirencester, Fairford, Lechlade, Tetbury, Stow-On-The-Wold, Bourton-On-The-Water, Moreton-In-Marsh and Chipping Campden. As the largest town, Cirencester has the most shopping facilities but all of the other small towns provide shops and the libraries are all located within a short walk of these shops. The eight libraries currently offer a total of 171.5 opening hours per week including Saturdays and some evenings to 7pm. They provide 13.6% of opening hours for all of the county's static libraries.

Cirencester library was fully refurbished in 2008 and all libraries are in acceptable condition and fit for purpose apart from Bourton-On-The-Water which is too small and has damp problems owing to the design of the building. At Stow-On-The-Wold the library is in a Victorian building and is in need of internal refurbishment, and also has significant boiler costs. The nature of the Victorian building presents some maintenance problems, and is shared with the St Edwards Hall Trust. From March 2012, Moreton-In-Marsh library will be co-located with the Registration service and the Cotswolds Volunteer Service (North) which will mean the premises cost will be shared and the opening hours will be able to be extended. The Volunteers group will offer a transport and befriending service as well as their information service. A Police Point is already co-located at Moreton-In-Marsh library. There is a children's centre service co-located at Fairford.

These libraries also serve the wider rural villages and settlements and this may present accessibility challenges for some people, especially as the bias in the population in the Cotswolds is towards older people.

In terms of households with at least one car, the Cotswolds area scores higher than average ownership in the data collected for the 2001 Census. The average is 81.9% of the population and many of the Cotswold catchment area are higher than this average with Fairford levels at 90.1%, Lechlade 91.4% and Stow-On-The-Wold 90.1%. Travel times by car to Cirencester from the centres of Lechlade, Fairford and Tetbury are all within about a 20 minute journey. Travel times by car to Cirencester from the four North Cotswold towns is however much longer, and it could take 40 minutes to cover the 30 miles from Chipping Campden, the furthest distance. However, within the North Cotswold group of libraries travel times between the four libraries are relatively low at 10 to 15 minutes to cover distances from 4 to 10 miles. Car parking is variable however there is either on street or public car parking available within about 50 metres of each of the libraries. Bourton-On-The-Water, Fairford and Moreton-In-Marsh have limited parking facilities on the library site.

Bus routes across this rural area are variable. Travelling from Tetbury, Fairford or Lechlade to Cirencester on public transport is possible with around 5 or 6 journeys per day and a travel time of about 45 to 60 minutes. In the North Cotswolds, travel by public transport from or to Chipping Campden is the most challenging. There are nine journeys per day to Moreton-In-Marsh and the journey time is around 30 to 45 minutes. Between Stow-On-The-Wold, Moreton-In-Marsh and Bourton-On-The-Water buses run hourly with the journey taking from 10 to 20 minutes. We recognise that the use of public transport to access the library incurs a cost for users with the exception of those over the pension age, or those who are long-term disabled, that are entitled to a free bus pass.

The rural Cotswolds borders three other counties and in some cases Gloucestershire residents may be using libraries outside of the county. People living in Chipping Campden are quite near Broadway Library, which is about 4.4 miles away, a 10 minutes drive. It is open 28.5 hours per week over 4 days. Shipston on Stour library is 7.4 miles away for Chipping Campden residents, about a 20 minute drive and it is open for 30 hours over 4.5 days. Moreton-In-Marsh residents may also use Shipston on Stour as it is 7 miles away and around a 12 minutes drive.

In the South of the Cotswolds area, Tetbury residents could access the library at Malmesbury which is 5.9 miles away, an approximate 15 minutes drive. It is open 33 hours over 5 days.

Residents of Lechlade have 5 other libraries relatively nearby, all within 9 miles. The nearest is Highworth which is 5 miles away at an approximately 10 minutes' drive, which is open 53 hours per week over 6 days. Faringdon is the next nearest library about 6 miles away followed by Carterton about 7 miles away, and then Bampton (8 miles) and Burford at approximately 8.5 miles away. There is no statistical evidence to demonstrate the use of libraries out of county, however anecdotal evidence supports that this may be taking place.

### **Lechlade**

**A number of submissions were received from Lechlade which raised various points which have been checked and analysed.**

The travel estimated provided in the previous version of this Context and User Needs Assessment suggested that the drive time from Lechlade to Cirencester library would be within 20 minutes. It is acknowledged that this was an underestimate and the drive time calculation now puts this journey time at an estimated 23 minutes by car. It suggested that travel to Cirencester by public transport would be between 45 and 60 minutes, and transport calculations place the length for this journey at 52 minutes from Lechlade to Cirencester and 57 minutes for the return journey. The previous assessment did not include travel times between Lechlade and Fairford libraries, and these are calculated to be a 7 minute journey by car, and a 17 minute one way and 18 minute return journey by bus. There are 6 buses per day in each direction.

As previously noted, there are a number of alternative out of county libraries, accessible to the people of Lechlade. The nearest of these is Highworth library which is part of the Swindon Borough Council library network. This library is open 53 hours per week and is within just a 9 minute car journey and 15 minute journey by bus from Lechlade. It is understood from colleagues in Swindon Borough Council that there are currently 163 library users from the Lechlade area accessing libraries within the Swindon borough. The clear majority of these are accessing the Highworth library, with 95 (58%) of the Swindon library users from Lechlade accessing services via this library. The Central Swindon library is also accessed by 47 visitors (29%) of those from Lechlade who access library services in Swindon. This library is open for 58 hours per week, and is accessible by a 30 minute car journey or 39 minute bus journey. The remainder of the Swindon library users from Lechlade are accessing services at either North Swindon or Wroughton libraries.

There is a full explanation of the software used to calculate the journey times included in the updated Annex 2 of this document.

The catchment population of Lechlade is 3,456 people, which is 0.59% of the county population and 4.46% of the Cotswold District catchment population. This is the smallest population in its catchment for the Cotswold group of libraries. In terms of the number of people aged over 65 years old, this is 846 people which make up 24.48% of the population in this library catchment. Whilst the proportion of older people in Lechlade is higher than the county average of 18.5%, it should be noted that only just over 1% of the over 65 year olds in the County reside in the Lechlade catchment. This group of the population also make up just 5% of the over 65 year olds in the Cotswolds District catchment area.

Younger people under 19 made up 22.8% of the population in 2010, which also places Lechlade-Kempsford in the 3<sup>rd</sup> quartile of wards in the county which is above the county average in terms of the proportion of young people.

## Moreton-in-Marsh

The proportion of older people (65+) in the Moreton-in-Marsh library catchment is 24.4% (1,790 people) which is higher than the county average of 18.5%. Moreton-in-Marsh is part of the Cotswold District library catchment which as noted at the start of this document has a higher proportion of its population catchment in the over 65 category than the more rural areas. The 1,790 people aged over 65 in Moreton-in-Marsh make up just 1.64% of the total county population of over 65's, 2.32% of the Cotswolds catchment population, but 10.51% of the Cotswolds catchment population of over 65 year olds.

Reserved matters consent has been granted for a site in Moreton-in-Marsh, for 39 flats and 260 houses which will lead to an increase in the catchment population for this area as the development takes place over future years.

Moreton-in-Marsh has similar public transport characteristics to other rural towns i.e. good access to a range of services within walking distance of the town centre, fairly good access for people living near main routes in and out of town but very infrequent transport access for more rural areas. Moreton-in-Marsh has an hourly bus service to Stow on the Wold with a travel time of ten minutes.

### 4.4.2 What we know about library use in the Cotswolds area

Table 8 provides information about library use in this catchment area and the arrows indicate where there has been an increase or decrease in visits and issues compared to the previous five years' figures. The number of visits to all but two of the libraries in this catchment area has decreased over the last five years, with the exception of Fairford and Moreton-In-Marsh. Numbers of issues have also decreased at all but two of these locations, with the exceptions being Cirencester and Chipping Campden. Visits to all of these libraries combined represent less than 10% of visits to all libraries in the county including mobile libraries. The ranking column shows the position of each of the county's 38 libraries in terms of greatest number of visits. Cirencester is the 11<sup>th</sup> busiest library in the county and accounts for 3.4% of all visits to libraries. None of these libraries are in the top 10 most visited in the county, and Lechlade is the fourth least visited library in the county with only 0.7% of all visits to libraries. According to the 2010-11 data, the highest number of visits per opening hour takes place at Cirencester library (43) followed by 31 per opening hour for Bourton-On-The-Water and 29 per opening hour for Tetbury. In terms of cost per visit using the same data period, the highest cost per visit is Moreton-In-Marsh at £3.42 and then Stow-On-The-Wold at £2.72. Only Chipping Campden library costs less than the £1.87 county average cost per visit at £1.09.

**Table 8: Cotswold catchment area Library use**

	Visits 10/11	Ranking (of 39)	% of total visits to libraries	Direction of visits over last 5 years	Issues 10/11	Direction of issues over last 5 years	Total Active Borrowers	Active Borrowers as a % of catchment population (Mid 2009)	People's Network Occupancy %
Cirencester 44 hours	97323	11	3.4	↓	150551	↑	5371	15.14	51.96
Stow-On-The-Wold 20.5 hours	29759	25	1.1	↓	26071	↓	792	13.86	50.83
Fairford 19 hours	24679	32	0.9	↑	31786	↓	980	14.80	55.29
Chipping Campden 16 hours	24774	33	0.9	↓	28807	↑	956	15.94	60.6
Bourton-On-The-Water 13 hours	21001	34	0.7	↓	17146	↓	577	9.84	47.97
Moreton-In-Marsh 23 hours	29724	27	1.1	↑	33494	↓	1119	15.24	57.27
Tetbury 19 hours	29076	29	1.0	↓	33471	↓	1236	17.69	55.35
Lechlade 17 hours	20508	35	0.7	↓	17452	↓	728	21.06	80.17

In terms of significant changes to visitor figure trends over the last five years, visits have increased at Moreton-In-Marsh by 15.3%. All the following libraries show a decrease; Bourton-On-The-Water by 17%, Chipping Campden by 14%, Stow-On-The-Wold by 15.4%, Tetbury by 14.8% and Cirencester by 20%. It should be noted that during this five year period Cirencester library was housed in a temporary building which would impact on visitor and issue data.

In terms of books and other items loaned, the issue figures for these libraries in the Cotswold area represent 11.2% of all issues in the county and in each case issues are down compared to the previous year. As might be expected the largest proportion of the loans take place at Cirencester library. This represents 5% of all loans from the county libraries and 44% of the loans from the eight libraries in this group. Both Tetbury and Moreton-In-Marsh issue the next largest number of loans with a similar figure in each case. However, loans in the remaining libraries in this group are all below average when compared with rest of county libraries. Issues of adult books at Cirencester are in the top 5 in terms of actual numbers in the county and represent 57% of all of this library's issues. At Stow-On-The-Wold and Moreton-In-Marsh the percentage of books issued that are children's books appears low at 35.5% and 33.4% of the

issues of those libraries especially when compared to the percentages recorded for issues of children's books at the other two libraries in the North Cotswolds area, Chipping Campden (39.4%) and Bourton-On-The-Water (41.1%). However, out of these four libraries the highest number of children's books issued was at Moreton-In-Marsh library with 11,910 issues.

In terms of significant changes to issue trends over the last five years, issue numbers have decreased by 15.4% at Bourton-On-The-Water, 13.7% at Fairford and 13% at Lechlade.

A total number of 41 People's Network PCs are provided in these libraries providing each community with access to digital information and services. At Lechlade there are two PCs and they are well used with 80.17% occupancy. At Cirencester, the 51.96% occupancy figure appears low for the size of catchment population, however, this could mean that many people have access to computers and the internet at home and therefore do not need to use library facilities. At Cirencester library, the Bingham Trust funds an under-8s librarian to provide outreach work to playgroups and schools.

#### **4.5 Tewkesbury Area Library Catchment Population Analysis – View: [Library Data and Catchment Population Information](#)**

**Age:** The catchment population for the libraries in the Tewkesbury catchment area is 73,289 people which represent 12% of the county's population, and some of this catchment population spreads into Worcestershire. In terms of age ranges, 19% are aged 16 or under, and 20% aged 65 or over. Winchcombe catchment has an older population bias and coupled with accessibility issues this could result in some vulnerability impact for some people. There are two hot spots for young people not in education, employment or training (NEETs) and these are at Tewkesbury, with the highest number, followed by Brockworth.

**Disability:** There is no comprehensive data on disability and we are reliant mainly on data collected for adult care provision. For the Tewkesbury area catchments there are 2,025 adult users of physical or learning disability, or mental health services, representing 2.8% of the population. Data relating to adult care service users of all services shows that the Tewkesbury catchment area has 2,471 users of these services, who make up 10.7% of the population of adult care service users across the county. As a proportion of the Tewkesbury catchment population, adult care service users make up 3.37%. The majority of this population is over 65, and female. All libraries within the Tewkesbury catchment area have between 2.5% and 5.5% of their population accessing adult care services, with Brockworth having the highest proportion and Winchcombe the lowest. When we look at the actual number of people accessing adult care services, Tewkesbury library has the highest number at 695 people, three times higher than the actual numbers on Winchcombe of 230. There are also 249 children with a statement of special educational needs.

The data from the self-completion library survey in 2006 provides some additional information on library users with a disability. Although it cannot be considered to reflect actual numbers as



survey respondent levels were low it does give an impression of the type of disability most common and the libraries where most cases were reported. There were 1,253 responders to the disability/long-term limiting illness question in the Tewkesbury catchment of libraries, of which 306 people, 24% responded that they had a disability/long-term limiting illness. When looked at as a proportion of the total number of respondents to this question in the Tewkesbury catchment, Churchdown had the largest proportion of people with a disability/long-term limiting illness with 83 people (6.7%), followed by 67 people (5.5%) at Bishops Cleeve and 62 people (4.9%) in Winchcombe. The smallest proportion of people with a disability/long-term limiting illness for this catchment area was at Brockworth with 34 people (2.7%), and then slightly more at Tewkesbury main library (58 people, 6.7%). The most common disability was of 'mobility - getting around' where 97 people (7.7%) responded that this caused them difficulties. This was followed by difficulties with 'Hearing' for 5.4% (68) of total Tewkesbury libraries respondents.

**Race, Religion and Belief:** Tewkesbury has the second smallest Black and Minority Ethnic (BME) population in the county, totalling 3,300, Asian or British Asian accounts for 39% of this. The Chinese population in this catchment area is higher than the county average. According to the last Census the BME population was mainly centred around Brockworth and Churchdown. At Innsworth, near to Churchdown library, there are 13 different nationalities in the service personnel based at the IMJIN barracks and many are using Churchdown library.

Tewkesbury has the largest number of gypsy and traveller caravans in the county accounting for two-thirds of the county total. We are also aware that the council's Race Equality and Diversity Service (READS) support traveller children from the Showborough site near Norton / Tredington, however we do not know if these families use Tewkesbury library. There are also private gypsy and traveller sites near Churchdown and housed travellers in Brockworth. We do not know if they use the respective libraries. Churchdown library is the third-highest ranking library in the county in terms of its proximity to local schools which have numbers of gypsy and traveller children on their rolls, at 45 pupils. This is most likely to be related to the nearby site which provides for this community. Following Churchdown, the next library with the highest number of children from the gypsy and traveller community attending local schools is Tewkesbury library with 19 children, again this fits with the location of the council owned site in the Tewkesbury area.

Based on the last Census, 79.1% of people in the Tewkesbury catchment areas reported they were Christians, 13% said they had no religion and just 0.2% said they were Hindu, 0.2% Muslim and 0.1% Buddhist.

**Sex/Gender:** There are not any distinctive patterns in gender distribution across the Tewkesbury catchments of all libraries. There is no identifiable hot spot for lone parents in this area. Tewkesbury has a relatively small number of lone parents, 1,800.

**Deprivation:** Brockworth and Tewkesbury library catchments reflect the main concentrations of benefit claimants, followed by Winchcombe to a much lesser extent. The Priors Park area of Tewkesbury is within the top 20% of deprived neighbourhoods in the country. However, the population generally in this district has higher qualifications and is in higher skilled jobs than the



rest of the population. However, the long term unemployed or those that have never worked figures are slightly above average at 400.

The Tewkesbury catchment is very much an average district in terms of population make-up and vulnerability characteristics, but with a few pockets of bias. The population size around Tewkesbury town itself is a factor in terms of considering impacts, as is the accessibility of more rural areas such as Winchcombe on older users. At Brockworth there is some possible impact on deprived children and mental health users.

Gloucestershire as a whole had twenty five neighbourhoods identified as being amongst the top 20% of the most deprived neighbourhoods (SOAs) in England. One of these neighbourhoods, Priors Park, is in the Tewkesbury area.

Hot spots identified in Table 9 are in relation to comparison with other catchment areas within the county.

