

Brighton & Hove Libraries Service Review and Needs Analysis 2015

Contents

<u>Introduction</u>	Page No.
1. Structure of the report	4
2. Context	4
3. Statutory Duty	5
4. Seighart Review: Independent Report on Public Libraries 2014	5
5. Envisioning the Library of the Future – Arts Council England	6
<u>Section A: Determining Priorities for the Future</u>	
1. Key Messages from the Libraries Service Review and Needs Analysis	8
1.1. Public Library Needs	8
1.2. Key Local Messages	8
1.3. Use of Libraries	9
1.4. Views of Children and Young People	11
1.5. Qualitative Research	11
1.6. Lapsed Users	12
1.7. 'Invisible' Users	12
1.8. Services to Housebound and Residential Settings	13
1.9. Performance	13
1.10. Areas for Improvement	14
1.11. Meeting the City's Needs	15
1.12. Role of Libraries in Local Communities	16
1.13. Library Buildings	17
2. Priorities Identified for Change	17
3. Modernisation Programme for Libraries	19
3.1. Libraries as Community Hubs	19
3.2. New Ways of Delivering Library Services	19
3.3. Diversification of Funding	20
3.4. Consideration of Alternative Governance Models	20
3.5. Timetable for Change	21
<u>Section B: Brighton & Hove Libraries – Review and Performance</u>	
1. Overview	22
2. Locations of Libraries	22

3. Buildings	23
4. Performance	25
4.1. CIPFA Comparative Data 2013-14	25
4.2. Brighton & Hove Libraries Performance 2014-15	28
4.3. Individual Library Performance 2014-15	29
5. Joint Strategic Needs Assessment	35
6. Libraries Contribution to Meeting Identified Needs in the City.	37
7. Libraries Playing a Vital Role in Local Communities	38

Section C: Assessment of Public Library Needs

1. National Research	43
2. Local Research: Latest Survey 2015	44
3. Local Research: Exit Surveys 2013-15	48
3.1. What Do People Think of Their Public Libraries?	48
3.2. What Do People Do In Public Libraries?	52
4. Lapsed Users 2015.	55
5. Qualitative Research – Adults	60
6. Qualitative Research – Children	62
7. Systems Thinking Research	63

Section D: What Do We Know About Library Users and Potential Users?

1. Library Users and Patterns of Use	66
1.1. Definitions of Users	66
1.2. Active Borrowers	67
1.3. Patterns of Use.	67
1.4. Non-Residents	70
1.5. Details of Borrowers by Individual Library	71
1.6. 'Invisible' Users	72
1.7. Residential Homes and Sheltered Accommodation Borrowers	73
1.8. Home Delivery Service Borrowers	75
2. City Profile	77
3. Individual Library Catchment Area Profiles	83
(In alphabetical order)	
Appendices	98

Introduction

1. Structure of the Report

This report has five separate sections:

- 1.1. Introduction – Sets out the local and national context for the review.
- 1.2. Section A: Determining Priorities for the Future of Brighton & Hove Libraries – Summarises the key issues that have arisen in the service review and needs analysis and identifies the priorities for future change.
- 1.3. Section B: Brighton & Hove Libraries Review and Performance – Presents the latest performance information for the service.
- 1.4. Section C: Assessment of Public Library Needs – Presents the results of national and local research into what people think of and do in public libraries.
- 1.5. Section D: What Do We Know About Library Users and Potential Users? – Presents what is known about the different types of users, their activity and need, and also presents profiles of the city and local library catchment areas.

2. Context for the Review

- 2.1. The review is to ensure that there is a comprehensive, efficient, modern and sustainable library service in Brighton & Hove. Sustainability is essential in the context of severe financial pressures on council budgets, and significant changes to the way that local authorities provide local services. It is no longer possible to make further savings without reorganising and redesigning the service.
- 2.2. At the core of the review is a thorough needs analysis to provide insight into and evidence of the need for library services in the city. The needs analysis includes qualitative as well as quantitative research to help identify local people's views of libraries and how they should develop.
- 2.3. The review and needs analysis underpins the Libraries Modernisation Programme, which is part of the Cultural Services Modernisation Programme set up in October 2014 to drive forward the modernisation of cultural services including Libraries.
- 2.4. The four year Integrated Service and Financial Planning model indicates that Library services will receive significantly less funding from the Local Authority. In addition, an annual government grant of £1.5 million will stop in 2029, which will create a further funding gap of an estimated £0.75 million.

3. Statutory Duty

- 3.1. The Libraries and Museums Act 1964¹ requires Local Authorities to deliver a public library service. The main obligation is to provide a 'comprehensive and efficient' service for all persons in the area who want to make use of it, to promote this service, and to lend books and other written materials free of charge.
- 3.2. The clearest guidance to define 'comprehensive and efficient' comes from a 2009 Wirral Inquiry Report² by Sue Charteris, which identified the need for a library strategy based on an analysis and assessment of local needs. More recent judicial reviews have also highlighted the need to take particular account of equalities implications of any proposed service changes. The requirement to demonstrate Best Value and adhere to procurement rules have also appeared in some judicial reviews.
- 3.3. The lessons learnt from the Charteris report and the subsequent judicial reviews into other library authorities' proposals for change have been taken into account during this review. The needs analysis has been very thorough and extensive, taking particular account of equalities related information. Any subsequent proposals for change will have full Equalities Impact Assessments and are planned to go to public consultation in November 2015.

4. Seighart Review: The Independent Library Report for England

- 4.1. The Independent Library Report for England³, commissioned by the Department of Culture, Media and Sport, led by William Sieghart, and published in December 2014 is the latest and most relevant of government reports on Public Libraries.
- 4.2. The Seighart report found that 'not enough decision makers at national or local level appear sufficiently aware of the remarkable and vital value that a good library service can offer modern communities of every size and character'. It identified libraries as a 'golden thread throughout our lives', and found that: 'Despite the growth in digital technologies, there is still a clear need and demand within communities for modern, safe, non-judgemental, flexible spaces, where citizens of all ages can mine the knowledge of the world for free, supported by the help and knowledge of the library workforce. This is particularly true for the most vulnerable in society who need support and guidance and to children and

¹ <http://www.legislation.gov.uk/ukpga/1964/75>

² http://webarchive.nationalarchives.gov.uk/20100407120701/http://www.culture.gov.uk/reference_library/publications/6485.aspx

³ <https://www.gov.uk/government/publications/independent-library-report-for-england>

young people who benefit from engagement with libraries outside of the formal classroom environment.⁴

- 4.3. The report envisaged re-invigoration of the library network with an increase and improvement in digital technology in a comfortable retail-standard environment. Such services would make vibrant and attractive community hubs, which would support individuals and communities to become more enterprising, more literate, and in consequence, more prosperous.
- 4.4. Libraries major role in rectifying literacy standards was recognised, working in partnership with schools and colleges. Support for digital literacy and fluency were also seen as core library roles.
- 4.5. Sieghart also identified the opportunity for other government departments to use libraries as a resource to help deliver their services and so deliver better value for money.

5. Envisioning the Library of the Future – Arts Council England

5.1. Arts Council England (ACE) is the development agency for libraries in England and has responsibility for supporting and developing public libraries. In 2012 ACE commissioned research: Envisioning the Library of the Future⁵, which was carried out by IPSOS Mori and Shared Intelligence. The research revealed that:

- There is a clear, compelling and continuing need for a publicly funded library service.
- This was heard this from people at every stage of the research. It didn't matter whether they use libraries or not, people are vocal and passionate about their value.
- Public libraries are trusted spaces, free to enter and open to all. In them people can explore and share reading, information, knowledge and culture.

5.2. The research identified three essential ingredients that define the public library:

- a safe, creative community space that is enjoyable and easy to use, in both physical and virtual form
- an excellent range of quality books, digital resources and other content
- well-trained, friendly people to help users to find what they want either independently or with support

⁴ https://www.gov.uk/government/publications/independent-library-report-for-england_pg_5

⁵ <http://www.artscouncil.org.uk/what-we-do/supporting-libraries/other-links/library-of-the-future/>

5.3. ACE's response to the research identified three priorities for a 21st century public library service:

- Place the library as the hub of a community
- Make the most of digital technology and creative media
- Ensure that libraries are resilient and sustainable
- Deliver the right skills for those who work for libraries

Section A: Determining Priorities for the Future

1. Key Messages from the Libraries Service Review and Needs Analysis

1.1. Public Library Needs:

It is clear that the local research matches the national research into identifying what the public wants from libraries, and the messages were broadly consistent regardless of methodology of research, or whether those consulted were library users or non-users.

The underlying motivations for using libraries are wide ranging. Love of reading, a need to study or learn, or support their children learning are important factors. Social contact is also a motivating factor for some as is the desire to spend time alone in a safe environment.

Books are still the main single reason why people use libraries and they are seen as the core offer. The library as a community space is also important to some user groups such as older people who may feel isolated, families with young children, students and unemployed people.

People are not simply users or non-users, as it is common for people to dip in and out of using libraries throughout their lives. Common trigger points for starting to use libraries (again) include taking up study, entering unemployment, having children, or retiring.

The public see the core purpose of libraries as being about reading, learning, and finding information. People value good customer experience, including a good choice of books; friendly knowledgeable staff and a pleasant library environment.

Public libraries are widely valued, even by people who don't currently use them. Most people see public libraries as an important community service: The research suggests that public libraries are valued because: they are trusted; they are one of the few public services that people often think of as 'theirs'; they are widely perceived to be important for groups such as children, older people and people on low incomes. Further, libraries are a social leveller, with an ability to bring people together.

1.2. Key Local Messages:

High level of satisfaction with libraries overall, 86% think they are good or very good, and 89% think they are easy or very easy to use. However the scores across key equalities groups are lower. Those thinking libraries are good or very good were:

- 19% lower for those aged over 75, and 12% lower for those aged 16-19, compared to other all other ages (91%)
- 14% lower for BME users compared with white UK/British users (93%)

- 19% lower for LGB users compared with Heterosexual users (93%)
- 13% lower for those with a health problem or disability compared with those without (89%)
- 11% lower for carers than those without carer responsibilities (92%)

Library users are very satisfied with the standard of customer service they receive. Two thirds had contact with members of staff and 92% said they received fairly or very good service. This varied from library to library with community libraries having the highest level of satisfaction (94%) and Hove Library the lowest (64%) Jubilee achieved 70%. Library staff are seen as integral to the service by over 95% of users and nine out of ten rated staff helpfulness, knowledge and availability as good or very good.

Unsurprisingly books are seen as most important by respondents (97%) with four out of five (80%) rating them good or very good. This is the third highest gap (-17%) between importance and satisfaction levels, indicating room for improvement. The second largest gap between importance and satisfaction ratings was for study space (-18%), and seating provision also seen as important by 92% was rated as good or very good by 75%, a gap of -17%.

The largest gap (-23%) between what respondents said was important and what was rated highly was library opening times. This was important for 96% of respondents, but only rated good or very good by 73%. The gap was even bigger (-40%) for community libraries where the satisfaction rate dropped to 59%. Respondents aged 75 and over and those with carer responsibilities were least likely to say that opening times were good or very good. This view is shared by children and young people where 24% thought the community libraries were not open when they needed them, and this rises to 30% of 14 to 15 year olds.

1.3. Use of Libraries

Proportion of people who visit more than one library is high but varies by age and health. 60% of library users have also visited another library (44% having also visited Jubilee Library). Least likely to visit another library are those over 75 (39% do so), or those aged 18-24 (42% do so). 49% of those with a health problem or disability are likely to visit another library.

This survey data which takes account of all types of library use is backed up by the active borrower data which focuses on just borrowing. More than a half of active borrowers at Hollingbury Library (57%) and Moulsecomb Library (52%) were also an active borrower at least one other Brighton & Hove library. Even at Mile Oak where the number of multiple library users is lowest, 38% of borrowers have used another library.

The main reason for adults to visit a library is to borrow, reserve, return or renew an item: In all the surveys, a half to two thirds of visitors overall go to borrow, reserve, renew or return a book, but less than half of visitors to Jubilee Library do so, compared to over half of Hove Library users and more than two thirds of community library users.

Community, Jubilee and Hove Libraries are used differently: Transactional activity (borrowing etc) is more likely to be related to children in community libraries than in Hove or Jubilee libraries. Hove users are focused on DVDs more than Jubilee or community library users. Jubilee users are more likely to read magazines and newspapers, use the free Wi-Fi or study than users at other libraries.

More people study at Jubilee Library than study at community libraries. In exit surveys 2013-15, more than twice as many respondents at Jubilee Library said that they had been studying (26 per cent) than did respondents at a community library (13 per cent). Across all libraries, young adult libraries users tend to study or work. Nearly a half of all 16 to 19 year olds (45 per cent) library users study or worked at the library.

Computer and Wi-Fi access is important to library users: 15% of those surveyed in August 2015 were there to use these services but this rises to 26% amongst those with a long term health problem or disability, and 24% for BME users. For nearly one in ten of all library visitors (9%) and nearly one in four (22%) of those who come to the library to go online, the library is their only access to the internet.

Library users with a limiting long term illness or disability that affects their day to day activity 'a lot' use the library service in very different ways to library users with no limiting long term illness or disability. According to the 2013-15 exit surveys, they are:

- Less likely to be borrowing, returning or renewing an item (45% compared to 60%) and reading books, newspapers and magazines (15% compared to 28%), and
- More likely to use the Council Connect service (22% compared to 3%), use a computer/internet (33% compared to 22%) or meet friends or family (20% compared to 8%).

The way library users who have carer responsibilities use the library is different to the way library users with no carer responsibilities. According to the 2013-15 exit surveys, they are more likely to:

- Use the Council Connect service, 19% compared to 3%
- Look for information, 33% compared to 21%
- Study or work, 27% compared to 17%
- Attend an event, 16% compared to 3%
- Use a computer/internet, 37% compared to 23%
- Meet friends or family, 17% compared to 8%

Library users find libraries helpful for a range of work and life events. A quarter of all respondents in the exit surveys said that the library had helped with study/learning (27%) and health and leisure (24%). More than one in twenty had also had help with finding employment (7%) and with their current employment (7%). Other areas of beneficial impact were accessing online services (14%) and family/relationships (10%). In the arrivals surveys, more than two thirds of visitors

(69%) thought that their visit to the library today would help with theirs or a child's education, learning and enjoyment.

1.4. Views of children and young people:

Children and young people enjoy their experience of libraries. When asked to describe their visit to the library nearly three quarters (72%) described it as excellent or good. They think there is a good choice of books in libraries. Three quarters (76%) think there is an excellent or good choice of books at the library. They think libraries are friendly and safe places. More than four out of five children thought that the library was a friendly. They think libraries are bright and cheerful and a place they want to come to. Nearly four out of five children think that libraries are bright and cheerful inside and a place they want to come to.

The main reason for children and young people to visit a library is to 'borrow things'. More than a half (53%) said they did so to borrow, return or renew an item. Just under a half also read (48%) and looked around (46%). Borrowing things was most popular with the five to nine year olds, and this dropped as they got older, with 14 – 15 year olds more likely to use the computers and do their homework.

1.5. Qualitative research:

The focus group work with adults produced some interesting results: Most participants believed that libraries need to change to be more up to date to meet the needs of society. Many non-users and some users were surprised at how much libraries have to offer and all recommended that libraries need to communicate what they do more effectively.

The concept of developing the library as a Community Hub is felt to be an appropriate direction for libraries to go, and was suggested spontaneously by participants. The majority of the Carnegie Concepts⁶ (libraries as social hubs, cultural centres, learning hubs and economic enablers) were liked and met with enthusiasm. So much so, non-users felt they would be encouraged to use the library. Participants clearly liked the idea of having somewhere which could not only be a social catalyst, but also a source of advice and information.

Respondents felt it important that libraries be clear what services mean and how they will be delivered – they were conscious of not wanting the library to 'waste money'. It was also clear that participants felt that not all services should be free, they were willing to pay a nominal fee for some services, activities or events.

The focus group work with children was also useful: It is clear that unless children are engaged with the library at an early age there is the danger of losing them. As children get older they become more autonomous and make their own decisions. They also have other interests which override the need to go to the library. The

⁶ <http://www.carnegieuktrust.org.uk/changing-minds/knowledge---culture/the-future-of-libraries/speaking-volumes>

concept of having other activities which they find attractive would encourage them to attend the library. In addition, the activities suggested would be perceived to be 'cool', and would tap into their interests. There is clearly an appetite for book related activities, whatever form this takes. The younger age group particularly are very keen on competitions, either drawing or writing and this clearly engages them with the library.

1.6. Lapsed users

The most interesting thing identified about lapsed user from the survey was that many of them weren't lapsed users! Lapsed users were identified as those who hadn't used their library card for over one year. There were two key findings from the analysis of the returns:

- More than two third of respondents (70%, 212 people) had used a library in the last 12 months but had no need to use their library card to do so.
- Three quarters of respondents (74%, 224 people) are very like or fairly likely to use a library in the next 12 months with 44% of all respondents very like to do so.

The main alternative uses were looking for information (49%), and reading books, newspapers or magazines (43%). Other popular activities were using the shop, using the café, studying/working, or meeting friends or family.

Among those respondent who did not claim to have used their library card in the last 12 months (205 respondents) the main reasons for not doing so were; use the internet for information (22%) libraries not being open when needed (21%) and moved out the area (15%).

Amongst those who were carers, or had a health problem or a disability, there were consistent differences in how likely they are to use library services when compared to others. For both groups they are more likely to use a wide range of services, which reflects the results from the exit surveys.

1.7. 'Invisible' Users:

For the first time, this review has identified how many library visitors are not borrowing or returning items, or using a public library computer, and also to use the exit survey data to identify what these 'invisible' users are doing. Surprisingly, an average of 56% (rising to 64% in Jubilee Library) are 'invisible' users i.e. not borrowing, returning or using a PC.

Interrogation of the latest exit survey results has provided information on what the 'invisible users' are doing. This includes browsing (37%); reading books, newspapers or magazines (29%); studying or working (24%); looking for information (18%); attending an activity, event, course or exhibition (11%); or meeting friends or family (11%).

Although in the surveys just over half of those asked said they were there to borrow, return, renew or reserve an item, the data from an analysis of the activity over a specific two week period in 2014 shows that the majority of library users (56%) remained 'invisible' – ie not carrying out any kind of transactional activity that involves using their library card, including using a PC.

This has even more significant implications for the planning and delivery of library services when also taking into account that carers, and people with a disability or long term health problem, are more likely to use the library for a wider range of things than just borrowing (and so more likely to be amongst the 'invisible') such as reading, browsing, finding information, attending an event or meeting friends and family. Together with BME users, they are more likely to visit the library more frequently than others, and use the library for study or work.

Add to this the fact that satisfaction levels with library services are lower amongst these groups than general library users, and that these same groups are more likely to use Council Connect and library IT facilities, and that there is clearly more to be done to direct library services attention to these specific user groups and their needs.

1.8. Services to housebound users and residential homes

The recent review has indicated that the use of the Equal Access Delivery Service to residential home is low and relatively expensive (£86 per person p.a.). The Home Delivery Service, which aims to provide a more personalised service using volunteers for those unable to travel to a library, could provide a suitable alternative to the current delivery of book boxes, and also has the potential to assist with addressing digital exclusion. The benefits of expanding the Home Delivery Service are not limited to the clients, as this opportunity for volunteers to make a valuable contribution to others in their local communities. Given the low level of provision in comparison with other comparable authorities, this is an area which the library service should expand and develop.

1.9. Performance⁷:

Libraries in Brighton & Hove are popular and well-used:

Brighton & Hove residents are more likely than average to use a public library: In the latest City Tracker survey (November 2014), almost half respondents (47%) have used a public library service in the past year. Nationally, 35% report using a public library service in the Taking Part Survey October 2014.

⁷ Comparative data is from CIPFA data for 2013-14:

<http://www.cipfa.org/services/statistics/comparative-profiles/public-libraries/cipfastats-library-profiles-english-authorities-2014>

Brighton & Hove libraries receive a high number of visits (third highest in group) and Jubilee Library continues to far outstrip other individual libraries, being the second busiest in the country. Visitor numbers are declining nationally (12.4% in last four years) but in this city the decline is slower (11.7% over last four years).

Library website visits are also well above the group average (6,322 per 1,000 population, compared to average of 2,287), and there is a good provision of PCs and recorded use of these facilities by the public.

Libraries in Brighton & Hove already raise significant income:

Our revenue income is £1,812 per 1,000 population (third highest in the CIPFA comparator group), but there is room to improve on this by learning from other authorities.

Brighton & Hove have relatively high levels of expenditure:

Within our comparator group, Brighton & Hove are in the top quartile (no 4) for expenditure per 1,000 pop, but alongside other authorities with Private Finance Initiative (PFI) libraries – Bournemouth, Newcastle and North Tyneside, so PFI contract payments that include an element of capital repayment are likely to be distorting the comparison with non PFI libraries.

Brighton & Hove have the highest spend on library materials (books and other resources) within the comparator group (£2,362 per 1,000 population, the average being £1,499). Brighton & Hove also spend more on employees per 1,000 population (£10,000 compared to £8,400 average)

1.10. Areas for improvement:

Opening hours are poor in comparison with similar authorities, with all but two of our libraries open 29 hours per week or less. The majority of the group have more libraries in the 35 to 49 hours per week range.

Brighton & Hove Libraries are not reaching **housebound** readers as well as others being second from bottom of the comparator group with only 0.2 housebound readers per 1,000 population, compared with 1.1 average. Since these results were reported the new Home Delivery Service has been set up and so these results will improve.

Brighton & Hove Libraries **use of volunteers** is also below average (2,974 volunteer hours, average 4,247) but the trend is upwards, and our volunteers tend to give us more hours each than others.

There is clearly room for increasing the shift of simple library transactions over to **self-service**, with only 37% of current transactions being completed via the self-service kiosks. The kiosks are available in Jubilee, Hove and two community libraries - locations where over 75% of transactions take place.

There is also room to improve the level of **satisfaction** with library services of children and young people with 74% of those surveyed regarding their experience as good or very good, which is lower than other authorities.

In the current difficult financial climate, there is **room to reduce expenditure** on library materials and staffing, both of which are higher than average in comparison with similar authorities.

1.11. **Meeting the city's needs**⁸:

Good existing activity in support of:

Education: Public libraries have a long history of supporting education and learning for people of all ages through:

- the provision of books and other resources
- help with finding information
- study space and study support
- information on courses, skills development, careers and job opportunities
- access to the Internet and public PCs
- support for literacy and encouragement of reading
- working with schools to enable all pupils to be library members
- providing targeted support for children with learning disabilities
- Working with Adult Education

Libraries are particularly active in supporting informal learning and being the catalyst for people who lack confidence, or who are unable to or do not want to attend formal training.

Employment: Libraries are running or hosting job clubs and careers support sessions in partnership with the Careers Service and Job Centre Plus, and have targeted young people in partnership with the Youth Employment Service. Libraries are running volunteering programmes for young people aged 13-19 years in partnership with The Reading Agency. Libraries are providing training and opportunities for adult volunteers to deliver new skills and aptitudes which could be used in employment.

Housing: Libraries have run a pilot to provide information and support to housing tenants when their local office was moved last year. Libraries can also provide help with accessing the online service Homemove. Libraries have also been working with sheltered housing setting to provide more targeted library services and potentially help with using online services.

Information: Libraries help people find relevant and trustworthy information, especially online information, and providing signposting to appropriate sources of advice in the city. Library staff in Brighton & Hove have all completed a national

⁸ Linked to the Joint Strategic Needs Assessment: <http://www.bhconnected.org.uk/content/needs-assessments>

information training programme to develop their awareness, skills and confidence in this area, as part of the Universal Information Offer of public libraries.

Health and Well-being: Libraries deliver a Universal Health Offer which includes the Reading Well – Books on Prescription service - providing self-help books for managing common conditions including stress, depression, anxiety and dementia. The books are recommended by health experts and people with experience of the condition, and have been tried and tested and found to be useful. Reading has been shown to reduce stress, and the library provides Mood-boosting books to lift spirits and help contribute to well-being.

Libraries also provide Bookstart gifting programme from birth. Regular book sharing significantly shapes behavioural patterns and attitudes and increases a child's life opportunities. The benefits gained from Bookstart contribute to parental bonding, early listening and communication skills, development of attention span, pre-literacy skills and social skills.

Events and activities: Libraries are working with partners to deliver events and activities to support people dealing with the social and health issues identified. Examples include:

- Working with the Alzheimer's Society to provide a Dementia café in a public library
- Working with Carers Network to set up Bookchat groups to combat social isolation
- Hosting Help to Quit sessions for smokers
- Working with the Autism Steering group to set up a collection of iPads and suitable apps for people on the autism spectrum
- Hosting and promoting the Living Library events with Rise to raise awareness of domestic violence and sexual abuse
- World Mental Health Day – Working in Partnership with City Reads and Action for Happiness to deliver a day of simple, inspiring and friendly activities to promote happiness and boost health and wellbeing

1.12. Role of Libraries in local communities:

Community hubs are local places at the heart of their communities, offering and hosting a wide range of services, public events and activities, and spaces to meet friends and contribute to community life. They are places where people may spend as much or little time as they like without having to spend any money.

Libraries can fulfil this role as they are often the only truly universally accessible place in the neighbourhood where everyone is welcome that is free and open to all. As well as delivering libraries, arts and cultural services, our libraries are used by many other council and community and voluntary sector agencies to deliver their services to local people in their neighbourhoods.

Libraries' on-going objective, target and challenge is to further utilise library assets, infrastructure, hard developed reputation and good will to get library buildings used

even more, and more strategically by a range of services and to continue to build on existing partnership work to achieve further external funding and added value.

Section B:7 of this report gives many examples of good partnership activity on which Libraries can build to enable even better use of libraries for local community benefit. It also demonstrates how external funding can be achieved by working with partners and the communities themselves to deliver the services, activities and events that local people want.

1.13. Library Buildings:

Of the 14 libraries, nine are in shared buildings where other services are delivered, two more are part of residential accommodation blocks, and only three are 'stand-alone' buildings, so there is already a great deal of at least co-location and in some cases good collaborative working with other organisations. The details of how public libraries are being used by others can be seen in Section B: 4.3.4.

This shared use of buildings also means that making changes to the network of library buildings is not straightforward as it impacts on the others in the buildings.

