

WARDS AFFECTED:
Clifton North

ITEM No

**CLIFTON AND WILFORD
AREA 9 COMMITTEE**

12 September 2007

REPORT OF CORPORATE DIRECTOR OF COMMUNITY AND CULTURE

WILFORD LIBRARY – ADDITIONAL FUNDING 2007/08

1 SUMMARY

This report follows discussion by Area Committee on the future of Wilford Library and makes proposals for short-term measures to increase use of the library through extended opening hours and marketing activity.

2 RECOMMENDATIONS

IT IS RECOMMENDED that £5,000 be allocated from the Area Committee budget to support the promotion of Wilford Library and assess the impact of additional opening hours on usage over the next 12 months.

3 BACKGROUND

The Area Committee meeting in January considered a proposal to allocate funding to explore options for developing Wilford Library. The Committee did not agree the funding at that time on the grounds that the purpose and expected outcome of the proposal were not clear and officers were asked to revisit the proposal. Officers are continuing to look at ways to develop a future for the library that would have the support of local people. Whilst that is a longer term piece of work, this report deals with some of the issues raised by the Area Committee and makes proposals to promote and increase use of the library.

4 PROPOSALS

- 4.1 There is a strong community lobby for Wilford Library and it is clearly a valued facility, both as a lending library, for the provision of information and as a building that supports the life of the community. Usage compared to other City libraries is low although the local view is this is due to the size of the library, more limited opening hours and the facilities available. As discussed above, there is no current long term solution but it is proposed that the Area Committee commit some additional funding to investigate if marketing and promotion plus increased opening hours leads to a sustainable increase in the use of the library. This would bring the immediate gain of more people benefiting from books and other facilities. It could also strengthen any business case for library development and give a clearer picture of unmet need that would back up the evidence of user and non-user research carried out by the Library and Information Service. It is proposed that library use be promoted by a combination of increasing the opening

hours and by marketing the library. It should be possible within the funding to open the library for an additional session each week and, with careful marketing, the time and day of this could be varied to test demand at different times. Marketing could be through the production of leaflets advertising the library, particularly any changes to opening hours. Additionally, it could be used to advertise the library in appropriate publications.

- 4.2 It should be noted that this is not intended as an ongoing commitment and that the extended hours fill run for a 12 month period. It is anticipated that the recommendations contained in this report would be delivered by end of December 2008.

5 FINANCIAL IMPLICATIONS

The costs of £5,000 for this scheme be met from the Clifton and Wilford Area Committee uncommitted allocation. This figure does not include the affect of any other allocation elsewhere on this agenda

6 LEGAL IMPLICATIONS

None.

7 OBSERVATIONS OF THE HEAD OF LIBRARY & INFORMATION SERVICE

- 7.1 The decline in usage of Wilford Library is of concern so the additional resource to investigate opportunities to test if additional marketing and longer opening hours can encourage greater use is welcomed. It is considered important to test this over a period of one full year to allow for seasonal variations and to allow comparisons with trends elsewhere in the City.
- 7.2 It is suggested that work to develop the additional marketing be undertaken with input from a representative from the Wilford Community Group and the Neighbourhood Management Team to ensure it is targeted to greatest effect locally – any material will however need to adhere to the visual identity guidelines of the City Council.
- 7.3 However any permanent changes to the service have to be made within the strategic context of a citywide service and existing resources. The Library and Information Service is committed to undertaking a review of existing libraries as part of its Medium Term Financial Plan and modernisation programme. Any proposals will be subject to consultation.

8 EQUALITY AND DIVERSITY IMPLICATIONS

Promotion of the Wilford Library will target younger users. Library provision is a universal service but with an important role in providing access to information and knowledge, especially through computers and the internet, to those who may otherwise struggle through factors such as disability. Additionally material is available in a range of minority languages and other formats.

9 RISK MANAGEMENT ISSUES

None.

10 CONSULTATIONS

The proposal contained within this report came about as a result of a decision by the Area Committee. There will be further consultation with the Wilford Community Association about the detail of the proposal.

11 STRATEGIC PRIORITIES

This proposal is consistent with the Council's strategic priorities for adults and for children and young people.

12 CRIME AND DISORDER ACT IMPLICATIONS

None.

13 VALUE FOR MONEY

This proposal represents value for money as it provides an enhanced service to library users and will also be used to establish a clearer knowledge base for developing service provision on the site.

14 *List of background papers other than published works or those disclosing confidential or exempt information

None.

15 *Published documents referred to in compiling this report

Report of Corporate Director of Neighbourhood Services to Area Committee 9, dated 10 January 2007 titled Financial Bids

FINANCIAL BIDS

LIANNE TAYLOR
INTERIM DIRECTOR OF LOCAL COMMUNITIES
CLOCKTOWER
EASTCROFT DEPOT
LONDON ROAD
NOTTINGHAM
NG2 3AH

Contact Officer: Steve Harrison, Neighbourhood Manager
Telephone number: 878 2466
Email address: steve.harrison@nottinghamcity.gov.uk

13 August 2007



Nottingham
City Council

Councillor Dave Trimble
Portfolio Holder for Communities, Leisure & Culture
Labour Member for Dunkirk & Lenton Ward

Nottingham City Council
The Council House
Old Market Square
Nottingham. NG1 2DT

Tel: 0115 915 5117
Fax: 0115 915 5497

Date: 29 January 2010

Mr Brian Hardy
Chairman
Wilford Community Group
18 Holly Avenue
Wilford
Nottingham. NG11 7AF

Dear Mr Hardy,

Wilford Community Group and Wilford Library

Thank you for your letter dated 26 July 2007 concerning the above. I understand that you were told that I have been on holiday and that I would respond personally on my return; I apologise for the delay in my response.

As you are aware I have only recently taken on the portfolio for Communities, Leisure and Culture and am currently finding out more about the services I am responsible for and the opportunities and challenges that face them. I am always happy to hear from local residents and community groups about their experiences of the services provided by the City Council.

You will be pleased to know that as well as your letter outlining the views of your group in relation to the library in Wilford, I had already been briefed on the background by both Councillors Leon Unczur and Ian Malcolm. I have also spoken to senior officers.

Be assured that the views of your group are well known and the effort taken to lobby for improved library services acknowledged. However as you'll appreciate any decision to make changes to a universal service needs to be considered within a strategic citywide context and also within the available resources.



I am aware that discussions have been on-going and that the Neighbourhood Manager has been working with Library Service staff to identify ways of making progress. I am also aware that the Clifton and Wilford Area Committee considered a report on 12 September that made proposals for short-term measures to increase use of the library through extended opening hours for a year and increased marketing activity. This allocation of additional resources to promote extended access to the library and the services it provides will, it is hoped, assist in developing longer term plans.

I realise that Area Committee decision to allocate funds for extended opening and marketing this doesn't tackle local concerns about the size and condition of the building. However it will provide an opportunity for local residents to demonstrate just how valued the local library is by increasing its use through an increased number of members, visits and items loaned.

Given this recent decision I propose that the situation is reviewed after the first nine months of the extended opening. This should give a broad indication of whether the investment has resulted in a significant increase in use.



Councillor Dave Trimble

06/00747/POUT/MP

Martin Poole

0115 915 5311

29 January 2010

David Boulton, Secretary
Wilford Community Group
6 Vernon Avenue
Wilford
Nottingham
NG11 7AE

martin.poole@nottinghamcity.gov.uk

Dear Mr Boulton

Application 06/00747/POUT- 218 Ruddington Lane

I refer to your letter dated 26 May, in which you request clarification of the legal position concerning the spending of money paid in respect of the Wilford Sports Ground development.