**Table 9: Key population characteristics for the Tewkesbury Library Catchment Area**

Tewkesbury Area Libraries	Population Characteristics as compared to the average for the county library catchment population as a whole	Potential 'hot spots' for protected and key characteristics of this population
Bishop's Cleeve	Average population numbers with average spread of age and disabled user groups. All economic, children and young people, health and accessibility indicators are around or better than average.	No clear specific community impacts on identified vulnerable groups
Brockworth	Half the average population numbers with average spread of ages – although slightly higher than proportionate concentration of mental health service users. Proportionate levels of people on benefits/income support and educational under-achievement. However, proportionately higher for Looked After Children, children in poverty (2008 figures) and children with disabilities (2009 figures)	<b>Possible impact</b> on deprived children and mental health users.
Churchdown	Average population numbers with average spread of age and disabled user groups. All economic, children and young people, health and accessibility indicators are around or better than average.	No clear specific community impacts on identified vulnerable groups
Tewkesbury	Largest population in the catchment in district (nearly double average) with average percentage of younger people, but below average older and physically	Size of population catchment gives a <b>significant impact</b> to

	disabled people. Slightly higher than proportionate economic factors affecting working age people and parents (lone parent benefits, job seekers) but no strong trends.	this library, but with no particular bias to identified vulnerable groups.
Winchcombe	Lower population (2/3 <sup>rd</sup> average), but with a much higher than average percentage of older people, and much lower than average percentage make up of younger people and physically & mentally disabled service users. Economic, educational, health and maternity indicators are all above average and proportionate levels. Accessibility is slightly worse than average, due to a wider rural catchment.	No strong impacts, but <b>possible impact</b> on older people and accessibility.

#### 4.5.1 Tewkesbury area library provision and access to libraries

Libraries are currently provided at Tewkesbury, Bishop's Cleeve, Winchcombe, Brockworth and Churchdown. Tewkesbury, Bishop's Cleeve and Winchcombe all offer good shopping facilities but the library at Winchcombe is not in the central shopping area of the town. Bishop's Cleeve is next to a large and popular supermarket and benefits from this good location, there are also nearby shops at Churchdown and Brockworth but the range of shops is limited. These five libraries currently offer a total of 183 opening hours per week including Saturdays and some evenings to 7pm and Sundays at Bishop's Cleeve. Anecdotal evidence from local library staff indicates that this is a popular day for fathers and children to visit the library. The 183 hours represent 15% of opening hours for all of the county's static libraries. All libraries in this catchment area have been refurbished and provide attractive library environments. Both Bishop's Cleeve and Winchcombe are co-located with children's centres and offer a co-ordinated programme of support to families. A Police Point is also co-located at Bishop's Cleeve. In Brockworth the Brockworth Community Project provides adult learning activity from a dedicated computer suite of People's network PCs.

Tewkesbury town and Winchcombe library catchments are large and there are likely to be longer travel times and distances and in both cases the reach extends into rural areas and villages. There are plans to improve the bus service between Tewkesbury and Priors Park at the end of January 2012 by providing two later journeys on week days and introducing a low floor – easy access bus.

In terms of households with cars, according to the 2001 Census the average percentage was 81.9% and the figures for these 5 library catchment areas all exceed this with the highest percentage for Winchcombe at 89.2% followed by 87.8% for Bishop's Cleeve, 86.3% for Brockworth and 85.3% for Churchdown. Travel times by car to Tewkesbury from the other four communities with libraries in this district are around 20 minutes or more. However, all other libraries have good accessibility between these communities. Churchdown library is only about 7 minutes travel time from Longlevens library and 10 minutes by car into Gloucester or

Cheltenham. Bishop's Cleeve is about a 10 minute drive to the centre of Cheltenham and buses run into Cheltenham every 10 minutes. Brockworth and Hucclecote are on the number 10 bus route with frequency of buses every 10 minutes, this enables easy access to Cheltenham and Gloucester town centres and a bus stop is directly outside Hucclecote library. There is no bus connection between Churchdown and Brockworth but both are well-served by regular buses to Gloucester and Cheltenham, and customers also access Longlevens and Hucclecote libraries in the Gloucester district respectively. It is recognised that use of public transport will mean that users incur a cost with the exception of those over the pension age, or those who are long-term disabled, that are entitled to a free bus pass. Apart from Tewkesbury, all libraries have some parking facilities next to the libraries and in all cases public parking is within a 5 minute walk or less. Street parking can be found at Tewkesbury but public parking will incur a charge. All libraries are accessible to disabled people.

Transport for people living in the rural areas north of Bishop's Cleeve is most likely to be supplied by community transport on a demand responsive basis. The main service from Alderton and Gretton is towards Winchcombe.

People living in the Winchcombe area might also use the library at Broadway. It is open for 28.5 hours per week over 4 days. It is about 8.5 miles from Winchcombe, a 15 minute journey and there are also 4 buses per day in each direction with a journey time of about 30 minutes. There is no statistical data available to evidence that people are using libraries in other areas, however anecdotally evidence suggests this may be the case.

### **Brockworth**

**Submissions from the Brockworth library catchment area have been received and looked into. They show that the planned development of 1500 homes at Coopers Edge is estimated to take place over the next ten years. The Library Strategy is based on the current catchment areas, and future development will be managed through the relevant local authorities and the needs of these developing communities will be assessed in line with current practice.**

**The Brockworth library catchment area includes one neighbourhood that is amongst the 30% most deprived in England. This neighbourhood is:**

- **Amongst the 20% most deprived neighbourhoods in England for income deprivation and education, skills and training deprivation**
- **Amongst the 30% most deprived neighbourhoods in England for employment deprivation**
- **Amongst the 40% most deprived neighbourhoods in England for crime and disorder.**

**However, the same neighbourhood is:**

- **Amongst the 10% least deprived neighbourhoods in England for barriers to housing and services**

- **Levels of deprivation below average for Health and Disability, and Living Environment**

Since the IMD score is based on a combination of these factors, the fact that Brockworth has better access to services and housing, better than average health and a better than average living environment keeps it out of the 20% most deprived neighbourhoods in England.

Looking at the numbers of Looked After Children in the Brockworth library catchment does not give a definitive result due to the low numbers of children looked after in these areas, but as far as it is possible to determine, Brockworth is at the disadvantaged end of the proposed community library catchments when viewed purely at a county level.

#### **4.5.2 What we know about library use in the Tewkesbury area**

Table 10 provides information about library use and the arrows indicate where there has been an increase or decrease in visits and issues compared to the previous year five years' figures. The ranking column shows the position of each of the county's 38 libraries in terms of greatest number of visits. Bishop's Cleeve library is third busiest in the county and accounts for nearly 6% of all visits to libraries. Its high use levels are partly related to its good location next to a supermarket, the size of the catchment population, its co-location with the children's centre, its long opening hours including a Sunday. Tewkesbury library is the 6<sup>th</sup> busiest in the county, however when usage is looked at in terms of visits per opening hour from the 2010-11 data, Tewkesbury has 56 which is nearly as many as Bishop's Cleeve's 59. Churchdown library visits puts it within the top 20 most used libraries at 14<sup>th</sup> and it has 43 visits per opening hour. Brockworth and Winchcombe have less than 1.5% of all library visits in the county. Brockworth also has the lowest number of visits per opening hour at 25, Winchcombe's is 30. The highest cost per visit is Brockworth at £2.42 followed by Winchcombe at £1.99 - these are both higher than the county average cost of £1.87 per visit. Churchdown costs run at £1.51 per visit whereas both Bishop's Cleeve and Tewkesbury libraries cost per visit figures are below the average for the county's libraries at £1.19 and £1.35.

**Table 10: Tewkesbury catchment area Library use**

	Visits 10/11	Ranking (of 39)	% of total visits to libraries	Direction of visits over last 5 years	Issues 10/11	Direction of issues over last 5 years	Total Active Borrowers	Active Borrowers as a % of catchment pop (Mid 2009)	People's Network Occupancy %
Tewkesbury 43 hours	124670	6	4.4	↓	134816	↑	4996	20.32	66.24
Bishop's Cleeve 53 hours	163085	3	5.8	↑	154057	↑	4569	28.01	55.52
Winchcombe 27 hours	42033	21	1.5	↓	43681	↓	1578	17.30	59.96
Churchdown 34 hours	75896	14	2.7	↑	84580	↑	2801	18.08	47.98
Brockworth 26 hours	34073	23	1.2	↑	38400	↓	1312	16.89	29.58

In terms of significant changes to visit trends over the last five years, visits have increased at Churchdown by 13.4% and decreased at Winchcombe by 18.2%. Visits have also increased at Bishop's Cleeve and Brockworth.

In terms of books and other items loaned, the issue figures for Bishop's Cleeve represent 5.1% of all issues for the county's libraries with Tewkesbury's being 4.5%. The libraries in the Tewkesbury group account for 15.1% of all library issues. In this catchment area book issues are above average at Bishop's Cleeve and Tewkesbury, and below county average at the other three libraries. Bishop's Cleeve's issues of children's books rank in the top 5 libraries, and at Brockworth issues of children's books are 44.3% of its total issues.

In terms of significant changes to issue trends over the last five years, issues have increased at Tewkesbury by 10% and decreased at Winchcombe by 15.7%. The issues figures also show an increase in Bishop's Cleeve and Churchdown libraries over the last five years.

There are 42 People's Network PCs provided in the Tewkesbury area libraries with 14 at Bishop's Cleeve and 15 at Brockworth. The Brockworth Community Project use the PCs as a learning centre at Brockworth and at Bishop's Cleeve the suite of PCs are used by Gloucestershire college to provide adult learning classes on the day the library is closed. Occupancy percentages show how much the library computers are in use and demonstrate that the highest occupancy level is at Bishop's Cleeve with 66.24% and the lowest level at Brockworth (29.58%). The low occupancy figures at Brockworth may be because the number of computers available is disproportionate to demand because of the presence of the learning centre which was externally funded. The children of the allied rapid reaction force based at the IMJIN barracks in Innsworth were active participants in the children's summer reading challenge

at Churchdown. At Tewkesbury the library service has been actively promoted through outreach to teen mums not in education, employment or training (NEETs). Anecdotal information from library staff indicate that that a regular group of about eight people from the adult opportunities centre for people with learning disabilities visit Tewkesbury library weekly.

#### **4.6 Forest of Dean Area Library Catchment Population Analysis – View: Library Data and Catchment Population Information.**

**Age:** The Forest of Dean library catchment area has a large geographical spread and a population of 81,627 people representing about 14% of the county population. Nineteen percent are aged 16 or under with a ‘hot spot’ for under 16s in the Bream area although the overall catchment population at Bream represents under 4% of the total for the Forest of Dean area and covers a small area of just three square miles. In the area as a whole, people aged over 65 years represent 20% of the total population. Low income working families and higher unemployment and educational under-achievement is most prevalent in Cinderford and Lydney. The largest population in this group is found at Lydney and represents 27% of the total followed next by Coleford with 23% of the Forest of Dean population. The lowest catchment population for this area’s library catchments is found at Newnham on Severn where it is just 3.9% which is also the lowest in the county for library catchment population. In Newnham on Severn, for the catchment size, there are disproportionately higher levels of older people and users of services for those with physical and learning disabilities. This may relate partly to the presence of the nearby Camp Hill Trust community. However, here, economic, health and children’s indicators are all proportionate when compared the average demographic figures for the group of libraries in the District.

**Disability:** From the disability data collected for adult care provision 2,897 people are users of services for people with physical or learning disabilities, or mental health issues - and at 3.5% this is the third highest in the county. Data for individuals accessing a wide range of adult care services shows that 3.96% of the population in the Forest of Dean catchment area are accessing these services. The people using services in this catchment make up 14% of the total of adult care services users across the county. As with the other catchment areas, the majority of service users are 65 or over and female. All areas within the Forest of Dean catchment have between 3.4% and 6.4% of their population accessing adult care services, with the highest proportion being at Newnham on Severn, and the lowest at Lydney. In terms of actual numbers, Coleford is the highest at 782 users, closely followed by Lydney with 726 – the lowest actual numbers are recorded at the Bream library catchment area. A total of 332 children are recorded as having a statement of special educational needs and these are focused mainly in Bream, Cinderford and Coleford.

The data from the self-completion library survey in 2006 provides some additional information on library users with a disability. Although it cannot be considered to reflect actual numbers as survey respondent levels were low it does give an impression of the type of disability most

common and the libraries where most cases were reported. There were 1,246 responders to the disability/long-term limiting illness question in the Forest of Dean catchment of libraries, of which 325 people, 26% responded that they had a disability/long-term limiting illness. The libraries with the highest proportion of users responding that they had a disability/long-term limiting illness as a proportion of total responds to this question in the Forest of Dean catchment area were at Coleford with 84 people (6.8%), Lydney (77 people, 6.2%) and Cinderford with 66 people (5.3%). Newent library had 62 people (4.9%) report that they had a disability/long-term limiting illness. The remaining three libraries in this catchment all had less than 2% of their users respond that they had a disability/long-term limiting illness when looked at against the total number of respondents to this question for the Forest of Dean catchment area. These were Mitcheldean (21 people, 1.7%), Bream (7 people, 0.6%) and Newnham on Severn (7 people, 0.6%). The most common disability was of 'mobility - getting around' where 101 people (8.1%) responded that this caused them difficulties. This was followed by difficulties with 'Hearing' for 4.2% (52) of total Forest of Dean libraries respondents.

**Race, Religion and Belief:** The Forest of Dean area has the smallest BME population (2,400) in the county and this population is mainly clustered around Cinderford, Coleford and Mitcheldean. The library at Coleford caters for a group of Chinese families and a Chinese book collection is retained.

ONS data indicates that there were 44 gypsy and traveller caravans in the Forest of Dean in January 2011. Information available from the Race Equality and Diversity service shows that only Newent library in the Forest of Dean catchment is in close proximity to local schools with children from the gypsy and traveller community on their roll. This may be related to the distribution of sites and pitches available to this community across the county.

This area also has the third lowest percentage of non- Christians according to the last Census.

**Sex/Gender:** There are not any distinctive patterns in gender distribution across the catchments of all libraries. There are no identified hot spots of lone parents in the Forest of Dean area. For young people not in education, employment or training (NEETs) there are three library catchments where the percentage is above the county norm although numbers are relatively low. These are Cinderford, Lydney and Mitcheldean.

This table compares the demographic, social and economic indicators for the library catchments against the average for the county population and identifies some differentials. Hot spot areas identified in the table are in relation to comparison with other catchment areas within the county.



**Table 11: Key population characteristics for the Forest of Dean Library**

Forest of Dean Area Libraries	Population Characteristics as compared to the average for the county library catchment population as a whole	Potential 'hot spots' for protected and key characteristics of this population
Bream	Very low catchment population with slight bias to younger people over older and average levels of disabled users. Most economic, health, children's and accessibility indicators are roughly proportionate to the small population but there is a higher incidence of under achievement in education relative to catchment size.	<b>Possible impact</b> on children's educational issues relative to population, but no strong, clear impacts.
Cinderford	Average population catchment size with roughly average age make-up and disability range with a slightly higher level of users with learning disabilities. However, economic indicators show very high levels of out of work, incapacity and lone parent benefit claimants, and considerable educational under-achievement, pupils with special educational needs and children claiming free school dinners.	<b>Significant impact</b> on disadvantaged younger people and deprived working age/unemployed people.
Coleford	Just over average population catchment, with a roughly average spread of age groups, but a slightly higher relative percentage of physically disabled users. Numbers of incapacity and out of work benefit claimants are also above average, as are the numbers of working families earning less than £16,000. Children with special educational needs and claiming free school meals are also slightly above county average. A relatively large and rural catchment also impacts accessibility.	No strong bias, but <b>possible impact</b> on deprived/low income families and younger people, enhanced by accessibility issues
Lydney	Largest population catchment in district, with 50% more than county average. Normal spread of age distribution, but a slightly lower than proportionate percentage of disabled users. Economic and children and young people indicators are again slightly worse than county average levels, with higher incapacity and out of work and income related benefit claimants, and educational under-achievement worse than usual levels, and accessibility factors slightly worse than average.	Slight bias exaggerated by larger population and accessibility give a <b>significant impact</b> on deprived/low income families and younger people.
Mitcheldean	Low population catchment, a third of the average, with proportionate age groups, but with a	No strong impact bias, but <b>possible impact</b> on

	significantly raised proportion of mental health and physically disabled users. Economic, maternity, children and young people and health indicators generally proportionate or below average as is accessibility.	disabled groups.
Newent	Just below average catchment population size, with roughly proportionate mix of age groups (slightly high for older people) and disabled users (slightly low for mental health and learning disability users). Most economic, health and educational indicators are better than average for the county, but with a peak of looked after children in the area. Accessibility is an issue in a larger rural catchment.	No strong impacts, but <b>possible impact</b> looked after children
Newnham on Severn	Lowest catchment in the district and in the county but with disproportionately high levels of older people, and disabled service users (particularly learning disabilities), and those claiming incapacity benefits. Remaining economic, health and children's indicators are generally proportionate. Accessibility is slightly worse than average.	Small population size but <b>possible disproportionate impact</b> on older and disabled groups, exaggerated by accessibility issues.