Jubilee Library needs to be looked at separately from the others as the building costs include a large element of capital repayment costs as the building was developed through a Private Finance Initiative (the £1.6m costs are off-set by a £1.5m grant from central government). This contract should be reviewed to investigate any opportunities for reduction in costs, and support for this can be obtained from the Department of Culture, Media and Sport.

After the Jubilee Library, the most expensive building by far is Hove Library, not only in terms of its running costs of £483,713 for 2014-15, but also in terms of its required maintenance costs of £738,654 over the next five years. This does not represent good value for money for a large library in terms of cost per visit, £1.93 per visit, compared with the Jubilee Library's £1.08. The community libraries cost an average of £2.15 per visit but the individual libraries vary greatly, with Coldean and Mile Oak Libraries being over £3 per visit (Coldean £3.79 and Mile Oak £3.44), and Patcham Library being the best value at £1.17 per visit. After Hove, the library building with the second highest maintenance costs is Hollingbury Library, with £147,988 of maintenance costs needed over the next five years.

2. Priorities Identified for Change

The following priorities for Library Service changes have been identified as a result of the service review and needs analysis, and in the context of the financial challenges facing Brighton & Hove City Council (see introduction above) where significant savings have to be found in all services across the council. It also reflects national debate and developments as outlined in the recent national reviews and reports.

- (1) Improve and increase opening hours, making use of new technologies, engaging more effectively with local communities, and introducing new ways of delivering library services
- (2) Develop libraries as community hubs, particularly the role of libraries as social and cultural centres, learning hubs and economic enablers
- (3) Develop libraries' role in meeting the needs of the city, in particular in supporting education, employment, health and well-being, and information and advice
- (4) Develop effective partnerships, to help deliver the services needed by local communities and also to attract external funding
- (5) Maintain and develop safe creative community spaces for the benefit of local people, especially those in most need of support
- (6) Improve satisfaction levels of and services to specifically identified equalities groups, namely carers, people with a disability or long term illness, BME communities, particularly given the often 'invisible' nature of their use of libraries
- (7) Improve satisfaction levels of and services to children and young people, taking account of their interest in books and reading
- (8) Provide good digital technology and creative media to enable opportunities for learning, development, employment and creative activity, especially for those without good access at home
- (9) Re-shape the library network to increase co-location and joint working with partners, enabling access to a range of services in library locations
- (10) Consider alternative locations for library services currently located in expensive buildings
- (11) Recognise the different priorities for use in different libraries, informed by the community profiles for each catchment area
- (12) Expand Home Delivery Service and reform Equal Access Service
- (13) Increase and make better use of volunteers in appropriate ways
- (14) Increase use of and improve self-service facilities to enable more people to make better use of libraries for themselves, and provide support for those who need it.
- (15) Increase effectiveness of spending on books and other library materials to better meet the different needs of the range of library users

- (16) Diversify and increase income, including attracting commissioning, grant funding, commercial income and donations
- (17) Bring expenditure on library materials and staffing in line with comparator authorities, making better use of these resources and to contribute to meeting the need for savings
- (18) Review the roles of library staff at all levels, ensuring that the jobs are relevant to role of libraries now and in the future. Provide training and development opportunities for library staff to get the skills and experience needed to do their jobs effectively, and progress in their careers.

3. Modernisation Programme for Libraries

The Libraries Modernisation Programme has been created to ensure a sustainable future for Library Services in Brighton & Hove in the context of severe financial pressures on council budgets, and significant changes to the way that local authorities provide local services. It is no longer possible to make further savings without reorganising and redesigning the service.

The programme is the vehicle for delivering the priorities and changes needed as identified in the library service review and needs analysis. The programme currently has four strands, and will be delivered in a number of phases.

3.1. Libraries as Community Hubs

Community hubs are local places at the heart of their communities, offering and hosting a wide range of services, public events and activities, and spaces to meet friends and contribute to community life. They are places where people may spend as much or little time as they like without having to spend any money. Libraries as community hubs means:

- Libraries as a resource for local communities to collaborate
- Libraries as places to access other services
- Partners working with libraries to support community activity
- Libraries being commissioned to deliver other services

This will require increased collaboration with other council services, as well as with other public, private, community and voluntary sector organisations.

Of the 14 libraries, nine are in shared buildings where other services are delivered, two more are part of residential accommodation blocks, and only three are 'stand-alone' buildings, so there is already a great deal of at least co-location and in some cases good collaborative working with partners.

3.2. New Ways of Delivering Library Services

Libraries Extra is being piloted this year with a view to extending this approach to other community libraries if successful. It is an innovative project that uses

technology to enable libraries to be open outside of current opening hours for the public to self-serve without staff present. There are two pilots currently taking place – in Portslade and Woodingdean libraries. This will be a great opportunity to increase access and reduce costs through developing a mixture of staffed and unstaffed provision. It would be possible to have all libraries open seven days a week at a reduced cost.

The new ways of delivering library services will include reshaping the network of libraries in the city working more closely with other agencies to make better use of reducing resources to deliver the best service we can. This includes further co-location of libraries with other services to reduce operational costs and increase sustainability; developing different relationships with partners; reducing employee costs; rationalising bookfund spending, and greater use of volunteers.

Essential to the success of Libraries Extra is the encouragement of local community groups, organisations and services to make best use of the library as a resource that will be available seven days a week. The presence of trusted members of the community will make the libraries safe creative community spaces.

3.3. Diversification of Funding

The Library Service already achieves nearly half a million pounds in income each year. But the traditional income from fines, reservation charges and audio-visual hire is reducing year on year, and the new income streams from retail and room hire are working hard to keep pace with this change. Libraries need to further explore opportunities to bring in external income and to diversify income sources. The new model will include:

- Increasing commercial income
- Commissioning of libraries to deliver services
- Charitable giving – with the possible creation of a development charity
- Increasing grant funding for targeted projects

A new funding strategy will be developed to help take this forward.

3.4. Consideration of Alternative Governance Models

Instead of remaining a directly delivered service, there are other options for alternative governance models for library services. The two currently under consideration are

- Shared services – cooperation or joint delivery of services with another library service. This could be the whole of the library service, or parts of the service.
- Libraries delivery managed outside the council- the most likely option being the development of a mutual.

Whatever the model, the Council would still retain the statutory responsibility for the provision of public library services.

Consideration of alternative models has been put on hold while other modernisation proposals are taken forward, as for any model, the library service would need to be more cost effective and efficient in delivering its services within the available resources.

3.5. Timetable for change:

Following the completion of the library service review and needs analysis, the proposals for change will be put out for public consultation for three months starting mid-November 2015, through to mid-February 2016. Following the public consultation, the final new Libraries Plan will go to full council in March 2016 for approval.

The modernisation programme will be implemented in phases, with the first phase of changes being implemented in July 2016.

The detailed proposals for change can be found in a separate public consultation document.

Section B: Brighton & Hove Libraries – Review and Performance

1. Overview

- 1.1. Public Libraries are a statutory service under the Libraries and Museums Act 1964 which requires local authorities to provide a 'comprehensive and efficient' public library service. Brighton & Hove Libraries provide services to all those who live, work or study in the city, and for those who are visiting the city.
- 1.2. At the heart of the library network is the award-winning Jubilee Library, which opened in 2005 to critical acclaim, and delivers around 50% of the total library services for the city. There are also 12 community libraries, and a library for Hove. (See map in section 2 below)
- 1.3. The Library Service also has an Equal Access Services Centre which delivers services to those in residential accommodation; and a Home Delivery Service using volunteers to take books and other resources to those who are housebound. Jubilee Library also houses a unique collection of rare books and special collections of around 45,000 items.
- 1.4. For those who are unable to visit a local library, or who simply want to access information online, there is 24/7 virtual library provision through the web offering free access to a good range of online reference books and databases. There is also free access to computer facilities and WiFi for library members in all libraries. There are half a million items of library stock across the city.
- 1.5. Jubilee Library is the second most popular public library in the country and is the top performing library in the region, with around 1 million visits each year.
- 1.6. In the latest City Tracker survey (November 2014), almost half respondents (47%) have used a public library service in the past year, indicating that Brighton & Hove residents are more likely than average to use a public library. Nationally, 35% report using a public library service in the Taking Part Survey October 2014.

2. Locations of Libraries

Library locations are shown on the map below.



3. Buildings

3.1. Condition of Library Buildings

Regular asset management property performance reviews are carried out on corporate buildings, which link to the building maintenance strategy and through the PPR (Property Performance Review) matrix model assesses whether an asset is fit for purpose in terms of condition and suitability.

A summary of the assessment of the library buildings and the estimated maintenance costs for the next five years is below:

Library	Latest Survey Date	Overall Property Performance Review (PPR) Score	Total cost of required maintenance over 5 years
Jubilee Library	No Data	No Data	No data
Coldean Library	30/10/2012	81%	£4,591
Hangleton Library	30/10/2012	89%	£3,555
Hollingbury Library	30/10/2012	50%	£147,988
Hove Library	21/09/2015	51%	£738,654
Mile Oak Library	30/10/2012	64%	£2,922
Moulsecoomb Library	30/10/2012	69%	£78,980

Patcham Library	30/10/2012	No Data	£1,436
Portslade Library	30/10/2012	68%	£24,376
Rottingdean Library	30/10/2012	36%	£88,371
Saltdean Library	30/10/2012	59%	£72,265
Westdene Library	30/10/2012	75%	£31,576
Whitehawk Library	30/10/2012	82%	£1,200
Woodingdean Library	New building	No Data	No data

Jubilee Library excluded as PFI managed building

Condition survey data is based on the original condition survey supplemented by additional information received since

3.2. Building Running costs

NB. This table only contains information that is specifically linked to individual buildings. It also excludes central support services costs.

Jubilee Library PFI charge includes the payments towards the capital cost of building the library, so for more accurate comparisons the building costs below are net of the government grant which is received in relation to these capital costs.

Library Running Costs per Building 2014-15	Buildings costs - Libraries	Buildings costs - Property services	Staffing costs	Bookfund	Other supplies & services	Income	Totals for 2014-15
Jubilee	370,590	163,880	380,123	305,600	135,035	-325,231	1,029,997
Coldean	1,875	25,825	23,089	8,600	576	-1,314	58,651
Hangleton	925	19,756	34,352	19,750	504	-4,259	71,028
Hollingbury	1,353	12,546	23,089	8,600	538	-1,456	44,670
Hove	5,488	66,811	257,357	145,100	51,115	-42,158	483,713
Moulsecroomb	991	1,099	25,905	12,350	415	-1,967	38,793
Patcham	150	16,621	28,157	19,550	37	-4,408	60,107
Portslade	1,413	21,205	25,342	16,450	457	-2,838	62,029
Mile Oak	320	18,335	34,352	8,600	9,652	-479	70,780
Rottingdean	978	14,088	23,089	14,050	158	-8,156	44,207
Saltdean	54	7,564	23,089	12,650	112	-1,917	41,552
Westdene	588	7,934	23,089	8,600	465	-1,345	39,331
Whitehawk	510	22,217	48,149	17,750	706	-12,386	76,946
Woodingdean	414	5,994	25,342	13,050	591	-3,049	42,342

Jubilee building costs are PFI charge minus government grant and bookfund elements plus insurance

Mile Oak buildings costs include fee paid to PACA

Mile Oak high supplies & services for this year as new development

Rottingdean income includes rent from Rottingdean Preservation Society

Staffing figures exclude relief cover costs and management or professional input

Buildings costs - excludes planned maintenance; only includes costs allocated to libraries

For multi-use buildings, some costs may not be directly identifiable to the library as the full cost may have been coded to the main building use, e.g. Whitehawk Community Hub, etc.

4. Performance

4.1. Comparative Performance CIPFA data 2013-14

Chartered Institute of Public Finance and Accountancy (CIPFA) compares similar local authorities (nearest statistical neighbours). The comparison group is made up of 16 library authorities with similar characteristics. The current comparator group is:

Brighton & Hove	Bournemouth	Bristol	Medway
Newcastle upon Tyne	North Tyneside	Plymouth	Portsmouth
Sefton	Sheffield	Southampton	Southend-on-Sea
Stockport	Swindon	Wirral	York

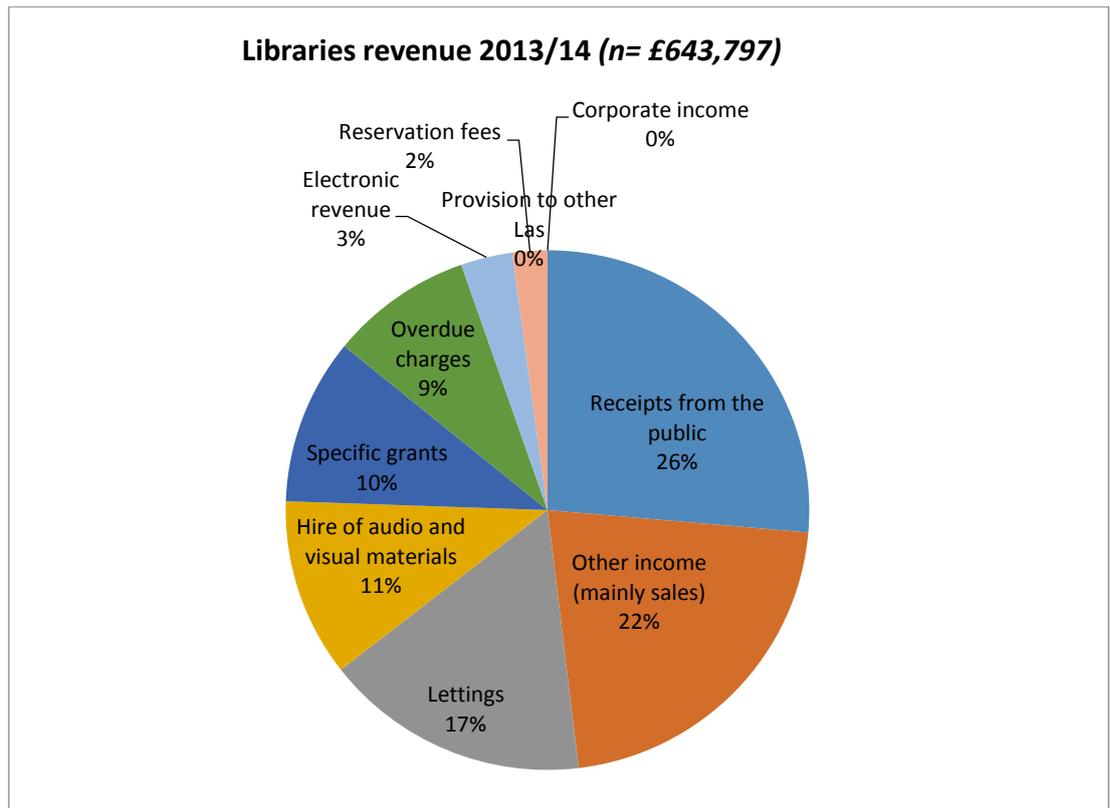
Here are some highlights of that report.⁹

- 4.1.1. Brighton & Hove has close to the average number of libraries, with 14 across the city. (The comparator group average is 17). We have the third lowest number of libraries per 100,000 population (Brighton & Hove 5, group average 6).
- 4.1.2. Brighton & Hove Libraries are third highest in terms of visits, though like all library services, this is on the decline with a drop of 11.7% over the last four years, compared with a national fall of 12.4% over the same period.
- 4.1.3. Brighton & Hove is slightly below average in terms of book lending (3,699 per 1,000 population, average is 3,864), but much higher than average in terms of audio-visual lending (mainly music and DVDs) (583 per 1,000 population, average is 324), but our e-book lending is low – in the lowest quartile (27 per 1,000 population, average is 37).
- 4.1.4. Jubilee Library continues to far outstrip other individual libraries being the second busiest in the country and well above other highest performing individual libraries in our comparator group, including for lending. Jubilee Library received over 1 million visits 2013-14 (average for the group was 416,692) and issued 451,619 items (average for the group was 235,421).
- 4.1.5. Libraries in the city are open lot fewer hours than other libraries in the group, with all but two of our libraries open 29 hours or less. The majority of the group have more libraries in the 35 to 49 hours per week range.
- 4.1.6. Brighton & Hove is in the highest quartile for active borrowers showing good engagement with the population compared to others, but with only 45,000 'active borrowers' there is still room for improvement.

⁹ <http://www.cipfa.org/services/statistics/comparative-profiles/public-libraries/cipfastats-library-profiles-english-authorities-2014>

- 4.1.7. Libraries are not reaching housebound readers as well as other authorities, being second from bottom of the comparator group for 2013-14 and with only 0.2 housebound readers per 1,000 population, compared with 1.1 average for the rest of the group. Since these results were reported the new Home delivery service has been set up and so these results will improve.
- 4.1.8. Brighton & Hove is second highest in the group with 6,322 website visits per 1,000 population and way above the average of 2,287. We also have a good provision of PCs (76.2) per 100,000 population compared with average (73.9), and in line with others for hours of recorded use (533 per 1,000 population, average is 534).
- 4.1.9. Our total revenue income is third highest in the group with income of £1,812 per 1,000 population, and we are particularly successful at collecting receipts from the public (fines and other charges) and commercial income (sales and lettings), but need to learn from those raising even more than we do. The top performer in the group (Newcastle) significantly outstrips the whole group with around £14k of income per 1,000 population and this distorts the group average which is £2,142 per 1,000 population.

2013/14 CIPFA published data - Brighton & Hove Libraries Revenue		
Revenue category	Amount	Comparison to CIPFA neighbours
Receipts from the public	£169,811	Higher than average
Other income (mainly sales)	£139,824	Significantly higher than average
Lettings	£105,440	Significantly higher than average
Hire of audio and visual materials	£71,262	Higher than average
Specific grants	£66,443	Significantly lower than average
Overdue charges	£56,633	Higher than average
Electronic revenue	£20,513	Higher than average
Reservation fees	£13,871	Lower than average
Provision to other Las	£0	Lower than average
Corporate income	£0	Significantly lower than average
Total	£643,797	



- 4.1.10. We are in the top quartile (no 4) in terms of expenditure per 1,000 pop, but alongside other authorities with Private Finance Initiative (PFI) libraries – Bournemouth, Newcastle and North Tyneside, so PFI contract payments that include an element of capital repayment are likely to be distorting the comparison with non PFI libraries.
- 4.1.11. Brighton & Hove Libraries spend the most in the group on Library materials per 1,000 pop (£2,362) compared with average (£1,499). The costs of library materials are distorted by the unique bibliographic service contract we have through the PFI contract which also explains the higher than average cost of book acquisition.
- 4.1.12. Our costs per employee are higher than average both in terms of per employee (£33k compared to average of £28k) and costs of employees per 1,000 pop (£10.6k compared to £8.4k average).
- 4.1.13. Because of our good performance in terms of visits, we are below average cost per visit (Brighton & Hove £3.34; average £3.39). Support services costs are also below average as % of revenue expenditure (9% compared to 11% average).
- 4.1.14. Use of volunteers in libraries is low compared to other authorities, we are in the lowest quartile with 2,874 volunteer hours (average 4,247) but the trend for us and the group is on the up. Our volunteers tend to give us more hours

per head than others on average (50 hours as opposed to 45 hours on average).

- 4.1.15. Brighton & Hove is in the highest quartile for indices of deprivation compared to the rest of the group, and has a high population density (33.6, group median is 24.5).

4.2. Brighton & Hove Libraries Performance 2014-15

KPI	Measure	Definition	KPI target 14/15	Actual
1	Library visits (physical)	All visits to all libraries captured using people counters	1.6 million	1,532,518
2	Library issues (loans)	All issues and renewals of all stock items in all libraries	1.1 million	1,138,764
3	e-book loans	All issues of e-books and e-audio books	10,000	12726
4	Reservations satisfied within one week	% of reservations satisfied within one week	50%	62%
5	Website sessions	Visits to library pages of website, Includes all electronic transactions and online use	1.4 million	1,590,178
6	Online transaction activity	Joining, reservations, renewals carried out online	235,000	236,457
7a	ICT use - number of PC users	Number of individual users of library PCs.	13,500	13,695
7b	ICT use - number of Wi-Fi users	Number of users of library WIFI - number of users who have logged in	75,000	94,599
7c	ICT use - number of hours of use	Number of hours of use of library PCs and of the libraries Wi-Fi added together	200,000	352,415
7d	Number of Council Connect volunteers available	Number of Council Connect volunteers available		19
8	Self-service - % of total transaction	Number of issues/renewal/returns done through self-service kiosks as a % of total transactions	50%	37%
9	New library members	Number of new library members joined	17,000	17,458
10	Commercial income	Amount of income raised through commercial activity - i.e. Booklover Store and conferencing, and also any sales or room hires in other libraries	£197,500	£202,933

11a	Customer satisfaction - adults	Taking everything into account, what do you think of this library? - responses: Very good or good.	85%	87%
11b	Customer satisfaction - children	How would you describe your visit today? - responses: Excellent or good	85%	74%
12a	Volunteers - numbers	Number of individual volunteers used in libraries - any activity	100	170
12b	Volunteers - hours of volunteering activity	Number of volunteering hours given by volunteers	3,000	5,326
13	Other use of library buildings	Number of hours that library buildings are used by others	1,300	690
14a	Community engagement - total number of engagements	Total number of library events, activities and outreach activities that have taken place of any type anywhere	3,000	3,234
14b	Community engagement - total number of people engaged in events and outreach	Total number of people attending library events, activities, and outreach activities that have taken place of any type anywhere	44,000	39,387
15a	Home Delivery Service - number of clients	Total number of HDS clients in receipt of the service	100	99
15b	Home Delivery Service - number of volunteers	Total number of individual volunteers	30	30
16a	School engagement - % of schools in the city visited	% of individual schools visited or that have visited the library	50%	52%
16b	Total number of pupils visiting libraries in class visits	Total number of pupils visiting libraries in class visits	13,000	11,777
17	Bookstart - % of babies reached against births in the city	Bookstart - % of babies reached against births in the city	100%	74%
18	Summer Reading Challenge - numbers participating	Number of children participating	2,500	2,609
19	Number of young people engaged in volunteering in libraries	Number of individual young people engaged in volunteering in libraries	35	118

4.3. Individual Library Performance

4.3.1. Visits Comparisons 2012-15

Visits comparisons	2012 / 13	2013/2014	2014/2015	% of total visits for 2014-15	cost per visit ⁴
Jubilee	974,890	1,003,702	952,083	62%	£ 1.08

Brighton History Centre ¹	32,716	0	0	0	£	-
Coldean	16,556	15,996	15,490	1%	£	3.79
Hangleton	46,229	48,640	39,138	3%	£	1.81
Hollingbury	17,480	18,018	17,253	1%	£	2.59
Hove	295,319	277,063	250,635	16%	£	1.93
Moulsecomb	19,593	17,854	17,333	1%	£	2.24
Patcham	58,770	62,604	51,484	3%	£	1.17
Portslade	42,582	40,637	37,446	2%	£	1.66
Mile Oak	15,299	13,817	20,590	1%	£	3.44
Rottingdean	33,247	33,447	21,111	1%	£	2.09
Saltdean	37,504	36,689	32,860	2%	£	1.26
Westdene	22,067	20,309	18,366	1%	£	2.14
Whitehawk	47,670	30,056	32,603	2%	£	1.57
Whitehawk ICT Suite			16,290	1%		in above
Woodingdean ²	20,044	10,554	20,999	1%	£	2.02
Mobile ³	23,726	1,658	0	0%	£	-
Visits totals	1,703,692	1,631,262	1,532,518			

¹ Brighton History Centre moved to the Keep in 2013

² Woodingdean Library in temporary accommodation during redevelopment in 2013-14

³ Mobile Library closed in 2013

⁴ Using costs identified in section 3.2

4.3.2. Issues Comparisons 2012-15

Issue comparisons (loans and renewals)	2012/2013	2013/2014	2014/2015	% of total issues for 2014-15
Jubilee	479,145	451,619	416,068	37%
Coldean	12,418	14,025	13,391	1%
Equal Access Services ¹	25,615	23,051	24,060	2%
Hangleton	36,144	40,943	42,703	4%
Hollingbury	19,342	18,361	16,997	1%
Hove	228,345	212,884	194,352	17%
Moulsecomb	17,725	16,166	15,790	1%
Patcham	47,318	44,897	40,938	4%
Portslade	34,005	33,976	31,221	3%
Mile Oak	14,970	12,628	11,101	1%
Rottingdean	22,736	21,733	17,044	1%
Saltdean	27,474	27,897	26,624	2%
Westdene	23,717	20,102	18,480	2%
Whitehawk	38,970	37,764	31,809	3%
Woodingdean	22,393	13,632	23,834	2%
Mobile ²	24,696	1,196	0	0%

Web renewals	172,181	191,337	193,848	17%
Book Ahead ³	8,276	5,348	4,982	0%
Automated Phone Renewals	1,877	2,148	2,521	0%
Overdrive incl. Zinio ⁴	4,550	9,630	12,726	1%
Community Collections ⁵		436	275	0%
Totals	1,261,897	1,199,773	1,138,764	

¹ Equal Access Services - deliveries to residential homes and sheltered accommodation

² Mobile Library closed in 2013

³ Book Ahead - delivery of collections to early years settings - being replaced by Ready, Steady, Read

⁴ Overdrive is e-books and magazines

⁵ Community Collections in e.g. St Luke's Church

4.3.3. Events and Activities 2012-15

Events and activities	Totals for 2012-13	Totals for 2013-14	Performance for 2014-15					
			Total no. attendees	Total no. attendees	Sessions for children	Number of children attending	Sessions for adults	Number of adults attending
Jubilee	5,764	10,070	193	4,492	318	3,461	511	7,953
Coldean	2,945	3,802	199	3,510	16	91	215	3,601
Hangleton	843	1,305	73	613	136	474	209	1,087
Hollingbury	402	427	74	553	17	50	91	603
Hove	5,564	4,559	78	1,388	262	1,765	340	3,153
Mile Oak	46	70	26	456	46	921	72	1,377
Moulsecoomb	1,797	1,591	136	1,312	61	116	197	1,428
Patcham	8,929	7,582	166	3,432	133	521	299	3,953
Portslade	2,376	2,105	121	1,089	106	1,058	227	2,147
Rottingdean	2,435	2,584	48	665	79	219	127	884
Saltdean	1,715	1,751	73	631	170	1,145	243	1,776
Westdene	4,134	2,317	67	1,202	43	110	110	1,312
Whitehawk	3,211	3,062	107	2,007	144	873	251	2,880
Woodingdean	4,260	1,172	167	2,881	82	529	249	3,410
Outreach	1,834	1,548	85	3,269	8	484	93	3,753
Brighton History Centre ¹	999	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mobile ²	358	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Totals	47,612	43,945	1,613	27,500	1,621	11,817	3,234	39,317

¹ Moved to Keep 2013

² Closed in 2013

4.3.4. Use of libraries by partners / bookings:

Fig 4.3.2	Building shared with other services?	Additional services/ information	Use by partners/bookings
Coldean	Sheltered accommodation above library	Base for Equal Access Services to residential homes; Community room with IT and separate 121 consultation room for hire	Community room booked by: The tutoring service. A group (ARDIS) Early Childhood Project session-Every Thursday term time.
Hangleton	Flats above library	Community room for hire. Used for community and learning activities	MACS Alzheimer's Society Dementia Café every month
Hollingbury	No	Potential for use of basement	The basement of Hollingbury Library was used as a polling station 7 th May 2015. It was first used for the European elections on 22 nd May 2014.
Moulsecoomb	No	Focus on supporting housing tenants following closure of local office	Grass Roots (suicide prevention organisation) regularly book the library on a closed day for their training programme. Approx. 9 times a year. Early Childhood Project session-Every Tuesday term time.
Patcham	Yes	Shared building with community centre; community room with IT for hire	The local U3A (organisation for semi or retired people) regularly book the IT room for group IT sessions. Every Friday term time only.
Portslade	Yes	Includes Children's Gateway Centre; potentially children's centre room for hire; one to one room also potentially available	Main Library space available for hire when Library closed. Children's Centre rooms used most days by health workers, Cahmms & Midwives.
Mile Oak	Yes	Share library with Portslade Academy (PACA)	
Rottingdean	Yes	Shared building with local art gallery and museum	Visitor Information Point established Early Childhood Project session-Second and fourth Mondays term time.
Saltdean	Yes	Shared building with Community Centre and Lido	
Westdene	Yes	Shared building with junior	Westdene Primary School use library space on a Wednesday for small

		school. Some use of space by school when library closed	music tutor groups 16.5 hours per week Homework Club funded by Westdene Primary School-every Tuesday during term time.
Whitehawk	Yes	Shared building with other services in community hub Base for universal Bookstart services and targeted dual language and additional needs Bookstart packs gifted across the city via health visitors, early years' professionals and libraries.	Youth Services - teenage art club Monday (large room) Swanborough services - Adult social care management meetings (large room) Papermates - work projects for adults with learning disabilities -3 days a week (large room) Health checks - aprox 2 a month (small room) YMCA counselling -Thursdays (small room) Youth Employment Services Wed and Friday (IT suite) Longhill school - parents drop in Friday (IT suite) Let's do business - how to start up a business – approx. twice a month (IT suite) Creative futures - Art training for people with mental physical or social problems, regular 3 /4 week courses throughout the year. (IT suite) Various rooms: on an almost daily basis, whatever room is free– Housing, Social services, youth team. ACAS. Early Childhood Project session-Every Thursday term time.
Woodingdean	Yes	Shared building with GP surgery	Varndean Adult Education - Thursdays IT Suite Woodingdean Reminiscence group - Wednesdays (Monthly) Money Advice Centre - Thursdays Small Meeting Room Youth Employment Service - Tuesdays IT Suite Child Health Clinic - Thursdays Small Meeting room fortnightly Profit Rebels - IT Suite 12-6pm Wednesday monthly. Woodingdean Primary School - class visits Fridays term time in Main Library Longhill School - Monday and Thursday term time young people's area 121 tutor/pupil. Early Childhood Project session-Second and fourth Mondays term time.