When the Council enters into a Section 106 agreement with a developer it is entering into a legally binding arrangement in which both parties agree to do certain things that are specified in the agreement. In the case of the Wilford Sports Ground Section 106 the developer agreed to pay a sum of money to the Council, and the Council in turn agreed to spend that money on open space improvements. I understand that you already have a copy of the agreement and so I would refer you to the provision on page 6, Clause 8, which states that 'the Council covenants with the owner...to use the Sports Sum paid pursuant to this agreement for the provision and/or the improvement of sports and recreational facilities at Clifton Playing Fields...'. Combined with the other clauses in the agreement, this constitutes a legally binding commitment to use the money only for the specified purposes.

Whilst I note your observations in relation to planning policy, I remain of the view that there is insufficient justification for seeking developer contributions in this case. In all the current circumstances I do not consider that contributions could reasonably be argued to be necessary in order to allow the development to proceed.

The Council's Libraries and Information Service is responsible for the management of the premises and as far as I am aware there are no current proposals for the redevelopment of Wilford Library. Any decisions regarding the future development of the library, including the way in which such improvements are funded, rest with that service. As such, I consider that any further communication about the future of the library be with Christina Dyer, the director of Libraries and Information Service.

Yours sincerely

Martin Poole
Principal Planning Officer

[Home](#)

Nottingham City Libraries' Departmental Intranet

[Home](#)

Latest position regarding Wilford Library

We are expecting some press coverage concerning Wilford Library and so wanted to advise as many of you as possible of the current situation.

Wilford Library has for some time been of concern in terms of its operation and usage. Although the library is in a good location within the local area its limited size and opening hours mean that it is not possible to develop the service beyond the current provision. You may be aware that despite financial support from the Clifton and Area Committee to pay for additional opening hours and publicity usage has not increased.

It has been agreed to hold a meeting with representatives from Wilford Community Group and local Councillors plus Councillor Trimble as Portfolio Holder to discuss alternatives and options.

Wilford Community Group are holding their own meeting on Monday 18 January and the meeting with the Councillors and officers should take place shortly after that. A question may also be raised at the Clifton and Wilford area Committee meeting tonight.

Local staff were advised on the situation last week. Until we have a clearer view of the next steps it is impossible to clarify the direct impact on individual members of staff. We will however follow normal process in view of any changes to terms and conditions.

If you have any questions please do not hesitate to contact Natalie or Christina in the first instance.

Libraries Management Team

From: [Redacted]
Sent: 19 January 2010 11:23
To: [Redacted] Information Removed as
Cc: [Redacted] Not Relevant
Subject: RE: FOI IGO/10-6537 - Closure of Wilford Library [Scanned]

Attachments: Wilford community profile 2008-09.doc

Hi Natalie

Fortunately the Community Profiles cover 5 years of statistical data for most the areas in question - except for membership.

I've got only got 3 years of membership data at library level . It would have to be clearly explained as can be misleading, hence why I've provided 2 figures.

The first are the total members registered for the library - but this is only 'cleaned' every few years and therefore continues to grow and will include those who've used the library just once and not returned, those who've moved away and not notified us etc.

The active borrowers gives a more realistic picture by just including those who have used the library in the past year and hence why that remains around the same level.

2007-08

Total members - 861
Active borrowers - 533

2008-09

Total members - 980
Active borrowers - 539

2009-10

Total members - 1,091
Active borrowers - 555

Hope that will cover it with the community profile for question 2. Regards, Laura

Information Removed as
Not Relevant

[Redacted]

Nottingham City Council Libraries and Information Services - find us on Facebook!

CLIFTON AND WILFORD AREA COMMITTEE – 16TH SEPTEMBER 2009

Title of paper:	Report back on Wilford Library Area Committee Grant made in 2007.	
Director(s)/ Corporate Director(s):	Lianne Taylor – Acting Director of Communities	Wards affected: Clifton North
Contact Officer(s) and contact details:	Joan Bray- Service Delivery Manager Tel 0115 915 8722 xxxx.xxxx@xxxxxxxxxxxxxxxx.xxx.xx	
Other officers who have provided input:	Mark Hillary – Neighbourhood Manager Tel 0115 878 6244 mark.hillary@nottinghamcity.gov.uk	
Relevant Council Plan theme(s):		
Choose Nottingham		
Respect for Nottingham		
Transforming Nottingham’s Neighbourhoods		
Supporting Nottingham People		✓
Serving Nottingham Better		✓
Summary of issues (including benefits to customers/service users):		
The paper is to outline the work undertaken as a result of the Area funding; to show the impact on the library and to recommend a way forward.		
Recommendation(s):		
1	That Wilford Library opening hours stay as they were before the extra grant was made available.	
2	That no further Area Committee funding be allocated to this project at this time.	

1 BACKGROUND

- 1.1 In 2007 extra budget was allocated from the fund of the Area 9 Committee to look at improving the uptake in usage at Wilford Library. This had followed strong lobbying from the local residents group.
- 1.2 The extra budget was £5,000 to be divided between marketing (£600) and the balance in extra hours to enable the library to open longer each week.
- 1.3 Discussions were held with the local residents association covering where we could advertise and what hours they felt may benefit the local residents,
- 1.4 Whole page adverts were placed in the local magazine which covered a wider area than just Wilford. It was a general advert describing the range of services and the extended opening hours.
- 1.5 The library opened an extra 5 hours a week in total; 3.5 hours on a Wednesday, 1 hour on Friday and half an hour on a Saturday. The hours were worked by existing staff.

2 REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

- 2.1 Overall the levels of business at Wilford Library showed no increase – patterns of use changed. Visits and book issues have both in fact fallen over the past year.
- 2.2 Highlights from the Community Profile attached show that overall only 13% of the population of Wilford and Silverdale use the library compared with a national benchmark of 20%. Although visits went up by 10% in 2007 – 2008, over the last year they were down by 8%
- 2.3 Following an increase in the previous year in the number of books issued, there was a decline of 4% in the most recent financial year.
- 2.4 There were areas of improvement both in the number of reservations taken and in the number of enquiries recorded but these are a small part of the work of the library.
- 2.5 The figures seem to indicate that there was no major change to the use of the library as a result of the investment made.

3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

- 3.1 None

4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY)

- 4.1 The Area Committee allocated £5,000 from its budget in 2007 in order to directly influence the uptake of this service. Members were happy to support a valuable local resource but it is not proposed as a matter of value for money to repeat this allocation.

5 RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS, CRIME AND DISORDER ACT IMPLICATIONS AND EQUALITY AND DIVERSITY IMPLICATIONS)

- 5.1 None

6 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

6.1 Wilford Library – Additional Funding Report to Area 9 Committee 12th September 2007

7 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

7.1 None

WILFORD COMMUNITY GROUP

The Tenants and Residents Association for Wilford, Nottingham

Website – www.thisswilford.org.uk

email – WilfordCG@hotmail.com



6 Vernon Avenue
Wilford
Nottingham
NG11 7AE

Martin Poole
City Development
Nottingham City Council
Exchange Buildings North
Smithy Row
Nottingham
NG1 2BS

26th May 2006

Dear Mr Poole

Section 106 Agreements for Wilford Sports Ground and Application 06/00747/POUT – 218 Ruddington Lane

Thank you for your letter of 19th May, replying to ours of 15th May.

In your letter, you say “it is government policy that councils can only require developers to enter into section 106 agreements where what is being sought is both necessary and directly related to the development being proposed”. We feel that the development at 218 Ruddington Lane satisfies these requirements very well – it is the consensus of local residents and Area 9 Councillors that Wilford needs a new library because it is in a poor state of repair and does not meet the government’s minimum standards for libraries. The improvements to the library are directly related to the development being proposed because it will bring additional residents into Wilford who will need a library.