There is a complex mix of library catchments are in this area. The two smallest and four larger concentrations, are all within a mostly rural area with access issues. Economic factors are key across the whole area with levels of benefit claimants higher than usual and working families earning lower wages than county average. Educational under-achievement is also lower in many areas. Disability as identified through adult care service users, forms another key aspect of the district character, with smaller but disproportionate concentrations of service users in Newnham on Severn, Mitcheldean and Coleford. Complexities of lower incomes and deprivation mixed with accessibility give potential impact to all catchments. Largest impacts overall are around the population centres of Lydney, Coleford and Cinderford.

#### 4.6.1 Forest of Dean area library provision and access to libraries

Libraries are currently provided at Coleford, Newent, Lydney, Cinderford, Mitcheldean, Bream and Newnham on Severn. The Forest of Dean library catchment covers a large geographical spread and the nature of the geographical spread may affect accessibility to services. For example, Lydney catchment covers 52 square miles of communities along the A48 beside the river Severn. Newent and Coleford are also largely serving sparsely populated areas. Travel times will be longer than average for these three libraries, however drive times to the various communities and service in the Forest of Dean area can take as little as 10 minutes or around 20 to 30 minutes for those living in the rural villages on the edge of the county. Since changes to the bus services in October 2011 Lydney is now a hub for additional local bus routes.

Levels of household car ownership as recorded by the 2001 Census show that for people living in the following catchment groups it was lower than the county average of 81.9%; Coleford where it was 79.5% and Mitcheldean, 80.9%. Newnham on Severn however was above the average figure at 89%.

Anecdotal evidence from staff who live and work in the southern area of the Forest of Dean reports that people often shop at Chepstow so it is possible that some people may use Chepstow library. It is open for 44 hours per week over 6 days. From Lydney there are 5 buses each way daily with a journey time of about 30 minutes. The drive of 10 miles would take about 15 minutes. For Bream residents it would take about 25 minutes to drive the 12.5 miles. It is acknowledged that the use of public transport means that costs are incurred by users with the exception of those over the pension age, or those who are long-term disabled, that are entitled to a free bus pass.

In the North part of the Forest of Dean area Ross-on-Wye attracts people for shopping and the library here is open 52 hours over 6 days. To drive to Ross from Mitcheldean would be about 6 miles and take 10 minutes, however public transport is only available on a Thursday when there are two buses in each direction with a journey time of 30 minutes. There is no data available to evidence that people are using libraries out of county, however this may be happening where people's main shopping activity takes place outside of the county.

Apart from at Newnham on Severn and Mitcheldean the libraries in the Forest of Dean are all located near to their respective town centres. There is a small supermarket and other shops adjacent to the library at Mitcheldean and there are some small shops in Newnham on Severn although the library is on the periphery of these. The six libraries currently offer a total of 186.5 opening hours per week including Saturdays and some evenings to 7pm. They provide 15.7% of opening hours for all of the county's static libraries.

Coleford library is co-located as part of the 'Main Place' and was newly built in March 2010. Newent library was completely refurbished in 2009 and all the other libraries have had some internal improvement during the last 5 years. In terms of premises condition it is Lydney library that requires regular maintenance owing to the nature of the building. The library at Newnham on Severn is leased and is small. Mitcheldean library was co-located with the children's centre and although the children's centre still use the library the office is no longer regularly used. Mitcheldean's opening hours were extended in 2007 when the children's centre first opened and supported by this income, however this income has reduced significantly and the library service has had to bear the brunt of the costs of the 14.5 additional hours per week originally added for children's centre access. More recently, the county's partnership with Gloucestershire constabulary has meant that a Police Point has been set up at Newent library where office space has also been let to the Police. This income helps to offset premises costs as well as providing an access point to local police in the community.

Although Coleford, Newent, Lydney and Cinderford libraries are serving the wider rural villages, public transport is not frequent and journey times can be long. From Newnham on Severn and Bream there is an hourly service to Lydney. For Newent and Mitcheldean the service into

Gloucester runs every half hour and takes around 30 minutes. However, it is not possible to get directly to Cinderford from Newent and the next nearest library after Gloucester is the one in Ross-on-Wye. There are six journeys per day from Mitcheldean to Cinderford library and regular buses into Gloucester.

### **Mitcheldean**

Submissions from the Mitcheldean library catchment area have been received and analysed as follows. 19.1% of households within the Mitcheldean library catchment do not have access to a car or a van, which is only 1% higher than the county average of 18.1%. Drybrook is part of the Cinderford library catchment area, however as it was raised by the community in Mitcheldean this has been investigated. Drybrook parish has lowest income at £28,836 (2007 data), this is 79% of the county average for the same year of £36,500. Estimates made using the Income Deprivation Affecting Children Index and the Income Deprivation Affecting Older People Index suggest that 17.9% of children (100 children) and 12.5% of adults (380 people) in the Drybrook parish are income deprived, which for this parish is above the 14% county average estimate for both these groups in the county. For the Mitcheldean library catchment area as a whole there are 8.4% of adults who are categorised as being income deprived (280 people), and 80 children (9.9%). These are both below the county average for both children and adults living in deprived homes.

19.75% (913 people) of the population in Mitcheldean are over 65 years of age, which is just above the county average of 18.5%. Within the Forest of Dean District catchment area as a whole, there are 18,627 people, of whom 16,112 (19.74%) are aged over 65 years. The over 65 year olds in Mitcheldean make up 5.67% of this age group in the wider Forest of Dean catchment area. There is not a significantly higher proportion of older people within the Mitcheldean catchment area when compared to the county average.

In relation to access to alternative libraries, an hourly bus service is available to Gloucester for a journey time of 35 minutes, and there is a bus service from Mitcheldean to Cinderford which leaves four times daily and returns three times daily. This bus service will be improved by late summer 2012.

### **Newnham**

Submissions were also received from the Newnham library catchment area, and these have been checked and analysed.

Newnham has the fourth highest percentage of households with access to a car or a van in relation to the 9 rural villages in library catchments with between 11,663

and 29,628 households, which places it in a favourable position to other similar locations.

Newnham has a catchment population of 3,144 people (3.85% of the Forest of Dean catchment population), of which 710 people (22.58%) are aged over 65 years old. The over 65 years old population of Newnham make up 0.97% of the population of the Forest of Dean catchment area, however 4.41% of those aged over 65 years old in the Forest of Dean District catchment area reside in Newnham.

Newnham catchment has the fifth highest proportion of older people who are adult care service users. It also has a higher than average population of older people compared with the other catchments, with the result that they are the catchment with the fourth highest proportion of the total population who are older people receiving adult care services. This does suggest they have a relatively high proportion of the population who are older people who may have physical mobility issues.

In terms of issues per head of the catchment population, Newnham ranks 32<sup>nd</sup> out of 39 libraries in the county, with 3.34 book issues per capita.

There is a number of care or sheltered homes in or close to Newnham, particularly for people with learning disabilities.

#### 4.6.2 What we know about library use in the Forest of Dean area

Table 12 provides information about library use and the arrows indicate where there has been an increase or decrease in visits and issues compared to the previous year five years' figures. The ranking column shows the position of each of the county's 38 libraries in terms of greatest number of visits. None of the libraries in the Forest of Dean area are in the top 10 most visited libraries in the county but Coleford, Newent, Lydney and Cinderford are all in the top 20. Together these four libraries account for 84% of visits to libraries in the Forest of Dean which is 10.7% of visits to all libraries. Newnham on Severn's visits are the lowest in the county and represent 0.2% and Bream's are second lowest at 0.25%. The largest number of visits per opening hour (averaged over the year 2010-11) for this Forest of Dean group of libraries takes place at Coleford (50) with Newent the second largest at 37 per opening hour. The lowest visits per opening hour are recorded for Newnham on Severn (12) and Bream (14). As might be expected the highest cost per visit is at Newnham on Severn £4.67 and Bream £4.22. Both are more than double the average cost per visit to a county library (£1.87). In the Forest of Dean libraries, only Coleford's costs fall below this at £1.52.

**Table 12: Forest of Dean catchment area Library use**

	Visits 10/11	Ranking (of 39)	% of total visits to all libraries	Direction of visits over last 5 years	Issues 10/11	Direction of issues over last 5 years	Total Active Borrowers	Active Borrowers as a % of catchment population (Mid 2009)	People's Network Occupancy %
Coleford 33 hours	85001	12	3.0	↑	86906	↑	2851	15.39	63.64
Newent 34 hours	65016	16	2.3	↓	79863	↓	2448	18.37	47.71
Lydney 35 hours	58533	18	2.1	↓	85261	↓	2524	11.46	63.19
Cinderford 32 hours	45061	20	1.6	↓	60206	↓	2416	14.42	53.83
Newnham on Severn 10.5 hours	6782	38	0.2	↓	10503	↓	310	9.86	61.01
Mitcheldean 32 hours	35102	22	1.3	↑	31952	↑	1149	24.86	74.55
Bream 10 hours	7290	37	0.3	↓	10985	↓	484	15.04	74.31

In terms of significant changes to visit trends over the last five years, visits to Bream Library have decreased by 51.5%, Cinderford by 11.3%, Lydney by 28.6% and Newnham on Severn by 42.9% whilst at Coleford visits increased by 28.4% and at Mitcheldean increased by 51.6%.

In terms of books and other items loaned, the issues from all of the Forest of Dean libraries represent 12% of the total for the county's libraries. Within the Forest of Dean most of the loans are taking place at Coleford, Lydney and Cinderford. In terms of 'active borrowers' the largest percentage is shown as Mitcheldean at nearly 25%. Both Newnham on Severn and Bream each issue less than half a percent of the county's issues. However at Bream, 58.6% of the issues from this library are for children's books. This is due to the regular visits made by the local school. At all other libraries in the Forest of Dean area children's issues average around a third of the issues from each library with Cinderford being slightly higher at 37.4%.

In terms of significant changes to issue trends over the last five years, issues at Coleford increased by 24% and Mitcheldean by 11.3%, whilst decreases were recorded at Bream of 26.7% and Newnham on Severn of 23%

People's Network PCs are provided in each library to enable residents to have access to digital services. Forty public use PCs are available in the six Forest of Dean libraries with the largest number being available at Newent and Coleford. However, the highest occupancy level is recorded for the five PCs at Mitcheldean and there is some anecdotal evidence of additional demand for PCs at this library, and the local staff team report that PCs are being used for job and social housing applications. The library also hosts the local job vacancy board. Community drop in sessions are facilitated by the local libraries at Coleford, Newent, Cinderford and Mitcheldean, these bring various agencies together including the Police, children's centre staff, Village Agents and others helping to forge connections in the community. At Lydney there are regular library visits from people with learning disabilities living in supported accommodation. The Forest Ready Easy Deal (FRED) literacy initiative uses Coleford, Lydney, Cinderford and Newent libraries for meetings and volunteer tutoring. The youth service now offer job clubs focused on helping young people not in education, employment or training (NEET) at Coleford and Cinderford libraries.

## **5. Mobile Library Services**

There are five mobile libraries currently operated in the county.

### **5.1 Homelink Mobile Library**

The 'Homelink' mobile provides a service to elderly persons' residential homes and sheltered accommodation depositing bulk loans of books and DVDs. Its time available for public access (ie not in transit or at base for loading up) is equivalent to 18 opening hours per week. Some of the more physically able of the residents also choose their own books from the collection on the mobile library. In 2010-11 it cost £35,130 to provide the service to 171 homes in the county. The number of visits in 2010-11 was 2,653 and loans were 34,190. This works out at a cost of £13.24 per visit and £1.03 per issue. The library vehicle is also at the end of its working life and requires regular maintenance. This service is focused on serving the needs of older people.

### **5.2 Share-A-Book Mobile Library**

The Share-A-Book mobile library was originally brought into service prior to the 1980s funded as part of the 'urban aid' project. The focus has always been on giving children who may be in some way excluded or disadvantaged access to books and stories through work with early years' settings.

Since 2009, this mobile has been shared by Library Services for Education (LSE) and this service provides mobile library loans to children in the schools subscribing to LSE and also to the county's children's centres. Should LSE use decline, or cease then the public library service would not be able to cover the full costs of running this mobile. The mobile cost a total of £48,677 to run in 2010-11. For the mobile's public half of the service (equivalent to 14 opening hours per week) there were 3,358 visits and 5,299 issues. However, active borrower figures



show us that there were only 193 using the service. Fifty percent of the costs work out at £7.24 per visit but £126 per active borrower. (However, one active borrower may be a playgroup and hence represent more children).

### 5.3 Community Mobile Libraries

The remaining three mobiles provide a traditional mobile library service across the county visiting both rural and urban areas. When not in transit or at base being re-stocked, the West Mobile mainly covering the Forest of Dean's rural areas is open for the equivalent of 12 hours per week, the East Mobile, mainly covering the Cotswolds rural areas for 13.5 hours per week and the Central Mobile, the busiest one, for 15.5 hours per week. This covers the Severn Vale area including some urban areas. In total they provide 41 opening hours per week which worked out at a cost of £62 per opening hour in 2010-11; the cost of all three mobiles totalling £132,347 that year. Mobile library stops last from around 10 minutes to an exceptional 1 hour 45 minutes at Northleach with three more stops exceeding 30 minutes. These are at Blockley, Upton St Leonards and Eastcombe. There are a total of 246 mobile stops and 92 (37%) of these are within 5 miles of a static library. Only 23 stops or 9% are more than eight miles from a static library, 13 of these being in the Forest of Dean area, 8 in the Cotswolds area and 1 in the Stroud area. View: [Mobile Library Route Map](#).

In 2010 -11, 14,867 visits were recorded in total to these three mobile libraries (visits are recorded by the driver not by an electronic people counter) and the number of active borrowers (people actually borrowing books from the mobiles) was 1,725 people which is 0.29% of the population of Gloucestershire. The average cost per visit is £8.90 and the cost per user (ie active borrower) works out at £76.70. Anecdotal evidence from mobile library drivers indicates that in some cases people travel to the mobile library stop in their car and we also know from the information on the library membership database that around 50% of registered mobile library members also use another static library.

Over the last five years as the numbers of users has declined we have withdrawn some stops and revised routes. Any individuals affected by the withdrawal of a stop are offered an alternative if they are older or infirm and cannot travel to other libraries or mobile stops. This may be either a housebound volunteer to collect books from a library and deliver them to their home or volunteer or community transport to bring them into a library club once a month. Anecdotal evidence from library staff facilitating the library clubs is that people value library clubs as it provides an opportunity for social interaction as well as for choosing books, hear speakers or find out useful information. There are 25 library clubs established across the county.

In June and July 2011 staff contacted current mobile users and carried out a telephone interview to identify if they would be able to access an alternative library should mobile services be withdrawn. Letters were sent if people could not be contacted by phone. They were also asked if they needed access to public or community transport as this information was to be fed back to the Integrated Transport Unit in relation to their review. The main purpose of the survey was to identify older or mobility restricted people who might need a more tailored approach to

accessing a library service to meet their needs. Out of the 1,151 people/ families contacted 81 have requested a preference for a volunteer housebound service, 29 indicated they would like to attend a library club and 12 wanted access to community transport in the event of mobile library services being withdrawn. These 122 people represent 7% of all mobile library users for these three community mobiles. The council's transport team, volunteer agencies including the WRVS and Rotary clubs have all indicated a willingness to assist in helping to bring people into libraries and to review community transport routes in order to meet these people's needs should mobile services be withdrawn. Village Agents also help us to keep people informed about changes and some volunteer to deliver books to people.

In terms of considering the needs of people who want to use library services it is evident that the five mobile libraries in particular provide book loan services to people who may be rurally isolated, older people who may have physical disabilities and some children and early years settings. However, usage figures are not high and costs of service provision are disproportionately higher than the average cost per visit to a static library. It is noted that over the last five years use of the Mobile libraries has declined, and stops have been removed due to lack of use.

It has been possible to carry out demographic analysis for each of the three mobile services, this can be seen below. It should be noted that where hot spots were identified the actual numbers of people affected were low.

**Through the consultation we were able to find out more about the users of the mobile library service. This is covered in more detail in the consultation report, however it is helpful to include some key findings in this needs assessment for consideration. Of the mobile library user respondents who answered the self-selecting questionnaire 41.8% were aged 75 years or over and 33.3% were aged over 60-74 years old. Almost 75% were female, and just under half of this group reported that they had a disability. 56% of the mobile library respondents had access to the internet at home.**

### 5.3.1 Central Mobile

The mobile library service covered by the central route takes in parishes within the Stroud, Cotswold and Tewkesbury districts. The population covered by the Central mobile library route has an age profile that demonstrates a skew towards the 18-64 age group with smaller populations below 18 and above 64. MAIDeN data for the parishes covered illuminates a number of hot spots for areas with high incidence of factors relating to children and young people, economy and enterprise and drive time to libraries.