Jubilee	Yes	In shared building with retail unit and restaurant	Visitor Information Point; MACS advice - weekly Sussex Careers - weekly-3 month pilot Brighton & Hove Museums Service led Storytime for preschool children and their parents/carers-every fourth Monday Sensory Needs Service led Storytime for preschool children and their parents/carers-last Friday of every month
Hove	No		MACS Advice-weekly Supported Employment job club Mondays Alzheimer's Society Dementia Café - for under 60s Sensory Needs Service led Storytime for preschool children and their parents/carers-last Friday of every month

5. Joint Strategic Needs Assessment 2013

5.1. The Brighton & Hove Joint Strategic Needs Assessment (JSNA)¹⁰ is an on-going process that provides a comprehensive analysis of current and future needs of local people to inform commissioning of services that will improve outcomes and reduce inequalities. The report identifies some key population groups in the city:

- **Gender** – The 2011 Census indicated a fairly even proportion of male and female residents.
- **Black and Minority Ethnic (BME) groups** - The most recent population estimates (2011) show that 80.5% of the city's population are White British and 19.5% are from a BME group.
- **LGB** - Estimates suggest that there may be 40,000 people from Lesbian, Gay, Bisexual (LGB) communities living in Brighton & Hove, around 15% of the city's population.
- **Carers** - 9% of the population (approximately 24,000 people) identify themselves as carers.
- **Migrants** - the city is a common destination for migrants from outside the UK, 2010 figures show that 15% of the city's population was born abroad.
- **Students** - there has been an increase in the numbers of students in the city to more than 35,200 in 2011/12. This is approximately 13% of the total population.
- **Military veterans** – an estimated 17,400 military veterans live in the city.

5.2. The issues with the greatest impact on health and wellbeing in the city are:

- **Child poverty** – one in five children in the city live in poverty
- **Education** – There is a large and persistent association between education and health and well-being.
- **Youth unemployment** – 6.8% of 16-18 year olds are not in education or employment (NEETs)
- **Adult unemployment and long term unemployment** - in total there are estimated to be 11,800 unemployed people in the city
- **Housing** (all ages) - Housing pressures have seen homelessness increase by nearly 40% over the last three years with the most common reasons being eviction by parents, family or friends (38%) and loss of private rented accommodation (30%). A third of the city's housing stock (up to 40,000 homes) is considered to be non-decent with the vast majority (92%) being in the private sector; 42.5% of all vulnerable households in the private sector are living in non-decent accommodation
- **Fuel poverty** (for older people) - In 2011, 12.2% (14,500) of households in the city were estimated to be fuel poor (defined as a household needing to spend more than 10% of its income to maintain an adequate level of warmth).

¹⁰ <http://www.bhconnected.org.uk/content/needs-assessments>

- 5.3.** The report identified the key health and wellbeing issues currently facing Brighton & Hove including health related behaviours and specific conditions that contribute to both early mortality and reduced quality of life:
- **Alcohol:** 18% of adults in the city are believed to engage in increasing or higher risk drinking. In addition, the city faces challenges from substance misuse and there were 1,582 clients in drug treatment during 2012.
 - **Healthy weight:** The data on obesity and healthy eating are slightly better for the city than for England overall, but the figures are still too high, with 20% of adults being obese and only 30% of adults eating a healthy diet.
 - **Domestic and sexual violence:** In 2012/13, almost three and a half thousand domestic violence incidents were reported to the police in Brighton & Hove.
 - **Emotional health and wellbeing:** Nationally one in ten children aged 5-16 years are thought to have a mental health problem which would equate to nearly 4,000 children in Brighton & Hove. In adults, 13% have a common mental health disorder while 1% have a more severe disorder. Both of these figures are higher than across the country as a whole.
 - **Smoking:** In Brighton & Hove, prevalence of smoking is 23% which is higher than the national figure of 20%.
 - **Disability:** It is estimated that in Brighton & Hove in 2012 there were almost 17,000 people aged 18-64 with a moderate or severe physical disability, approximately 3,500 people with a moderate or severe visual impairment and approximately 23,000 people with a hearing impairment.
- 5.4.** The specific conditions that are contributing to early mortality and reduced quality of life in the city are:
- **Cancer and screening access:** Mortality from all cancers in people under 75 years of age is significantly higher in Brighton & Hove than England and the South East. **HIV/AIDS:** In 2011 Brighton & Hove had the ninth highest HIV prevalence in England at 7.6 per 1,000 15-59 year olds compared with 1.7 in England as a whole. Brighton & Hove also has the highest rates of common sexually transmitted infections outside London.
 - **Diabetes:** In Brighton & Hove numbers have increased with 3.3% of people aged 17 years or over registered with GPs having diabetes in 2012 compared with 2.9% in 2008.
 - **Coronary heart disease:** In 2011/12 2.3% of all patients registered with GPs in the City had coronary heart disease.
 - **Influenza immunisation:** In 2012/13, uptake in Brighton & Hove among those eligible was just under 70%, which is a slight decrease from the previous year and lower than England as a whole and the national target of 75%.
 - **Dementia:** It is estimated that there are currently almost three thousand people aged 65 years or over with dementia in Brighton & Hove.
 - **Musculoskeletal conditions:** In each year it is estimated that about 40% of the adult population have low back pain, 5% have hip pain and 60% of over 65s severe knee pain.

6. Libraries Contribution to Meeting Identified Needs in the City

Brighton & Hove Libraries are already contributing to meeting the needs identified in the JSNA:

- 6.1. Education:** Public libraries have a long history of supporting education and learning for people of all ages through:
- the provision of books and other resources
 - help with finding information
 - study space
 - information on courses and skills development
 - information on careers and job opportunities
 - access to the Internet and public PCs
 - support for literacy and encouragement of reading
 - working with schools to enable all pupils to be library members
 - providing events and activities for children and young people
 - providing targeted support for children with learning disabilities
 - study support
 - Working with Adult Education settings to provide information and opportunities to adult learners beyond the Adult Education setting
 - Working in partnerships to create opportunities for adults to have informal learning opportunities, develop new skills and learn about their communities

Libraries are particularly active in supporting informal learning and being the catalyst for people who lack confidence, or who are unable to or do not want to attend formal training.

- 6.2. Employment:** Libraries are running or hosting job clubs and careers support sessions in partnership with the Careers Service and Job Centre Plus. Libraries have hosted sessions specifically targeted at young people in partnership with the Youth Employment Service. Libraries are running volunteering programmes for young people aged 13-19 years in partnership with The Reading Agency. Libraries are providing training and opportunities for adult volunteers to deliver new skills and aptitudes which could be used in employment.
- 6.3. Housing:** Libraries have run a pilot to provide information and support to housing tenants when their local office was moved last year. Libraries can also provide help with accessing the online service Homemove. Libraries have also been working with sheltered housing setting to provide more targeted library services and potentially help with using online services.
- 6.4. Information:** Libraries help people find relevant and trustworthy information, especially online information, and providing signposting to appropriate sources of advice in the city. Library staff in Brighton & Hove have all completed a

national information training programme to develop their awareness, skills and confidence in this area, as part of the Universal Information Offer of public libraries.

- 6.5. Health and Well-being:** Libraries deliver a Universal Health Offer which includes the Reading Well – Books on Prescription service - providing self-help books for managing common conditions including stress, depression, anxiety and dementia. The books are recommended by health experts and people with experience of the condition, and have been tried and tested and found to be useful. Reading has been shown to reduce stress, and the library provides Mood-boosting books to lift spirits and help contribute to well-being.

Bookstart gifting programme from birth. Regular book sharing significantly shapes behavioural patterns and attitudes and increases a child's life opportunities. The benefits gained from Bookstart contribute to parental bonding, early listening and communication skills, development of attention span, pre-literacy skills and social skills. <http://www.bookstart.org.uk/about-us/who-we-work-with/health-professionals/>. Mood-boosting stock list for children has been created as part of pilot working in partnership with Public Health, CAHMMs and children from three local primary schools.

- 6.6. Events and activities:** Libraries are working with partners to deliver events and activities to support people dealing with the social and health issues identified. These include:

- Working with the Alzheimer's Society to provide a Dementia café in a public library
- Working with Carers Network to set up Bookchat groups to combat social isolation
- Hosting Help to Quit sessions for smokers
- Working with the Autism Steering group to set up a collection of iPads and suitable apps for people on the autism spectrum
- Hosting and promoting the Living Library events with Rise to raise awareness of domestic violence and sexual abuse
- World Mental Health Day – Working in Partnership with City Reads and Action for Happiness to deliver a day of simple, inspiring and friendly activities to promote happiness and boost health and wellbeing

7. Libraries Playing a Vital Role in Local Communities:

- 7.1.** Community hubs are local places at the heart of their communities, offering and hosting a wide range of services, public events and activities, and spaces to meet friends and contribute to community life. They are places where people may spend as much or little time as they like without having to spend any money.
- 7.2.** Libraries can fulfil this role as they are often the only truly universally accessible place in the neighbourhood where everyone is welcome that is free and open to

all. As well as delivering libraries, arts and cultural services, our libraries are used by many other council and community and voluntary sector agencies to deliver their services to local people in their neighbourhoods.

- 7.3.** Libraries' on-going objective, target and challenge is to further utilise library assets, infrastructure, hard developed reputation and good will to get library buildings used even more, and more strategically by a range of services and to continue to build on existing partnership work to achieve further external funding and added value.

7.4. What Partners say about Libraries:

Libraries receive a wide range of positive feedback. A few examples are:
'Your event has become our model for the county rounds and we use thinly disguised descriptions of it to spur on other organisers to greater efforts!'
Poetry by Heart Co-ordinator

Thank you for your library's continued support for Dementia Friends. I regularly run Dementia Friends Champion Training in the Jubilee Library and I am always so impressed with your colleagues' loveliness! They can never do enough for us!
National Dementia Friends Training Co-ordinator

I think that every single person working in the arts believes passionately in the value of creativity in our lives and in its power to change society. But all too often, arts organisations "preach to the converted". But everyone comes to the library. It is a place of equality and incredible reach. Through the libraries, this project has enabled us to work with people from a range of backgrounds and locations, many of whom would never have considered that NWS might have something for them.
New Writing South Partner Evolving in Conversation Project

- 7.5.** The Library Service has produced four advocacy/information documents - *Adult Social Care Offer; Brighton & Hove Libraries Accessible Services; Brighton & Hove Libraries Services to Older People* plus *The Your Libraries, Support and Facilities for Organisations, Community Groups and Businesses*' brochure available in hard copy and on-line provides detailed specific information about all libraries.
- 7.6.** Other key information such as *The Health and Wellbeing Benefits of Public Libraries*¹¹ research report by Arts Council England/Simetrica has also been utilised to demonstrate the benefits and economic value of libraries to health and wellbeing.

¹¹ <http://www.artscouncil.org.uk/advice-and-guidance/browse-advice-and-guidance/health-and-wellbeing-benefits-public-libraries>

- 7.7.** In the first six months of 2015 Libraries have been promoting this health, economic, cultural and social wellbeing information, attending a wide range of meetings and networks. Key ones include: Adult Social Care Commissioning; Carers Network; Citywide Connect; Dementia Champions; East Brighton Practitioners; Fabrica; Food Partnership; Health Walks; Impetus; My Life Portal Steering Group; NHS Trust; Older People's Network for the Arts; One Church; PPG's (patients participation groups); Public Health team meetings; Trust for Developing Communities; Volunteer Network.
- 7.8.** The value of arts and culture to people and society has been evidenced by Arts Council research¹², and the Brighton & Hove project 'Evolving in Conversation' is a good example of this at a local level. Libraries have been working through networks and with local partners to increase engagement in arts and culture through for instance:
- Our Future City; Artswork-South East Bridge Organisation
 - Brighton & Hove Youth Collective including Arts Express network and B.fest: youth arts festival
 - Culture 24: Let's Get Real phase 4-What's The Story?
 - Evolving in Conversation partnership network (Photoworks, New Writing South, South East Dance and Culture Shift)
 - Brighton Loves to Read
 - Open Sesame-early years partnership project
 - Westdene Partnership Project (Westdene Teaching Alliance, Culture Shift, Photoworks exploring closing the gap and the new primary curriculum with St.Bartholomews & St. Martins in partnership with Collected Works and Little Green Pig)
 - Hangleton and Knoll Project
 - Brighton Digital Festival
- 7.9.** The range and breadth of partnerships being developed and grant funding achieved to deliver projects and initiatives across libraries and beyond can be seen in the table below which gives a snapshot of current partnerships and funding:

Key Partnership Projects	Partners	Funding achieved/value
Artswork- young people arts award accreditation project	Libraries, Artswork, Artists, three schools: Coldean Primary, Mile Oak Primary and PACA	£2,300 Arts Award
Autism Innovation i-pad access project	Adult Social Care, Libraries, Autism Steering group	£18,500-Think Autism national funding

¹² <http://www.artscouncil.org.uk/what-we-do/research-and-data/value-arts-and-culture-people-and-society-evidence-review/>

Bookchat	Libraries, Public Health, Carers network	£5,000 - Innovation Fund
Bookstart Gifting programme	Libraries, Booktrust, Surestart; NHS	£26,600 from Surestart
Boys on the Plaque	Fabrica, Strike a Light, Libraries	£9,500-HLF
City Reads/Young City Reads - Activating communities to read one book and share the reading experience	Libraries, Collected Works CIC, range of communities and schools	Key part of Citywide Reading Strategy
Connect Plus project – targeted job club in Jubilee, and IT / information support to food banks	Job Centre Plus (JCP), National Careers Service (NCS), the Fed Online and Money Works (Brighton & Hove Citizens Advice Bureau.)	£5,000 (bid submitted to Tinder Foundation Sept 2015)
Dementia café, Hangleton Library	Libraries, Alzheimer's Society	Commissioning model potential
Evolving in Conversation - Ground-breaking multidisciplinary Arts project engaging communities with professional artists, led by Brighton & Hove Libraries	Arts Council England, Artswork, Photoworks, New Writing South, South East Dance, Culture Shift, range of community orgs, including Creative Future, Whitehawk Inn, Hangleton & Knoll Project, Brighton Youth Centre, BACA & PACA.	Arts Council England funding: £99,000
Health Walks from Libraries	Active for Life, Libraries, Health walks, Royal Pavilion and Museums	£3,000 for volunteer events-Health Walks
Hollingdean Community café	Libraries, Children's Centre, community, local councillor	Sustainable support model-community capacity building
Homework Club	Westdene Primary School	£3,800
Mood-boosting Books for children	Health Improvement Specialist working on the Public Health Schools Programme, CAHMMS, Stanford Juniors, Our Lady	£350

	of Lourdes Primary and Coombe Road Primary	
Poetry by Heart- Hosting of regional poetry competition for young people	Poetry by Heart, New Writing South, University of Sussex, secondary schools across Sussex, local poets	£2,000 - Poetry by Heart
Pride Literature Tent	Libraries, Pride, Queer in Brighton, Queer Writing South, Rainbow Alliance, Affinity	£1,200 - Rainbow Alliance and Affinity for pre events and signers.
Summer Reading Challenge Young People's Volunteering	Libraries, Reading Agency, Paul Hamlyn Foundation, youth organisations and service providers (e.g. BYC, Integrated Families Team) and young people volunteering 100+	£1,733

Other partnerships made with arts and cultural organisations have enabled us to provide quality free activities for the public in libraries:

- Crossing the Teas project - an oral history and photographic exhibition in partnership with a volunteer memory collector and heritage facilitator
- Read Aloud for adults – Groups held in Jubilee Library and Hove Library, suitable for people with visual impairments
- Read Aloud for children: Collected Works young people's group at Portslade Library
- Little Green Pig: Summer Reading Challenge themed creative writing workshops in 2 community libraries
- Glad Rags Community Costume Resource: Summer Reading Challenge themed storytelling workshops in 4 community libraries
- Exploring Senses & Block Builders: Brighton Digital Festival workshops and 8 young people Arts Award Discover accreditation
- Drum United: Drum Jam workshop series for under 4's & their parents/carers in Jubilee, Hove & 2 community libraries.
- Words on the Wing & Winter Wordfest 2015 with poet Kay Walton: primary school poetry recitals at Jubilee Library
- Root Experience: Oggbots digital treasure hunts and maker space as part of May 2016 Fringe Festival at Jubilee Library
- Brighton Rocks Books: Launch Summer Reading Challenge 2015 with Chris Riddell, Children's Laureate and 14 guests author & illustrators

Section C: Assessment of Public Library Needs

1. National Research

In 2010 the Museums, Libraries and Archives Council (MLA) published a report: What do the public want from libraries? User and non-user research, produced by IPSOS Mori and Shared Intelligence¹³. The research found that:

- 1.1. Why do people use public libraries? The research found that underlying motivations for library use are wide ranging: Some are inspired to go to the library because of their love of reading; others are keen to study or further their individual learning. Some want to educate their children. A desire for social contact can be a motivating factor, while conversely, others use libraries because of a desire to spend some time alone in an environment that is seen as safe and acceptable.
- 1.2. Books are still the main reason why most people use public libraries – and are seen as the core offer of the library service by users and non-users alike. The library building is also important to some user groups, such as older people who may feel isolated, families with young children, students and unemployed people.
- 1.3. There are a range of reasons why some people don't use libraries. Sometimes there are barriers to use, or it is a case of inconvenience. Library use is often opportunistic. Both current users and non-users frequently complained about library opening hours. For some people, libraries simply do not fit with their lifestyle or preferences, or are less preferred than alternatives to libraries. Nevertheless, no matter what libraries do, they won't be for everyone: research found that around 11% of respondents who are not current library users simply "don't like reading" and qualitative research found that some people could never see themselves using libraries.
- 1.4. It's not as simple as users and non-users: It seems common for people to dip in and out of using libraries over their adult lives, and reasons for this vary. Some people who use libraries occasionally or sporadically for specific purposes; others used to be regular library users, but stopped because they couldn't find what they wanted. Their primary issue was the limitation of the range or choice of books. For some people their circumstances change or they reach a different stage in life. On the other hand, common trigger points for starting to use libraries (again) include taking up study, entering unemployment, having children or retiring.
- 1.5. What do the public want from libraries? A clear message from the research is that the public see libraries' core purpose as being about reading, learning (particularly children's education) and finding information. Some of the newer services that libraries have oriented towards have become well established, for

¹³ www.artscouncil.org.uk/.../mla.../what_public_want_from_libraries_full_research_report_final_081110.pdf

example, computers and children's activities. People value a good customer experience, and are relatively intolerant of poor service. The research found that the key ingredients of a good experience are: a good range and choice of books; friendly and knowledgeable staff; and a pleasant library environment.

- 1.6. What would encourage people to use libraries more often? Top things mentioned were: coffee shop on site; longer opening hours; children's activities range/quality of books; improving the IT offer; being able to reserve or renew books online; and better information on what libraries offer.
- 1.7. A mix of different types of libraries is also valued. The research suggested clearly that smaller, local libraries are important for many current users, particularly older people. Accessibility, cost of transport and parking, and the more 'impersonal' nature of some larger libraries were given as reasons preferring smaller libraries. More communication is needed. The research suggests that library services would do well to communicate that they offer.
- 1.8. Public libraries are widely valued, even by people who don't currently use them. Most people see public libraries as an important community service: The research suggests that public libraries are valued because: they are trusted; they are one of the few public services that people often think of as 'theirs'; they are widely perceived to be important for groups such as children, older people and people on low incomes. Further, libraries are a social leveller, with an ability to bring people together.
- 1.9. The results of the national research matches the results of the local research that is outlined below.

2. Local Research: Latest User Surveys 2015

2.1. Methodology:

- 2.1.1. During the first two weeks of September 2015 face to face interviews were conducted with adult visitors to all Brighton & Hove libraries. As people entered a library they were asked what they planned to do during their visit, what the library helps them with, their use of library IT and online services, how frequently they use the library and how they normally travel to the library.
- 2.1.2. Interviewers spent five days at Jubilee and Hove libraries and at least two days at all community libraries making sure that appropriate interviews took place with visitors who arrived during morning, afternoon and evening opening times. All adult visitors to the community libraries were approached to participate with an approximate response rate of between 50 to 80 per cent for individual libraries. With the higher footfall at Jubilee and Hove libraries every fifth visitor was approached, and then the first visitor after an interview was complete. There was an approximate response rate of 50 to 60 per cent among those approached. A total of 996 surveys were completed.

- 2.1.3. At the same time that the face to face interviews were taking place similar questions were being asked of the visitors to the Brighton & Hove's online library service. A total of 46 responses were received.
- 2.1.4. This survey was conducted to gather responses from every adult library user who was prepared to take part in the research, so that the data gathered could be compared to the exit surveys carried out over previous years which were self-selecting. The results were found to be very similar to those from the exit surveys, where similar questions were asked.
- 2.1.5. This survey was also identical to those being carried out by our neighbours, East Sussex County Council (ESCC). This will enable direct comparisons with ESCC when discussing opportunities for greater co-operation.

2.2. Headlines – face to face interviews

- 2.2.1. **There is a high visitor frequency rate at our libraries.** More than a third of visitors (37 per cent) visit the same library as least one a week. Frequency is highest among BME visitors (50 per cent, 61 people) and those with a health problem or disability that affects their activity (43 per cent, 66 people). More than two out of five visitors (43 per cent) to both Jubilee and Hove libraries visit at least once a week while a third (33 per cent) does so at community libraries.
- 2.2.2. **There are also a high number of first time visitors.** For more than one in twenty visitors (6 per cent, 60 people) this was their first visit to the library where the survey was conducted.
- 2.2.3. **The proportion of people who visit more than one Brighton & Hove library is high but varies by age and health.** Three out of five visitors (60 per cent) have also visited another Brighton & Hove library, with more than two out of five (44 per cent) having also visited Jubilee library. Least likely to have used another library are visitors aged over 75 with only 39 per cent (49 people) having done so. Two out of five visitors aged 18 to 24 (42 per cent, 17 people) had used another library as had a half (49 per cent, 33 people) of visitors with a health problem or disability that affects their activity a lot.
- 2.2.4. **Most people normally walk to the library.** Nearly three out of five library visitors normally travel to the library by foot (59 per cent). The next most popular method of travel was via car with 27 per cent normally using this method. One in ten visitors used the bus (10 per cent), while only 3 per cent (28 people) travelled by bike. Twice as many visitors travel to a community library by car (35 per cent) as travel to Jubilee library (11 per cent, 17 people) or Hove library (14 per cent, 23 people) by car.

Carers (42 per cent, 30 people) are most like to travel to a library by car. Visitors aged over 65 (17 per cent, 49 people) and or visitors with a health problem or disability that affects their activity a little (18 per cent, 15 people) are most likely to use a bus.