The government is also promoting the concept of “sustainable communities” and Nottingham City Council is supporting a bill to be put to parliament by the Local Works Campaign for the Sustainable Communities Bill. The Deputy Lord Mayor chaired a meeting on this subject at which Alan Simpson MP spoke. The government’s definition of a Sustainable Community includes meeting “the diverse needs of existing and future residents” (source: Department For Communities and Local Government website). Note the use of the word “future” in the government’s definition. Other quotes from the website say that “sustainable communities...balance and integrate the social, economic and environmental components of their community”; “sustainable communities offer opportunities for cultural, leisure, community...and other activities, including for children and young people”; “Sustainable communities have [a] good range of affordable public, community, voluntary and private services (e.g.information and advice) which are accessible to the whole community”. All of these justify a section 106 agreement for 218 Ruddington Lane that provide for the redevelopment of Wilford library for the benefit of the people who will live in the new houses. It should be remembered that S106 agreements can act as an instrument for requiring developers to minimise the impact on the local community and to carry out tasks or provide funding, which will provide community benefits.

With regard to the outstanding amount from the David Wilson Homes development at Wilford Sports Ground, you say that the “Council cannot legally spend money on anything not specifically allowed for in the agreement”. I would be grateful if you could identify the relevant piece of legislation to which you refer as I cannot find any reference to this in the Town and Country Planning Act.

You also refer to the adopted local plan and say that in the absence of any local plan policies or specific proposals for improvements to Wilford library the council would have no basis for requesting



contributions from developers for this purpose. I agree that there is no reference to Wilford library in the adopted local plan – in fact, apart from known significant developments, there are no reference to such “smaller” projects and in a plan that is designed to end in 2011, I would not expect there to be. Issues such as these are not always foreseeable, so planning decisions need to take into account things like the redevelopment of Wilford library that arise on a more ad hoc basis and that cannot be identified or planned for in advance of a six-year plan.

You mention the absence of local plan policies for improvements to Wilford library. I would like to draw your attention to the following local plan details:

- **Policy ST1 (Sustainable Communities) paragraph (e)** states that “Planning applications....will be considered against....[the] minimisation of the adverse impacts of new development while maximising benefits to the local and wider community in terms of....providing community facilities”.
- **The introduction to the section titled “Community, Health and Education”** states that the “Local Plan aims to contribute to the development of a truly inclusive ‘City for Everyone’ where all members of the community have access to a wide range of community facilities. Community facilities include....community centres, libraries”.

Whilst these do not refer to Wilford library specifically, they do enable section 106 contributions to be raised for its redevelopment.

We urge the City Council to view this as an opportunity to enhance the community facilities of an area that is seeing and rapid increase in the number of houses being built.

In order to progress this matter more quickly than we would with exchanges of letters, we would welcome a personal meeting with you to discuss.

Yours sincerely

David Boulton
Secretary
Wilford Community Group

cc (via email) Councillor Leon Unczur
Area 9 Councillors
Councillor Brent Charlesworth
Councillor Brendan Clarke-Smith
Councillor Chris Gibson
Councillor Ian Malcolm
Councillor Andrew Price
Councillor Tim Spencer

Chairman	<i>Brian Hardy, 18 Holly Avenue, Wilford, Nottingham, NG11 7AF</i>
Vice Chairman	<i>Bill Roughton, 83 Main Road, Wilford, Nottingham, NG11 7AP</i>
Secretary	<i>David Boulton, 6 Vernon Avenue, Wilford, Nottingham, NG11 7AE</i>
Treasurer	<i>Sheila Atherton, 8 Vernon Avenue, Wilford, Nottingham, NG11 7AE</i>

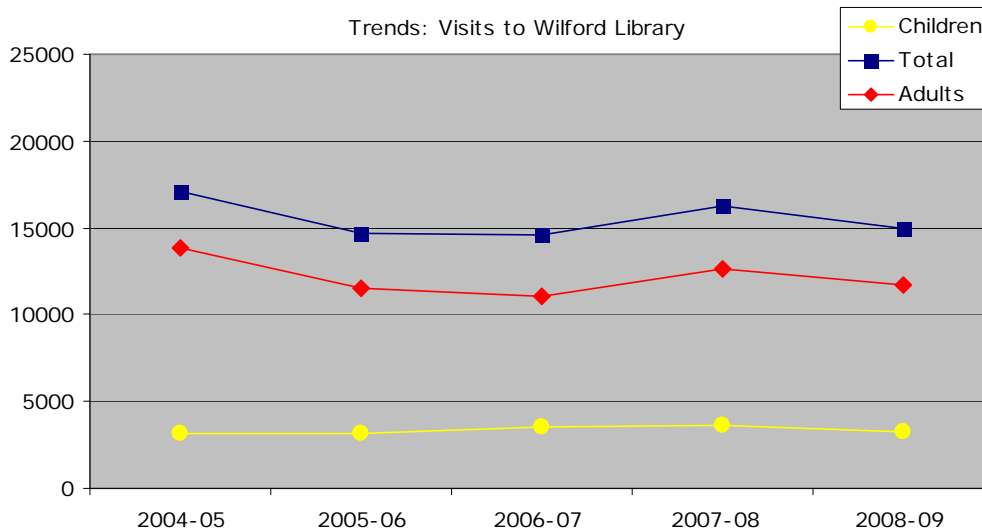
Community profiles are intended to be an essential and useful tool to identify the community need for library services to inform planning, target setting and performance measurement, including impact measures. Guidance has been provided by the Museums, Libraries and Archives Council as to what should be included within a profile, as well as reviewing best practice in profiling from other unitary authority library services. The data sources are derived from a number of sources and where possible have included a comparison from one ward to another or the city as a whole.

Wilford Library is situated within the Clifton North ward. For the purposes of this exercise, data for Wilford and Silverdale community area and Clifton North ward will be used to compare. The Clifton North ward (along with Clifton South) falls within the Area 9 Committee area.

How well is the library used?

Library Visits

- In 2007-08 visitors increased by 10%. This year visits have decreased by 8% to 14,989, giving Wilford a steady visit trend over the past few years.
- This roughly equates to 4 visits per person, per year of the Wilford and Silverdale community population.



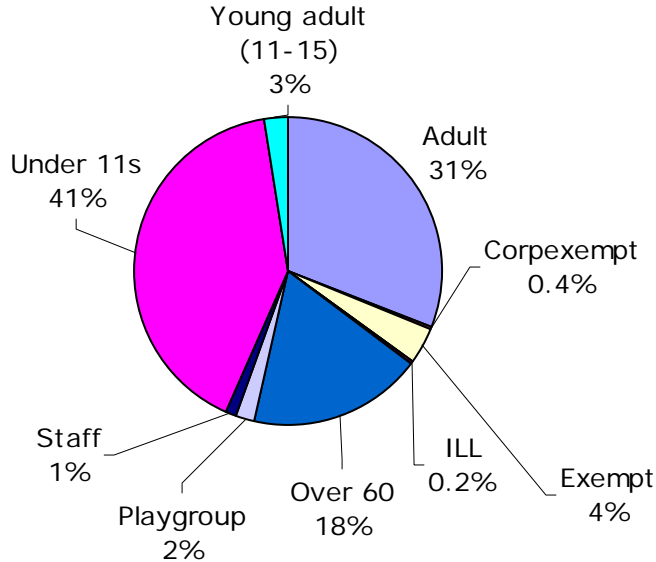
Active Borrowers

- Active Borrowers refers to those customers who have borrowed from the library at least once in the past year (this unfortunately does not include customers who only use the computers or to an event and never borrow).
- As at the 31.3.08, Wilford had 557 active borrowers, a 1% increase on the past year.
- This is roughly 13% of the Wilford and Silverdale community population. To put in perspective, the lowest benchmark set nationally for Services as a whole is 20.4%.