For the mobile stops in the urban areas of Stroud and Tewkesbury there were several hot spots. In many cases these areas are also served by the static libraries. Specifically, in relation to children and young people, there were hot spots in the Chalford parish of Stroud for the population aged 0-4 and 0-17 according to the 2007 data. Stroud parish itself, along with the Tewkesbury parishes of Tewkesbury and Badgeworth have hot spots for children with

disabilities (2009 data). Both Stroud and Tewkesbury parishes have high rates of young people not in education, employment or training (NEETs, 2009). The Tewkesbury and Stroud districts also contain hot spots for Looked After Children (2009) in the parishes of Whiteshill and Ruscombe (Stroud) and Tewkesbury and Leigh (Tewkesbury). Low scores at key stage 1 are noted in Tewkesbury parish (2007/2008) and at key stage 2 in Staverton, also at Tewkesbury parish (2007/2008). There are high rates of students receiving free school meals in the Stroud and Leonard Stanley parishes of the Stroud district and in Tewkesbury parish (2007/2008) with high rates of lone parent benefits claimants in the Stroud and Cainscross parishes of Stroud (2007/2008).

Hot spots relating to economy and enterprise occur across the three districts. In terms of benefits claimants recorded in 2008 data, there are hot spots for both working age benefits claimants and job seekers claimants in the Stroud and Tewkesbury parishes, with Stroud also having high rates of incapacity benefits claimants and others on income related benefits and Tewkesbury having a high rate of disabled claimants. According to 2007/2008 data, hot spots for accessing e-learning are evident in all parishes other than the Churchdown and Tewkesbury parishes of Tewkesbury district and the Painswick, Frampton-on-Severn and Stroud parishes of Stroud. There is a prevalence of Further Education evening class hours accessed in Cherington (Cotswold) and distance learning in the Cotswold parishes of Coates, Cherington, Brimpsfield, Winstone, and Kingstone, along with the Stroud parishes of Alkington, Harescombe, Coaley, Cranham, Miserden and Nymphsfield.

Average drive times to mobile libraries were recorded as high in Sapperton and Winstone (Cotswold district) and Fretherne-with-Saul (Stroud).

The route includes parishes that are hot spots in terms of Adult Social Care service users (2008 data) and these occur primarily in the Stroud District. Adult Social Care service users over the age of 75 are highly represented in the Stroud district parishes of Stroud and Kingswood. Home care hot spots are located in Stroud and Minchinhampton and residential nursing in Stroud, Frampton on Severn, Kingswood and Eastington. There are learning disability service user hot spots in Stroud, Minchinhampton, Eastington and Frocester along with the Tewkesbury parish. Stroud, Minchinhampton, Frampton on Severn, Kingswood and Eastington represent the Stroud district hot spots for mental health service users with Badgeworth in the Tewkesbury district. In terms of day care services both Stroud and Tewkesbury parishes are hotspots.

### **5.3.2 East Mobile**

The mobile library East route covers parishes in the districts of Tewkesbury and the rural Cotswolds.

MAIDeN data reveals 2 hot spots for children and young people with disabilities in the Cotswold Parishes of Siddington and Bibury (2009). The Cotswold district incorporates a number of parishes which are hot spots for children and young people borrowing books, these are Todenham, Compton Abdale, Bagendon, Naunton and Whittington with a further hot spot in the

Tewkesbury parish of Buckland (2008 data). There is only 1 hot spot for students with English as an additional language (2007/2008) which is the Cotswold parish of Chedworth.

Economy and enterprise data from MAIDeN (2007/2008) reveals a large number of hot spots for accessing learning. The majority of parishes represent hot spots for open learning hours accessed with the exceptions of South Cerney, Siddington, Chedworth, Northleach with Eastington, Bibury, Maiseyhampton and Coberley in Cotswold district and Winchcombe, Alderton and Gotherington in Tewkesbury. E-learning access is particularly high across all parishes other than in Shipton and Somerford Keynes in the Cotswold district and Teddington in Tewkesbury. Hot spots for distance learning occur in 18 of the Cotswold parishes and Buckland, Oxenton, Gotherington and Teddington in Tewkesbury. There are fewer hot spots for access to Further Education evening class hours, in the Cotswold district these are located in the parishes of Siddington, Chedworth, North Cerney, Bledington, Bibury, Compton Abdale, Preston, Shipton and Bagendon. In Tewkesbury they are located in Naunton, Westcote, Aldsworth, Dowdeswell, Hazleton and Lower Slaughter.

Of particular note on the East route are the number of hot spots for average drivetime to libraries with high averages in Chedworth, Withington, Bibury, Compton Abdale, Guiting Power, Aldsworth, Hazleton, Poole Keynes, Somerford Keynes and Temple Guiting. All of these parishes fall within the Cotswold district.

The 2008 data for Adult Social Care shows few hot spots on the East route. Residential and nursing care hot spots are in the Cotswold parishes of Northleach with Eastington and Preston with the former also a hot spot for Mental Health service users and the latter for Adult Social Care service users aged over 75.

### **5.3.3 West Mobile**

The mobile library West route takes in parishes from the districts of the Forest of Dean and Tewkesbury. Some of the areas covered on the fringes of the county are most likely to be furthest away from alternative static library provision.

MAIDeN data for children and young people (2009) shows 3 hot spots in the Forest of Dean district for the prevalence of children and young people with disabilities; these are in the parishes of Drybrook, Tidenham, and Westbury on Severn. According to 2009 data, the Forest of Dean district also includes hot spots for NEETs in Newent parish, Looked After Children in Newent, West Dean, Lydbrook and Awre parishes and Children in Need in Littledean. Book borrowing among children and young people is particularly high in the Forest of Dean parishes of Staunton Coleford, Alvington, Bromesberrow, Hewelsfield & Brockweir and Tibberton and in the Tewkesbury parishes of Maisemore, Tirley and Forthampton. 2007/2008 data demonstrates hot spots for low scores at Key Stage 2 in both Ruspidge and Soudley and for not gaining 5+ A\* - C grades including maths and English in West Dean (all parishes of the Forest of Dean). There is a hot spot for students receiving free school meals in Drybrook (Forest of Dean).

2008 economy and enterprise data highlights that the Forest of Dean parish of West Dean is a hot spot for working age benefit claimants, incapacity benefit claimants and carer claimants with a hot spot for others on income related benefit in Awre, also a parish of the Forest of Dean district. Learning access hot spots occur across the routes however there are a notable number in the Forest of Dean district. 15 Forest of Dean parishes form hot spots for accessing open learning along with Maisemore in Tewkesbury. 17 Forest of Dean parishes form e-learning access hotspots with the Tewkesbury parishes of Maisemore, Forthampton, Ashleworth and Minsterworth. In contrast, there is only 1 parish per district with high rates of access to Further Education evening hours, these being Pauntley (Forest of Dean) and Forthampton (Tewkesbury). Distance learning access is also only high in a small number of parishes, these being Oxenhall in the Forest of Dean and Tirley, Forthampton and Ashleworth in Tewkesbury.

There are 3 hot spots for average drive time in the Forest of Dean parishes of Corse, Hewesfield & Brockweir and Redmarley D'Abitot with a further 2 in the Tewkesbury districts of Tirley and Ashleworth.

The 2008 Adult Social Care data reveals hot spots in both the Forest of Dean and Tewkesbury districts. There is a hot spot for adult care car badges in West Dean and for day care services in Awre, both in the Forest of Dean district. Hot spots for residential and nursing care appear in Staunton Coleford and Westbury-on-Severn in the Forest of Dean and Maisemore and Minsterworth parishes in Tewkesbury. Lydbrook and Awre in the Forest of Dean district, along with Minsterworth in Tewkesbury are hot spots for learning disability service users and Maisemore in Tewkesbury for mental health service users

## **6. Digital access and the virtual or electronic library service**

### **6.1 Digital access to services**

There are 361 People's Network PCs provided across the county's libraries with broadband access to the internet provided to users for free. On average, these are in use for around 60% of available bookable time. These PCs were originally funded by the lottery fund as part of the government's approach to extending digital access to services. View: [People's Network Statistics All Sites 1<sup>st</sup> April 2010 – 31<sup>st</sup> March 2011.](#)

Broadband access to homes in the county is variable. In rural areas and the Forest of Dean especially there is a higher proportion of the population living in areas with lower internet speeds than nationally desired standards. Gloucestershire, in partnership with Herefordshire, are working to deliver faster and better broadband services in rural areas through a joint project called '[Borders Broadband](#)'. Data gathered for the national '[Race Online](#)' campaign, which aims to get 1.6 million people who have never used the internet on-line by the end of the Olympic year has estimated that within the regions of Wiltshire, Gloucestershire Bristol and Bath, 85.5% of adults were internet users. They used this data to extrapolate figures for Gloucestershire of 89,162 adults who had never been online (15% of the population) and 15,149 children without access to the Internet at home. The library service is supporting the race online project and the BBC sponsored beginner courses '[First Click](#)' have also been operating in libraries with support

from adult education tutors and over 260 learners have participated in the first 3 week course. Monitoring of these projects to date shows that staff and computer buddy volunteers are dealing with about 500 enquiries to support computer use each week. This may be for assistance with applications for concessionary fare bus passes, for setting up email accounts, for signposting to 'Your Circle' information or just for general advice about how to use the PCs or where to find information on the Internet.

## 6.2 Library Services available online

Online library services are an integral element of the county library service and many are available 24 hours a day to customers with access to the internet at home. Services that are currently available include:

- Managing their library account including loans, reservations and renewals
- Requesting services including joining the library and placing requests for stock including inter library loans
- Submitting enquiries to staff via the 'Ask Us' reference enquiry service
- Accessing the virtual reference library with subscription databases
- Downloading e audio books on Bolinda and selecting online books on the Public Library Online
- Finding information via the libraries website (and linking from here to any information available on the internet)
- Booking a People's Network PC in any library in the county whilst online
- Registering interest in volunteering in libraries online
- Mobile phone interface with Library Catalogue (launched Dec 2011)

The following additional services will also be made available in 2012

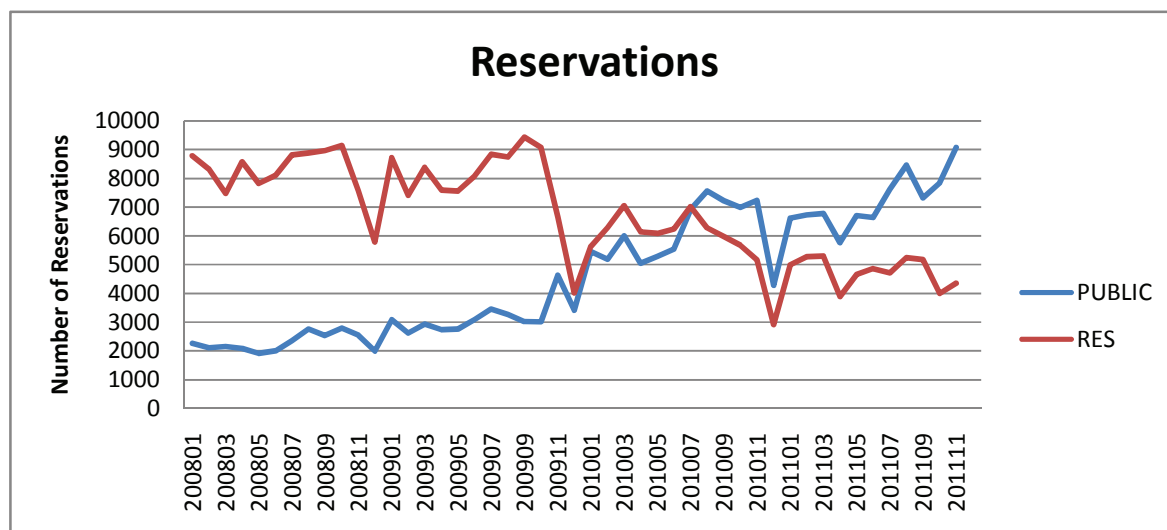
- E-Book download service launching spring 2012
- Online payment for requested services launching April 2012
- New Fully Transactional GCC website including new library pages
- Catalogue developments - shared book lists and reviews and links to social media
- Options to change personal details online
- E-mail customer notification for fines

## 6.3 What we know about the use of virtual library services

Since November 2009 it has been free to reserve items via the library catalogue, in order to encourage self-service transactions. 53% of the 143,187 reservations in 2010-11 were carried out via the website (76,141). Promoting and supporting our customers to use the self-serve option has led to a 42% increase in the number of reservations placed between April 2004 and March 2011. In this period there was also a 20% reduction in reservations conducted in libraries by staff, and a 361% increase in public self-serve reservations via the library website.



**Figure 8: Reservations made through the library catalogue**



Although we cannot isolate figures for how many renewals of loans are done remotely by customers, we do know from a Google analytics search that that there were 60,546 page ‘views’ for successful renewals between April and November 2011.

Approximately 20,000 new library members each year join the county libraries, and currently around 3% are completed online. Online joining is likely to be increasingly important as new customers join specifically to take advantage of online library services such as book downloads. This may mean some people become library users without ever visiting a library building. This may mean the percentage of male library users increases.

Since 2008 we have provided a centralised reference enquiry service called ‘Ask Us’ supporting customers by providing quality authoritative information to answer enquiries via phone or email. This service supports a wide range of information enquiries including medical and legal information, local information about courses and cultural events as well as business information. In 2010-11, 17 % of information requests were supporting small businesses and job seekers requesting information about business. The service has also proved attractive to customers who are housebound or visually impaired and appreciate the immediacy of emailing or phoning an enquiry. In 2010-11 6,056 enquiries were received with 56% of enquiries being made by phone and 13.5 % by email. In 2010-11 74% of enquiries were direct from customers, 26% were as a result of a referrals via a library or via other council services.

The Virtual Reference Library (VRL) was launched in 2005 as a 24 hour remote service accessible to customers with a library card. It has developed to include a range of authoritative

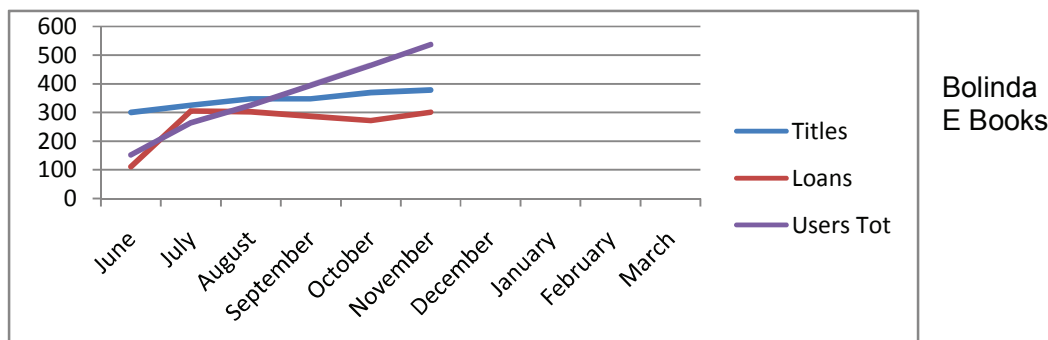


subscription services that are unique to public library access and are focused on research and information. Key resources include the 1985 to the current day newspaper database (currently Newsbank), The Times Digital Archive 1885-1985 where it is possible to search for a key word and see the news articles in digitised form, the Oxford English Dictionary, the Oxford Dictionary of Biography and the 19th Century Newspaper database (national and regional coverage).

Ancestry genealogical database is our most popular subscription service even though due to licensing requirements it can only be used in libraries or Gloucestershire Archives. In 2010-11 there were 225,315 searches. The most popular remote products are the 19th Century Newspapers and 91% of the searches of this product are done remotely. For the Times Digital Archive 95% of the searches are done remotely.

Bolinda is the current e audio book provider. This is a free download system and we currently have 537 members of the e audio service. This is a developing service that was introduced in June 2011 and use will grow with the new fully transactional website being developed within the council. Content includes adult, teen and child interest stock. It is compatible with a wide range of ICT technology and visually impaired users have been positive about its ease of use.

**Figure 9: Bolinda e audio downloads**



The library pages of the council’s website equate to approximately 10% of the use of the council’s website with an average number of 1,000 visits per day. Around 78% of the library website use comes via referring sites such as the county council website or anywhere.me/Gloucestershire. Its lowest use is at weekends. Use is 9,600 page views per day.

Evidence of website use patterns during the period April 1st to November 30th 2011 for the library catalogue include, 269,895 views of membership account pages (for reservations, checking loans or managing renewals). Between April 1st and November 30th 2011 the library catalogue had 164,543 visits of which 34.02% (55,975) were new visitors. As the virtual or electronic library services develop it is anticipated that its use will increase significantly and it will represent more than the equivalent of a library.