2.2.5. **Library visitors are not all using the services for themselves.** Nearly a quarter of library visitors (23 per cent) were there solely on behalf of someone else. Among those visiting solely on behalf of someone else, 86 per cent were there on behalf of a child and 15 per cent on behalf of another adult. A half of library visitors aged 35 to 44 (50 per cent) were there on behalf of someone else compared to only seven per cent of visitors aged over 55 (30 people) and nine per cent of visitors with a health problem or disability that affects their day to day activity (14 people).

2.2.6. **Borrowing, reserving, renewing or returning a book was the service most visitors planned to use.** Two thirds of visitors (67 per cent) were there to borrow, reserve, renew or return a book. Either a book for an adult (46 per cent) and or a book for a child (27 per cent). However, less than half of visitors (48 per cent) to the Jubilee library were there to borrow, reserve, renew or return a book compared to 62 per cent at Hove library and 74 per cent at our community libraries.

Visitors aged 55 or older (63 per cent) are almost twice as likely to say that they planned to borrow, reserve, renew or return a book for adults as are visitors aged under 55 (34 per cent). Nearly two thirds of visitors aged 35 to 44 (62 per cent) were planning to borrow, reserve, renew or return a children's book as were a third of all women (33 per cent).

2.2.7. **Libraries are associated with education, learning and enjoyment.** More than two thirds of visitors (69 per cent) thought that their visit to the library today would help with theirs or a child's education, learning and enjoyment. Other things that visitors said their visit would help with included; socialising (9 per cent, 87 people), Finding out about local/central government services (5 per cent, 48 people), my job (3 per cent, 29 people), health (2 per cent, 21 people) and job seeking (2 per cent, 20 people).

2.2.8. **Community, Jubilee and Hove libraries are used differently.**

- A third of visitors to community libraries (33 per cent) were there to borrowing, reserving, renewing or returning a children's book, twice as many as at Jubilee (16 per cent) and Hove (19 per cent) libraries. Similarly, nearly a third of visitors to a community library said that their visit would help with a young child's (aged 0 to 12) leaning and enjoyment compared to only 19 per cent (29 people) at Jubilee library and 15 per cent (25 people) at Hove library.
- Around twice as many visitors to Hove library (11 per cent, 19 people) planned to borrow, reserve, renew or return a DVD than did visitors at a community library (5 per cent, 35 people) or Jubilee library (6 per cent, 10 people).
- While one in ten people at Jubilee (11 per cent, 18 people) and Hove (10 per cent, 17 people) libraries planned to read a newspaper or magazines, only 5 per cent of visitors (30 people) to a community library planned to do so.

- A quarter of visitors to Jubilee library (24 per cent, 39 people) planned to use the free Wi-Fi, a study space or reference service compared to only 11 per cent (19 people) at Hove library and four per cent at a community library.
- A total of 48 visitors (5 per cent) said that their visit would help with finding out about local/central government services, of these, 44 were visiting a community library compared to only three at Jubilee and one at Hove library.
- While 71 visitors (11 per cent) said their visit to a community library would help with socialising only 7 per cent (11 people) at Jubilee library and 3 per cent (5 people) at Hove library said so.

2.2.9. **Computer and Wi-Fi access in libraries is important to library visitors.**

A significant number of library visitors (15 per cent, 153 people) were there to use a computer or the free Wi-Fi. However this rises to more than a quarter of visitors with a long term health problem or disability (26 per cent, 39 people) and BME visitors (24 per cent, 30 people). More than two out of five visitors (42 per cent, 422 people) have come to a library to go online. For a more than a fifth of these visitors (22 per cent, 92 people) this is their only way of accessing the internet. This means that that for nearly one in ten of all library visitors (nine per cent, 92 people) the library is their only access to the internet.

2.2.10. **The café at Jubilee library is popular with visitors.** More than one on ten visitor to the Jubilee library planned to use the café (12 per cent, 19 people).

2.3. **Headlines – online survey**

2.3.1. Nearly three out of five e-library visitors (57 per cent, 25 people) visit at least once a week.

2.3.2. Nearly all e-library visitors also visit a local library (98 per cent, 45 people). More than four out of five (89 per cent, 40 people) have visited the Jubilee library and more than two out of five (44 per cent, 20 people) have visited Hove library.

2.3.3. The majority of visitor to the e-library service were planning to borrow, reserve, renew or return a book (80 per cent, 33 people), either a book for an adult (71 per cent) and or a book for a child (20 per cent, nine people). Not mutually exclusive to these 33 visitors, seven people (15 per cent) planned to download an e-book and four people (nine per cent) planned to download an audiobook.

2.3.4. Nearly three out of five e-library visitor (59 per cent, 20 people) said that the online service will help them with leisure and enjoyment and six people also said their visit would help a child aged 0 to 12 with their leaning and enjoyment.

2.3.5. Nearly a third of e-library visitor (32 per cent, 11 people) thought the on-line service would help with 'my job / business'.

3. Local Research: Library Exit Surveys 2013-2015

3.1. What do people think of their public libraries?

The results below are from a sample of self-selecting library users who completed a questionnaire via a Digi view box after they had completed a visit to one of the city's libraries. A Digi view box was permanently located at both Jubilee and Hove libraries and on a monthly rotation around the other community libraries.

Unless otherwise stated, the results are the combined responses from participants in years 2013-14 and 2014-15.

3.1.1. **Library Users - Adults (Aged 16 and Over)**

- a) **There is a high level of satisfaction with Brighton & Hove libraries and with how easy it is to use the service.** Overall, nearly nine out of ten respondents when taking everything into account think our libraries are very good or good (86 per cent) and are very easy or easy to use (89 per cent). Satisfaction and ease of use scores are highest at community libraries (96 per cent and 96 per cent) compared to Jubilee library (84 per cent and 85 per cent) and Hove library (84 per cent and 86 per cent). However, the scores across key equality groups are lower, fig 1.1.1a below.

Fig 3.1.1a: Overall satisfaction and ease of use by equality groups		
	Overall very good or good	Very or fairly easy to use
Aged over 75	72%	80%
Aged 16 - 19	79%	91%
All other ages	91%	93%
BME		
BME	79%	84%
White UK/British		
White UK/British	93%	95%
LGB		
LGB	74%	81%
Heterosexual		
Heterosexual	93%	96%
With a long term health problem or disability		
With a long term health problem or disability	76%	73%
No long term health problem or disability		
No long term health problem or disability	89%	94%

With carer responsibilities	81%	83%
No carer responsibilities	92%	94%
Base: All respondents who answered the appropriate questions		

- b) **Our libraries are easy to get to.** Nine out of ten respondents (91 per cent) thought that the library they were visiting was easy to get to. Respondents visiting a community library were most likely to say their library was easy to get to (95 per cent) compared to Jubilee library (92 per cent) and Hove library (86 per cent). Among first time library users the number who think the library was easy to find falls slightly to 83 per cent. People aged 75 and over are least likely to say the library was easy to get to (76 per cent).
- c) **Library users are very satisfied with the standard of customer service that they receive.** Nearly two thirds of respondents (66 per cent) had contact with a member of staff with 92 per cent saying the level of customer service they received was very or fairly good. Contact with staff was highest at community libraries (95 per cent) compared to Jubilee (45 per cent) and Hove (63 per cent). The standard of customer service at the community libraries was also highest with 94 per cent think it was very or fairly good, compared to Jubilee library (70 per cent) and Hove library (64 per cent). Carers (88 per cent) and those aged over 75 (83 per cent) were most likely to have contact with library staff and those aged 16 to 24 (46 per cent) least likely to have contact.
- d) **Library staff are seen as an integral part of the service provided by libraries.** More than 19 out of 20 respondents thought staff helpfulness (97 per cent), knowledge (96 per cent) and availability (96 per cent) were very or fairly important to them. Nine out of ten also rated these attributes very good or good.
- e) **Unsurprising books (97 per cent) is thought of as most important by respondents with four out of five (80 per cent) rating them very good or good.** However, e-books (49 per cent) and e-audio books (47 per cent) are rated the least important.
- f) **Opening times are seen as an area of concern for library users.** The largest gap (23 percentage points) between what respondents said was important and what is rated very good or good was library opening times. Libraries opening times were important for 96 per cent of respondents and rate very good or good by 73 per cent. The gap was even bigger (40 percentage point) for community libraries where it was important for 99 per cent and rated very good or good by only 59 per cent. Respondents aged 75 and over (52 per cent) and those with carer responsibilities (62 per cent) were least likely to say that library opening times were very good or good.

- g) **Libraries are seen as safe places.** For 19 out of 20 respondents (96 per cent) libraries being a safe place to visit is very or fairly important to them and nine out of ten (90 per cent) rate feeling safe in libraries as very good or good. Feeling safe in libraries is highest in community libraries (97 per cent) compared to Jubilee library (88 per cent) and Hove library (86 per cent). Respondents age 75 and over (71 per cent), those with a limiting long term health problem or disability (71 per cent) and LGB (77 per cent) are least likely to rate feeling safe as very good or good.

Fig 3.1.1b: How important to you and how do you rate the following services

	Very or quite important	Rated: Very good or good	Gap
Books (n=1,362)	97%	80%	-17%
Staff helpfulness (n=1,201)	97%	91%	-6%
Staff knowledge (n=1,194)	96%	89%	-7%
Opening hours (n=1,250)	96%	73%	-23%
Staff availability (n=1,199)	96%	88%	-8%
The library as a safe place to visit (n=1,212)	95%	90%	-5%
Seating area (n=1,239)	92%	75%	-17%
Community space (n=543)	90%	85%	-5%
Study area (n=1,120)	85%	67%	-18%
Computer availability (n=534)	79%	75%	-4%
Events and activities (n=1,070)	76%	74%	-2%
Self-service (n=1,183)	75%	83%	+8%
DVDs (n=1,141)	70%	66%	-4%
E-resources (n=466)	65%	73%	+8%
Audio books (n=1,052)	65%	67%	+2%
Music CDs (n=1,073)	58%	62%	+4%
E-books (n=439)	49%	65%	+16%
E-audio books (n=432)	47%	65%	+18%
Base: All respondents who answered both questions			

3.1.2. Library Users – Children & Young People (Aged 0-15)

- a) **Children and young people enjoy their experience of libraries.** When asked to describe their visit to the library nearly three quarters (72 per cent) described it as excellent or good. It was highest for children and

young people visiting a community library (86 per cent) compared to 69 per cent at both Jubilee and Hove libraries. Children aged 5 to 13 (83 per cent) were most likely to say their experience was excellent or good, compared to 0 to 4 year olds (71 per cent) and 14 and 15 year olds (69 per cent). There was no difference by gender.

- b) **Children and young people think there is a good choice of books in libraries.** Three quarters (76 per cent) think there is an excellent or good choice of books at the library. This raises to 87 per cent at community libraries compared to Jubilee library (73 per cent) and Hove library (74 per cent). Five to nine year olds were most likely to say there was a good range of books (85 per cent) compared to under 5s (76 per cent), 10 to 13 year olds (76 per cent) and 14 and 15 year old (70 per cent). There was no difference by gender.
- c) **Children and young people think libraries are friendly and safe places.** More than four out of five children thought that the library was a friendly place (86 per cent) and a safe place (82 per cent).
- d) **Children and young people think libraries are bright and cheerful and a place they want to come to.** Nearly four out of five children think that libraries are bright and cheerful inside (79 per cent) and a place they want to come to (78 per cent).
- e) **Not all children and young people think that the library is open when they want to use it.** One in five children (19 per cent) disagree that the library is open when I want to come in/use it. This is highest for community libraries (24 per cent) compared to Jubilee library (17 per cent) and Hove library (18 per cent). Nearly twice as many 14 to 15 year olds (30 per cent) don't think the library is open when they would like it compared to children aged under 14 (17 per cent). There is no difference by gender.

Fig 3.1.2: Do you think the library is...			
	Yes	No	Don't know
A friendly place (n=1,712)	86%	7%	6%
A safe place (n=1,601)	82%	9%	9%
Bright and cheerful inside (n=1,596)	79%	12%	10%
A place I want to come to (n=1,595)	78%	11%	11%
A place with lots of things I'm interested in (n=1,587)	73%	14%	12%
Open when I want to come in/use it (n=1,585)	65%	19%	16%
Base: All respondents who answered the individual questions.			

3.2. **What Do People Do in Public Libraries?**

The results below are from a sample of self-selecting library users who completed a questionnaire via a Digi view box after they had completed a visit to one of the city's libraries. A Digi view box is permanently located at both Jubilee and Hove libraries and on a monthly rotation around the other community libraries.

Unless otherwise stated, the results are the combined responses from participants in years 2013-14 and 2014-15.

3.2.1. **Library Users - Adults (Aged 16 and over)**

- a) **The main reason for adults to visit a library is to borrow, return or renew an item.** More than a half of respondents (54 per cent) did so. Two out of five respondents (42 per cent) browsed and more than a quarter (28 per cent) read books, newspapers or magazines. A quarter used a computer or internet (24 per cent) and or look for information (23 per cent). One in five (20 per cent) studied.

Borrow/return/renew item	54%
Browse	42%
Read book, newspapers or magazines	28%
Use a computer/internet	24%
Look for information	23%
Study or work	20%
Meet friends or family	12%
Attend an activity/event/course/exhibition	9%
Use the council connected service	8%
Something else	14%
Base: All respondents who answered the question (n=1722, 90%)	

- b) One in ten (13 per cent) who visited the Jubilee Library used the café, while one in twenty (6 per cent) used the Booklovers store.
- c) **More library users who use a community library borrow, return or renew books than do users of the Jubilee library or Hove Library.** More than two thirds (72 per cent) of users of community library borrow, return or renew and item compared to only 54 per cent at Hove library and 41 per cent at Jubilee Library.

- d) **More people study at Jubilee Library than study at community libraries.** More than twice as many respondents at Jubilee Library said that they had been studying (26 per cent) than did respondents at a community library (13 per cent).
- e) **More users of Hove Library use the Council Connect service than do user at Jubilee Library or the community libraries.** Twice as many respondents said that they had used the Council Connect service at Hove Library (13 per cent) than had at either Jubilee Library (5 per cent) or at a community library (5 per cent).
- f) **Young adult libraries users tend to study or work.** Nearly a half of all 16 to 19 year olds (45 per cent) library users study or worked at the library compared to 27 per cent of 20 to 34 year olds and only 13 per cent of all other age groups.
- g) **Library users with a limiting long term illness or disability that affects their day to day activity 'a lot' use the library service in very different ways to library users with no limiting long term illness or disability.** Among the 40 respondents whose day to day activity is affected a lot they are; less likely to be borrowing, returning or renewing an item (45 per cent compared to 60 per cent) and reading books, newspapers and magazines (15 per cent compared to 28 per cent) and more likely to use the Council Connect service (22 per cent compared to three per cent), use a computer/internet (33 per cent compared to 22 per cent) or meet friends or family (20 per cent compared to 8 per cent).
- h) **The way library users who have carer responsibilities use the library is different to the way library users with no carer responsibilities.** Among the 70 respondents who are carers they are more likely to:
- Use the Council Connect service, 19 per cent compared to three per cent
 - Look for information, 33 per cent compared to 21 per cent
 - Study or work, 27 per cent compared to 17 per cent
 - Attend an event, 16 per cent compared to three per cent
 - Use a computer/internet, 37 per cent compared to 23 per cent
 - Meet friends or family, 17 per cent compared to 8 per cent
- i) **Information to support study is the type of information most sought by library users.** More than a quarter (28 per cent) of libraries user looking for information were looking for information to support study.

Fig 3.2.1 i: What information where you looking for today?

Information to support study	28%
Health information	24%

Information about Brighton & Hove City Council	22%
Information about careers/jobs	20%
Financial information	17%
Information about benefits	16%
Government information	9%
Other information	60%
Base: All respondents looking for information on day of visit and who answered the question relating to what information they were looking for (n=353).	

- j) **Library users find libraries helpful for a range of work and life events.** A quarter of all respondents said that the library had help with study/learning (27 per cent) and health and leisure (24 per cent). More than one in twenty had also had help with finding employment (seven per cent) and with their current employment (seven per cent)

Fig 3.2.1 j: Has the library helped you with any of the following?	
Study/learning	27%
Health / leisure	24%
Accessing on-line services *	14%
Family / relationships	10%
With your current employment	7%
Looking for employment	7%
Financial issues *	5%
Volunteering *	4%
Crime / safety issues	4%
Other	14%
Base: All respondents, including those who did not answer the question (n=1964) * Data only available for 2014 -15	

2.3.6 Library Users - Children and Young People (aged 0-15)

- a) **The main reason for children and young people to visit a library is to 'borrow things'.** More than a half of libraries user (53 per cent) said they did so to borrow, return or renew an item. Just under a half also read (48 per cent) and looked around (46 per cent).

Fig 3.2.2 a: What did you do at the library today?

Borrowing things	53%
Read	48%
Looking around	46%
Use the computers	27%
Meeting friends	21%
Waiting for parent/family/carer	21%
Use Wi-Fi *	20%
Play with toys	20%
Homework	18%
Attend an activity or event	13%
Other	22%
Base: All respondents from all libraries who answered the question (n=1788, 86%).	
* Data only available for 2013-14	

- b) 'Borrowing things' is less popular at Jubilee Library (45 per cent) than at a Hove Library (56 per cent) and community libraries (55 per cent). 'Borrowing things' is most popular among five to nine year olds (62 per cent) and least popular among 14 and 15 year olds (39 per cent). Most popular for 14 and 15 year olds is 'using the computer' (41 per cent) compared to only 24 per cent of children under 14. A third of 14 and 15 year olds (34 per cent) use the library to do homework, compared to only 13 per cent of those aged under 14.

4. Lapsed User Survey 2015

- 4.1. During April 2015, a self-completion survey was sent to a random sample of 3,389 adult library members who had not used their library card in one of the city libraries since the end of 2013. 2,836 surveys were sent out via e-mail (with 180 no deliveries) and 553 by post to a named library user where there were no e-mail contact details. 301 completed questionnaires were returned; represent a response rate of 9.4 per cent.
- 4.2. The two key findings following the analysis returns are:
- More than two third of respondents (212 people, 70 per cent) had used a library in the last 12 months but had no need to use their library card to do so.

- Three quarters of respondents (224 people, 74 per cent) are very like or fairly likely to use a library in the next 12 months with 44 per cent of all respondents very like to do so.

4.3. Fig 4.3 below summarises how respondents have used the library in the last 12 months with nearly a half of respondents (49 per cent) having look for information without borrowing an item and more than two out of five (43 per cent) having read books, newspapers or magazines.

Fig 4.3: Thinking only of Brighton & Hove Libraries, have you done any of the following in the last 12 months?	
Looked for information without borrowing an item	49%
Read books, newspapers or magazines	43%
Used the shop in Jubilee Library	26%
Used the café	25%
Used the library to study or work	22%
Met friends or family	22%
Used the library in some other way	21%
On someone else's behalf and using their card, borrowed a book, e-book, CD or DVD	17%
Attended an activity, event, course or exhibition	17%
Used a photocopier	17%
Used the free Wi-Fi	12%
For yourself but using someone else's card borrowed a book, e-book, CD or DVD	6%
Used the Council Connect Service	1%
Base: All who answered the question (n=212, 70 per cent)	

4.4. Although the small number involved needs to be noted and that some respondents are not mutually exclusive to one group there are some variations by equality groups in how lapsed users have used the library in the last 12 months.

- Respondents aged 31 to 50 are more likely to have used someone else's card to borrow an item, 41 per cent (28 people) compared to four per cent of all other respondents.
- LGB respondents are more like to have looked for information without borrowing an item, 70 per cent (14 people) compared to 45 per cent of heterosexual respondent.

- Respondents who are carers are more likely to have looked for information without borrowing an item, 60 per cent (15 people) compared to 46 per cent of respondents who are not carers.
- Respondents aged 41 and older are more likely to have looked for information without borrowing an item, 51 per cent (82 people) compared to 33 per cent (11 people) age 21 to 40.
- Respondents aged 51 to 60 are more likely to have used the shop in Jubilee library, 44 per cent (20 people) compared to 20 per cent of all other respondents.
- Female respondents are more likely to have attended an event, course or exhibition, 22 per cent (30 people) compared to nine per cent of male respondents.

4.5. Fig 4.5 below summarises how likely lapsed library user will be to use different library services in the next 12 months with nearly two thirds (63 per cent) likely to take out a free book loan, with more than a quarter (27 per cent) very likely. More than two out of five respondents are also very or fairly likely to use the reservation service (45 per cent), the café in Jubilee library (41 per cent) and free access to newspapers and magazines (41 per cent).

Fig 4.5 How likely or unlikely are you to use any of the following services provided by Brighton & Hove Libraries in the next 12 months?		
	Very or fairly likely	Very likely
Free book loans (n=272)	63%	27%
Reservation service (n=247)	45%	15%
Cafe in Jubilee library (n=239)	41%	16%
Free access to newspapers and magazines (n=215)	41%	19%
Free Wi-Fi (n=222)	37%	16%
Hire of DVDs and CDs (n=229)	33%	14%
Access to photocopiers (n=177)	30%	11%
Events and activities for adults (n=223)	30%	10%
Free access to on-line subscription websites (n=215)	29%	12%
Study space (n=218)	29%	11%
Free e-book loans (n=221)	28%	10%
One hour free access to library computers (n=220)	27%	15%

Access to printers (n=215)	23%	9%
Base: All respondent who answered the question including those stating 'don't know'		

4.6. Although there is a relatively small number of respondents who are carers (26 people) and or who have a long term health problem or disability that affects their activity 'a lot' (16 people). For both groups there are consistent difference in how likely they are to use library services in the next 12 months. For both groups they are more like to use a range of library services when compared to those who are not carers and or do not have a disability.

a) Carers (26 people)

- Free book loan, 77 per cent compared to 60 per cent
- Free access to newspapers and magazines, 57 per cent compared to 38 per cent
- Reservation service, 56 per cent compared to 43 per cent
- Free access to computer, 55 per cent compared to 21 per cent
- Hire DVDs or CDs, 52 per cent compared to 30 per cent
- On-line subscription website, 50 per cent compared to 27 per cent
- Events or activities for adults, 50 per cent compared to 26 per cent
- Use a printer, 40 per cent compared to 22 per cent

b) Long term health problem or disability that affects their activity 'a lot' (16 people).

- Free book loans, 80 per cent compared to 62 per cent
- Hire DVDs or CDs, 50 per cent compared to 30 per cent
- Free access to computer, 38 per cent compared to 23 per cent
- Photocopier, 50 per cent compared to 28 per cent
- Event or activity for adults, 47 per cent compared to 27 per cent
- Reservation service, the exception in that only 36 per cent would use compared to 47 per cent of all other respondents

c) Other variations by equality group in how likely lapsed user are to use a library services in the next 12 months:

- Free e-book loans, 31 to 50 year olds (41 per cent) compare to all other ages (23 per cent)
- Free access to computers, 21 to 30 years olds (44 per cent) compared to all other ages (24 per cent)
- Free Wi-Fi, 21 to 40 year olds (55 per cent) compared to all other ages (34 per cent)
- Use a printer, 21 to 30 year olds (38 per cent) compared to all other ages (25 per cent)

- Study and work space, BME respondents (49 per cent) compared to White UK/British (26 per cent)
 - Event or activity for adults, female respondents (34 per cent) compared to male respondents (22 per cent)
 - Café in Jubilee library, female respondents (46 per cent) compared to male respondents (35 per cent)
- 4.7. Nearly a third of lapsed users (29 per cent) claimed that they had borrowed an item or used a computer in one of the city libraries in the past 12 months.
- 4.8. Among those respondent who did not claim to have used their library card in the last 12 months (205 respondents) the main reasons for not doing so were; use the internet for information (22 per cent) libraries not being open when needed (21 per cent) and moved out the area (15 per cent).
- 4.9. Among the 42 respondents who mentioned libraries not being open when I need them. Most suggestion where very specific, however, 16 respondents (38 per cent) did mention evening/after 5pm and 15 respondents (36 per cent) mentioned weekends/open for seven day.

Fig 4.10: Why have you not borrowed an item (books, e-books, CDs or DVDs) or used computers/printers at a Brighton & Hove Library in the last 12 months?

I use the internet for information	22%
Libraries are not open when I need them	21%
Other change in circumstances	20%
I moved out the area	15%
I cannot get to a library	12%
There is a poor range of books, CDs or DVD	10%
I no longer go to the library with my children	7%
I only use an e-reader	7%
I use a library outside of Brighton & Hove	3%
I don't read books	3%
I lost my library card	2%
I have outstanding library charges	2%
I don't not know what services are provided by libraries	1%
Other reasons	43%

Base: All respondents who answered the question, excluding those who said that they had borrowed an item (n=205).

- 4.10. Looking at why respondents have not used a library in the last 12 months by equality groups reveals the following differences:
- I use the internet for information, respondents with a long term health problem or disability (21 people, 40 per cent) and carers (8 people, 40 per cent) compare to those without a disability (25 per cent) and those who do not have a carer role (27 per cent).
 - Respondents with a long term health problem or disability are more likely not to have used a library due to 'libraries not being open when I need them' (34 per cent) and or 'I cannot get to a library' (23 per cent) than are respondents without a long term health problem or disability, 24 per cent and 11 per cent respectively.

5. Qualitative Research 2015 – Adults

- 5.1. During April 2015 an external research organisation was commissioned to conduct seven focus groups and four days of hall test (where respondents are recruited off the street to take part in a 15 – 20 minute interview).

The objectives of the research were to understand:

- The needs of library users
 - Barriers to library use
 - What would drive non users to use the library
 - To establish whether the above differs across the various target groups
- 5.2. The focus groups were comprised of the following groups of Brighton & Hove residents. There were eight residents in each focus group (56 in total) and with the exception of the non-users groups, each group comprised half users of libraries and half non-users.
- Non users of libraries – not used a library within the last two years
 - Disabled residents with a range of conditions and disabilities
 - Unemployed (mix of short term and long term unemployed)
 - Older residents aged 65 and over (including some over 75)
 - Black and minority residents
 - LGBT residents
 - Parents of children under the age of 17

As part of the hall tests, 54 participants from across a range of the target sample were interviewed.

5.3. Below is a summary of the conclusions from the qualitative research. A more detailed report can be found in Appendix 1.