Community Profile – Wilford Library 2008-09

→ A big proportion of active borrowers at Wilford are aged under 11.

Wilford Active Borrowers - customer groups (Mar 09)



Adults - customers aged 16-59

Corpexempt – organisation with special or agreed loan entitlements (e.g. WRVS)

Exempt – customers of any age who do not pay fees and charges

ILL – interlibrary loans

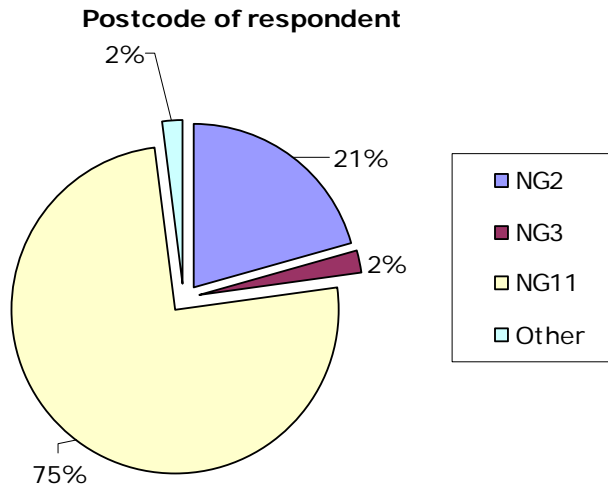
Visitor – customers temporarily using the service

Young adult – customers aged 11-15

→ Conversely, the number of new members has also increased by 12% with 118 new members in 2008-09, compared to 105 in 2007-08. This is mainly due to a fall in both new adult customers.

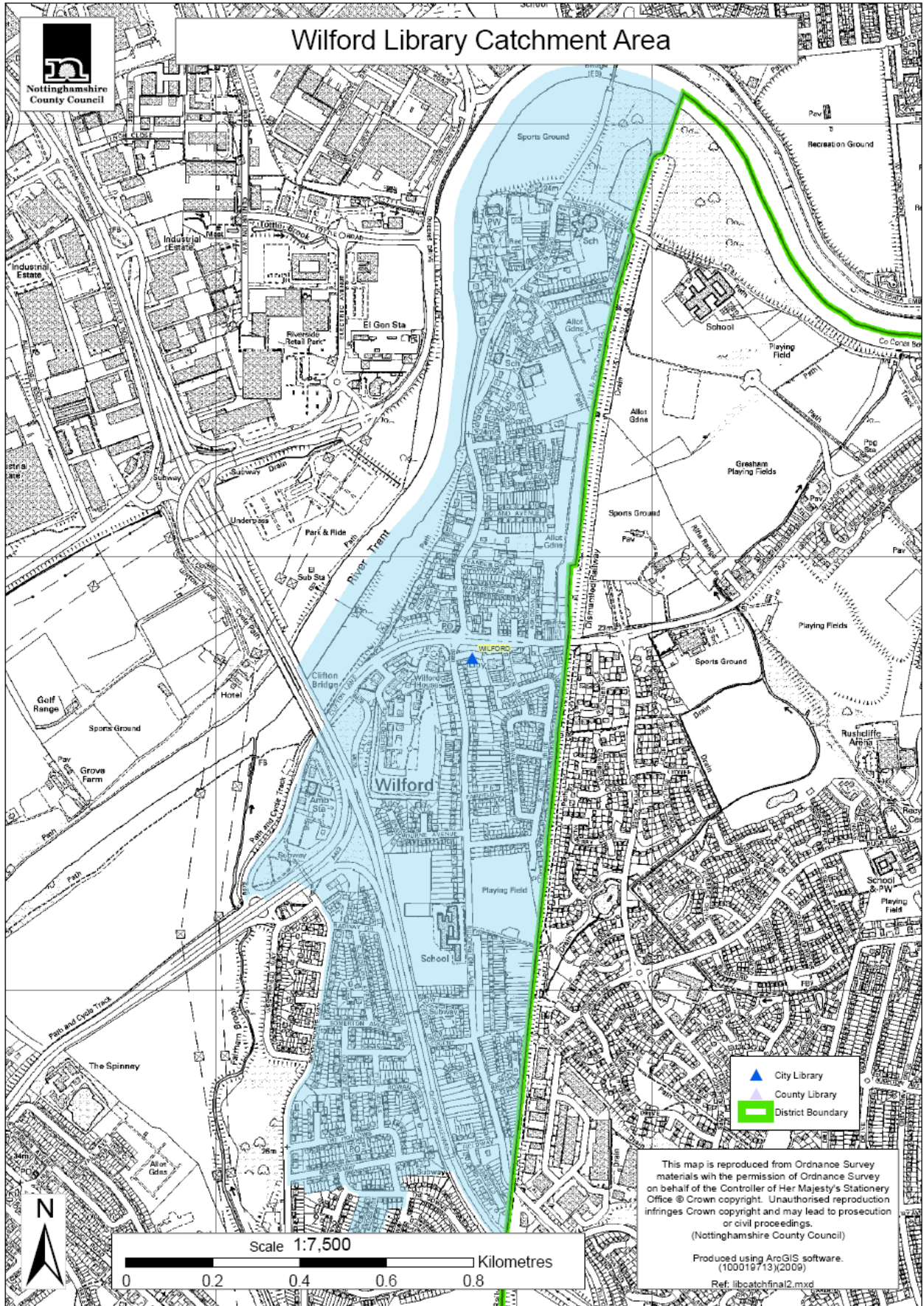
Geography

→ Postcode data from the adult PLUS 2006 indicates 75% of those surveyed living in the NG11 area, although a further 21% are from the NG2 area which includes the Meadows, Sneinton and West Bridgford (including the Compton Acres estate) and NG3 covers the Mapperley area.



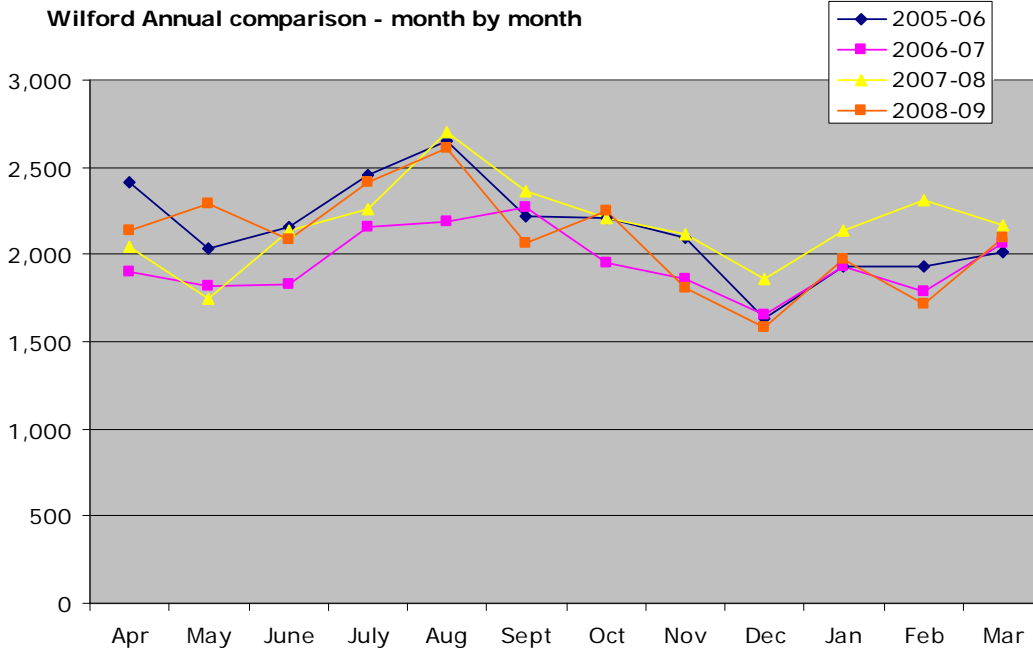
→ The map below illustrates the spread of regular customers at Wilford Library, using their postcodes to map the breadth of activity¹.