## 7. Summary of previous consultation with library users

In the autumn of 2006, a public library user survey of adults took place at all libraries in Gloucestershire as part of the national gathering of data about library use through the Public Library User Survey (PLUS) process, facilitated by the Institute of Public Finance Research (IPF) a company owned by the Chartered Institute of Public Finance and Accountancy (CIPFA). View: [Library PLUS Adults Survey Data 2006](#). These surveys usually take place every three years but the 2009 survey was not undertaken owing to the service's budget pressures, however much of the data is still relevant to provide an indication of the picture of use across our county libraries today. The survey was carried out by library staff following a very controlled methodology. The average response rate across all libraries was 20.5%. Libraries that would be expected to get more than 1,000 visits per week carried out a sample survey of 500 visitors during the week, and those with less than 1,000 visitors carried out a Census survey whereby a survey was provided to every member of the public who visited a library. The sample survey method had an average response rate of 21.9%, those who used the Census surveying method received a response rate of 31.2% and the Mobile Libraries (who also used the Census method) had a response rate of 57.1%.

The data has been analysed on the basis of what it might tell us about the needs of people with specific characteristics such as the 'protected characteristics' as outlined in the Equalities Act 2010

### 7.1 Summary of Disability/Long-term limiting illness analysis.

The highest number of people reporting that they had a disability/long-term limiting illness was in the Gloucester catchment area, where 357 of 1303 people (27.3%) who answered the question, had some form of disability/long-term limiting illness. This was followed by Stroud (344 of 1210 respondents - 28%), the Forest of Dean (325 of 1246 respondents – 26%), Tewkesbury (306 of 1253 respondents – 24%), Cheltenham (297 of 1171 – 25%) and the Cotswolds (237 of 852 respondents – 28%) catchment areas.

The five libraries in the county with the highest number of people reporting that they had a disability/long-term limiting illness when looked at as a proportion of the total number of people answering the question in the district catchment area were Hucclecote (104 people, 3.8%), Coleford (84 people, 6.8%), Nailsworth (83 people, 8.9%), Churchdown (83 people, 6.7%) and Lydney (77 people, 6.2%).

The five libraries with the lowest number of people reporting that they had a disability/long-term limiting illness when looked at as a proportion of the total number of people answering the question in the district catchment area were Chipping Camden (19 people, 2.2%), Moreton-In-Marsh (14 people, 1.6%), Bourton-On-The-Water (11 people, 1.3%), Newnham on Severn and Bream (both with 7 people, 0.6%).

The Mobile Libraries had just over 50% of the people who answered the question at each of the three mobile libraries respond that they had a disability/long-term limiting illness (101 people of

195 overall respondents). This breaks down to 42 people (21.6% of the total for mobiles) for the Central Mobile, 38 people (19.5% of the total responders) for the West Mobile and 21 people (10.8% of the total responders) for the East Mobile.

## **7.2 Postcode analysis indicating where people travel from when visiting a library**

The postcode analysis was based on the data provided in response to the questionnaires carried out in the libraries as part of the Adults PLUS 2006 survey. Postcodes were recorded during the survey and the distance from the library calculated based on postcode. There were some errors on the data, such as unrecognised postcodes and it is important to note that as the calculations required a static point, mobile libraries are not included in this data set.

Overall, the majority of library users who responded to the survey had travelled 2 -5 km or 1.2 to 3.1 miles (42.87%) followed by 0-2 km or 0 to 1.2 miles (23.45%); 5-10 km or 1.2 to 6.2 miles (21.32%) and 10-20 km or 6.2 to 12.4 miles (10.44%). Only 1.91% had travelled more than 20 km or 12.4 miles.

It is important to note that the calculation was based on the distance between the postcode provided and the library. This does not necessarily reflect distance travelled as users may have been visiting library sites in order to combine the visit with other purposes, for example somebody who works in Gloucester visiting Gloucester library during a lunch break and providing a home postcode in Cheltenham.

## **7.3 What does the Children's library user survey 2007 tell us about their use of libraries? View: [Library PLUS Children's Survey Data 2007](#).**

In terms of gender, a small majority of children visiting the libraries are girls (53.3%). The difference was most noticeable in the east mobile (80% girls) and Painswick (70% girls). However, the trend was reversed at some sites, most notably the west mobile (63.6% boys). In terms of age, overall, the 5 – 10 year age group accounts for 40.1% of children visiting libraries with under 5s forming 36.8% and 11-15s 22%. These patterns follow the national patterns. Young people aged 16 – 18 accounted for only 0.7% and 19+ 0.4%.

A high proportion of under 5 year olds was apparent in Cirencester, Painswick, and Tetbury and the east mobile library all of which recorded this age group as accounting for over 50% of children visiting. However, in real figures this meant between 3 (in the case of the east mobile) and 75 cases so the percentages may appear misleading. The Share A Book mobile and Bream recorded the highest rates in the 5-10 age group with the lowest rates recorded in east mobile and Gloucester. At Bream the school visits regularly so this would account for the higher figure and the Share A Book service is targeted to young children. Again, although Gloucester recorded a percentage rate of only 23.6% within this category, this equated to 53 cases. The mobile libraries had noticeably small numbers of visitors in the 11-15 age range.

Overwhelmingly, children visited the library with a family member (75%). Only 8.6% reported visiting the library alone. The highest rates of lone children visiting the library alone occurred in

Hesters Way (20%) equating to 13 cases and the percentage figure for Matson was 31.7% which also equates to 13 cases.

The most common reason given for visiting the library was 'borrowing things' (77.3%) with the next most common reason being reading at 35.8%. However, 8.4% reported visiting the library to have somewhere to go and 6.3% to meet friends or family. Overall, 12.5% reported visiting a library to do homework.

The highest percentage for use of computers was in Hesters Way (68.2%) which equates to 45 children. At Matson library 50% of the 40 children visiting used the computers, probably alongside other reasons for visiting the library. At Tuffley, 100 children visited and 44 used the computers. At Brockworth of the 80 children visiting 47 used the computers. Asked what computers were used for the most popular reason given overall was playing games (29.8%) followed by looking at websites (24.1%) and then homework (21.2%). At Hesters Way although the main reason given was to play games 41.8% still used the library for homework, this represented 23 children. At Matson it was 39.4% of children visiting to do homework, 13 children. At Tuffley it was 35.6%, 32 children and at Brockworth it was 36.6% of children, 26 children using the respective libraries for doing their homework.

## **8. Summary of community consultation and engagement 2010-11: The Big Community Offer**

Detailed and constructive conversations were entered into with representatives from all of the communities where a Community Offer Library was formerly proposed. During the process valuable lessons were learnt. The initial challenge at a local level was to identify an individual or group who were prepared to lead the project. In some cases individuals came under pressure not to get involved because of a fear that demonstrating voluntary and community capacity might merely reinforce any view that a council delivered service was not required, by contrast some individuals expressed the view that they felt they could run a better library than that currently delivered by the county council.

Under the 'Big Community Offer', the county council sought to provide clear parameters within which to facilitate the community delivery of library services. However, there were degrees of freedom available within the overall 'Big Community Offer' framework. As the numerous conversations proceeded it became clear that community priorities varied considerably, albeit there were common themes. Therefore, while for some the provision of a library service was the sole focus, for others this was not the case. Some communities placed a particularly high priority on the building and/or the location itself, with their focus being on the availability of space for community use and/or on the provision of more joined-up local services. In some cases, exciting opportunities were identified by groups to provide a new or refurbished space for library provision and the delivery of other services - such as tourist information, community youth service, a police point, a parish council reception/office, to name but some.

A number of communities put forward new and innovative ways of encouraging public

participation in library activities from people with protected characteristics, both as potential customers and as potential volunteers. In part this came from the recognition that volunteering to assist with the delivery of a community library was not only of potential value to the recipient of the service but also of value to the volunteer delivering the service - simply in so far that it provided an important opportunity to socialise and to introduce some sort of work related routine for individuals whose opportunities might otherwise be fairly limited.

As the communities began to focus on what sort of library service they might want to provide it became clear that groups needed help and advice in different areas. Although there were common themes the challenges in each community were unique. Indeed a clear lesson for council officers was to not underestimate the range and depth of skills available within a local community and the extent to which these skills could be brought to bear to deliver a project.

We are aware that several library authorities across the country are also exploring community managed libraries and in 2011 the Museums, Libraries & Archives Council (MLA) commissioned a report to examine the different approaches currently in use or proposed and the benefits or disadvantages involved.

## **9. Key Points from the Former Library Strategy Consultation carried out between 18.11.10 to 11.02.11**

It is estimated that more than 5000 residents and stakeholders took part in the consultation, which was a self selecting exercise and no sampling frame was defined. More than 550 people attended consultation 'drop in' road shows and petitions, letters and emails were also received.

The questionnaire alone produced 4,249 responses. The respondents to this survey were not demographically representative of the wider Gloucestershire population, particularly in relation to age and gender with a significantly higher proportion of females and people aged 55 and over responding. Overall the total numbers of responses per library were relatively small in relation to visit figures. The majority of respondents to the questionnaire were library users or had friends and/or relatives who were users. The libraries which received more than 5% of all responses were:-

- Lechlade – (339, 8% of all responses)
- Mobile Libraries - (325, 7.6% of all responses)
- Cinderford - (216, 5.1% of all responses)

Overall 63.1% of respondents felt the changes would have a significant impact on them with most of the remaining respondents feeling it would have some impact.

The questionnaire generated over 3000 comments about the impact of the changes, and over 2900 general comments about the proposals. The themes which appeared with regularity were, in order of occurrence:-

- Impact on communities - Concerns were expressed about the impact on communities and particularly vulnerable adults and children and minority groups. Many felt that these groups would be disproportionately affected by the changes. A number of respondents also expressed concerns about the impact of withdrawing the mobile library service on communities.
- Quality of service - There were a number of comments expressing concerns that the proposed library service model might reduce the quality of the library service. Comments included concerns that the choice and variety of books would reduce, that customer service standards would fall and there would be a reduction in additional services that are currently provided in libraries - for example activities for children;
- Accessing libraries– Comments included concerns about the impact the new structure would have on their ability to access libraries easily. The main concerns were centred on the difficulty people who are reliant on public transport would have if their local library was closed. There were also concerns about the limited car parking provision close to some libraries;
- Importance of libraries – Many comments highlighted the importance of libraries for improving the quality of life for people in Gloucestershire. A number of respondents also commented on the importance of libraries for improving literacy, reducing social isolation and giving people the opportunity to access computers and the internet;
- Community run libraries - Some respondents expressed reservations about the proposals for community run libraries, with many questioning whether the necessary skills are available in local communities. The proposed locations for some of the community run libraries were also questioned;
- Criteria – Concerns were expressed about the criteria used for the libraries proposals. These included concerns that they did not give enough consideration to the different needs across the county and questions about whether the new model meets statutory requirements;
- Impact on staff - Comments included concerns about job losses and whether a smaller library workforce would be able to respond as quickly to the needs of users.

The feedback from the countywide drop in sessions was very specific to each library, but the consistent themes that emerged were:

- Concerns about the impact of the proposals on the accessibility of libraries, particularly for people living in rural areas. Many felt this would be problematic if the mobile service was no longer available;

- Concerns about the impact on communities particularly vulnerable adults and young people;
- The importance of libraries to those attending the sessions;
- Concerns about the proposed level of reduction in library services;
- Suggestions that the share of library savings was too great and that the council should try to find savings elsewhere or increase Council Tax;
- Suggestions that areas of deprivation should retain their libraries;
- Criticism of the consultation process and the criteria used to design the libraries proposals;
- At almost every drop in session some people indicated a willingness to volunteer.

## 10. Summary and Conclusions

The gathering of information and its analysis in this document has been undertaken to assist the council to consider key factors prior to drawing up proposals for the draft Library Strategy. This is especially with regard to considerations for developing criteria for a reconfigured network of libraries and in considering potential impacts on groups of people who may share protected characteristics as expressed in the equality duty. It has also drawn out areas of focus for further consultation prior to the council proceeding to decision.

Some of the key findings are:

- Around 40% of the population appear to use library services of some type
- Borrowing books is still stated as the most popular reason for visiting
- There is a significant differentiation between high use at the main urban libraries, especially Cheltenham and Gloucester compared to low use of many rural libraries, this may be partly related to opening hours available
- Just fewer than 18% of the population are actually recorded as borrowing books from our libraries in 2010-11. The figure has not risen above 20% during the previous 5 years
- There is no typical user or one type of need and people want different things from a Library service. People dip in and out of library use at different times of their life
- It appears from the evidence available that more women than men visit libraries
- Peak use appears to be for young children and families and for older retired people, with more ad-hoc use from the middle age ranges when they have a specific need to use a library - for example when unemployed or studying



- Around a third of the child population under 16 years borrow books from our libraries
- There was an almost equal split between children living in rural or urban areas borrowing books from the library in 2005; 29.6 per thousand children in rural areas, 30.19 per thousand children in urban areas
- The children's survey, 2007 showed that they are more likely to visit a library with a family member (75%) but at Matson and Hesters Way a higher percentage of the children were visiting the library without an adult present; 20% at Hesters Way and 30% at Matson
- The most common reason for children to visit was to 'borrow things' and the second most common thing was for reading with 12.5% saying they visited to do their homework
- A low percentage of the population borrow books from mobile libraries, around 0.3% of the total population and about 50% of people who use mobile libraries are also registered to borrow books from other libraries in the county
- In 2010-11, 363,318 sessions were booked on the People's Network PCs in libraries, about 60% of total time available
- There is growth in the use of library services available through digital means
- The number of adult people recording a disability/long-term limiting illness (in term of mobility, eyesight, hearing, difficulty using hands/fingers, learning difficulties, or mental health and 'other') when completing the last user survey in 2006 was 24%
- Postcode analysis of the adult users completing the survey in 2006 indicated that the largest proportion (43%) had travelled between 1 to 3 miles to use the library and only about 2% had travelled more than 12 miles

We need to know more information about some specific user needs and we will seek to address these during the consultation period. This will include gathering further information about:

- The needs of disabled people
- The needs of older people
- The needs of young families and children, especially in areas where deprivation or access factors may also apply
- How people access libraries and travel to libraries, shops and other services both within towns and to towns from rural areas
- How people are using digital services generally (shopping/ banking etc) and what this tells us about how we could improve our digital library services
- The needs of potential and occasional users and their opinion of the Draft Library Strategy
- Information from people sharing the protected characteristics and the impact of the proposals on their need for library services

## Annex 1 – Notes on the Text

We have included this 'Notes on the Text' section to support the reader to use this 'Context and User Needs Assessment' document effectively. We have included explanations of key terms, and information behind data sources and methodologies where applicable. We hope that you find it useful. Inevitably the interpretation and analysis of data gathered from a variety of sources has been required and every attempt has been made to provide a report that is robust and balanced.