- a) Having internet access has changed the way people access information and read for pleasure. There is no longer any need to go to the library, when you can download information/books in the comfort of your own home. Consequently, it is recognised that libraries have to change to be more up to date and meet the needs of society.
- b) Non-users have limited knowledge of the services libraries currently offer and indeed, regular users are only accessing a limited number of services. Participants were surprised at the range of services currently offered – this information alone could increase their interest in using the library.
- c) The concept of developing the library as a Community Hub is felt to be an appropriate direction for libraries to go, and was suggested spontaneously by participants.
- d) The majority of the Carnegie Concepts¹⁴ for libraries as community hubs were liked and met with enthusiasm. So much so, non-users felt they would be encouraged to use the library. Participants clearly liked the idea of having somewhere which could not only be a social catalyst, but also a source of advice and information
- e) It is important that any changes to library services should be clearly communicated using a range of channels where possible. It is also equally important to communicate to the public the range of services already offered as there is clearly a lack of awareness surrounding this, and it is clear from the research, some of these services would encourage use by non-users and increased use by regular users.
- f) The report also recommended that opportunities for interaction between the library and users are available through social media and email alerts.
- g) It is important to be clear what ‘services’ means, and how they will be delivered – i.e. the library’s role and whether they will be delivered by a third party.
- h) In addition, due to the recent austerity measures and cuts in public services it is important how the delivery of these services is presented and communicated. Participants do not want to feel the library is ‘wasting’ money.

¹⁴ <http://www.carnegieuktrust.org.uk/changing-minds/knowledge---culture/the-future-of-libraries/speaking-volumes>

- i) The concept of the library as a source of information and advice is liked overall and it is seen as trustworthy and non-intimidating – a safe environment – somewhere people are happy to go.
- j) It is also clear that participants do not feel that all these services should all be free. They are willing to pay a nominal fee for services / courses / workshops / events
- k) The views and conclusion were consistent across all target groups

6. Qualitative Research 2015 – Children & Young People

6.1. The adult focus group research was followed by some similar engagement with children and young people. The objectives of the research were to identify:

- The needs of library users (children and young people)
- Barriers to library use
- What would drive non users to use the library
- Whether the above differs across the various target groups

6.2. The researchers attempted to liaise with schools and youth groups to obtain a series of focus groups with young people. They succeeded in conducting groups with:

- Students of Varndean school 2 x focus groups aged 12 – 14 (25 participants)
- Students at Queen's Park Primary school 3 x focus groups aged 8, 9 and 10years old (24 participants)
- Three face to face interviews with members of staff in the schools
- One group LGBTU young people
- Four paired depth interviews with BME young people aged 8-9, 10-11, 12-14, 15-16
- They were unable to achieve groups/interviews with young people and/or their parents with SEN or disabilities in the time allowed for the research. However, a session has been planned for late October and the results will feed into the review and service planning process.

6.3. Below is a summary of the conclusions from the qualitative research. A more detailed report can be found in Appendix 2

- a) It is clear that unless children are engaged with the library at an early age there is the danger of losing them.
- b) As children get older they become more autonomous and make their own decisions. They also have other interests which override the need to go to the library.
- c) The library is very much associated with reading which in turn may be associated with school and if they have difficulty reading they will not be pre-disposed to going to the library. Older children particularly have access to the school library and therefore don't feel the need to attend the public library.
- d) However, the concept of having other activities which they find attractive would encourage them to attend the library. In addition, the activities suggested would be perceived to be 'cool', and would tap into their interests.
- e) There is clearly an appetite for book related activities, whatever form this takes. The younger age group particularly are very keen on competitions, either drawing or writing and this clearly engages them with the library.
- f) School staff want to be able to develop a good relationship and collaboration with the public library. They would like to have a more formalised relationship where they are able to provide the library with information on the topics they are covering, the curriculum subjects etc. They would also like to access a list of events in the library so they are able to build them in to the subjects/projects being carried out in school.

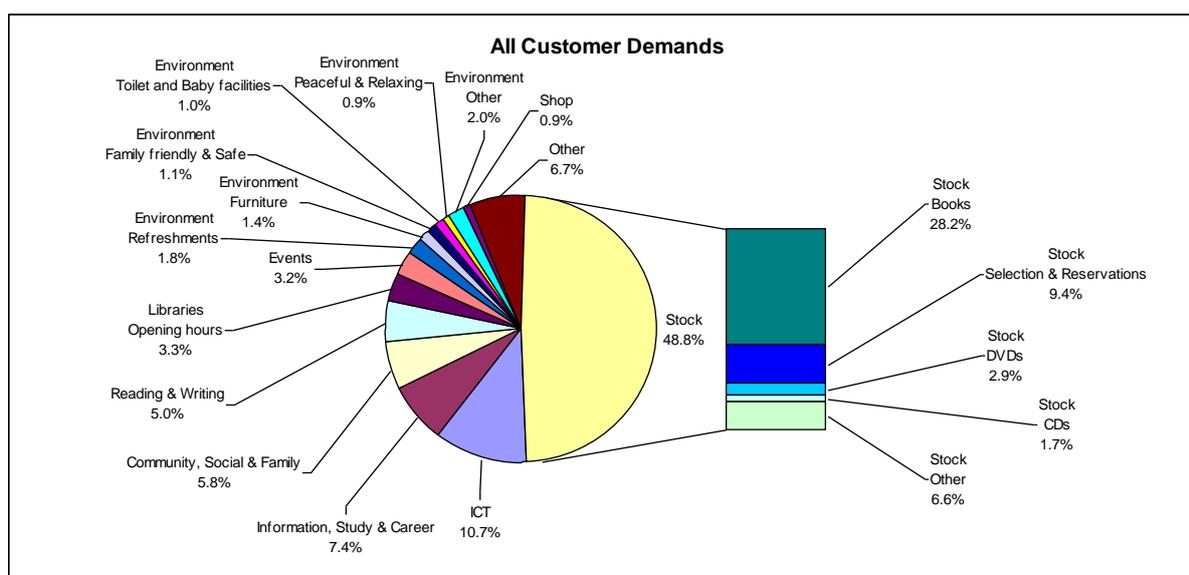
7. Systems Thinking Research 2010

- 7.1. This data is now five years old but it is useful as it is very different from the traditional survey based evidence gathering. In 2010 Libraries took a systems thinking approach to libraries services review, where the customer is engaged in a conversation with open questions, as opposed to the more traditional survey approach where the questions are mainly closed with a range of predetermined answers suggested.
- 7.2. Managers and staff spoke with 2,328 people between May and September 2010 and they gave us 9,011 comments. The results were analysed to see where the service had failed to meet either the demands from customers or their values. The purpose of focusing on failure demand and value is to help the service identify the main areas on which to focus improvement activity.
- 7.3. The results showed that Brighton & Hove Libraries satisfy a significantly high number of the demands (87.3%) and values (89.8%) placed on it. However, there was a small but important 12.6% of demands and 7.9% of values not being achieved and where services could be improved.

7.4. It is clear from what customers said that libraries are not just a transaction-based service. Many customers visit libraries because they value libraries, for example as a communal space and for social reasons. Thus the values that customers said they attach to libraries were analysed to the same depth as their direct demands on the service.

7.5. The top 80% of things that customers had come into the library for were:

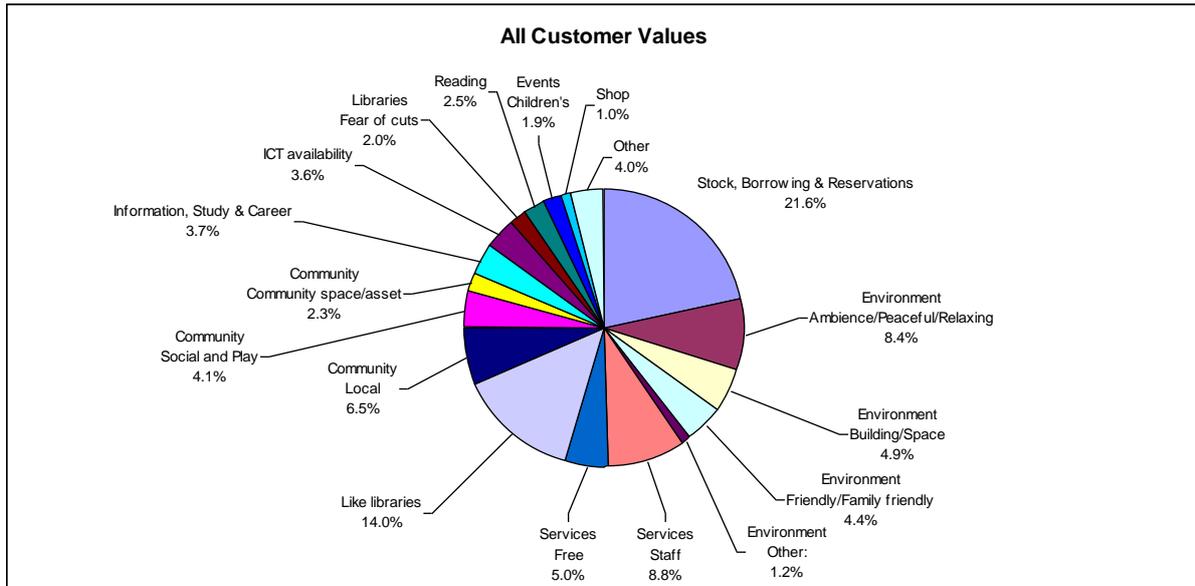
- Borrowing or using stock (48.8%)
- Using ICT facilities (10.7%)
- Gaining information and studying, including researching jobs (7.4%)
- Meeting friends, bringing children in to play and read, and using the library as a community space (5.8%)
- To sit and read or write (5.0%)
- To attend an event or activity (3.2%)



Failure demand level was around 10%. What met some people's needs did not satisfy others.

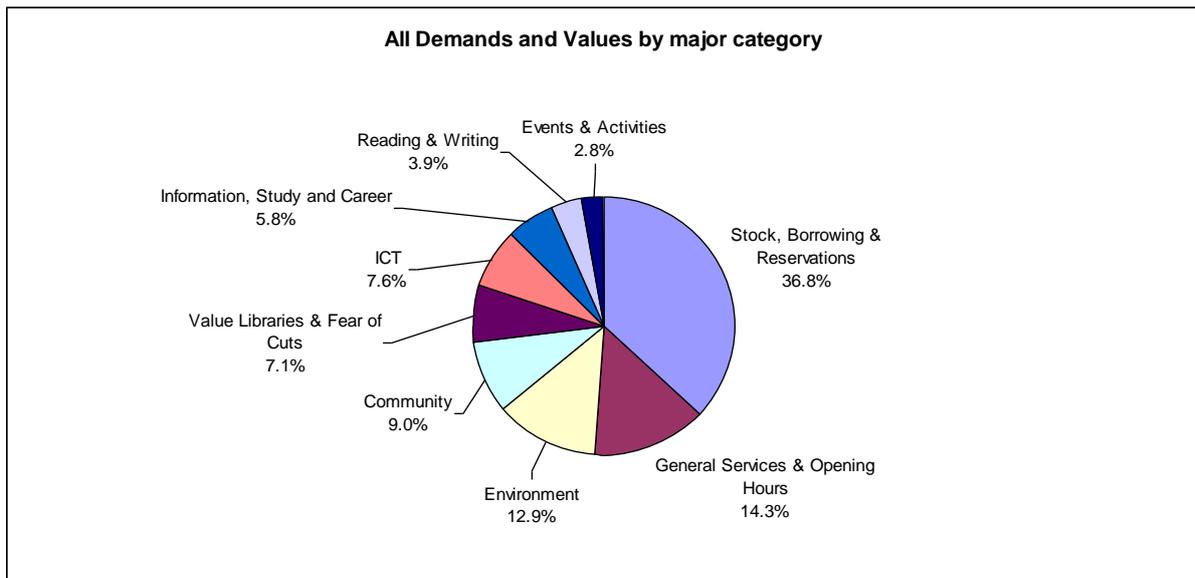
7.6. The top 80% of things that customers said they **valued** about their libraries were:

- Being able to borrow from a good selection of stock (19.9%)
- Having a nice environment – nice building with good facilities which is welcoming, relaxing and family friendly (17.7%)
- “I love everything about my library” (13.5%)
- The library is part of their local community (12.9%)
- Welcoming and helpful staff (8.8%)
- Services are free (5.0%)
- Availability of ICT facilities (3.6%)



Failure to meet customer values was 8%. What was valuable to some people was not valued by others.

Demands and Values combined:



Section D: What Do We Know About Library Users and Potential Users?

1. Library Users and Patterns of Use

The information on existing library users comes from two main sources: the data from the library management system, which holds membership data and transaction records, and the surveys and other research work that is carried out on a regular basis.

Information about potential users comes from understanding the city and individual library demographic profiles. This information will help us to target library services to those in most need.

1.1. Definitions of Users:

- 1.1.1. Visitors: real and virtual: People use libraries for a wide variety of reasons. As well as borrowing things, people will use the public computers, sit and study, read the papers, and do all manner of other things. The numbers of visitors are regularly counted using electronic people counters in all the libraries. Virtual users are also counted through their use of the online services through the website. These numbers can be seen in the performance data in section B.
- 1.1.2. Active borrowers: are defined as those people who have borrowed something in the last 12 months. Their activity can be tracked through the library management system, and the membership and transactional data in particular give us a wealth of information about these users. It is important however, to realise that these users are not the only ones.
- 1.1.3. Invisible users: are those who are not borrowing or returning items, or using a public library computer. For the first time we have identified how many people are 'invisible' users and have also used the exit survey data to identify what these 'invisible' users are doing. (see section 1.6 below)
- 1.1.4. Residential / housebound borrowers: are those who cannot get to their local library in person, so the Library Service delivers books and other items to them at home – either their own homes or managed residential accommodation. We have carried out some research with people in receipt of the Equal Access Service (which delivers boxes of books to various residential settings). Details of the results of this research are in section 1.8 below. There are also details of the recipients of the Home Delivery Service which was set up in 2014 following the closure of the Mobile Library.

1.2. Active Borrowers:

There were 39,024 active library borrowers during 2014. Just under 19 out of 20 active borrowers were Brighton & Hove residents (36,671 people, 94 per cent) and 6 per cent (2,353 people) were visitors from outside the city.

Fig 1.2: Brighton & Hove residents who are active library borrowers by age and gender

	Active library borrowers	Per cent of city population*	Male	Female
All ages	36,228	13%	40%	60%
0 to 4	2,848	19%	49%	51%
5 to 12	7,825	36%	47%	53%
13 to 19	2,190	10%	37%	63%
Working age	19,952	10%	37%	63%
65 and over	4,547	12%	39%	61%
75 and over	1,787	10%	37%	63%

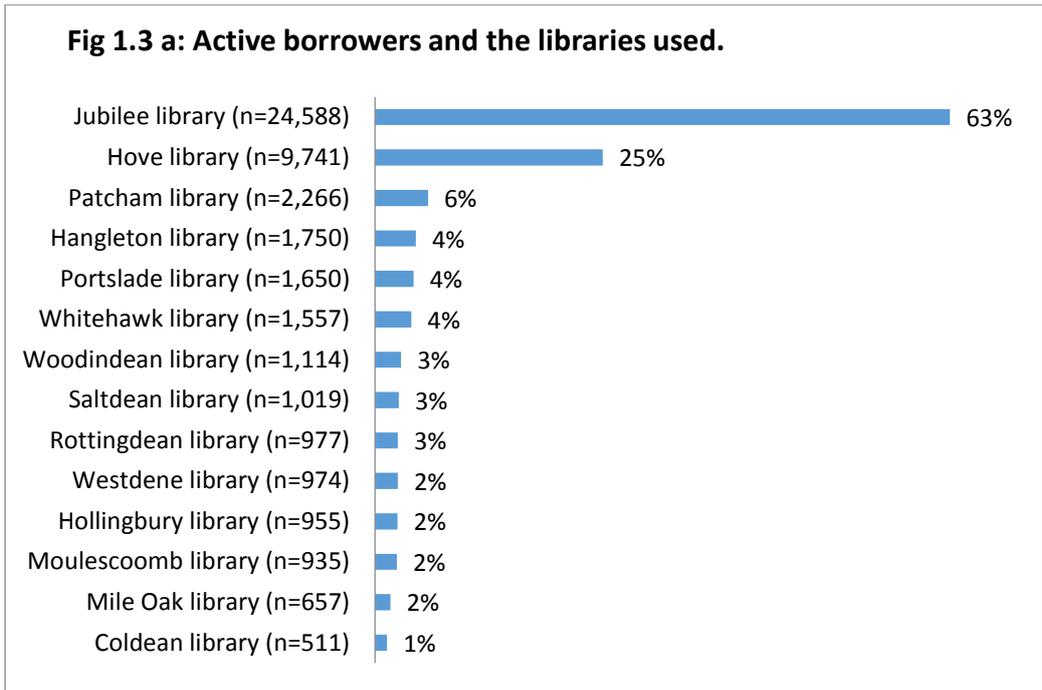
Base: All Active library borrowers in 2014 where their age, gender and postcode is known (n=36,228, 99 per cent). * 2013 ONS Mid-Year Population Estimates

Looking only at Brighton & Hove residents who are active library borrowers (36,228 people):

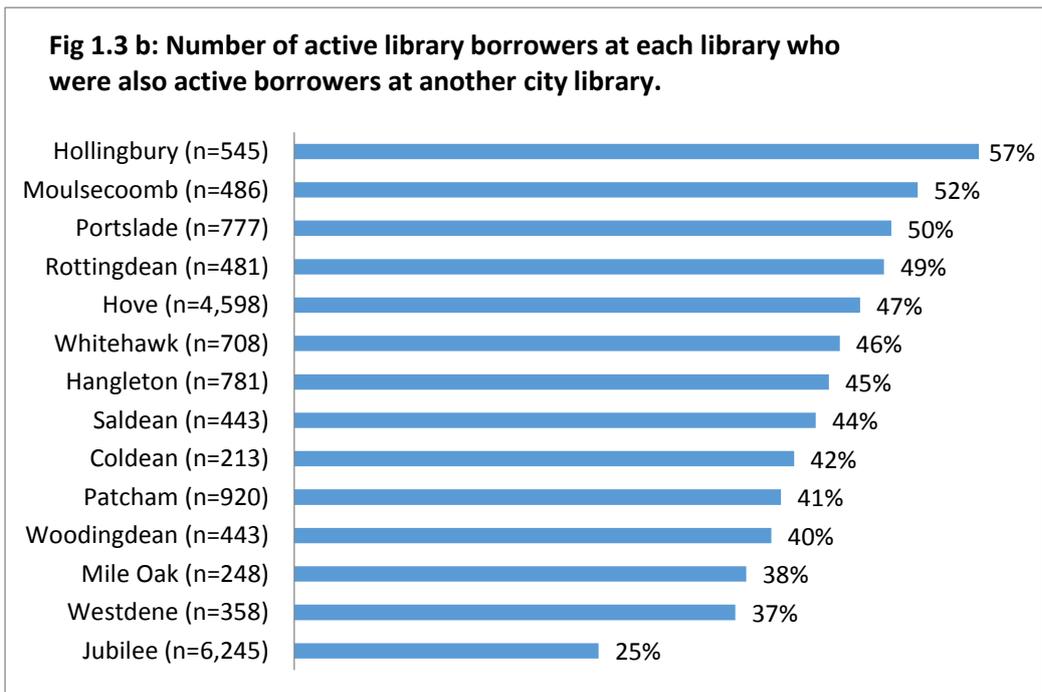
- Overall 13 per cent of all residents were active library borrowers in 2014. However, there is considerable variation by age. While one in five children aged 0 to 4 years (19 per cent) and one in three children aged 5 to 12 years (36 per cent) were active library borrowers only around one in ten of all other residents were active library borrowers in 2014.
- Three out of five of active borrowers were female (60 per cent) and two out of five male (40 per cent). However, up to the age of 12 the gender balance is relatively even but after the age of 12 the gender balance is nearer to 2:1 female users to male users.

1.3. Pattern of Use:

- 1.3.1. Of the 39,024 active library borrowers in 2014 nearly two thirds (63 per cent) were active borrowers at least once at Jubilee Library. This is considerable higher than any other library with the next highest, Hove Library (25 per cent) and third highest, Patcham Library only six per cent. The least used library among active borrowers was Coldean Library with only 511 active borrowers, just over one per cent of all active borrowers.



Base: All active borrowers at a Brighton & Hove libraries (n=39,024)



Base: All active library borrowers who were active at more than one library (7,621 people, 19 per cent)

Fig 1.3 c: Active library borrowers who are active borrowers at another library in 2014.

Library	Total number of active borrowers	% who were active at another B&H library	Coldean	Hangleton	Hollingbury	Hove	Jubilee	Mile Oak	Moulsecoomb	Patcham	Portslade	Rottingdean	Saltdean	Westdene	Whitehawk	Woodingdean
Coldean	511	42%		4%	8%	9%	27%	2%	13%	10%	3%	3%	2%	2%	5%	3%
Hangleton	1,750	45%	1%		2%	26%	23%	4%	1%	3%	12%	1%	1%	2%	2%	2%
Hollingbury	955	57%	4%	4%		12%	38%	1%	5%	27%	3%	2%	1%	6%	4%	2%
Hove	9,741	47%	0%	5%	1%		40%	1%	1%	2%	5%	1%	1%	1%	2%	1%
Jubilee	24,588	25%	1%	2%	1%	16%		0%	2%	3%	2%	1%	1%	1%	2%	1%
Mile Oak	657	38%	1%	9%	2%	18%	13%		1%	1%	20%	1%	1%	1%	2%	1%
Moulsecoomb	935	52%	7%	3%	5%	14%	43%	1%		4%	3%	2%	1%	2%	6%	3%
Patcham	2,266	41%	2%	3%	11%	10%	27%	0%	2%		2%	1%	1%	5%	2%	1%
Portslade	1,560	50%	1%	13%	2%	31%	25%	8%	2%	3%		1%	1%	1%	2%	1%
Rottingdean	977	49%	2%	2%	2%	9%	31%	1%	2%	2%	1%		20%	1%	5%	11%
Saltdean	1,019	44%	1%	1%	1%	8%	27%	0%	1%	2%	1%	19%		1%	5%	6%
Westdene	974	37%	1%	3%	5%	12%	24%	1%	2%	12%	2%	1%	1%		2%	1%
Whitehawk	1,557	46%	2%	2%	2%	10%	37%	1%	3%	3%	2%	3%	3%	1%		5%
Woodingdean	1,114	40%	1%	3%	2%	8%	27%	1%	3%	2%	2%	10%	5%	1%	8%	

Base: All active library borrowers at a Brighton & Hove libraries during 2014.

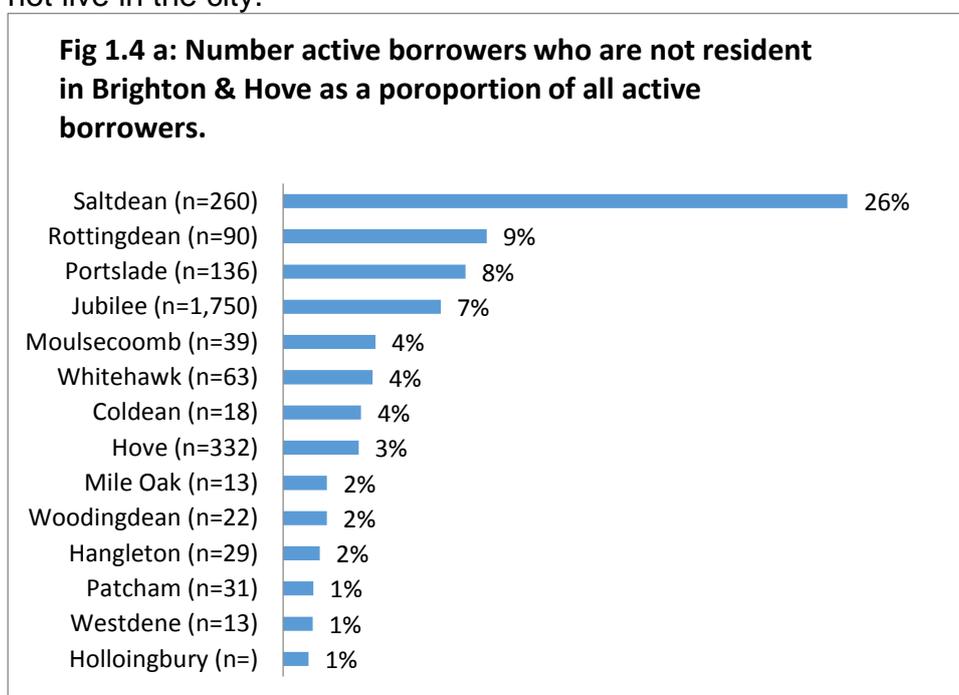


10 per cent or more active borrowers also use this library

- 1.3.2. In 2014 one in five active borrowers (7,621 people, 19 per cent) used two or more libraries, with four per cent (1,440 people) using three or more libraries.
- 1.3.3. More than a half of active borrowers at Hollingbury Library (57 per cent) and Moulsecoomb Library (52 per cent) were also an active borrower at least one other Brighton & Hove library. Only a quarter of active borrowers at Jubilee Library (25 per cent) were active borrowers at another library. Looking at the community libraries, Mile Oak Library (38 per cent) has the smallest proportion of active borrowers who are active borrowers at another library (fig 1.5 c above).
- 1.3.4. Apart from Mile Oak Library (13 per cent) for all other libraries more than a fifth (20 per cent) of active borrowers were also active borrowers at Jubilee Library, rising to two out of five active borrowers at Moulsecoomb Library (43 per cent) and Hove Library (40 per cent).

1.4. Non-Residents Using Brighton & Hove Libraries.

- 1.4.1. While six per cent of all active library borrowers in 2014 did not live in the city there is considerable variation from library to library. More than a quarter of active borrowers at Saltdean Library (26 per cent) did not live in the city. The next highest was Rottingdean Library (nine per cent), followed by Portslade Library (eight per cent) and Jubilee Library (seven per cent). For all other libraries four per cent or less of active borrowers did not live in the city.