¹ Nottinghamshire County Council, April 2009



Issues (Loans)

- ➔ In 2007-08 issues increased by 11%, but this year had a decrease of 4%. 25,047 items were issued in total.
- ➔ Issues over the year at Wilford almost mirrored peaks and troughs of previous years. August was Wilford’s busiest month in 2008-09.



- ➔ The decrease is not within all stock categories and where there has been a decrease it is not a big decrease.

	2004-05	2005-06	2006-07	2007-08	2008-09
Adult Fiction	9,668	10,172	9,341	10,581	10,009
Adult Non-Fiction	2,850	3,281	3,153	3,487	3,456
Children's Fiction	7,097	9,713	8,718	9,829	9,455
Children's Non-fiction	1,463	1,590	1,390	1,508	1,529
Total Books	21,078	24,756	22,602	25,405	24,449
CDs	31	16	13	25	8
Spoken word	607	607	548	598	531
Videos	160	360	249	14	23
DVDs	34	12	7	23	24
Total Audio-Visual Items	832	995	817	660	598
Total Issues	21,910	25,751	23,419	26,065	25,047

*Cassettes, records etc also included.

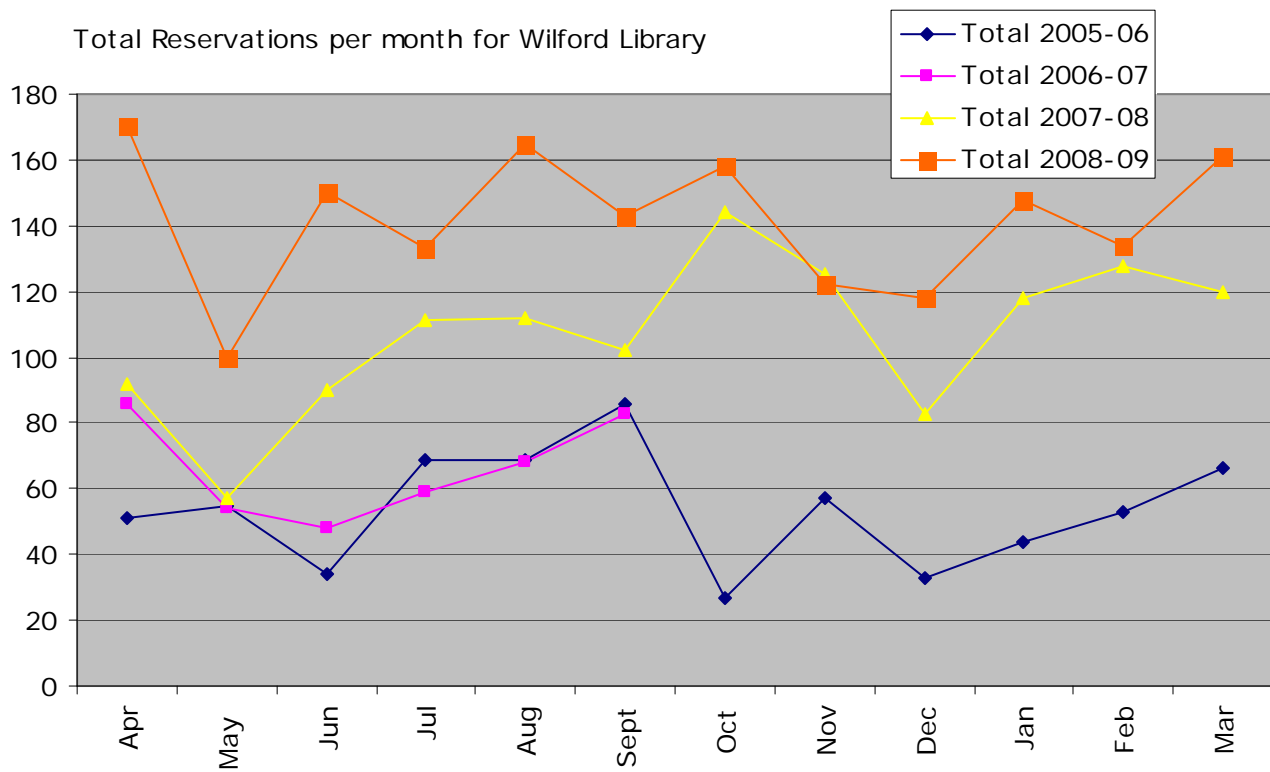
- ➔ On average Wilford issues 2,000 items per month.

Community Profile – Wilford Library 2008-09

	Average per month 2007-08	Average per month 2008-09
Adult Fiction	882	834
Adult Non-Fiction	291	288
Children's Fiction	819	788
Children's Non-fiction	126	127
Total Books	2,117	2,037
CDs	2	1
Spoken word	50	44
Videos	1	2
DVDs	2	2
Total Audio-Visual Items	55	50
TOTAL ISSUES	2,172	2,087

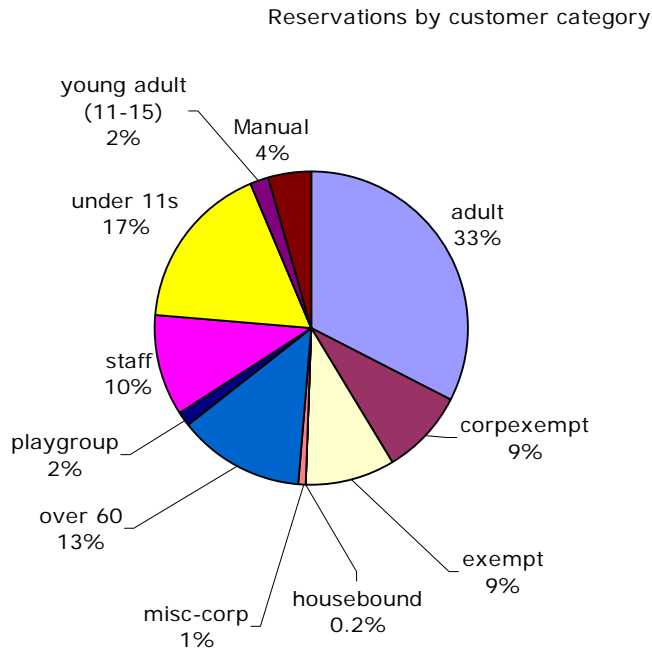
Reservations

➔ Reservation data shows a 33% increase in reservations, with 1,702 reservations placed in 2008-09 at Wilford compared to the previous year.



2006-07 data only available from April to September

➔ Reservations at Wilford are mainly made by those in the adults, under 14s and over 60s customer categories.