Item	Explanation/Detail
<b>Accession Data</b>	<p><a href="#">Accession Software</a> was developed by leading transport planning software specialists MVA, and their joint subsidiary Citilabs on behalf of the Department for Transport. The software is ultimately owned by Citilabs Ltd. Accession is recommended and endorsed by the Department for Transport for local authority accessibility mapping production.</p> <p>A grid of points was created that encompassed the Gloucestershire Boundary (and slightly beyond) and the driving distance along each car-accessible route was calculated from each library to each of these points across Gloucestershire and the points given a specific time value based on the software's recommended default average speed calculation - 48.27 km/h (30mph).</p> <p>The road network used in the analysis was OS ITN which offers the most accurate, detailed and up-to-date digital map for Great Britain's road structure. The ITN layer contains details down to footpaths and one way systems. These data are provided by Ordnance Survey and is the most comprehensive road data.</p>
<b>Active Borrowers</b>	<p>An 'active borrower' is someone who has borrowed at least one item from a county library during the specified year.</p> <p>Active borrower figures by library site can be misleading as the data is calculated from the library members 'home site'. This is where they first joined the library. In practice of course, people may live in one town and join a library in another town in the county. Also, people are more likely to travel into the larger libraries. Nevertheless, the likelihood is that for the suburban libraries people are more likely to join the library closest to where they live.</p> <p>Analysis of postcodes from the PLUS data would also support this.</p>
<b>Census Data</b>	<p>This data is from the Census carried out in 2001. Some of the data has not been updated since last census and is now 10 years old. This is indicated in the text when relevant.</p>

<b>Critical Distance</b>	This is considered the key distance for an individual to be able to walk
<b>Department for Culture, Media and Sport (DCMS)</b>	<p><b>'Active People'</b> Telephone survey</p> <p>This report presents local area statistics on participation in sport and active recreation, libraries, museums/galleries and the arts, using results from Sport England's Active People Survey (APS) 4.</p> <p><a href="http://www.culture.gov.uk/publications/7667.aspx">http://www.culture.gov.uk/publications/7667.aspx</a></p>
<b>Disability Data</b>	There is no comprehensive data on disability available in the county. The figures used in this report show adult care service users for the period of 2010-2011 and children with a statement of special educational needs (as at January 2011). The disability information for adults from the PLUS survey (2006) has also been included although there is no corroborative information to confirm accuracy.
<b>District</b>	These are the six District council boundaries of Gloucestershire (Cheltenham, Cotswolds, Forest of Dean, Gloucester, Stroud and Tewkesbury).
<b>The Gloucestershire Story</b>	<p>The Gloucestershire Story focuses on cross-cutting issues that are going to confront the County over the next few years.</p> <p><a href="http://www.gloucestershire.gov.uk/inform/index.cfm?articleid=94018">http://www.gloucestershire.gov.uk/inform/index.cfm?articleid=94018</a></p>
<b>Help The Aged</b> <i>(Now known as 'Age UK')</i>	<p><b>'In The Right Place'</b></p> <p>This national report examines accessibility, local services and older people.</p> <p><a href="http://celebrate.mtcserver4.com/images/cmsimages/media/publications/equality/accessibilityolderpeople.pdf">http://celebrate.mtcserver4.com/images/cmsimages/media/publications/equality/accessibilityolderpeople.pdf</a></p>
<b>Hot spots</b>	Unless otherwise indicated this is in terms of differentiation in percentage terms when compared to the <u>county library catchment areas</u> average.
<b>Library Catchments</b>	<p>The library catchment areas used for this project were developed by the Research Team and Library Service in 2003.</p> <p>When the 2001 Census data was published the Census Output Area (COA) was introduced as a geographical building block. Each COA contains about 110 households and allows detailed understanding of communities.</p> <p>In 2003 the Library Service wanted to understand the characteristics of the communities served by each library. In consultation with library managers, catchments were drawn up using COAs as a basic unit. The catchments reflect natural communities and local issues such as public transport, main</p>

	<p>road links and shopping facilities rather than being strictly district based. Using these enabled the Research Team to report Census 2001 information for each library.</p> <p>These same catchments were used again in 2010 to provide information for the development of the Library Strategy proposals. In December 2011 the data has been updated again in order to ensure that the council has taken into account the latest information in the analysis of needs.</p>
<b>Library Visit Figures</b>	<p>Library visits do not record individual unique visits. These figures are recorded by a 'people counter' system each time someone enters the library. Therefore it may count one person visiting on different occasions several times.</p> <p>At the mobile libraries visits are counted by the driver of the vehicle using a '5 bar gate' system.</p>
<b>MAIDeN</b>	<p>Multi-Agency Information Database for Neighbourhoods - a collection of social, economic and service data about the communities of Gloucestershire <a href="http://www.maiden.gov.uk/index.asp">http://www.maiden.gov.uk/index.asp</a></p>
<b>Museums Libraries &amp; Archives (MLA)</b>	<p><b>'What do the public want from libraries?'</b></p> <p>The research, carried out by Shared Intelligence and Ipsos MORI, provides an up to date picture of what the public wants from library services, and provides a timely pointer to how councils, faced with difficult financial choices, should shape the service for the future</p> <p><a href="http://research.mla.gov.uk/evidence/view-publication.php?dm=nrm&amp;pubid=1161">http://research.mla.gov.uk/evidence/view-publication.php?dm=nrm&amp;pubid=1161</a></p>
<b>ONS Data</b>	<p>Office of National Statistics</p>
<b>PLUS Surveys (Public Library User Surveys)</b>	<p>In 2006 and 2007 surveys were undertaken with adult library users (2006) and younger service users (2007), known as the Public Library User Survey (PLUS). These were facilitated by the Institute of Public Finance Research (IPF) a company owned by the Chartered Institute of Public Finance and Accountancy (CIPFA). The surveys are normally carried out every three years, however due to budgetary pressures the 2009 and 2010 surveys were not undertaken owing to the service's budget pressures, however much of the data is considered to be broadly relevant to provide an indication of the picture of use across our county libraries.</p>
<b>Population figure</b>	<p>The population figure used to provide a comparative figure, and therefore fuller data analysis within this document is of 589,152 people in Gloucestershire.</p>

	<p>This figure is taken from the mid-year population from 2009, which is also the point at which the majority of the statistics used throughout this document are taken from. This consistency has allowed us to interpret and analyse the data effectively.</p> <p>The County Council research team estimate that the current population of Gloucestershire is 593,500, an increase of 4,348. (The 2010 mid year estimate)</p>
<b>READS (Gloucestershire Race Equality and Diversity Service)</b>	<p>The Race Equality and Diversity Service is the lead organisation and contact point for schools, on issues relating to Race Equality, including monitoring of racist incidents and providing support for schools in the active promotion of race equality.</p> <p>The service encompasses the Primary and Secondary Phase Ethnic Minority Achievement Teams and the Traveller Education Team, providing support for minority ethnic pupils, including Travellers, throughout Gloucestershire.</p>
<b>Taking Part Survey</b>	<p>The Taking Part survey <a href="http://www.culture.gov.uk/publications/8398.aspx">www.culture.gov.uk/publications/8398.aspx</a> is commissioned by the Department for Culture Media and Sport (DCMS) and its partner bodies, Arts Council, English Heritage, Sport England and the Museums Libraries &amp; Archives Council.</p> <p>It is a national statistic produced to the high standards set out in the Code of Practice for Official Statistics.</p> <p>The results for 2010-11 report were based on interviews between April 2010 and March 2011. The sample size was 14,102.</p>
<b>The Gloucestershire Local Economic Assessment</b>	<p>This describes the economy of Gloucestershire by reviewing and analysing the latest available evidence. It identifies issues and trends to inform the policy and action of local authorities and their partners.</p> <p><a href="http://www.gloucestershire.gov.uk/Inform/index.cfm?articleid=98528">http://www.gloucestershire.gov.uk/Inform/index.cfm?articleid=98528</a></p>

## **Annex 2 – Data sources**

It should be noted that whilst every attempt has been made to ensure the data in this report is robust and balanced, inevitably the interpretation of data gathered from a variety of sources has been required.

Census 2001 <http://www.ons.gov.uk/ons/guide-method/census/census-2001/index.html>

Connexions

Connexions Core Plus (Prospects)

Department for Culture, Media and Sport (DCMS) 'Active People' Report  
<http://www.culture.gov.uk/publications/7667.aspx>

Department of Works and Pensions

Gloucestershire County Council Children and Young People Directorate

Gloucestershire County Council Children and Young People Directorate Source: E start registrations

Gloucestershire County Council Community and Adult Care Directorate

Gloucestershire County Council Integrated Transport Unit

Gloucestershire County Council Library Management System

Gloucestershire County Council Local Geography Population Estimates

Gloucestershire County Council Property Information Unit

Gloucestershire County Council Research Team

Gloucestershire Race Equality and Diversity Service (READS)

Gloucestershire Primary Care Trust Public Health Information Unit

Google Analytics

Help the Aged  
<http://celebrate.mtcserver4.com/images/cmsimages/media/publications/equality/accessibilityolderpeople.pdf>

Indices of Deprivation 2010  
<http://www.communities.gov.uk/publications/corporate/statistics/indices2010>

Museums Libraries & Archives (MLA) 'What do the public want from libraries?'  
<http://research.mla.gov.uk/evidence/view-publication.php?dm=nrm&pubid=1161>

The Gloucestershire Local Economic Assessment

<http://www.gloucestershire.gov.uk/Inform/index.cfm?articleid=98528>

Office for National Statistics (ONS) <http://www.ons.gov.uk/ons/index.html>

READS (Gloucestershire Race Equality and Diversity Service) <http://irespect.net>

### Additional Sources of Data/Information used for the updated Context and User Needs Assessment

Stroud District Council Planning Officers

Stroud District Council Parking Service

Gloucestershire County Council Development Team

Business Register and Employment Survey 2010

Swindon Borough Council Library Service

Care Quality Commission (CQC)

Additional information provided to explain the use of the Department for Transport mapping software 'Accession' about which a number of queries were received.

DfT Accessibility planning guidance – 2006

“DfT is developing accessibility planning software – Accession – to assist authorities in identifying and addressing accessibility problems through mapping audits.”

“Authorities should note that DfT recommends use of “Accession”, as the tool provides a number of advantages over existing products. However its use is not mandatory and a range of other products exist that could be utilised during the accessibility planning process. Local authorities can choose which software or assessment methodologies they use, provided they can demonstrate that they are applied in a systematic, rigorous and consistent manner and produce output that is a useful contributor to the planning process.”

“Accession can help authorities to produce assessments and maps of accessibility to a range of destinations, for different population groups, and for a range of transport modes, including public transport, walking and cycling. It enables assessments to be undertaken for whole journey time, journey distance, cost of travel or generalised cost.

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Only journey time is used for the national indicators as it is considered more informative than distance and there is no national data source for travel costs.”

“Use of Accession can help authorities to identify local areas and communities that are poorly served by jobs, local facilities or transport services and undertake a wide range of investigations for policy and planning purposes. It can also help authorities to develop, and evaluate the benefits of, potential alternative solutions. These should include the enhancement of service provision as well as transport solutions.

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## Developing a new strategy for library services in Gloucestershire

### 1. Context and Background

The world in which we live is changing and one of the key drivers of this change is technology. The digital age is revolutionising how we communicate, how we shop, how we bank, how we find information and advice, and how we buy books - and in what form we choose to read them. Web culture and personal mobiles with 3G interactive technology and the increasing availability of free wi-fi are becoming everyday activities especially for younger people and many people of working age.

The other significant influence is the impact of the global financial situation. In the UK this is challenging public sector service provision and one aspect that impacts upon local authorities especially, is the reduction of the budget settlements and the capping of council tax by the government. This means that the county council has to re-assess priorities and re-distribute the budget to where there is most acute need and to cater for areas where there is growth in demand for services. The council's approach to dealing with these pressures is known as 'Meeting the Challenge'. This has set three guiding principles for managing council services for the medium term. These are:

- Living within our means
- Providing the basics
- Helping communities to help themselves

The council's aim is to identify around 30% savings overall in terms of the costs of delivering council services in order to stay within budget. This affects all service areas and the 2010 'Lets - Talk' consultation exercise identified priorities with residents about how these savings might be met. These discussions helped the council to prioritise and protect budgets for services that provide support to people who may be vulnerable, especially older people needing social care and children at risk.

The review of our strategy for providing library services is set in the context of these two main drivers for change; the technological revolution and the financial situation. Along with other council services, libraries are required to take a share of budget savings. Nevertheless, we also want to use this opportunity to take a fresh look at our library service, to look at how it is being used and what people will need in the future so that we can re-shape it and modernise. We also want to develop the role of the library service as a 'front door' or electronic 'portal' to public sector services whilst at the same time continuing to address people's general and specific needs for library services within the resources available to us.

We are not the only council in the process of reviewing library services. Across the nation authorities are dealing with the same type of issues and seeking to reshape their service provision to meet local needs. Some are closing libraries, some are implementing community offers, a few are considering whether to contract out library services. Some authorities are dealing with legal challenges to their change proposals. A select committee inquiry has also been formed, investigating what might constitute a comprehensive and efficient library service for the 21<sup>st</sup> century.

The second phase of the Local Government Association and the Department for Culture Media and Sport's 'Future Libraries Programme' (FLP) is now also underway and seeks to facilitate the means by which library authorities can learn from each other's best practices. As part of this, Gloucestershire has been successful in gaining a small grant in 2012 towards facilitating an investigation with our neighbouring authorities to see if we can identify any shared aspects of library service support where we might work together to secure reduced costs. In this way if opportunities for benefits can be found, it will help to relieve some of the pressure from the frontline services in the future.

## 2. The Legal Framework

In addition to the general public law principles applicable to decision making such as Wednesbury reasonableness and the duty to set a balanced budget, there are two important statutory duties which cabinet members must meet in respect of the draft library strategy.

### a. **Section 7 of the Public Libraries and Museums Act 1964 (PLMA).**

Under the provisions of the PLMA, the Council, as a library authority, has a statutory duty (not a discretionary power) to provide a comprehensive and efficient library service for all persons wishing to make use of it.

The PLMA does not define what is meant by "*comprehensive and efficient*". However it does provide that the library authority must make facilities for borrowing books and other materials available to people who live, or work, or are undergoing full-time education in Gloucestershire. It also provides that in fulfilling the duty to provide a comprehensive and efficient library service, it shall in particular have regard to the desirability of:

- i) *providing facilities for the borrowing of, and reference to, books and other printed matter, pictures, gramophone records, films and other materials in*

*sufficient quantity and quality to meet the general requirements and any special requirement both of adults and children; and*

- ii) encouraging adults and children to make full use of the library service, providing advice as to its use, and making available such bibliographical and other information as may be required; and*
- iii) securing co-operation between the library authority and others exercising public functions within the county.*

Recent case law suggests that section 7 of the PLMA imposes an implied duty to take reasonable steps to assess the needs which the library service should meet . To this end the detailed 'Context and User Needs Assessment 'has been prepared recording and analysing information which the Council has about the current library service and the apparent needs of its users. The assessment will be updated with any new information arising from the consultation.

The expression "*library service*" is not defined in the PLMA. Library facilities are referred to, but not defined, but library premises are defined in section 8(7). Section 8(7) provides:

*"library premises" means*

- (a) any premises which are occupied by a library authority and are premises where library facilities are made available by the authority, in the course of their provision of a public library service, to members of the public;*
- (b) any vehicle which is used by a library authority for the purpose of providing such a service and is a vehicle in which facilities are so made available"*

Thus a library service does not have to be provided from fixed premises.

Furthermore when the PLMA was enacted nearly half a century ago, the revolution in access to electronic information was not envisaged. Local library authorities therefore need to be mindful of how to comply with section 7 in an age where the means of access to information, reading and learning have changed so much.

Section 9(1) of the PMLA permits a local authority to contribute to the expenses of any other person providing library facilities for the public and section 20 empowers the local authority to generate income by allowing library premises to be used for holding meetings and exhibitions and other events of an educational or cultural nature.

The courts have recently approved the principle that the statutory duty to provide a comprehensive and efficient library service "*cannot be exempt or divorced from*

*resource issues and cannot escape the budget reductions which have been rendered inevitable in the light of the financial crisis engulfing the country.”*

**b. Section 149 of the Equality Act 2010.**

In formulating the new library strategy, indeed in exercising all its functions, the Council must also comply with the statutory duty contained in section 149 of the Equality Act, known as the public sector equality duty. This requires the council, and Cabinet Members as decision makers in particular, to have due regard to the needs to:

- a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act;*
- b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;*
- c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.*

These are sometimes referred to as the three aims or arms of the general equality duty, or the statutory needs.

The relevant protected characteristics referred to in section 149 are:

*age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation.*

Section 149(2) goes on to explain that having due regard for advancing equality involves:

- removing or minimising disadvantages suffered by people due to their protected characteristics*
- taking steps to meet the needs of people from protected groups where these are different from the needs of other people*
- encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.*

Section 149 states that meeting different needs involves taking steps to take account of disabled people's disabilities. It describes fostering good relations as tackling prejudice and promoting understanding between people from different groups. It states that compliance with the duty may involve treating some people more favourably than others, but that does not permit conduct which is unlawful under the Equality Act.

Public authorities also need to have due regard to the need to eliminate unlawful discrimination against someone because of their marriage or civil partnership status. This means that the first arm of the duty applies to this characteristic but that the other arms (advancing equality and fostering good relations) do not apply.

### 3. The needs assessment and consideration of the demographic characteristics of the county

In developing this draft library strategy we have undertaken a detailed analysis of:

- How library services are currently used
- The county's demographic and socio-economic characteristics
- What we know about library use and expressed library user needs
- How these factors combine to highlight factors that need particular analysis in the context of having regard to the equality duties.

The detail of this is found in the partner document to this draft strategy entitled: '*Context and User Needs Assessment*'. In that document a large section of the information has been gathered and evaluated under six 'library catchment' clusters that broadly parallel district council areas in order to be able to assess the position within these distinct geographical communities and so that local people can focus on their area where they live.