Base: Active library users who are registered at an address outside the city (n=2,353 people, six per cent)

1.5. Active Library Borrower Profile by Library

Fig 1.5: Library Profiles - Active Library borrowers 2014

Library	Total active borrowers	Male	Female	Aged 0 to 4	Aged 5 to 12	Aged 13 to 19	Aged 16 to 64	Aged 65 and over	Aged 75 and over	Total catchment population who borrow from the library
Coldean	511	42%	58%	12%	31%	7%	40%	13%	5%	3%
Hangleton	1,750	38%	62%	8%	29%	6%	40%	19%	8%	7%
Hollingbury	955	37%	63%	10%	32%	6%	42%	13%	6%	6%
Hove	9,741	41%	59%	8%	18%	4%	55%	17%	6%	9%
Jubilee	24,588	42%	58%	6%	15%	6%	65%	11%	3%	13%
Mile Oak	657	37%	63%	8%	42%	15%	27%	11%	5%	5%
Moulsecoomb	935	35%	65%	7%	25%	6%	50%	15%	7%	2%
Patcham	2,266	39%	61%	8%	44%	7%	31%	12%	6%	11%
Portslade	1,560	40%	60%	11%	32%	6%	40%	13%	6%	5%
Rottingdean	977	36%	64%	6%	22%	4%	35%	34%	16%	11%
Saltdean	1,019	37%	63%	9%	19%	4%	37%	32%	13%	9%
Westdene	974	39%	61%	10%	47%	4%	27%	14%	6%	9%
Whitehawk	1,557	39%	61%	21%	26%	5%	41%	8%	3%	5%
Woodingdean	1,114	34%	66%	9%	30%	5%	36%	21%	10%	9%
All active users	39,024	40%	60%	8%	22%	6%	57%	13%	5%	

Base: All active library users at a Brighton & Hove library during 2014.

- 1.5.1. A half of all active library borrowers at Westdene Library (56 per cent), Patcham Library (51 per cent) and Mile Oak Library (50 per cent libraries) were children aged 0 to 12. This compares to Jubilee Library (22 per cent) and Hove Library (26 per cent).
- 1.5.2. The gender difference were more females (60 per cent) are active library borrowers than males (40 per cent) is relatively consistence across all libraries with Jubilee and Coldean libraries having the smallest difference (58 per cent, female, 42 per cent male) and Woodingdean Library the widest (66 per cent female, 43 per cent male).
- 1.5.3. The Jubilee Library active borrower age profile is very different to that seen in Hove Library and the other community libraries. Compared to other libraries, Jubilee Library has the smallest proportion of Children aged 0 to 4 (six per cent) and children aged 5 to 12 (15 per cent), the highest proportion of 16 to 64 year olds (65 per cent) and the lowest proportion of those aged 75 and over (three per cent).
- 1.5.4. A third of all active borrowers at Rottingdean (34 per cent) and Saltdean (32 per cent) libraries are aged 65 or older. This is at least double all other libraries apart from Woodingdean Library (22 per cent) and Hangleton Library (19 per cent).
- 1.5.5. When looking at the total library catchment population for the different libraries there were large differences in the proportions of residents in a given catchment who are active borrowers at their local library. Jubilee Library (13 per cent) has the highest proportion; more than four time that of the lowest Coldean Library (three per cent).

1.6. Invisible Users

- 1.6.1. For the first time, this review has identified how many library visitors are not borrowing or returning items, or using a public library computer, and also to use the exit survey data to identify what these 'invisible' users are doing.
- 1.6.2. Surprisingly, an average of 55.6% (rising to 64% in our central library) are 'invisible' users ie not borrowing, returning or using a PC.
- 1.6.3. Interrogation of the latest exit survey results has provided information on what the 'invisible users' are doing:

Fig 1.6.3 Activities of 'invisible'	Percent of Cases
--	------------------

users:		
q5 ^a	Browse	37.3%
	Look for information	17.7%
	Study or work	24.1%
	Read book, newspapers or magazines	28.9%
	Attend an activity/event/course/exhibition	10.9%
	meet friends or family	10.9%
	Something else	17.4%

1.7. Residential Homes and Sheltered Accommodation Borrowers

1.7.1. The Equal Access Service (EAS) provides a free crated delivery of selected items to residential accommodation incorporating sheltered, care and nursing homes. 37 units are served totalling 1494 residents with collections changed every two months or four months.

1.7.2. A review of the service was carried out between 01/02/15 to 16/03/15 which:

- Visited all the establishments served
- Talked to and engaged with residents and staff regarding their view of the current service and library service needs
- Gathered, updated and collated a range of detailed information regarding current service use and client make up

1.7.3. Service use: Key usage figures:

- 37 units are served totalling 1494 residents
- Of these 1494 residents, 286 are reported as currently using the materials provided by the EAS-an average of 19.1%
- Of the 37 units only four report a usage by over 50% of residents of EAS materials
- 93 of the residents also use other libraries

1.7.4. Library materials delivered annually comprise:

- 6450 books predominantly Large Print but with 8 of the units receiving standard print books as well
- 582 talking books
- 1257 DVDs
- 20 of the 37 units served also have some of their own standard print books

1.7.5. Client make up: Residents in all 37 units have mobility issues with over 400 people unable to go out. Residents also include:

- 10 registered blind
- 252 with dementia /confusion
- 24 with mental health issues
- 8 with learning difficulties
- 27 with literacy issues
- Several residents are insular and will not socialise

1.7.6. All figures are approximate and the true figures are likely to be higher as not all residents have declared their health or personal issues

1.7.7. Residents and staff view of current EAS services and future needs

- The majority of units were satisfied with the service they received. This included establishments where the usage of the EAS materials by residents is currently low and was expressed by non-users as well as users
- The emphasis on current service and needs was very much on provision of books, particularly in Large Print.
- Little interest was expressed in e-books with few residents possessing kindles or I-pads or expressing interest in new technology
- However two suggestions for the future were made regarding the library service providing kindles with downloaded books and provision of basic computer courses for older people
- Two establishments are having Wi-Fi installed so clearly this will increase potential and demand for libraries digital inclusion activities in these venues
- Obviously this review was a snapshot at a particular time and as the demographic changes in sheltered units demand for digital services could well increase
- There was one suggestion that occasional visits from library staff would be appreciated.

1.7.8. Other current library services available to residents receiving the EAS

Other library services potentially available were also discussed in terms of current and future service needs:

- Home Delivery Service (HDS)
- Transported access of residents to libraries

- Self-selection and collection of materials from libraries by unit staff or residents

1.7.9. Residents and managers views were as follows:

- Home Delivery Service (HDS) -12 units were interested in receiving the individual volunteer service; 25 were not
- Transported visits - 7 units would consider this; 6 units were unlikely to and 24 did not want this
- Self-selection and collection - only 2 units, where more able residents already do this were in favour of this. In all the others unit staff did not feel they had time and residents were not in favour.

1.7.10. Conclusions

- Reported use of current EAS service is low (286 users, 19%) and expensive (£86 per person p.a.)
- EAS clients are from a range of vulnerable and targeted groups
- In addition to the 12 units that expressed an interest in the HDS we feel there are an additional 18 where the service could be suitable.
- If capacity were available to deliver Home Delivery Services this would address such issues as giving a more personal service and addressing digital inclusion.

1.8. **Home Delivery Service (HDS)**

1.8.1. The Libraries Home Delivery Service takes the library service to individual people in their own homes who are unable to access libraries in person through reasons including disability, illness and limited mobility and full-time caring responsibilities. This developing service currently has 33 volunteers and 116 clients. In addition, one Libraries Home Delivery Service Officer administers the service, supports the volunteers and visits clients.

1.8.2. As well as bringing a range of library services to often isolated people the Home Delivery Service often helps to connect clients to other information and services. The use of i-pads with clients is also being developed as part of the service to both improve access to library services and help develop some clients IT skills and confidence.

“Thank you so very much for dropping by with the lovely selection of library books which will make for fascinating reading. The Home Service Delivery is a godsend because I cannot get around at all well and have to resort to the wheelchair for most excursions. I gather ... that I can possibly order any books I may require owing to the terrific range of sources from different libraries which can be tapped into - as an historian and avid fiction reader this is yet another instance of the excellent service the city provides for people pretty incapacitated re movement.” NH, client

"At 83 years of age I woke up to the realization that I could no longer borrow books from the public library. This was a shocking revelation because it was the deprivation of something I had become dependent upon. And then — the happy surprise! And much more than that: I should be able to request books and have them delivered to me at home. After several months, I still have to pinch myself to make sure I'm not dreaming. It is in no sense an exaggeration to declare that AC and the service she delivers have transformed my life." JF, client

"Being a volunteer for the library delivery service has been a wonderful experience. I've met some truly inspiring people, and been impressed by extensive amount of support available to the residents of Brighton and Hove. The volunteer organisers are friendly and always on hand with any help you need, and I know the clients who use the library delivery service find it invaluable. For a lot of housebound residents, it's an important connection not only to the outside world but also to their community. I'm so glad I decided to get involved." AH, volunteer

"I also wanted to thank you for the opportunity to help provide this worthwhile service. It has proved to be a delight to be able to share stories and time with my allocated clients and when I see one of my ladies waiting at the window for me I know they appreciate it too! I am very grateful for the help provided by a wide range of staff at different libraries when I am making my selections for them. Your clear management and organisation of this library facility ensures its smooth running and it is great for me to have support back at base!" JS, volunteer

2. Brighton and Hove City Profile¹⁵

- 2.1. **The city population is growing.** In the 2011 census the resident population of Brighton & Hove was estimated at 273,369 people, an increase of 25,552 (10.3 per cent) since the 2001 census. The latest population estimate (for 2013) is 278,112 with the population projected to increase to 293,000 by 2021.
- 2.2. **The city has an unusual age distribution.** Compared to both the national and regional profiles we have fewer children and old residents, but a higher proportion of working age people.

Population	Brighton & Hove	England	South East
All people	278,112		
0 to 4	15,276	5%	6%
5 to 12	21,973	8%	9%
13 to 19	21,760	8%	8%
16 to 64	195,711	70%	64%
65 and over	37,193	13%	17%
75 and over	18,130	7%	9%
Source: 2013 ONS Mid-Year Population Estimates			

- 2.2.1. **However, older people (65 and over) still comprise a significant minority of our population**, accounting for 13 per cent (37,193 people) of all residents in 2013, and predicted to increase to 14 per cent (40,900 people) by 2021, at which point approximately 19,600 of these residents will be aged 75 years or more.
- 2.2.2. **Our city has proportionally fewer children and young people aged under 20 years (21 per cent) than the regional and national averages (23 per cent each).** The latest available data estimated that in 2013 we had 59,009 children and young people living in the city.
- 2.2.3. **The number of children and young people (age under 20) is predicted to reach 60,600 by 2021**, an increase of approximately 2.7 per cent over the 2013 figure, however the proportion is predicted to remain static at 21 per cent.

2.3. Students:

¹⁵ <http://brighton-hove.communityinsight.org/>

There is a substantial student population in the city; at the time of the 2011 census full time students aged 18 to 74 accounted for 10 per cent of the population living in the city (27,191 people). However the distribution of student across the city varies greatly. The average proportion of the population who are students is only 4 per cent in both the South East and England.

2.4. Lesbian, Gay, Bisexual (LGB) and Transgender

Our best estimate of the number of lesbian, gay and bisexual residents is 11-15 per cent of the population aged 16 or more. Our best estimate draws on information collected via large scale surveys and audits conducted over the last ten years. This is similar to two recent representative surveys conducted across Brighton & Hove, where 11 per cent of respondents identified themselves as lesbian, gay, bi-sexual, unsure or other sexual orientation. In response to one of those surveys (Health Counts) 0.9 per cent described themselves as transgender and in response to the other (Budget consultation random sample survey) 1.2 per cent. There are no estimates available for the LGB and transgender communities for library catchments.

2.5. Families/households

The 2011 census estimates that a quarter (24.5 per cent or 29,809) of the city's households have one or more dependent children living in them. Although an increase compared to 2011, it is five per cent less than in either the South East region (29.4 per cent) or in England (29.1 per cent).

29 per cent (8,637) of our 29,809 households with dependent children are lone-parent households. This marks a significant increase (an additional 24 per cent or 1,674 households) compared to 2001. Proportionally, the number of lone-parent households in the city is similar to that found in the South East and England.

2.6. Gender

We now have an even gender balance, with 50 per cent each of males and females.

2.7. Ethnicity

Brighton & Hove's Black & Minority Ethnic (BME) population is increasing. At the time of the 2001 census 12 per cent of our city's population (29,683 people) were from a BME background. By the 2011 census 20 per cent were (53,351 people).

Ethnicity			
	Brighton & Hove	South East	England
All Usual Residents	273,369		

White UK/British	220,018	80%	85%	80%
White Irish	3,772	1.4%	1%	1%
White Gypsy or Irish Traveller	198	0.1%	0%	0%
Other White	19,524	7%	4%	5%
Non White ethnicities	29,857	11%	9%	15%
BME	53,351	20%	15%	20%
Source: 2011 UK Population Census				

All of our minority ethnic communities have grown significantly in number and proportion between 2001 and 2011, with the exception of the White Irish community, which reduced slightly from 3,965 people to 3,772.

The largest increase in the number of people in an ethnic category is in the Other White category. The number of people in this category has risen by 8,041 people to 19,524. Other White residents account for 36 per cent of the BME population. The largest proportional increase is in the Other Asian category which has grown by 256 per cent, from 918 people in 2001 to 3,267 in 2011.

Census 2011 data also shows that:

- There is a higher than average proportion of residents who class themselves as being Other White at 7.1 per cent (19,524 people); this compares to 4.6 per cent nationally and 4.4 per cent in the South East region.
- There are fewer than average Asian or Asian British residents at 4.1 per cent (11,278 people) compared to 7.8 per cent nationally and 5.2 per cent in the region.
- There is a higher than average proportion of residents of Mixed or multiple ethnicities at 3.8 per cent (10,408 people) compared to 2.3 per cent nationally and 1.9 per cent regionally.
- There is a lower than average proportion of Black or Black British residents at 1.5 per cent (4,188) compared to 3.5 per cent nationally and 1.6 per cent in the region.
- There is a higher than average proportion of Arabs at 0.8 per cent of the population (2,184 people) compared to 0.4 per cent nationally and 0.2 per cent in the region.

2.8. Preferred language

For one in 12 residents (21,833 or 8.3 per cent) aged over three years English is not their main or preferred language according to census 2011 data. This compares to 5.8 per cent in the South East and 8.0 per cent in England. Arabic is the most widely spoken language in the city after

English, with 0.8 per cent of residents using it as their main or preferred language. Polish is the next most common language (0.8 per cent) followed by Chinese (0.7 per cent), Spanish (0.6 per cent) and French (0.5 per cent).

2.9. Religion

More than two out of five city residents (42 per cent) stated that they had no religion in response to the 2011 census, significantly higher than in the South East (28 per cent) and England (25 per cent) and an increase on 27 per cent recorded in 2001.

Religion				
	Brighton and Hove		South East	England
All Persons	273,369			
Christian	117,276	42.9%	59.8%	59.4%
Muslim	6,095	2.2%	2.3%	5.0%
Buddhist	2,742	1.0%	0.5%	0.5%
Jewish	2,670	1.0%	0.2%	0.5%
Hindu	1,792	0.7%	1.1%	1.5%
Sikh	342	0.1%	0.6%	0.8%
Other religion	2,409	0.9%	0.5%	0.4%
No religion	115,954	42.4%	27.7%	24.7%
Religion not stated	24,089	8.8%	7.4%	7.2%
Source: 2011 UK Population Census				

The largest religious group is Christian at 43 per cent. The Muslim community is the largest non-Christian religion in the city at two per cent. We have comparatively high proportions of Buddhist and Jewish residents.

2.10. Deprivation

Brighton & Hove was ranked as the 66th most deprived authority in England out of 326 authorities in the 2010 Index of Multiple Deprivation. This means that the city is just within the 20 per cent most deprived authorities in England. In general, areas in the east, centre & north-west of the city contain higher concentrations of deprivation where families and individuals suffer multiple issues as measured by the index. In total 57,066 residents (22.5 per cent) live in the 20 per cent most deprived area in England which compares to 19.8 per cent in England.

2.11. Unemployment and working age benefit claimants

In February 2015, 3,538 residents aged 16 to 64 (1.8 per cent) were claiming Job Seekers Allowance (JSA) compared to 2.0 per cent across England. Compared to England, Brighton & Hove also has fewer residents who have been claiming JSA for more than 12 months (0.3 per cent compared to 0.5 per cent) and fewer claimants aged 18 to 24 (2.1 per cent compared to 3.1 per cent).

In May 2014, 22,998 residents aged 16 to 64 (11.8 per cent) were claiming a department of works or pensions benefit. Slightly less than the proportion in England (12.5 per cent).

For Brighton & Hove the average road distance from a job centre is 2.6km compared to an England average of 4.6km.

2.12. Health and the provision of unpaid care

According to the 2011 census, for more than one in twenty residents (20,445 people, seven per cent) their day to day activities are 'limited a lot' due to a long term health problem or disability. For a further 24,124 residents (nine per cent) their day to day activity is limited a little. This is similar to the proportions found in the South East and England.

For a half of residents (19,158 people, 54 per cent) aged 65 or over their day to day activity is limited either a little or a lot, similar to England at 53 per cent and but higher than the South East at 48 per cent. In more deprived areas of the city the proportion of people living with long term limiting illnesses is higher.

According to the 2011 census nearly one in ten residents (23,987 people, 8.8 per cent) provides unpaid care to a family member, friend or neighbour who has either a long term illness or impairment or problems related to old age. Although a rise of 2,164 people since the 2001 census, proportionally it is the same.

Two thirds of those providing unpaid care (16,401 people, 68.4 per cent) do so for one to 19 hours a week. However, 4,716 people, nearly two per cent of the total population, provide more than 50 hours a week of unpaid care. The proportion of residents providing unpaid care (8.8 per cent) is slightly lower compared to the South East (9.8 per cent) and England (10.2 per cent).

2.13. Tenure

At the time of the 2011 census, 15 per cent (18,187) of our households were in the social rented sector compared with 14 per cent in the South East and 18 per cent across England. A high proportion of our households (34,081 households, 28 per cent) were in the private rented sector. This is the highest proportion of private renters outside of London. Accordingly, only

53 per cent (64,790) of households own their own home, compared to the South East (68 per cent) or to England (63 per cent).

2.14. Qualifications

At the time of the 2011 census proportionally fewer people in the city had no formal qualifications, 16 per cent (36,775 people) compared to the South East (19 per cent) and England (23 per cent). There are also proportionally fewer residents with Level 1 and Level 2 qualifications and proportionally more with a Level 3 qualifications.

Therefore Brighton & Hove residents can be considered well educated compared to the South East and England. For over a third of residents aged 16 and over (84,423, 37 per cent) their highest level of qualification is Level 4 (NVQ level 4, Higher National Diploma, degree or higher degree) or better. This compares to 30 per cent in the South East and 27 per cent in England.

2.15. Car and van ownership

At the time of the 2011 census car and van ownership was relatively low with almost two out of five households (38.2 per cent) not owning a car or van. The total number of cars and vans increased by 4,348 to 104,397 between the 2001 and 2011 censuses. However, due to an increase in the number of households we now have an average of 0.86 cars per household compared to 0.87 in 2001.

3. Library Catchment Profiles

The following library catchment profiles only contain data on the resident population age profile and how key demographics in the library catchments differ significantly from the Brighton & Hove city profile. (Full library catchment demographic profiles for each library are available as background information.)

Fig 3: Library catchment population profiles.

Library catchment	Number of people in catchment (percentage of people in catchment)						
	All people	Aged 0 to 4	Aged 5 to 12	Aged 13 to 19	Aged 16 to 64	Aged 65 and over	Aged 75 and over
Coldean	11,489	489 (4%)	744 (6%)	2,916 (25%)	9,065 (79%)	880 (8%)	421 (4%)
Hangleton	19,090	1,183 (6%)	2,058 (11%)	1,851 (10%)	11,635 (61%)	3,413 (18%)	1,761 (9%)
Hollingbury	9,779	597 (6%)	1,092 (11%)	898 (9%)	6,295 (64%)	1,383 (14%)	652 (7%)
Hove	70,945	4,322 (6%)	5,527 (8%)	3,908 (6%)	49,412 (70%)	9,989 (14%)	5,209 (7%)
Jubilee	123,313	6,078 (5%)	8,201 (7%)	7,611 (6%)	93,912 (76%)	12,236 (10%)	5,629 (5%)
Mile Oak	8,616	590 (7%)	824 (10%)	751 (9%)	5,368 (62%)	1,506 (17%)	637 (7%)
Moulsecoomb	26,566	1,229 (5%)	2,028 (8%)	4,397 (17%)	20,164 (76%)	2,328 (9%)	1,094 (4%)
Patcham	14,445	845 (6%)	1,448 (10%)	1,260 (9%)	8,784 (61%)	2,808 (19%)	1,358 (9%)
Portslade	20,131	1,391 (7%)	2,077 (10%)	1,697 (8%)	13,058 (65%)	2,852 (14%)	1,309 (7%)
Rottingdean	4,920	192 (4%)	361 (7%)	368 (7%)	2,865 (58%)	1,355 (28%)	674 (14%)
Saltdean	6,728	309 (5%)	537 (8%)	424 (6%)	3,991 (59%)	1,707 (25%)	888 (13%)
Westdene	6,437	388 (6%)	564 (9%)	487 (8%)	3,919 (61%)	1,337 (21%)	727 (11%)
Whitehawk	17,577	1,097 (6%)	1,662 (9%)	1,258 (7%)	12,063 (69%)	2,219 (13%)	974 (6%)
Woodingdean	9,810	610 (6%)	983 (10%)	853 (9%)	5,837 (60%)	1,988 (20%)	926 (9%)
Brighton & Hove		5%	8%	8%	70%	13%	7%

Source: 2013 Mid-Year Population Estimates, ONS

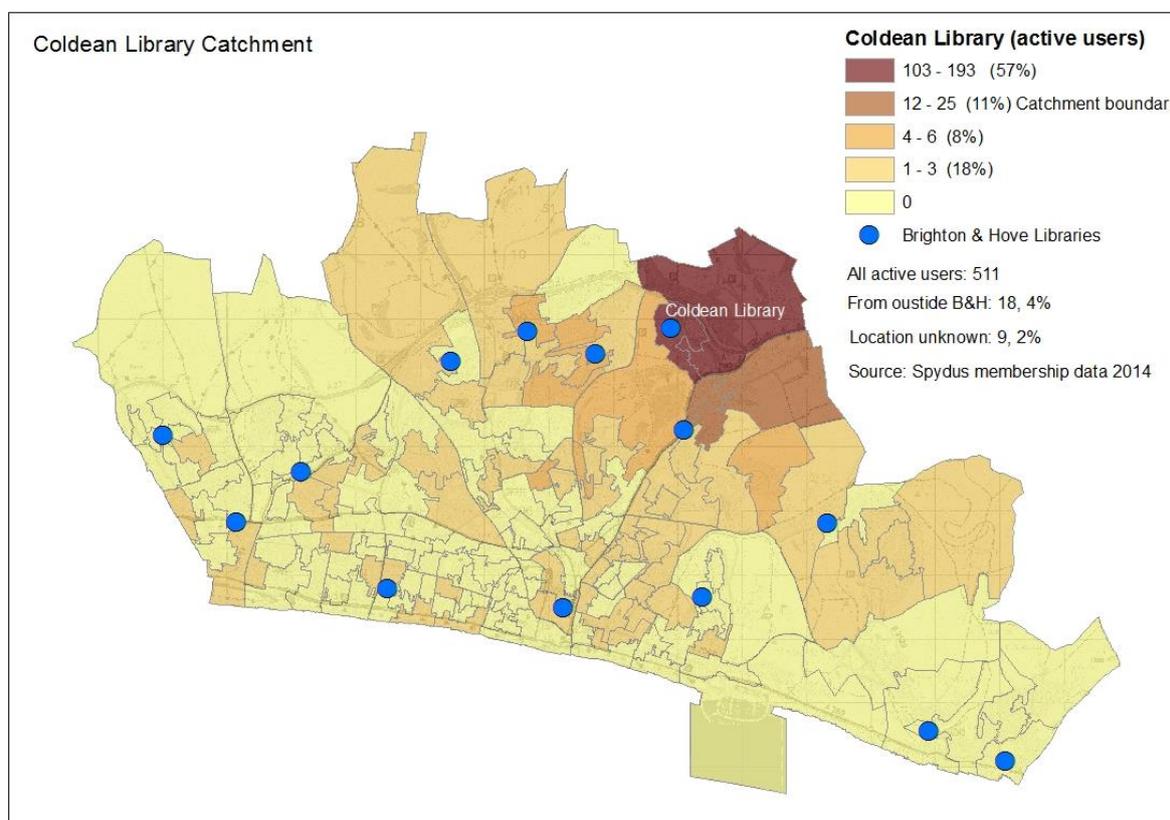
Note about the catchment area maps:

NB: In the catchment area maps below, the number range (e.g.103-193) is the number of active borrowers in each lower super-output area; the percentage figure (e.g. 57%) is the percentage of all active borrowers for that library.

3.1. Coldean Library Catchment Profile

Compared to the city profile Coldean library catchment population profile is characterised by fewer children aged 0 to 12 and fewer older people aged over 65. There are proportionately more 16 to 65 year olds particularly those aged 13 to 19.

The high proportion of working age residents is partly explained by the large number of students who live in the area due to the libraries close proximity to the Sussex and Brighton University campuses. According to the 2011 census, in total there were 4,502 full time students aged 18 or over living in the catchment, representing 54 per cent of the total catchment population at that time.



The high proportion of students will contribute to the high number of BME resident, 23 per cent (2,654 people) compared to 20 per cent in the city. There is a particularly high proportion on residents from non-White ethnic groups 1,945 (18 per cent) compared to 11 per cent in the city.