Adults - customers aged 16-59

Corpexempt – organisation with special or agreed loan entitlements (e.g. WRVS)

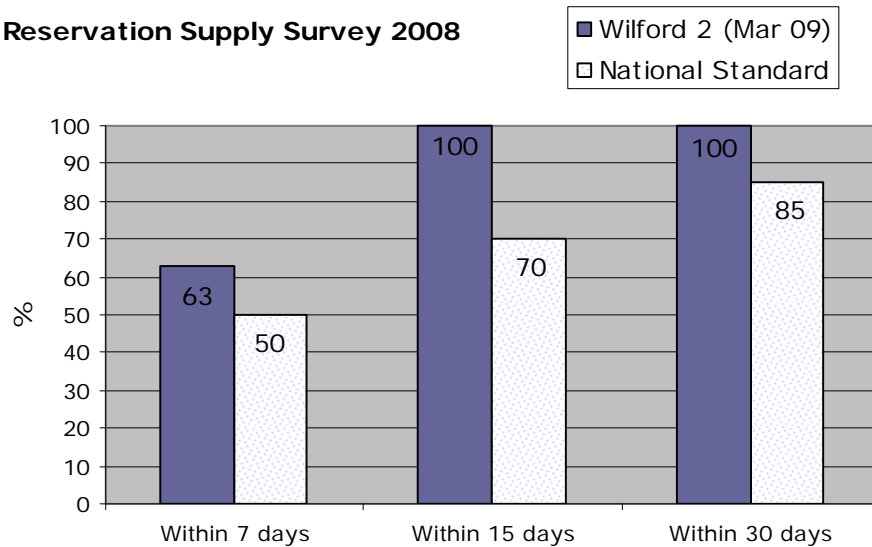
Exempt – customers of any age who do not pay fees and charges

Young adult – customers aged 11-15

Reservation supply

→ Each year a week long survey is undertaken to establish performance on the supply of reservations². Wilford Library was above the standard in 2008, supplying 63% of reservations within 7 days.

Reservation Supply Survey 2008



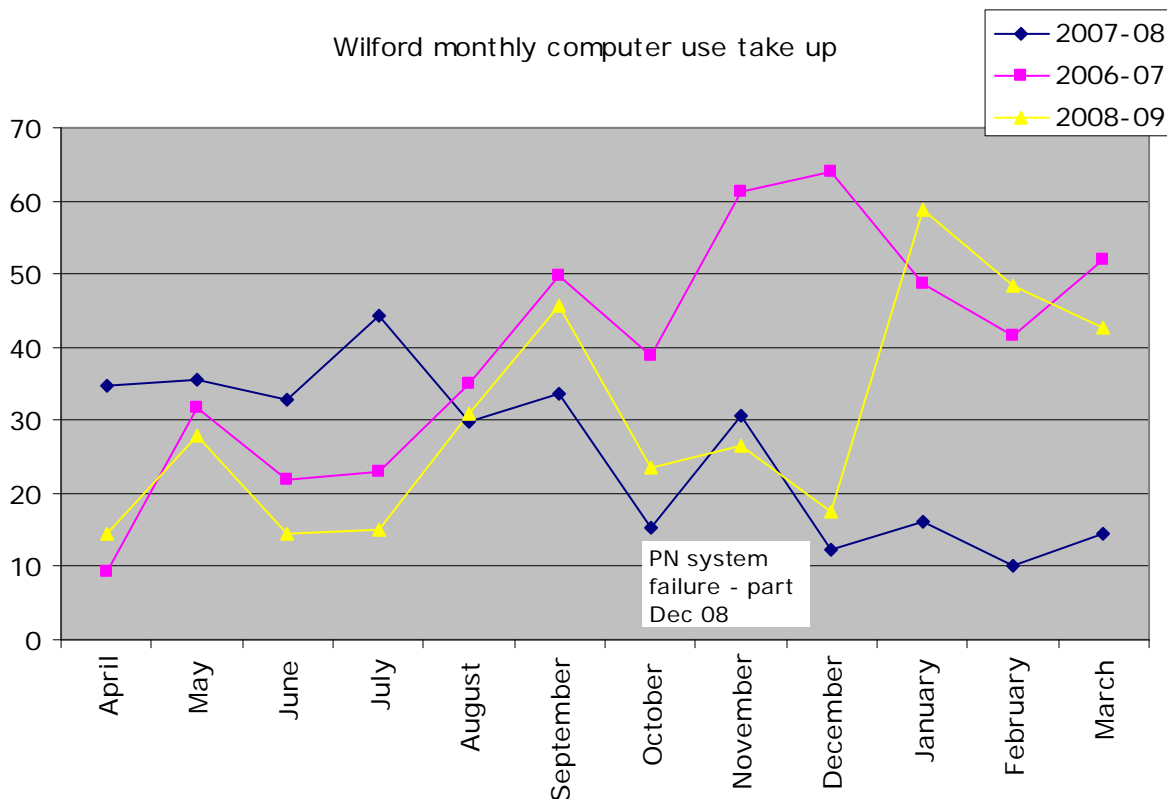
ICT³

→ Computer use at Wilford Library has recovered slightly this year from a declining trend.

2004-05	2005-06	2006-07	2007-08	2008-09	Service 2008-09
51%	49%	40%	26%	31%	57%

² Reservation Supply Time Survey 2008
³ Internet Statistics.xls – Libraries Intranet

➔ Wilford’s computer use increased in fits and starts over the year.



Enquiries⁴

➔ Most enquiries at Wilford are general enquiries in person or by telephone.

Annual estimate of enquiries	Up to 15 mins estimate for year	Over 15 mins estimate for year
General - in person	1,972	332
General – by email or letter	26	0
General- by telephone	740	0
General – online (including enquire online)	0	0
Homework - in person	332	26
Homework – by email or letter	0	0
Homework – by telephone	17	0
Homework – online (including enquire online)	9	0
Council – in person	85	43
Council – by email or letter	0	0
Council – by telephone	77	9
Council – online (including enquire online)	0	0
ICT (not including 121 sessions)	366	26
Sub-total	3,621	434
Total	4,055	
% change from 2007-08	+57%	

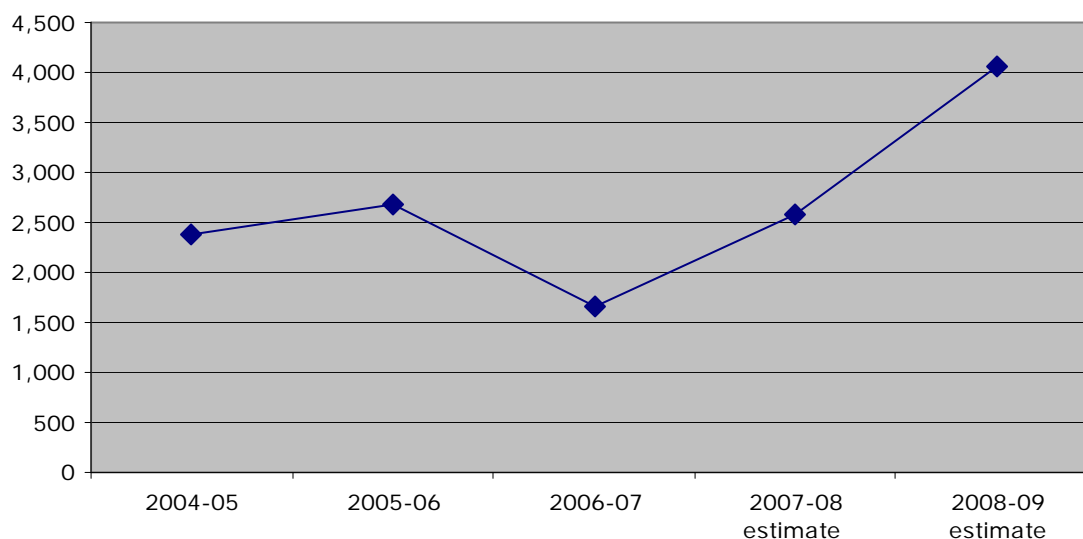
➔ The number of enquiries at Wilford Library has been increasing in recent years.