In summary, the assessment tells us the following in terms of some key considerations for the library strategy related to the **demographic factors**:

- Population growth is expected to be in Gloucester, Cheltenham, Tewkesbury and Stroud
- The population of the county is aging and this is expected to add future economic, social and health related pressures
- 43.3% of the population live in Cheltenham and Gloucester
- About a third of all residents live in rural areas
- Generally people living in rural areas are not as likely to be economically disadvantaged



- People in rural areas need to travel further to access services although there are higher levels of car ownership in rural districts compared to the average for Gloucestershire.
- About 64% of people aged 75 and over live in urban areas
- There are no distinctive patterns in terms of gender with roughly similar numbers of men or women living in each district.
- Most lone parents live in Gloucester district and other urban areas and least in Cotswolds. Lone parents are more likely to be women.
- About 47% of the population are economically active and the economy is faring reasonable well apart from pockets of unemployment.
- There are around 1,000 young people not in employment, education or training (NEETS)
- The number of children 0-19 years is expected to fall with only Gloucester district currently forecasted to show growth.
- The child population living in Gloucester, Cheltenham and Forest of Dean show the highest proportion of pupils with special educational needs, eligibility for free school meals, and low attainment levels for looked after children.
- Levels of socio-economic deprivation are low generally in Gloucestershire but 25 neighbourhoods, all in the Gloucester, Cheltenham and Tewkesbury district council areas are in the top 20% of those listed on the country's indices of multiple deprivation
- The percentage of the black or ethnic minority population is around 6.1% and the majority of the ethnic population live in Gloucester or Cheltenham with some in other towns.
- The highest number of adult care service users live in the Gloucester district, followed by Cheltenham, then Stroud then the Forest with the lowest numbers being in the Tewkesbury district.

In summary, the needs assessment tells us the following in terms of some key considerations for the library strategy related to the **Library use and expressed needs**:

- Around 40% of the population appear to use library services of some type
- Borrowing books is still stated as the most popular reason for visiting a library
- There is a significant differentiation between high use at the main urban libraries, especially Cheltenham and Gloucester compared to low use of most rural libraries, this may be partly related to opening hours available
- Just under 18% of the population are actually recorded as borrowing books from our libraries in 2010-11. The figure has not risen above 20% during the previous 5 years.
- There is no typical user or one type of need and people want different things
- People dip in and out of library use at different times of their life
- It appears that more women than men visit libraries

- Peak use appears to be for young children and families and for older retired people with more ad-hoc use from the middle age ranges when they have a specific need to use a library, for example when unemployed or studying
- Almost a third (30%) of the child population under 16 years borrow books from our libraries
- There was an almost equal split between children living in rural or urban areas borrowing books from the library in 2005; 29.6% rural, 30.19% urban
- The children's survey, 2007 showed that they are more likely to visit a library with a family member (75%) but at Matson and Hesters Way a higher percentage of the children were visiting the library without an adult present; 20% at Hesters Way and 30% at Matson
- The most common reason for children to visit was to 'borrow things' and the second most common thing was for reading with 12.5% saying they visited to do their homework
- A low percentage, 0.3% of the population borrow books from mobile libraries. About 50% of people who use mobile libraries also borrow books from other libraries in the county
- In 2010-11, 363,318 sessions were booked on the People's Network PCs in libraries and this represented about 60% of all time available
- There is growth in the use of library services available through digital means
- Postcode analysis of the adult users completing the survey in 2006 indicated that the largest proportion (43%) had travelled between 1 to 3 miles to use the library and only about 2% had travelled more than 12 miles. However, because of the sample size and response base these figures may not reflect actual percentages.

In terms of the 'protected characteristics' that are most likely to require consideration in shaping the new draft library strategy we have assessed that for Gloucestershire these will be mainly in terms of 'age' and 'disability'. We will also need to give some consideration to 'sex' and 'pregnancy and maternity'. We have been mindful that the impact for people in these groups may have more significance when other factors are combined such as accessibility to services and lone parents and when combined with socio-economic factors.

An initial Equality & Community Impact Assessment has been drawn up as part of the information available during the consultation period. The consultation will enable us to explore user needs in more detail with people who share these and other protected characteristics.

## **4. An overview of current library services**

The current picture of library services can be found in detail in the '*Context and User Needs Assessment*' document. This section is intended to provide some background. We have 38 libraries around the county and 5 mobile libraries. All our libraries provide People's Network PCs for access to the Internet and other digital services. Many now have self service facilities and we are continuing to expand this as a means of reducing costs and to free up staff time for other customer service, for example assistance with application for concessionary fares. Several of the libraries are co-located with other partner services also present in the library. Eight with children's centres and five provide 'Police Points'. About two thirds of our libraries have been refurbished in the last 10 years with three new builds. All libraries offer services to support the needs of children, older people and people with disabilities.

One of the mobile libraries, Homelink, is dedicated to providing bulk loans of books to elderly persons' residential homes. Another mobile, Share-A-Book is also used by Library Services for Education (a traded service that provides library services to schools and other education providers). This library's focus is on young children, visiting mostly early years settings. Three mobiles provide a traditional library service in the county, visiting mainly rural areas but also some suburbs of towns. They offer a total of 41 opening hours per week.

The virtual library provides digital access 24/7 to a range of library services including providing library users with the ability to manage their library account remotely, to reserve books and browse the catalogue, to download 'E Audio' books and access to a suite of electronic reference and other information. Together with our computer buddy volunteers we provide support to help people use computers as part of the national campaign to keep people who have never used computers online and especially older people using digital services.

The 'Ask Us' service is our specialist enquiry service available by email or phone and it deals with enquiries from individuals and businesses.

## **5. Our vision for the new strategy and the outcomes we want to achieve**

### **Access, Aspiration, Opportunity**

Our vision is to support individuals and local communities to achieve their aspirations by creating a vibrant, welcoming library service that provides access to books, information and learning opportunities in a variety of ways and in partnership with others.

### Outcomes

The ways in which this vision will be delivered will change and evolve according to technological innovations in providing books and information services, the needs of Gloucestershire people and, the council resources available to meet these needs but the underlying principles at the heart of the Library Strategy and the outcomes we want to achieve are:

- A free **core** library service accessible to all to meet the different needs of individuals at each stage of their lives
- Libraries which reflect local needs and can respond effectively to changes in demand
- Library services which support vulnerable people and groups, aiming to ‘close the gap’ by working with other partners supporting vulnerable people as part of the personalisation and choice agenda
- Access to high quality information that is not freely available elsewhere so that people can make informed choices and live independently
- The promotion of the benefits of books, reading and information as a means to foster literate communities who can help themselves
- Support for improved health and emotional wellbeing and increased life chances through the promotion of the benefits of reading and learning and access to information
- An access point to informal learning through the provision of books and information, and by working with partners and signposting learners to their services
- Opportunities for volunteering to enhance library services, empower members of the public and to support active communities through working with individuals and community groups
- Libraries as part of a wider network of services from the public, private and voluntary sector which contribute to bringing about social and community benefits. This includes providing a front door through which people can access the range of council, community and partner agency provision

### 6. How will we aim to achieve this vision and these outcomes?

In considering how the library service could be redesigned to achieve the outcomes we want, we have been mindful of any potential significance in relation to impacts on people who may share one or more of the ‘protected characteristics’ outlined in

the Equalities Act 2010. The council must have 'due regard' to the three statutory needs set out in section 149.

The duty is to have 'due regard' to the needs and impacts of policy change on those needs and is not in itself a duty to meet those needs.

For Gloucestershire, the analysis of the evidence base so far would appear to indicate that the two most relevant protected characteristics requiring active consideration in the context of this review of library services are 'age' and 'disability'. These factors become more significant when accessibility is considered as a potential barrier to participation. We will also need to give some consideration to 'sex' and 'pregnancy and maternity'. The initial Equality and Community Impact Assessment addresses the detail of the analysis and proposes mitigation to reduce the effects. However, we want to use the period of consultation to gather more information from people, both to inform our assessment for the purposes of section 7 of the PLMA, and the Equality and Community Impact Assessment.

This draft strategy proposes a library service that encompasses different delivery mechanisms through:

- Digital means and via development of the virtual library
- Services targeted to support vulnerable people
- A reconfigured network of libraries.
- Engagement with communities and volunteers
- Development of partnership with other public sector agencies

By working in partnership with communities, other partners, and volunteers we will aim to provide a universal library service that is also able to respond to local needs of people in both geographical communities and also to communities of individuals who may have specific needs in relation to access to services.

### **7. Digital means and development of the virtual library**

Our strategy is that libraries will continue to be key places in the community where people will be able to access broadband and use computers. We will continue to provide support to assist people with accessing digital public services and digital communication, and digital information. The library service can play a pivotal role in ensuring that the gap between the information rich and information poor is reduced and that the digital economy is inclusive and available to all.

Our aim is to continue with the expansion of the services available through our virtual library which means wherever the Internet is available, anyone will be able to use these digital services 24/7. In 2012 we will introduce an E Book download service and online payment for request services. The virtual library will be a key component

of the fully transactional council website. We now offer a mobile phone interface to the library catalogue and we are planning further improvements including shared book lists, reviews and links to social media.

There is some evidence from national research that men are more likely to use digitally based library services and may not ever enter a library building. The experience of other library authorities already offering E Books is that through online services library membership increases. Our strategy is to open the virtual library door for many more people and to extend access to services for some people who may be mainly home based due to caring responsibilities or mobility difficulties. In the next 5 years we believe that use of our virtual library services will grow significantly. The digital technology will also make it easier for us to keep in touch with our users about their library service needs.

### 8. Services targeted to support vulnerable people

We provide, and our strategy is to continue to do so, many services developed to ensure inclusion and access to library services for those that want to use libraries but who may in some way may find access difficult. These help us to provide opportunities for people to participate in public life.

**For people with visual impairment:** We subscribe to R.N.I.B services to provide talking books by post to the homes of people with visual impairment. Large print books and talking books and clear vision picture books for visually impaired children are also available in our libraries. We provide super nova software and Browse Aloud software and training in their use to make it easier for people with visual impairments to use computers

**For older people and people with mobility difficulties:** We offer 25 Library Clubs and co-ordinate community and volunteer transport for older or disabled people so they can visit the library to borrow books and meet others socially helping to reduce isolation for some. For people with mobility disabilities who prefer to stay at home but still want library books we have volunteers to take books to them.

**For people with mental health related issues:** In partnership with the health service we provide 'Books on Prescription'; self- help and awareness books prescribed by GPs for people with mental health issues.

**For people in BME communities and people speaking other languages:** We provide books, newspapers and magazines in 4 Indic languages, 4 European languages and Mandarin. In addition to these, we supply books in approximately 25 other languages each year through our subscription to 'Bright Books'.

**For the LGBT community:** The Library stock policy ensures that books reflecting the experiences of the LGBT community are available. In Gloucester Library there is a Loud and Proud collection.

**For very young children and families:** The introduction to the library and books starts from birth when our Gloucestershire Registration service joins babies and their families to the library. We provide Baby, Bounce & Rhyme sessions, story times and facilitate the delivery of the national Bookstart programme locally. We work with family learning tutors to provide Quick Read books and venues for classes and activities. We also provide library outreach services to children's centres.

**For school age children:** The Library helps to support their school work whether this is for internet access or advice about information sources. The Summer Reading Challenge for 4-12 yr olds is a means to help to sustain children's reading ages during the holiday period. Over 9,000 children took part in 2011. This included looked after children and disabled children.

**For parents and carers:** The library offers books and internet access to enable them to find help and advice, apply for jobs, housing and school places. We provide books on parenting and health, some selected in partnership with the local NHS and tailor family support for lone parents and others in partnership with our children's centres colleagues co-located in libraries.

**For job seekers** Gloucester Library is the venue for the Gloucestershire First 'job hub' and a second job hub in Coleford library will be available soon. Plans are also being made for library services and venues to be made available for the delivery of a six week training programme for NEETs.

### 8.1 Volunteering

The strategy aims to encourage partnership and community models that will welcome people who want to become actively involved in volunteering in libraries.

The library service has considerable experience of working with volunteers and has a clear framework for recruitment, training and recognition of volunteers. Many people offer to volunteer when they retire and people come from all walks of life and bring different skills. Volunteers help us to extend library activities to enhance the user experience. Examples are IT buddies helping people use the PCs, library club hosts, delivering books to disabled people.

In partnership with them, we want to engage volunteers in a wider range of activity such as helping people to use the self service facilities and assisting those staff providing customer service. This might enable longer opening hours to be achieved in some cases.



We would also like volunteers to help us to extend the reach of our services and outreach to people who may need extra assistance or support in finding travel options to get to a library and especially for those who may have mobility related disabilities. The draft strategy aims to expand the ways in which we offer this.

For example, the WRVS have indicated that they are willing to work with us to help to develop further our outreach services, especially to older disabled people. The council's transport team and the volunteer transport agencies and Rotary clubs have all suggested a range of options about how they might be able to support travel to libraries should some people require this. We want to explore these options further during the consultation period and ask people what their needs are so that we are better able to minimise any disadvantages that might create barriers to library use.

### **9. A Reconfigured Network of Council Libraries.**

It is the provision of libraries in the community that will continue to provide the core of the library service offer. We have taken into account the information we have gathered and analysed in order to draw up draft criteria. We have kept in mind; the nature of the geographic spread of the county, accessibility in both rural and urban areas, the potential impact in the context of public sector equality duties, factors that may particularly affect people living in the most deprived neighbourhoods of the county and been mindful of the pressures on the council's budget.

This context led us to four main draft criteria and two further considerations which combined helped us to come to these proposals. The four main draft criteria are:

- Access to a main library within approximately 20 minutes by car or 30 minutes or less by public transport
- Accessibility of libraries in rural areas
- Density of population in urban areas combined with library use
- Library access to support the needs of people living in the top 20% of most deprived neighbourhoods in the country

The further two aspects of consideration that emerged were the need to take into account the demography of the county in terms of the size of the population and secondly, the opportunity to advance public sector partnerships and co- location and the resource benefits this brings whilst also providing access to a wider range of public sector services from one venue.

#### **9.1 Access to a main library within approximately 20 minutes by car or 30 minutes or less by public transport**

The principle of having strategically placed main libraries in key towns in each district is the starting point for the proposed re-shaping of the network of library provision. These main libraries would offer a full range of services, and provide PCs with internet access and be open for between 40 to 54 hours per week across six days. All of the libraries will provide a means of connection into the wider council and other public services.

It is proposed that they will be located in the main district towns, plus three additional towns in order to serve the most rural districts: Gloucester, Cheltenham, Stroud, Dursley, Tewkesbury, Cirencester, Coleford, Newent and Stow.

This means that their location matches into the places where people shop and where people are most likely to use other facilities or services. These places have regular public transport and average drive time to one of these libraries would be around 20 minutes or less for residents living in these wider catchment areas. Car parking is also either located adjacent to the library or nearby. Public transport is available to these towns and journey times averaging between around 20 to 30 minutes or less could be made from the surrounding suburbs or villages.

It is envisaged that Gloucester and Cheltenham libraries will provide the largest range of library services and draw in people from across the whole county. Dursley is co-located with several other services in the same venue, Coleford is part of the 'Main Place' venue and Cirencester also provides access to the Registrars service. Gloucestershire constabulary has a 'Police Point' at Newent.

### 9.2 Accessibility of libraries in rural areas

This criterion takes account of the rural nature of much of the county and considers how access to a library can be maintained for the third of the people living in rural areas. We estimate that this would achieve an average travel time of around 15 minutes by car or within approximately 30 minutes by public transport to either one of these libraries, or to the nearest main library for people living in rural areas.

It is proposed that these libraries should be: Chipping Campden, Tetbury, Fairford, Cinderford, Lydney and Winchcombe which are all towns that provide shopping and other facilities including nearby parking. Tetbury, Fairford and Winchcombe are also co-located with a children's centre.

We are proposing that these libraries should be open between 28 to 35 core opening hours across 5 days of the week including at least half a day on a Saturday. They are seen as local additions to the main library and we propose that they will be known as 'local' libraries.

### **9.3 Density of population in urban areas combined with library use**

The towns in the Severn Vale, especially Cheltenham and Gloucester, account for the largest proportion of the population and have the largest population density. Forty-three percent of the population live in Cheltenham and Gloucester. The greater the population density the more likely there is to be higher demand for public services and other facilities. The larger populations will also mean higher actual numbers of people who may have specific needs in terms of sharing one or more of the equality duty's protected characteristics. Hence we are proposing that suburban libraries in towns should serve these areas of larger population as well as the main library.

In order to consider which of the suburban libraries in these towns should become part of the draft revised network of libraries, usage statistics were considered on the basis that high use suggests that there is a need. These libraries all consistently record the highest levels of visits, and fall within the top 10 of the most visited libraries in the county. Access considerations ensure that public transport in these areas is good and a high proportion of residents may also be able to walk to a library.

It is proposed that these libraries are: Quedgeley, Hucclecote, Longlevens, Charlton Kings, Up Hatherley and Bishop's Cleeve.

Apart from Hucclecote and Longlevens these libraries are also co-located with a children's centre. Longlevens is a dual use library shared with the junior school. Except for Longlevens, these libraries are all located near supermarkets or shopping precincts. In the Quedgeley area the housing development in surrounding areas has expanded considerably in the last three years including social housing

We propose that these libraries would also be known as local libraries, supplementing the services of the main library. It is proposed that these libraries should be open for between 35 to 40 opening hours across 5 days per week. This range will enable the council to make some savings. Part of the strategy proposes that we work with the local community to extend these hours for example, through co-location of services or by volunteers working alongside library staff.