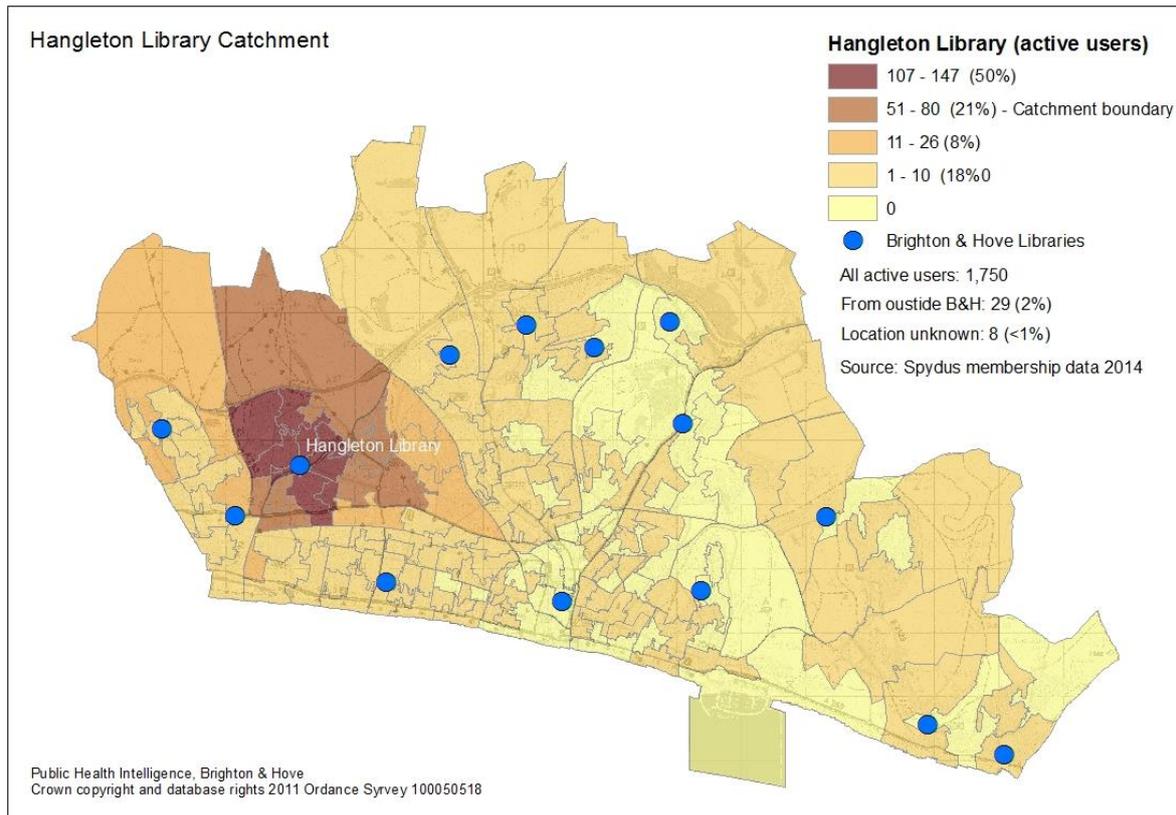
The high proportion of students will also contribute to the high number of resident aged 3 and over for whom English is not their first or preferred language (1,208 people, 11 per cent). This is the highest proportion of any library catchment and three percentage point higher than seen in the city as a whole (eight per cent).

The Coldean library catchment is also relatively deprived with 5,335 people (45 per cent) living in the most deprived 20 per cent of areas in England. This compares to just 23 per cent for the city as a whole. Compared to the city average there are correspondingly a high number of social renting households (46 per cent compared to 15 per cent) and lone parent households (35 per cent of households with dependent children compare to 29 per cent).

The average distance to a Job Centre in the catchment is 5.3km double the city average of 2.6km.

3.2. Hangleton Library Catchment Profile

The Hangleton library catchment population profile is characterised by a comparatively low proportion of working age residents (11,635 people, 61 per cent) compared to 70 per cent across the city. There are also significantly more residents aged 65 or over (3,413 people, 18 per cent) and children and young people (5,092, 27 per cent) compared to 13 per cent and 21 per cent respectively in the city as a whole.



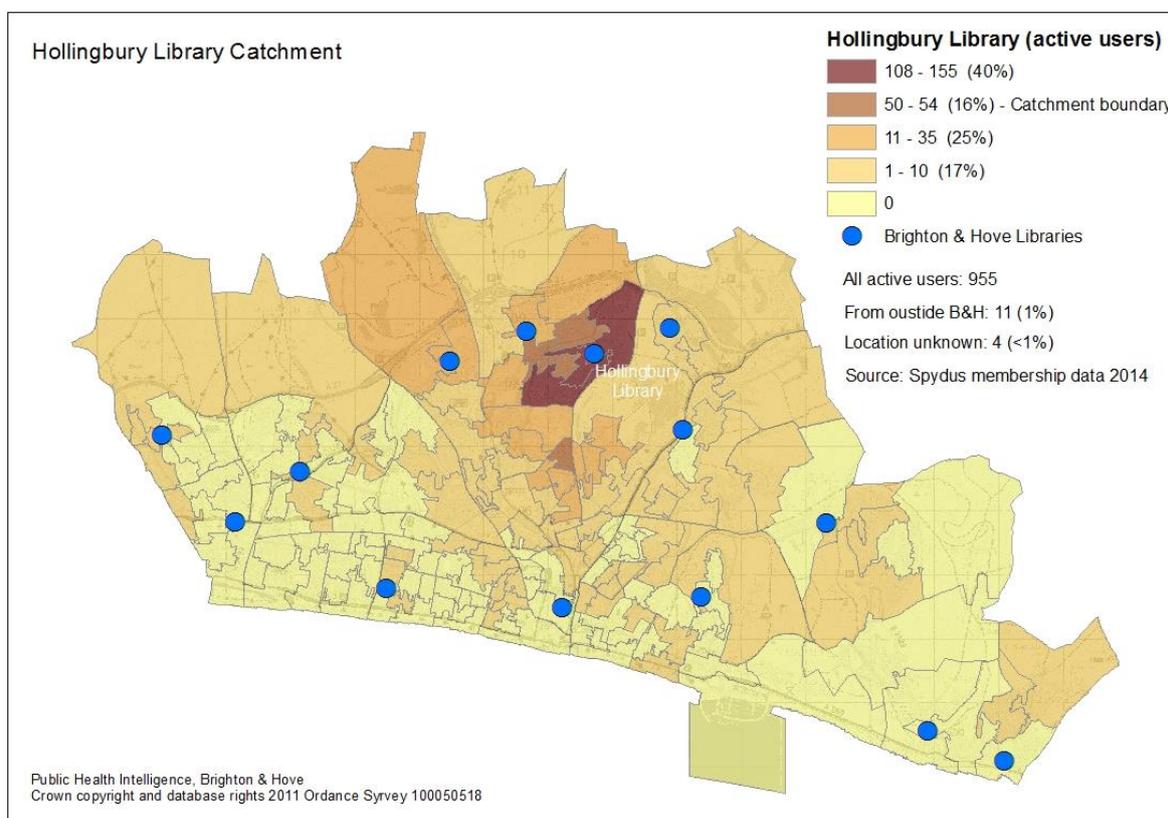
Despite a relatively high proportion of household who rent from a social landlord (1,558 households, 20 per cent) compared to the city (15 per cent) and a high proportion of residents with no qualifications (3,540 people, 24 per cent) compared to 16 per cent in the city. The Hangleton library catchment as a whole is not particularly deprived with only 2,702 people (15 per cent) living in the most deprived 20 per cent of areas in England compared to 23 per cent in the city.

Residents living in the catchment are more likely to own a car (5,790 people, 75 per cent) compared to 62 per cent in the city as a whole.

There is also a low proportion of full time students aged 18 and above living in the catchment. Only 2 per cent (521 people) compared 10 per cent in the city as a whole.

3.3 Hollingbury Library Catchment Profile

The Hollingbury library catchment age profile is characterised by a higher proportion of children aged 0 to 12 (1,689 people, 17 per cent) and a small working age population (6,295 people, 64 per cent). This compares to 13 per cent and 70 per cent respectively in the city as a whole.



Compared to the city as a whole, Hollingbury library catchment has a low proportion of people:

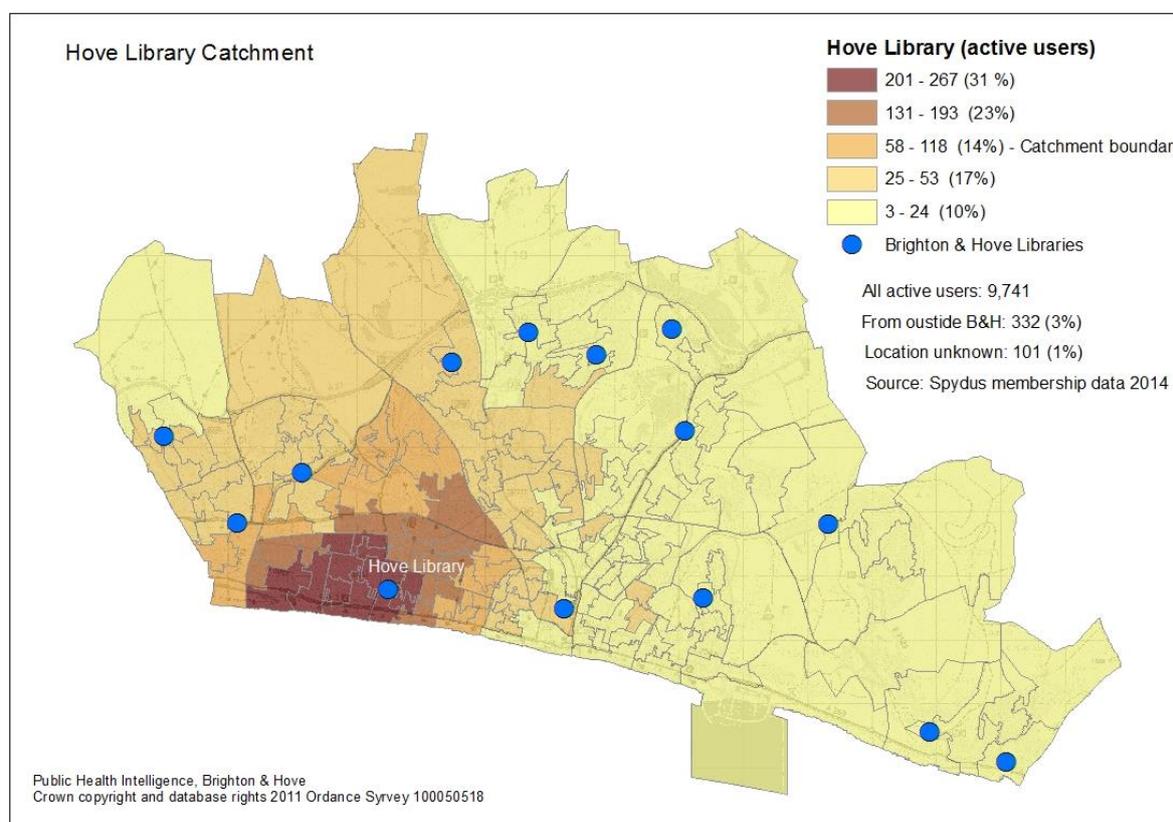
- whose ethnicity is White but not UK, British or Irish (335 people, three per cent) compared to seven per cent.
- who are full time students aged 18 and over (374 people, four per cent) compared to 10 per cent.
- have a first or preferred language that is not English (353 people, four per cent) compared to eight per cent.
- who living in the 20 per cent most deprived areas in England (zero per cent) compared to 23 per cent in the city.

Compared to the city, residents are however more likely to;

- own a car (3,040 people, 79 per cent) compared to 62 per cent.
- live further away from a job centre (4.3km) compared to 2.6km.

3.4 Hove Library Catchment Profile

In term of population size, the Hove library catchment is the second largest catchment in the city. A quarter (70,954 people, 26 per cent) of the city's population live in the catchment area.



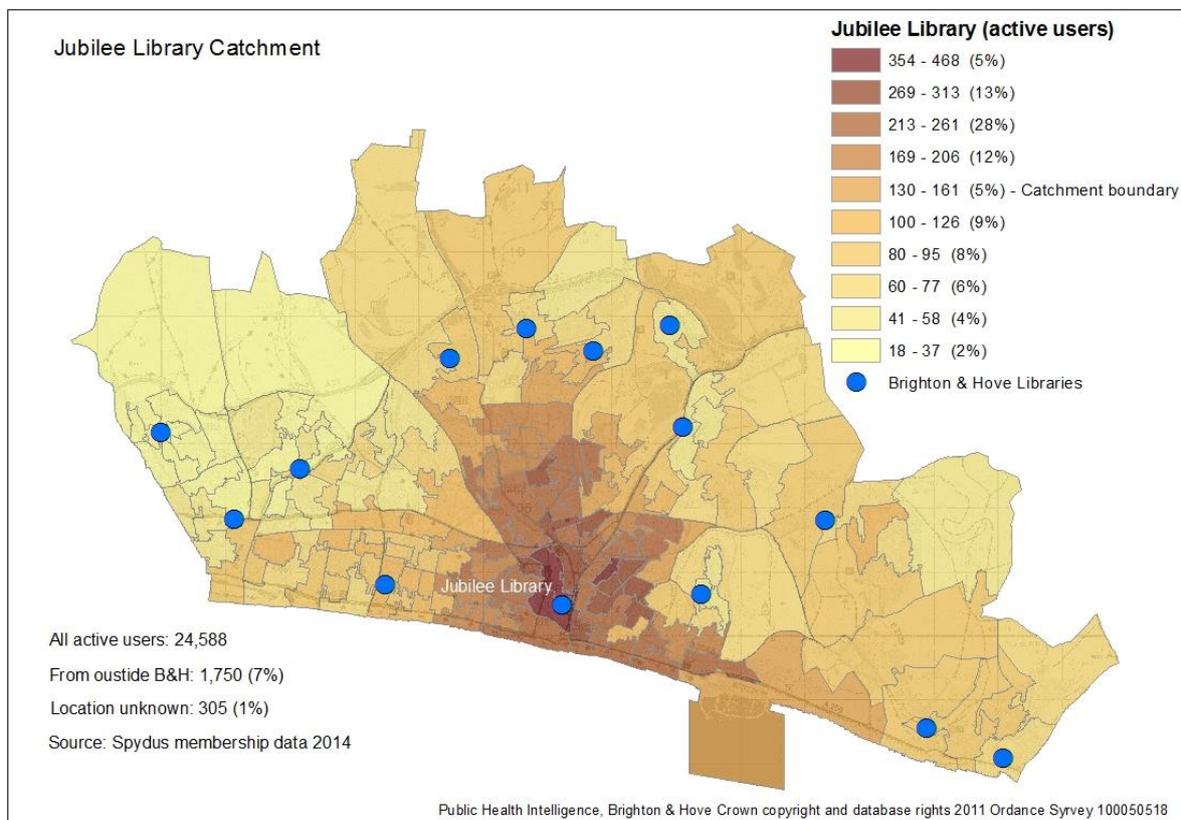
The catchment shares much of the demographic characteristics of the city as a whole. The exceptions being:

- a low proportion of full time students aged 18 plus, just four per cent (3,059 people) compared to 10 per cent.
- a low proportion of households with a social land lord. Seven per cent (22,467 households) compared to 15 per cent.
- a low proportion of residents living in the 20 per cent most deprived areas in England. Nine per cent (5,790 people) compared to 23 per cent.

3.5 Jubilee Library Catchment Profile

In term of population size, the Jubilee library catchment is the largest catchment in the city. More than two out of five (123,313 people, 44 per cent) of the city's total population live in the catchment area. It is nearly twice the size of the next biggest catchment (Hove) and nearly 5 times bigger than the third largest catchment (Moulsecomb).

The population profile is characterised by a relatively large working age population (93,912 people, 76 per cent) compared to 70 per cent in the city as a whole. Only 10 per cent (12,236 people) of the population is aged 65 or over (compared to 13 per cent in the city) with children and young people making up 18 per cent of the catchment population, slightly lower than that found in the city as a whole (21 per cent).



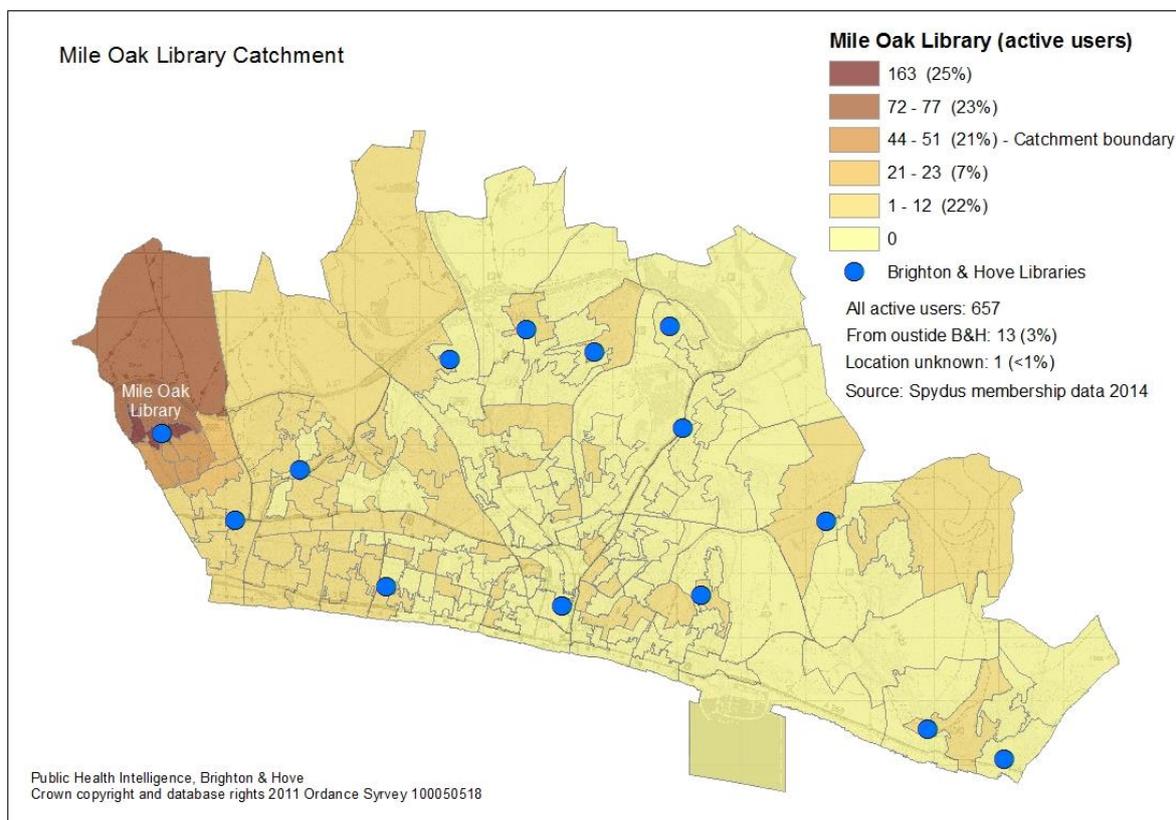
The catchment population is well qualified with only 11 per cent (11,525 people) with no qualifications. The city average is 16 per cent. There is a large full time student population aged 18 and over (15,652 people, 13 per cent compared to 10 per cent in the city as a whole) There is also a high proportion of residents whose ethnicity is White but not UK, British or Irish (11,449 people, 10 per cent) compared to seven percent across the city.

Nearly a half of households (47 per cent) in the catchment do not own a car compared to 38 per cent in the city as a whole.

3.6 Mile Oak Library Catchment Profile

The Mile Oak library catchment population profile can be characterised by a relatively low working age population (5,368 people, 62 per cent) compare to 70 per cent in the city. There is a correspondingly higher proportion of children aged 0 to 12 years (1,414 people, 17 per cent compared to 13 per cent) and older people age 65 and over (1,506 people, 17 per cent compare to 13 per cent).

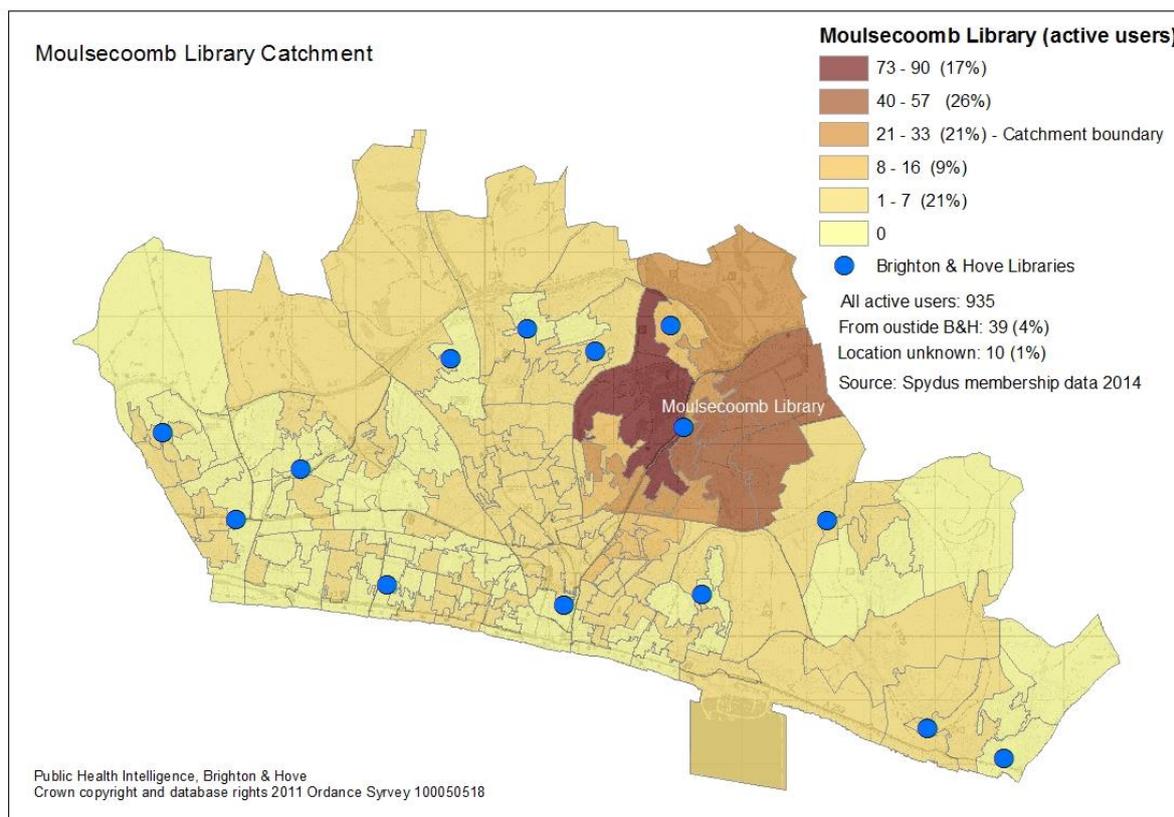
A quarter of the catchments 16 plus population (1,695 people, 25 per cent) have no qualifications compared to only 16 per cent in the city as a whole. Compared to the city there is also a low proportions of people:



- who are from BME background (743 people, nine per cent) compared to 20 per cent.
- who are full time students aged 18 or over (194 people, two per cent) compared to ten per cent.
- aged 3 or older who do not have English as their first or preferred language (206 people, 3 per cent) compared to eight per cent.

Nearly four out of five households have a car (2,830 households, 79 per cent) compared to 62 per cent across the city as a whole.

3.7 Moulsecoomb Library Catchment Profile



Moulsecoomb Library catchment is characterised by a high proportion of full time students aged 18 or older (7,756 people, 34 per cent) compared to the city average of only ten per cent). This high proportion of students leads to a population profile significantly different from that of the city for children aged 13 to 19 (4,397, 17 per cent) and for the working age population (20,164, 76 per cent). This compares to city averages of 8 per cent and 70 per cent respectively.

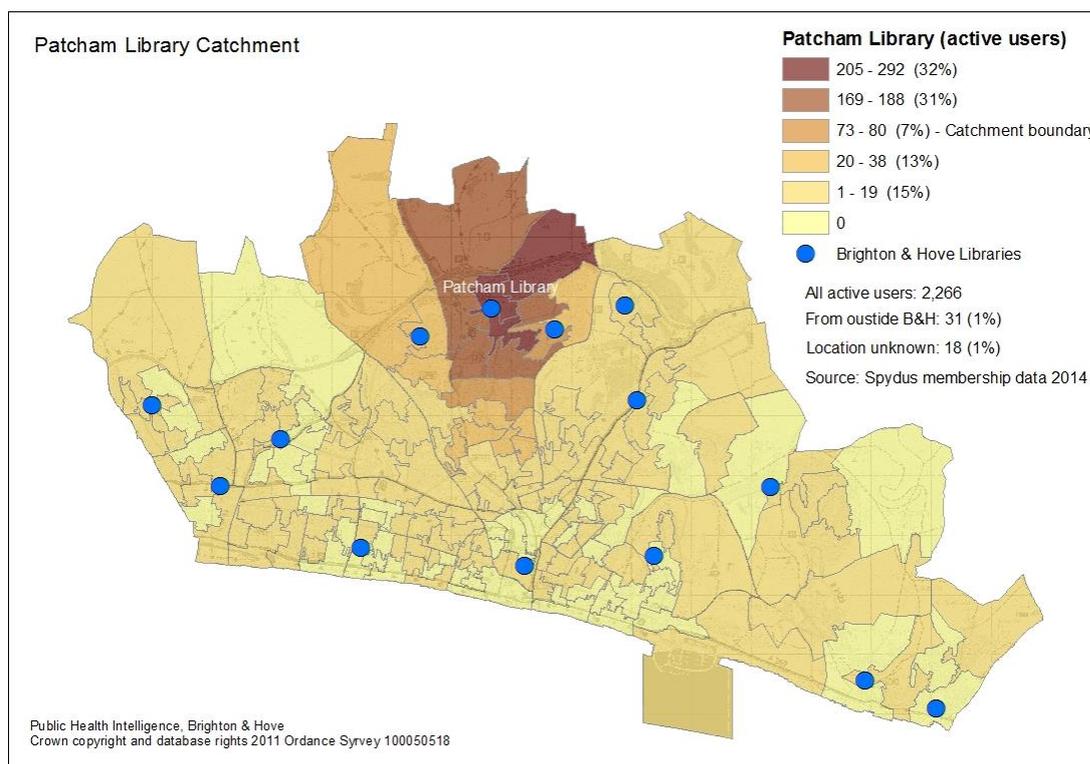
The Moulsecoomb library catchment is comparatively deprived with over a half of the population (13,212 people, 51 per cent) living in the 20 per cent most deprived areas in England. This compares to only 23 per cent in the city as whole. Characteristic of areas of deprivation and compared to the city average, there are high proportions of:

- households renting from social landlords (3,165 households, 38 per cent) compared to 15 per cent.
- adults aged 16 or over with no qualifications (4,350 people, 20 per cent) compared to 16 per cent.
- lone parents (1,050 households, 39 per cent of all households with dependent children) compared to 29 per cent.