⁴ Quarterly enquiry count

Community Profile – Wilford Library 2008-09

2004-05	2005-06	2006-07	2007-08 estimate	2008-09 estimate
2,371	2,688	1,663	2,584	4,055

Total Enquiries - Wilford



Activities (including 121 sessions) ⁵

→ Over 2008-09, 34 adult events were held with 107 adults participating. The ratio of people attending each event is approximately 3 per event.

	Adult Inside Library events			Children's Inside Library events		
	Events	Number of adults	adults per event	Events	Number of children	children per event
Total 2007-08	19	248	13	62	228	4
Apr-Jun	8	39	5	16	56	4
Jul-Sept	2	18	9	15	120	8
Oct-Dec	7	28	4	18	92	5
Jan-Mar	17	22	2	17	52	3
Total 2008-09	34	107	3	66	320	5

→ The table outlines the types of adult events and activities taking place.

Activity/event	No. of events	No. of people	Average people per event
121 sessions	23	13	1
Reading group	11	94	9
Total	34	107	3

→ A total of 66 events were run in the library for children, reaching 320 children and 233 adults. This equates to roughly 5 children per event.

⁵ Library PIF 3 and 4

Inside Library 2007-08	Number of events	Number of children	Number of adults
Under 5s			
Bookstart Bear	2	12	12
Childminder visit	13	34	18
Playgroup	3	0	3
Surestart led activity	4	23	18
Tots Times	36	161	133
Under 5s visit	4	0	4
Other			
Library Tour	1	15	22
Summer Reading Challenge	3	75	23
TOTAL	66	320	233

- The library was represented at 10 external events and activities for children, reaching 210 children and 65 adults.

Outside Library 2007-08	Number of events	Number of children	Number of adults
School			
Talk to individual classes	4	106	15
Under 5s			
Book Ahead	6	104	50
Total	10	210	65

What do customers think of the library?

Adult Public Library User Survey (PLUS) 2006 - Summary⁶

- In the survey 70% of respondents at Wilford were female and 30% male. Respondents reasonably spread across all age groups, largely White British (93%) and mainly from the NG11 area.
- Adult customers to Wilford Library were mainly book borrowers with only a small decline over the past few years. Book borrowing was higher than the average for the service.
- Customers visiting the library to find information have slowly increased, but is still below the average for the service. Computer use is very low and well below the Service average, due to the library only having one computer and limited opening hours.
- The proportion of customers borrowing talking books was higher than the service.

⁶ Wilford Library PLUS 2006 report

Community Profile – Wilford Library 2008-09

	Wilford 2003	Wilford 2005	Wilford 2006	All Libraries 2006
Did you come to this library today intending to borrow books ?	91%	83%	79%	61%
Did you come to the library today to find something out ?	16%	17%	21%	34%
Did you intend to use a computer during your visit to this library today?	2%	7%	7%	31%
Did you come to the library today intending to borrow talking books ?	-	-	14%	8%
Did you come to the library today intending to borrow music CDs ?	2%	5%	8%	14%
Did you come to the library today intending to borrow videos/DVDs ?	3%	5%	9%	10%

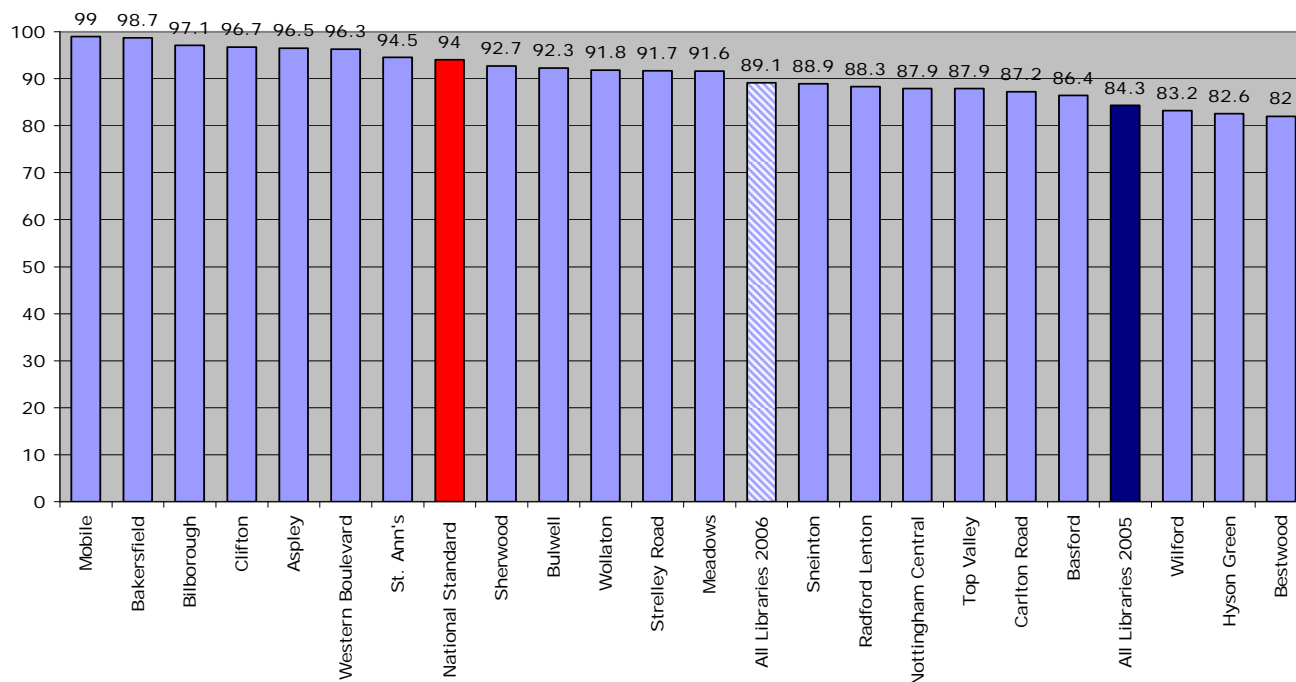
- ➔ Customers finding the books they wanted had increased.
- ➔ Customers finding the information they were looking for had also increased and also reflected in satisfaction with staff assistance with enquiries and the information service provided.

	Wilford 2003	Wilford 2005	Wilford 2006	All Libraries 2006
If you came to this library today intending to borrow books , did you actually borrow books?	70%	38%	94%	82%
Did you come to the library today to find something out , did you succeed?	80%	62%	77%	74%
If you came intending to use a computer during your visit to this library today, did you actually use a computer?	-	-	86%	87%

- ➔ Overall satisfaction with Wilford high, but below the Public Library Standard target of 94% of adults satisfied and the Service average. Staff and most of the services are rated highly, but the external condition of the library, provision of seating and tables, computers and audio-visual stock score the lowest satisfaction ratings.