### **9.4 Library access to support the needs of people living in the top 20% of most deprived neighbourhoods in the country**

In terms of deprivation factors there are 25 neighbourhoods or 'Super Output Areas' (SOAs) in the larger urban areas of Cheltenham, Gloucester and Tewkesbury that are in the top 20% of the most deprived ones in the country when combining multiple indices of deprivation. Two of these SOAs are within the catchment area of

Cheltenham library and 12 within the catchment area of Gloucester library and one, Priors Park, in Tewkesbury. It is proposed that these main libraries and their outreach services will continue to serve the needs of people living in these areas.

The remainder of the SOAs or neighbourhoods with deprivation factors in the top 20% of the country are in the following current library catchment areas: Hesters Way (5 SOA), Prestbury (1 SOA- Oakley/Whaddon), Matson (2 SOA), Tuffley (2 SOA).

The analysis of the social and economic data about the characteristics of these four communities combined with the equality analysis appears to demonstrate that there is potential for greater impact in terms of reduced equality of opportunity for some people with specific needs. For example, in terms of more lone parents, lower educational achievement, more young people not in employment, education or training (NEETS) and more people on income support related benefits.

It is proposed that the council would provide a core library service and aim to work with community groups so that library services could be tailored and targeted to meet local needs. The council would provide advice, library stock, PCs and customer service staff. It is anticipated that the partner organisation would bring additional knowledge and skills to support the library offer to local people and by offering developmental volunteering opportunities opening hours could also be extended. We believe co-location could be actively considered as part of this partnership and have already had informal discussions with 'Hesters Way Partnership' and 'Together in Matson'.

It is proposed that the libraries in these communities; Hesters Way, Matson, Tuffley and Prestbury become known as partnership libraries. A core of 21 hours per week is proposed in each case as support to these areas of deprivation.

Although Hesters Way is within two miles of the centre of Cheltenham with good bus routes every 10 minutes to the centre of town, this library also serves the Springbank and Fiddlers Green areas which are further away from central Cheltenham. It is currently ranked 17<sup>th</sup> in terms of library visits but it is expensive to run.

Matson library has consistently shown low levels of use and is ranked 26<sup>th</sup> in terms of visits to libraries, this representing 1% of all county library visits. However, the needs assessment indicates that the library is used by children and young people for homework and access to PCs especially.

Tuffley library is also poorly used in comparison with other libraries and is ranked 24<sup>th</sup>. In this catchment area there are two neighbourhoods in the category of top 20% most deprived neighbourhoods, Tuffley and Podsmead. Podsmead is Gloucestershire's most deprived community. People living in Podsmead may also be using the Gloucester library. Analysis of the Tuffley community indicates that there are a disproportionate number of social care users with a physical disability living in this area and the current use of the library shows that there is some demand for the service particularly from physically disabled people and school children. The

library is expensive to maintain and cost per visit is over 50% above the average for the county. It is proposed that consideration is given to reducing costs through co-location or exploring options for an alternative venue such as, for example, the nearby Life Skills centre. We will consult about this.

Prestbury library is less than 2 miles from the central Cheltenham library and the library serves both a relatively affluent community to the north and east of the area and also the Oakley / Whaddon area to the south west of Prestbury which accounts for the SOA in this library catchment. It is proposed that Prestbury library together with Cheltenham library provide outreach into the Oakley and Whaddon area and as Cheltenham's main library is also within 2 miles of this community, we are proposing that 12 hours would be provided as the council's core opening hours for Prestbury. Increases to the core opening hours could be made possible through active volunteering by the local community. A number of local people already volunteer to work alongside library staff at this library.

### **Further factors for consideration: Population size**

Of the group of libraries not identified under the four criteria above, two are sited in communities with populations over 10,000 people. These are Churchdown with 15,496 people and Stonehouse with 11,243 people according to 2009 data. Churchdown library is the 14<sup>th</sup> busiest library in the county in terms of visits and this represents 2.7% of all county library visits. It is proposed that a core of 12 opening hours per week should be provided with opportunities to increase these with input from the local community and that there would also be partnership libraries.. A number of local people already volunteer to work alongside library staff at this library.

Stonehouse library is 30<sup>th</sup> in the ranking of visits to libraries and this represents less than 1% of all visits to county libraries. This may be partly because it is on the edge of the town and shopping area. However, the PCs are recording higher usage compared to the county average. Community analysis of Stonehouse shows that there is an average mix of older and younger people but the library catchment area shows one of the higher proportionate concentrations of adult care service users with all three types of disability (physical, mental and learning). All other economic and children's indicators are also slightly below average. It is proposed that a core of 12 opening hours per week should be provided with opportunities to increase these with input from the local community. The nature of the design and build of this library means that on-going maintenance is costly and this continues to rise and cost per visit figures for 2010 -11 were 10% above the norm for the county. The strategy proposes that an alternative shared location should be investigated.

## **Public sector partnership and co-location**

We see every library as an access point to public sector Gloucestershire. We have a number of examples where we have gone beyond this and are already co-locating with a partner and this has already reduced our operating costs and we want to sustain these lower cost solutions. This also provides the local community with access to a wider range of services from one site. It is proposed that these arrangements continue

Co-location agreements that are already in place in libraries (outside of the libraries covered by the four main criteria) are: 'Police Point' co-locations at Nailsworth, Wotton and Moreton in Marsh with three year agreements.

At Moreton in Marsh, further co-location of services is imminent. From March 2012 Cotswolds Volunteers Agency (North) and the Registration service will also share this site. These partner services at Moreton in Marsh mean that opening hours in excess of the current ones will be made possible. Under the new draft strategy it is proposed that the core opening hours provided by the county would be 12 per week but the partnership will mean that at least 23 opening hours are likely to be achieved.

At Bourton on the Water, there is an agreement with the Police that the library could re-locate to the Police station and thereby save the constabulary and the council expenditure. There is also the possibility of the library and Police Point moving into a new venue in the medium to longer term, subject to the success of the parish council's plans for the community centre. It is proposed that the library co-locates with the Police and provides the core 12 opening hours per week with the possibility of moving to the community centre in the longer term.

It is proposed that these four libraries; Nailsworth, Wotton, Moreton in Marsh and Bourton on the Water together with Churchdown and Stonehouse will be known as partnership libraries. Further co-location of new partners, financial contributions from parish councils or others and active volunteering from people living in these communities could mean that library opening hours could be extended above the proposed core offer of 12 hours per week.

## **The reconfigured network in summary**

This reconfigured Library Network has identified 31 locations for provision of static libraries and we believe that this will provide a comprehensive and efficient network of libraries. Open hours will be sufficient to ensure two libraries or more are open in each of the six districts on any one of six days of the week.



This should mean that people should be able to get to a council run library within a relatively reasonable journey by foot, by public transport or by a short car journey within around 20 minutes or less, depending on where they live as a starting point.

By working in partnership with others we are aiming to provide county libraries which meet the outcomes we want and also reflect local needs and are able to respond effectively to changes in demand.

### **The proposed reconfigured network of council libraries includes:**

**Main Libraries:** Gloucester, Cheltenham, Stroud, Dursley, Tewkesbury, Cirencester, Coleford, Newent and Stow all open 6 days per week.

**Local Libraries:** Chipping Campden, Tetbury, Fairford, Cinderford, Lydney and Winchcombe, Quedgeley, Hucclecote, Longlevens, Charlton Kings, Up Hatherley and Bishop's Cleeve open over 5 days per week and providing between 28 to 40 hours per week.

**Partnership Libraries:** Hesters Way, Matson and Tuffley providing a core of 21 opening hours per week in these deprived areas and for these to be extended through partnership with the community.

**Partnership Libraries:** Prestbury, Nailsworth, Wotton, Moreton in Marsh, Bourton on the Water, Churchdown and Stonehouse providing a core of 12 opening hours per week to be extended through partnership with the community

We believe that these 31 libraries will meet the needs of library service users through the library and through outreach activity into the community. These outreach services will be in line with the council's priorities for vulnerable people and aims for improving life outcomes and to open up equality of opportunity. All libraries will offer a variety of access means for people who may have specific needs in relation to use of this public service. For example, all libraries will be part of the 'keep safe' scheme for people with learning disabilities, all libraries will either provide library clubs and arrange transport for people with disabilities or mobility difficulties or alternatively offer them volunteers to take books to them if they cannot easily leave their home.

It is proposed that this network of libraries, the outreach services to vulnerable people and the virtual library will form the council's library service.

## **10. Engagement with communities and volunteers**

### **Community Offer and Community Libraries**

The council's Meeting the Challenge programme launched the 'Big Community Offer' in 2010. The council seeks to provide support to enable local people to take over



community buildings and tailor services to meet local needs. The offer has included options for purchasing council facilities, for bidding for a share of capital sale proceeds for reinvestment in different venues or leases at peppercorn rents.

We are proposing that this community offer is applied in those communities where our draft library strategy is not proposing a council run library. This applies to Berkley, Brockworth, Bream, Minchinhampton, Lechlade, Mitcheldean and Newnham.

Usage of these libraries is generally poor with low visits per opening hour and does not represent good value for money. Details can be found in the '*Context and User Needs*' document.

We believe that the council's provision of library services from libraries in nearby communities will meet the needs of people living in these areas.

Nevertheless, we want to provide interested parties in these seven areas with the opportunity to operate a community library as an addition to the county service. It is proposed that this will be applied on a similar basis to the former community offer for libraries which, in addition to the core options around asset transfer, was to:

- Provide the community group with furniture and the book collection
- Provide and support the library management system for issuing books
- Provide and support People's Network PCs providing library users with access to the Internet and thereby the Virtual Library
- Provide van collection services to deliver and collect books reserved from the county library service
- Provide training with setting up a library and follow up with further advice and guidance during the transition period
- Provide a named library officer as an ongoing contact for support
- Liaise with our book suppliers to obtain discounts
- Provide a revenue grant

However, we want to use the library strategy consultation period to engage with communities to see what else they might value in terms of developing and sustaining a community library tailored to their specific local needs. For example, this might include provision of librarian support for 3 hours a week, or matching in provision of the library management system or the People's Network PCs to the lease period.

We also believe that there could be greater ownership of the service at a local level with a good understanding of local needs and use of local skills to open up opportunities to broaden the role of the library as a flexible community resource. The

council will work with community groups and endeavour to find new community options in the event of a failure of a group. Should this happen a report will be prepared for Cabinet Members' consideration.

Since the library building was vacated in 2009, the community in Painswick has been served by the county mobile service. With support from the county council the Community Library in Painswick (C.L.I.P.) project is already working to establish Gloucestershire's first community library.

The council believes in maintaining engagement with volunteers and communities so that library services can be shaped at a local level and will aim to establish regular forums for this purpose.

### **10. Development of partnership with other public sector agencies**

We recognise that our library services form part of a wider network of services, including those of council and partner agencies, which contribute to bringing about sustainable and active communities. We want our library services to become a 'front door,' or the electronic portal, that provides an access route to other public services. We believe that this will evolve further during the next few years as all parties seek to explore the means to provide access to their services in the most cost efficient way.

#### **Proposals for a Public Sector Services Mobile**

One of the first avenues we want to explore with our public sector partners during the consultation about the library proposals is the possibilities for providing a public sector mobile vehicle. In this way it might be possible to sustain a rural mobile library service as one element of these wider services. We know that this is being done elsewhere in the country.

When we looked into the details about the current mobile library services we found that it is one of the most costly ways for the council to deliver a library service but by sharing with partners we think efficiencies could be achieved. The details about the mobile library services are found in the '*Context and User Needs*' document. In summary, we currently have 5 mobile services:

Three provide a traditional mobile library service across the county visiting both rural and urban areas mainly in the Forest of Dean, the Cotswolds and Stroud areas. These mobile library services are being used by around 0.3% of the county population and they are an expensive means of providing a library service.

In total the mobile stops add up to 41 opening hours per week which is £62 per opening hour. In 2010-11, the average cost per visit was £8.90. As use of the

mobiles has declined we have removed stops and altered routes. This is one of the reasons why we think it is worth exploring alternative use for a vehicle with our public sector partners.

We recognise that mobile libraries may be especially valued by people who can not easily access alternative library provision and we need to address this as part of our strategy. The research has shown us that this may not be a high a number of people and that about 50% of registered mobile library members also use another library.

If we withdraw a stop we currently offer any individuals affected an alternative if they are older or infirm and cannot travel to other libraries or mobile stops. This being either a volunteer to collect books from a library and deliver them to their home or community transport to bring them into a library club once a month. In June and July 2011, we carried out telephone surveys with mobile library users to see how many people might be unable to access alternative library provision if mobile library service were to be withdrawn. Out of the 1,151 people / families contacted 122 people representing 7% of the mobile users said they would need some assistance.

During the consultation process we want to find out more information about what the impact would be if we withdrew mobile library services especially in relation to accessibility and impacts on older people, disabled people and children and families without alternative access to transport.

The consultation process will also provide the opportunity for us to explore the level of interest from partners in provision of public sector service mobile vehicle.

### **Proposals for Homelink and Share- A- Book Mobile Library Services.**

The 'Homelink' mobile provides a service to elderly persons residential homes and sheltered accommodation depositing bulk loans of books and DVDs. Its time available for public access is equivalent to 18 opening hours per week. It serves 171 homes in the county and this works out at a cost of £13.24 per visit and £1.03 per issue. This service is focused on serving the needs of older people. Library services to residential homes are not provided by all library authorities.

The strategy proposes that this means of delivering books is withdrawn and replaced with a personalised service which is focused on meeting the needs of the individual person in the residential home and providing volunteers to deliver books directly to those who want them. In partnership with the residential home it may be possible to make arrangements for a 'book box' to be collected from one of our libraries.

The Share-A-Book mobile library visits mainly early-years settings in deprived communities to provide a library experience to young children. The service is available for 14 opening hours per week. The cost per visit is £7.24. The vehicle is

shared with Library Services for Education (LSE) who are already using this mobile for the other half of the week to provide loans to children's centres and schools.

The draft strategy proposes that this service through LSE should be part of the means by which we support these children and families in the future, through schools and children's centres. This would be combined with the outreach services from the main and local libraries. During the school holiday period, the vehicle could also be used to provide some outreach activities to traveller sites and looked after children and other prioritised groups, subject to resource availability.

### 11. Summary and next steps

Subject to any further information which comes out of the consultation, we believe, on the basis of the information we have analysed so far, that the proposals outlined in this draft strategy for future library provision will enable the Council to comply with section 7 of the Public Libraries & Museums Act 1964 and that in adopting them, the Council would have due regard to the needs referred to in section 149 of the 2010 Equality Act.

The proposals are offered in a climate when resource implications cannot be ignored. We believe that by working together with others we will be able to provide a library service that will also enable us to address some of the constraints of a reduced budget whilst responding to the local needs of people in both geographical communities and also to communities of individuals who may have specific needs in relation to access to services. We also believe that the development of digital library services will help us to build on this and extend access to more people.

We propose that this draft strategy will help us to achieve our vision to support individuals and local communities to achieve their aspirations by creating a vibrant, welcoming library service that provides access to books, information and learning opportunities in a variety of ways and in partnership with others.

During the consultation process we want to gather further information in order to help us to assess how these draft proposals impact upon people. We will use this period to test out these proposals, for example, with people who may share one or more of the protected characteristics referred to in section 149 of the 2010 Equality Act. This additional information will enable the council to have due regard to the three needs set out in section 149 at the point when the decision is made to implement service changes. It will also enable the council to make a fully informed assessment of the need for library services.

<b>Library Strategy 2012</b>			
<b>Proposed Opening Hours</b>			
<b>Main Libraries</b>	<b>Current Hours</b>	<b>New Core Hours</b>	
Cheltenham	54	54	No Changes
Gloucester	54	54	
Stroud	44	44	
Tewkesbury	44	44	
Cirencester	44	44	
Dursley	44	44	
Newent	40	40	
Coleford	40	40	
Stow	40	40	
<b>Local Libraries</b>			
Bishops Cleeve	53	40	Allocation of core hours to be agreed through local consultation. Core hours can be extended by volunteers and partnerships with local communities
Charlton Kings	38	35	
Up Hatherley	47	35	
Hucclecote	45	35	
Quedgeley	46	35	
Longlevens	37	35	
Lydney	35	35	
Cinderford	35	35	
Tetbury	28	28	
Winchcombe	28	28	
Chipping Campden	28	28	
Fairford	28	28	
Hesters Way	34.5	21	
Matson	23	21	
Tuffley	29	21	
Churchdown	34	12	
Moreton	31.5	12	
Prestbury	31.5	12	
Bourton	13	12	
Nailsworth	35	12	
Stonehouse	20	12	
Wotton	25	12	