There is also high proportion of residents whose ethnicity is not White (3,886 people, 15 per cent) compared to 11 per cent.

The average distance in the catchment to the nearest job centre is 3.9km compared to 2.6km for the city as a whole.

3.8 Patcham Library Catchment Profile



Patcham library catchment population profile is characterised by relative low proportions of working age residents and a high proportions of older people. Less than two third of residents are of working age (8,784 people, 61 per cent) compared to 70 per cent in the city. Nearly a fifth of the residents (2,808 people, 19 per cent) is aged 65 or over compared to only 13 per cent in city.

Patcham library catchment has comparatively low levels of deprivation. There are no residents who live in the 20 per cent most deprived areas in England compared to 23 per cent of all residents in the city. When compared to the city, this is reflected in low proportions of:

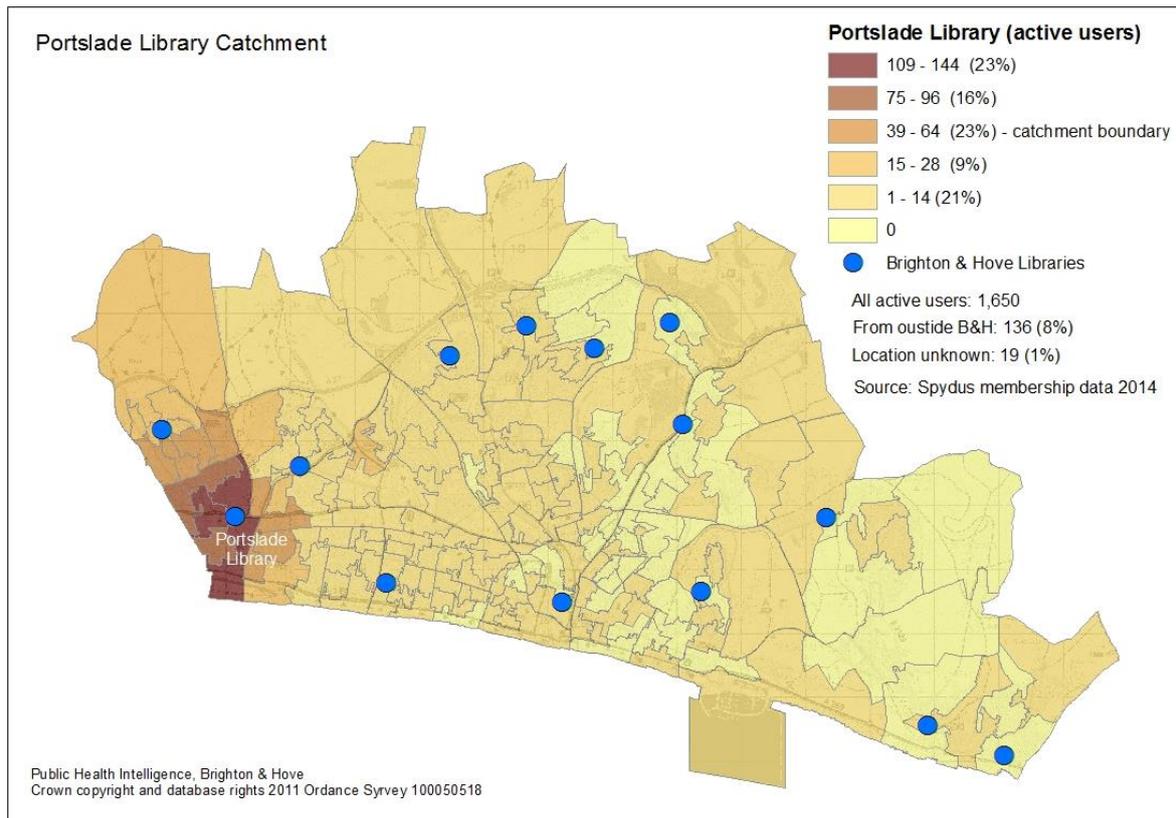
- working age benefit claimants (675 people, eight per cent) compared to 12 per cent.
- households who rent from a social landlord (443 households, eight per cent) compared to 15 per cent.
- lone parent households (380 households, 21 per cent of all households with dependent children) compared to 29 per cent.

Compared to the city there are also small proportions of:

- full time students aged 18 or over (458 people, three per cent) compared to ten per cent.
- residents aged 3 or older whose main or preferred language is not English (420 people, three per cent) compared to eight per cent.

Care ownership is high. More than four out of five households (4,765 households, 82 per cent) own a car. This compares to only 62 per cent in the city as a whole.

3.9 Portslade library catchment profile



Portslade library catchment population profile is characterised by a comparatively high proportions of children age 0 to 12 (3,468 people, 17 per cent) and a relative low working age population (13,058 people, 65 per cent) when compared to the city as a whole, 13 per cent and 70 per cent respectively.

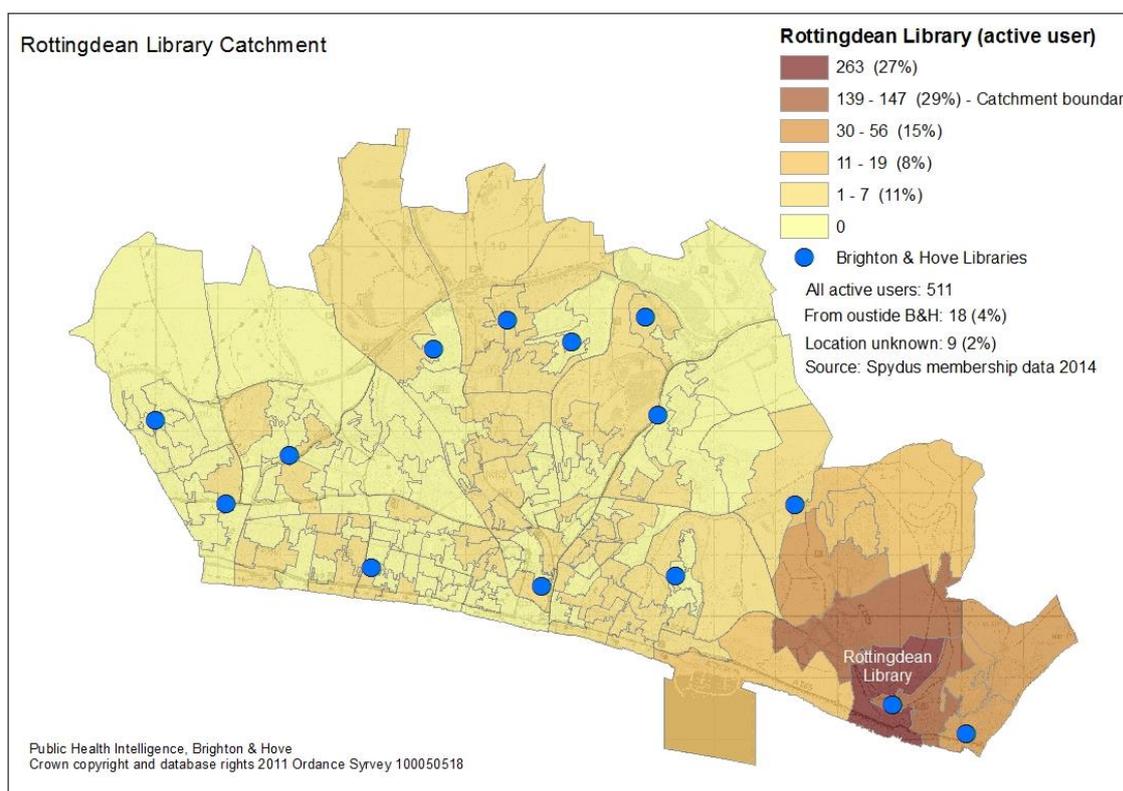
There are also comparatively fewer people from a BME background (2,768 people, 14 per cent) and full time students age 18 or over (517 people, two per cent) when compared to the city as a whole, 20 per cent and ten per cent respectively.

There are relatively lower levels of deprivation in the catchment (3,095 people, 16 per cent live in the 20 per cent most deprived areas in England) compared to 23 per cent in the city as a whole. However, compared to the city, there are still higher proportions of people:

- of working age who are claiming out of work benefits (1,860 people, 14 per) compared to 12 per cent.
- aged 16 or over with no qualification (3,300 people, 21 per cent compared to 16 per cent.

The average distance to a Job Centre is small (1.4km compared to 2.6km for the city) and there are proportionally a higher number of households who have a car (6,010, 73 per cent) compared to 62 per cent in the city as a whole.

3.10 Rottingdean Library Catchment Profile



Rottingdean library population profile is characterised by high proportions of older people and lower proportion of working age people. More than one in four resident is aged 65 or older (1,355 people, 28 per cent) more the double that found in the city as a whole (13 per cent). Less than three out of five residents (2,865 people, 58 per cent) are of working age compared to 70 per cent in the city as a whole.

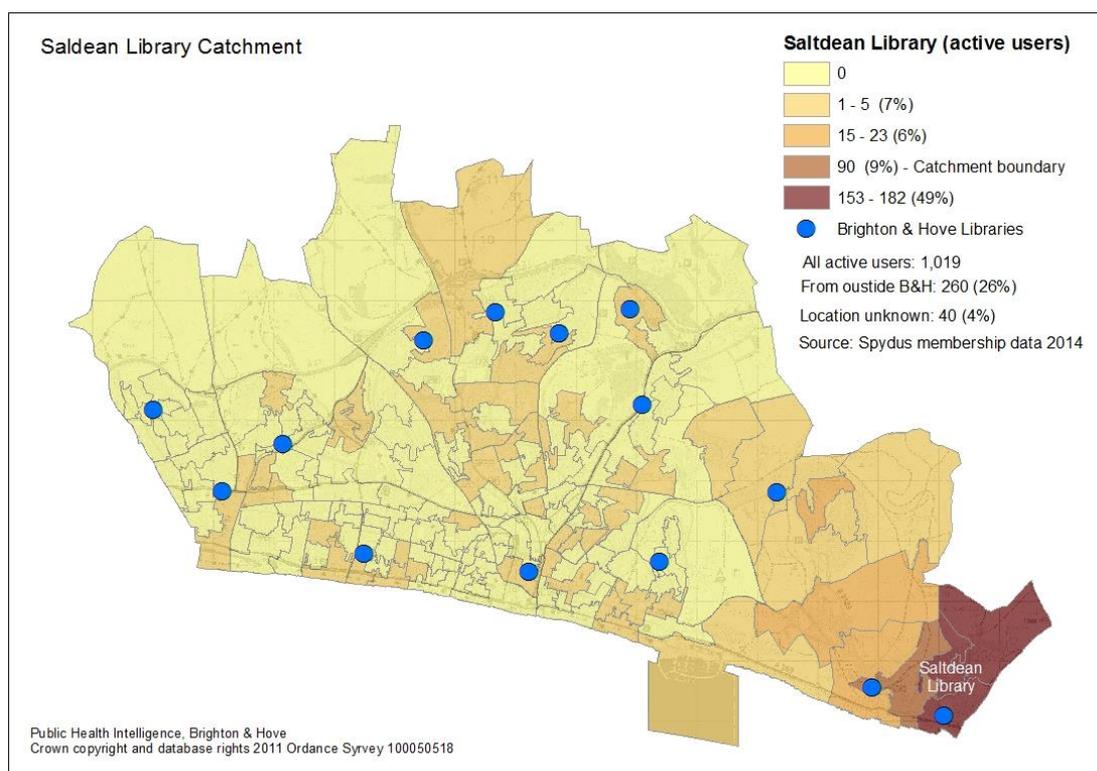
There are also comparatively fewer people from a BME background (663 people, 13 per cent) and full time students age 18 or over (159 people, three per cent) when compared to the city as a whole, 20 per cent and ten per cent respectively.

There are no residents in the catchment who live in one of the 20 per cent most deprived area in England, compared to 23 per cent of city residents. When compared to the city this is reflected in low proportions of:

- households who rent from a social landlord (53 household, two percent compared to 15 per cent).
- people who are unemployed (26 people, 0.9 per cent) claiming Job Seekers Allowance compared to 1.8 per cent.
- people who are claiming a working age benefit (200 people, seven per cent) compared to 12 per cent.
- lone parents (110 households, 21 per cent of all households with dependent children) compared to 29 per cent.

The average distance to a Job Centre is high (6.1km compared to 2.6km for the city) and there are proportionally a higher number of households who have a car (1,815 households, 83 per cent) compared to 62 per cent in the city as a whole.

3.11 Saltdean Library Catchment Profile



Saltdean library population profile is characterised by high proportions of older people and lower proportion of working age people. One in four residents is aged 65 or older (1,707 people, 25 per cent). This is nearly double that found in the city as a whole (13 per cent). Less than three out of five residents (3,991 people, 59 per cent) are of working age compared to 70 per cent in the city as a whole.

There are also comparatively fewer people from a BME background (759 people, 11 per cent), full time students age 18 or over (170 people, three per cent) and people aged 3 or older whose first or main language is not English (221 people, 4 per cent). This compared to the city as a whole, 20 per cent, ten per cent and 8 per cent respectively.

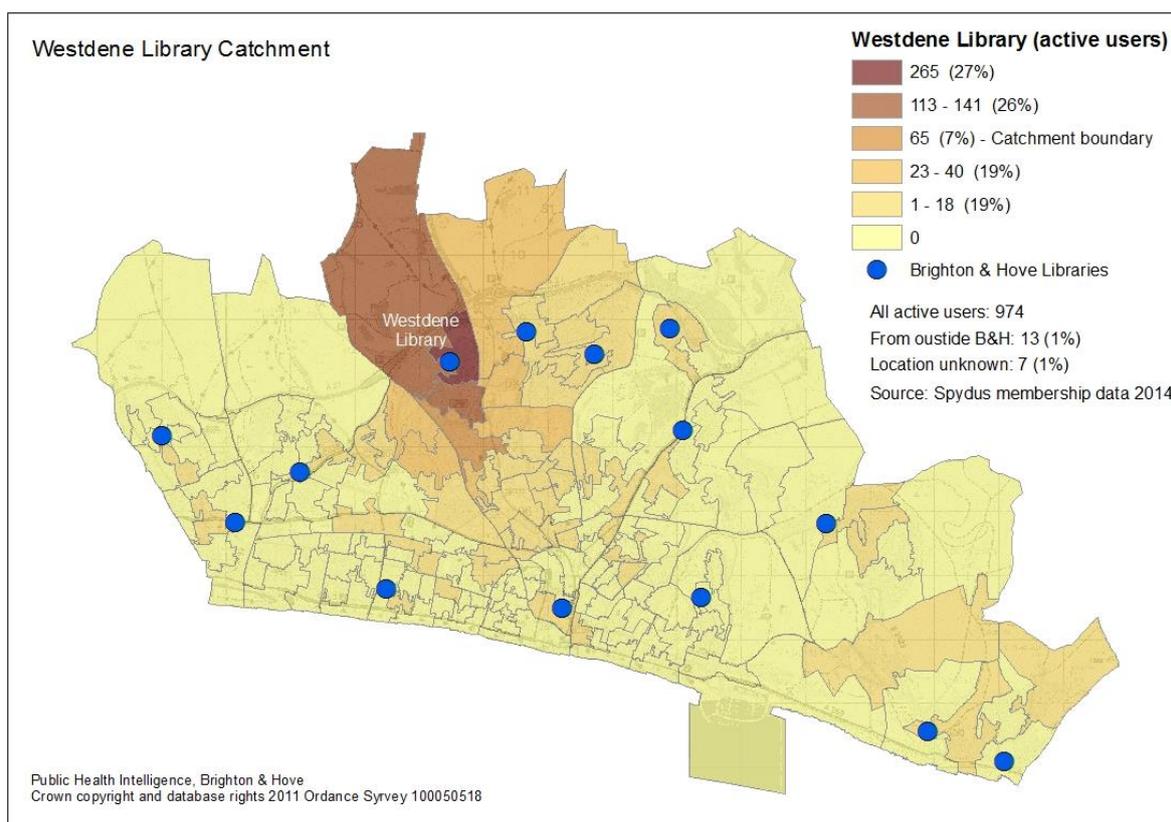
There are no residents in the catchment who live in one of the 20 per cent most deprived area in England, compared to 23 per cent of city residents. When compared to the city, this is reflected in a low proportion of:

- households who rent from a social landlord (89 household, three per cent) compared to 15 per cent.
- people who are claiming a working age benefit (325 people, eight per cent) compared to 12 per cent.
- lone parents (125 households, 20 per cent of all households with dependent children) compared to 29 per cent.

One in five residents (1,275 people, 20 per cent) has a long term health problem or disability compared to only 16 per cent in the city.

The average distance to a Job Centre is high (7.6 km) nearly three times the city average (2.6km). There are proportionally a higher number of households who have a car (2,405 households, 81 per cent) compared to 62 per cent in the city as a whole.

3.12 Westdene Library Catchment Profile



Westdene library catchment population profile is characterised by a relatively high proportions of people aged 65 or over (1,337 people, 21 per cent) and a relative low working age population (3,919 people, 61 per cent) when compared to the city as a whole, 13 per cent and 70 per cent respectively.

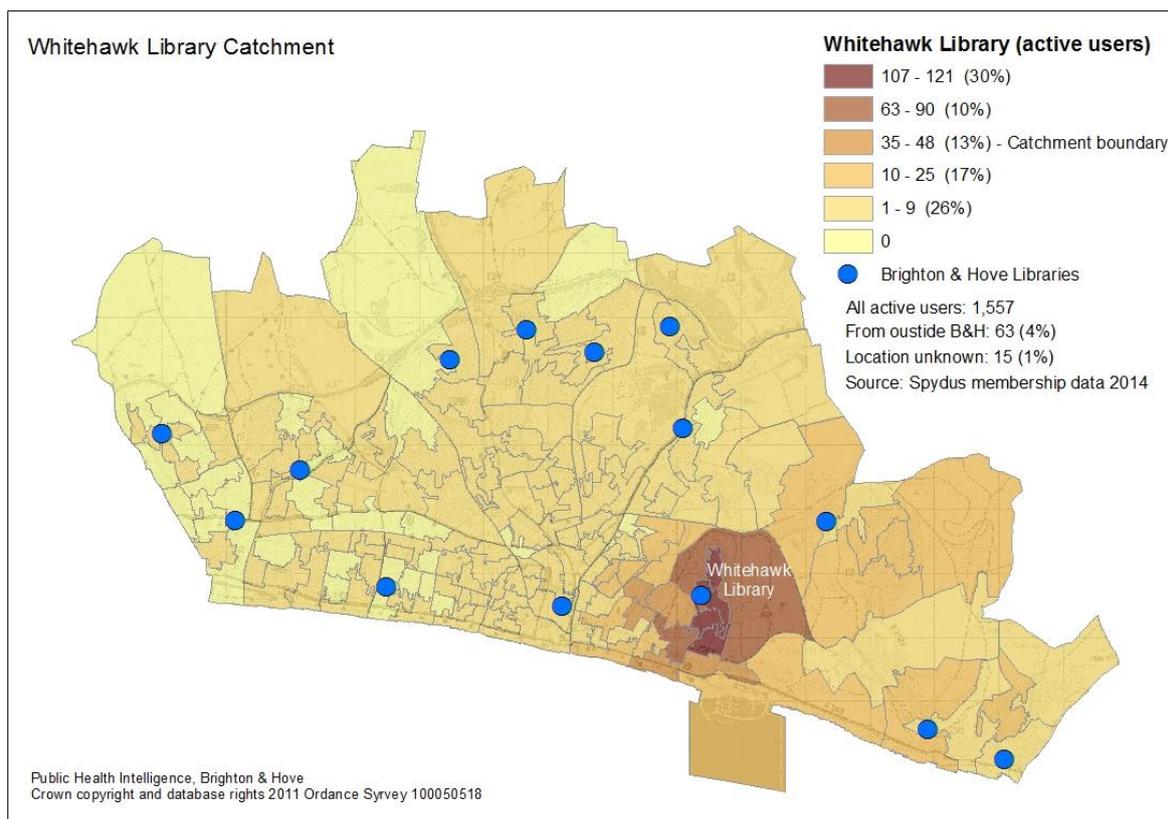
Less than one in 20 residents (177 people, four per cent) is a full time student aged 18 or over compared 10 per cent in the city as a whole.

There are no residents in the catchment who live in one of the 20 per cent most deprived area in England, compared to 23 per cent of city residents. When compared to the city this is reflected in low proportions of:

- households who rent from a social landlord (97 household, four percent) compared to 15 per cent in the city.
- people who are unemployed (26 people, 0.7 percent) claiming Job Seekers Allowance compared to 1.8 per cent.
- people who are claiming a working age benefit (245 people, six per cent) compared to 12 per cent.
- lone parents (140 households, 18 per cent of all households with dependent children) compared to 29 per cent.

The average distance to a Job Centre is 4.3km, higher than the city average of 2.6km. There are proportionally a higher number of households who have a car (2,285 households, 82 per cent) compared to 62 per cent in the city as a whole.

3.13 Whitehawk Library Catchment Profile



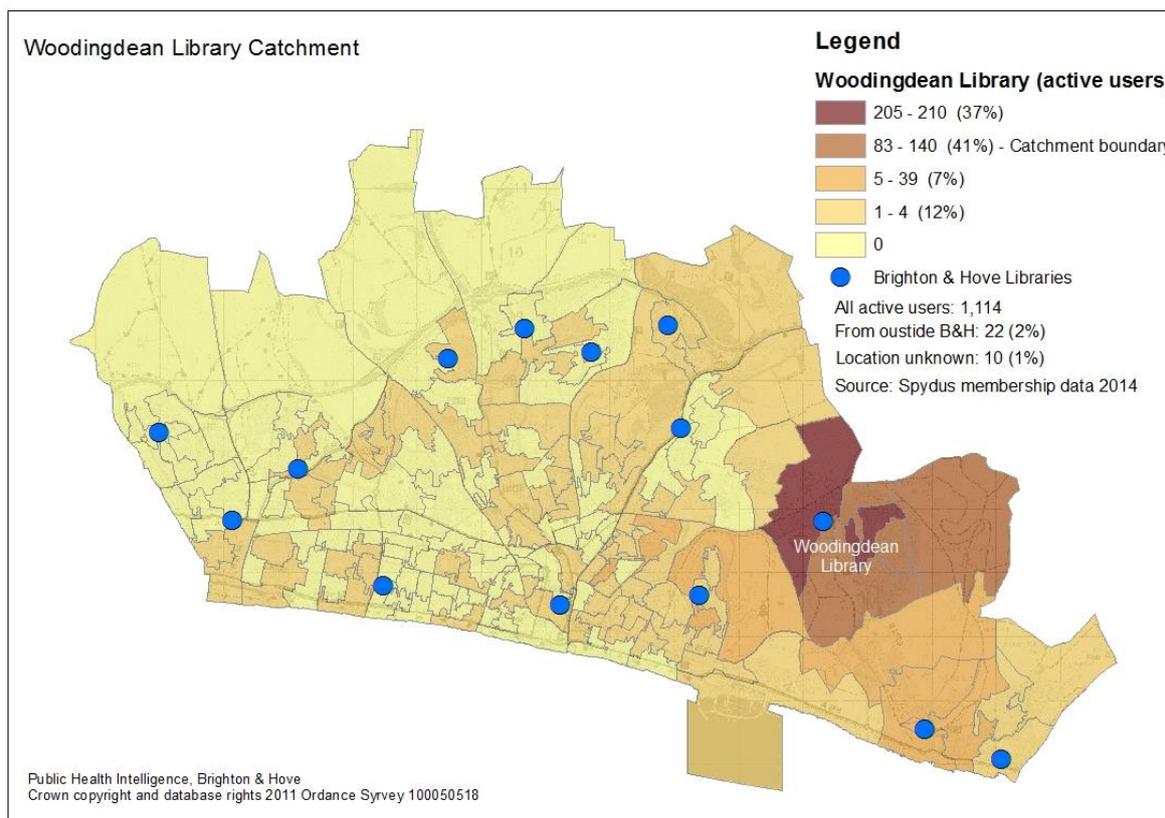
For the selected age groups, the Whitehawk library catchment population profile is very similar to that of the city as a whole. Only varying by plus or minus one %.

The Whitehawk library catchment is relatively the most deprived library catchment, with over a half of the population (9,160 people, 55 per cent) living in the 20 per cent most deprived areas in England. This is more than twice the city average of only 23 per cent. Of these 9,160 people more than three quarters (7,558 people) live in the 10 per cent most deprived areas in England. Characteristic of areas of deprivation and when compared to the city as a whole, there are high proportions of:

- households renting from social landlords (2,824 households, 35 per cent) compared to 15 per cent.
- people who are unemployed (351 people, 2.9 per cent claiming Job Seekers Allowance) compared to 1.8 per cent.
- people who are claiming a working age benefit (2475 people, 20 per cent) compared to 12 per cent.
- adults aged 16 or over with no qualifications (3,175 people, 22 per cent) compared to 16 per cent.
- lone parents (830 households, 38 per cent of all households with dependent children) compared to 29 per cent.
- people with a long term health problem or disability (3,500 people, 22 per cent) compared to 16 per cent.

There are also a high proportion of households without a car (3,600, 45 per cent) and a low proportion of students (1,025 people, 5 per cent). This compares to the city as a whole of 38 per cent and ten per cent respectively.

3.14 Woodingdean Library Catchment Profile



Woodingdean library catchment population profile is characterised by a proportionally high number of people aged 65 and over and above average number of children aged 0 to 12. One in five residents (1,988 people, 20 per cent) is aged 65 or over compared to only 13 per cent in the city as a whole.

There are also comparatively fewer people from a BME background (926 people, nine per cent) and full time students age 18 or over (273 people, three per cent) when compared to the city as a whole, 20 per cent and ten per cent respectively. Only a small proportion of people (273, three per cent) don't have English as their main or preferred language compared to eight per cent in the city as a whole.

Compared to the city as a whole there are also high proportions of:

- people aged over 16 with no qualifications (2115 people, 27 per cent) compared to 16 per cent.
- households who have a car (3,140 households, 80 per cent) compared to 62 per cent.

The average distance to a Job Centre is high, 5.8km compared to 2.6km for the city as a whole.

APPENDICES:

Appendix 1: Qualitative Research – Adults – Full Report

Appendix 2: Qualitative Research – Children and Young People – Full Report