Please tell us what you think of the library (rated Very Good or Good)	Wilford 2003	Wilford 2005	Wilford 2006	All Libraries 2006
Staff assistance with enquiries	-	-	100%	94%
Staff helpfulness	100%	100%	99%	96%
As a safe place to visit	-	-	96%	87%
Physical condition of books	-	-	94%	81%
Information service	94.9	94.6	92%	91%
Choice of books	-	-	77%	78%
Attractiveness of library inside	79%	67%	65%	70%
Talking books	-	-	57%	66%
Music CDs	-	-	52%	69%
Opening hours	42%	20%	51%	85%
Videos / DVDs	-	-	47%	64%
Computer facilities	67%	32%	42%	71%
Provision of seating and tables	40%	23%	26%	73%
Attractiveness of library outside	40%	47%	25%	46%
Overall	89%	77%	83%	89%

Overall Satisfaction 2006



Children's PLUS 2007 - Summary ⁷

- ➔ In this survey 61% of respondents were girls and 39% boys. There was a slight skew in the age of respondents, as more over 5s responded. Responses were mainly from children of a White British background and reflecting the Wilford and Silverdale community.
- ➔ Children were asked to rate specific services and the library as a whole, the latter contributing directly to the Public Library Standard for Children's satisfaction. The standard was increased from 77% to 87% in 2007.
- ➔ 84% of children rated Nottingham City Libraries as good. This meant the Service no longer met the standard and was a 4% decrease on the score reached in 2006. A further 15% of children rated the service as ok and 1% as bad, which meant 99% of children rate our libraries good or o.k.
- ➔ Wilford Library achieved a satisfaction rating of 85%, above the Service score but below the national standard, and a combined 'good' and 'ok' rating of 100%. Wilford's satisfaction score declined from the previous level of satisfaction in the 2006 survey.

What I think of this library (rated Good)	Wilford 2004	Wilford 2006	Wilford 2007	All Libraries 2007
Books	98%	94%	84%	76%
Computers	71%	40%	56%	70%
Homework help in this library	82%	71%	60%	64%
Overall	89%	93%	85%	84%

⁷ Nottingham City Libraries Children's PLUS 2007

Community Profile – Wilford Library 2008-09

- The library scored highly in other aspects of the library service, where respondents were asked if they agreed with the following statements. The lowest scores were for 'open when I want to come in/use it'.

Do you think the library is...? (Yes or No)	Wilford 2007	All Libraries 2007
A friendly place	100%	99%
A safe place	100%	97%
Easy to get to	100%	95%
Open when I want to come in / use it	83%	80%
Bright and cheerful inside	95%	93%
A place I want to come to	98%	97%
A place with lots of things to interest me	98%	93%

- Most children visited the library with someone from their family. Children were asked about the reasons they came to the library. The top three responses across at Wilford were: borrow things (82%), read (51%) and look around (36%).

Do you come to the library to ...?	Wilford 2004	Wilford 2006	Wilford 2007	All Libraries 2007
Borrow things (e.g. books; DVDs)	-	-	82%	65%
Read	13%	9%	51%	42%
Look around	17%	4%	36%	27%
Other	2%	11%	16%	10%
Use the computers	2%	2%	9%	40%
Play with toys	8%	2%	9%	31%
Wait for my parents / family	-	-	2%	5%
Do homework	4%	2%	2%	22%
Meet friends	-	4%	2%	15%
Have somewhere to go	2%	2%	2%	10%

Books

- Children were asked why they borrowed books from the library. The top three responses at Wilford were: 'I like reading' (84%), 'The library has good books' (67%) and 'I want to get better at reading' (44%).
- 84% of respondents thought the library books were good and 16% ok, one of the highest scores in the service

Computers

- Only 12% of respondents use computers at the library, 91% at home, 60% at school/nursery/playgroup, (2% nowhere and 9% somewhere else).
- Of those respondents using library computers, 80% of respondents rated the computers as good and 20% as ok. Although across all respondents only 56% thought the computers were good at Wilford.
- When asked 'What do you use computers for?' respondents using library computers, gave the top three responses: looking at websites (80%), homework (60%) and playing games (40%).

Homework

- ➔ Respondents were asked ‘Why do you use the libraries to do your homework?’, the top responses were: ‘I do not use the library to do my homework’ (47%), ‘I do not have homework’ (28%) and ‘There are books to help me’ (28%).
- ➔ 65% of respondents rated the homework help as good, 34% as ok and 1% as bad.

Activities

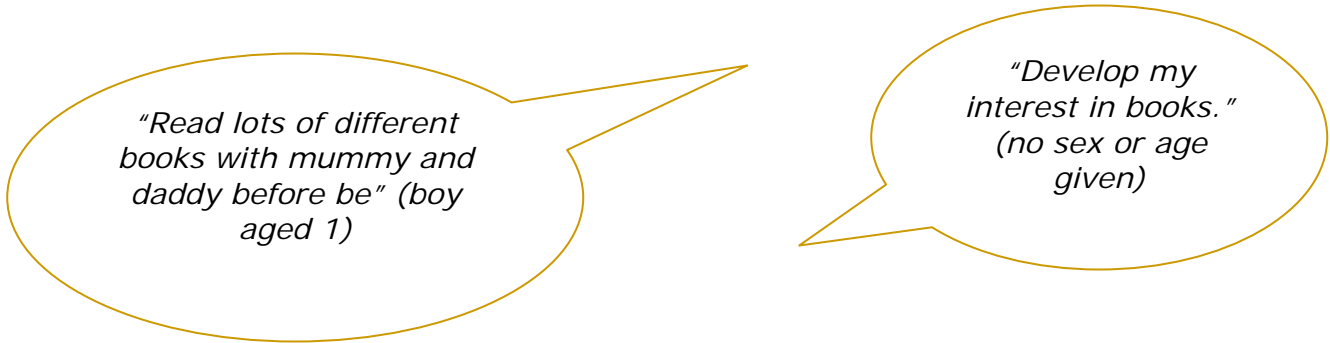
- ➔ 65% of children had taken part in holiday activities and 30% in under 5s activities. Only 20% had never been to a library event or activity.

How has the library helped children?

- ➔ In 2007, the survey also asked how the library has helped children in their lives, asking children to respond if they agreed with a series of statements. 85% of the respondents indicated that the library has helped them to ‘read better’.

Using the library has helped me to ...	Wilford 2007	All Libraries 2007
Read better	85%	59%
Learn and find things out	70%	52%
Join in and try new things	59%	43%
Do better at school	44%	45%
Make friends	20%	32%
Use computers better	4%	33%
Other	4%	5%

Other reasons given were:



Who are our customers?

Population⁸

- ➔ The City’s population is continuing to rise. According to the latest official population estimates, the population in mid-2007 stood at 288,700 an increase of 2,300 on the 2006 estimate of 286,400.
- ➔ According to the estimates, Nottingham City’s population has risen by 19,800 (7.4%) between 2001 and 2007. Looking at the components of change, a rise in the number of births and a fall in the number of deaths have contributed towards the population growth in the City between 2006 and 2007. There has been a net

⁸ Latest Nottingham population figures (September 2008), Nottingham City Council

Community Profile – Wilford Library 2008-09

increase of 1,600 people through 'natural change', making up two thirds of the total population increase. The City continues to lose people, in net terms, to the rest of the country - some 2,600 people between 2006 and 2007, although it gained nearly 3,300 people, in net terms, through international migration however.⁹

Demographic Summary ¹⁰	Wilford Customers	Wilford and Silverdale Community	Nottingham City
Population No.	1,023 (total members)	4,150	288,700
Female Population	61%	51%	49%
Male Population	39%	49%	51%
Population below 15 yrs	48%	16%	16%
Population between 16-24 yrs	4%	9%	24%
Population 25–64 yrs	31%	54%	48%
Population 65 yrs or older	18%	21%	12%
Population in BME groups	9%	9%	15%
Households No.	-	1,807	123,000
Population with limiting long term illnesses	-	19	20%
People of working age with a limiting long term illness	-	12	16%
Population providing unpaid care	-	12	9%
Households with lone parents	-	4	10%
All households with dependent children	-	24	27%
Population who are single (never married)	-	23	44%
Population who are married	-	53	31%

Age¹¹

→ There has been slight changes in the age groups of customers, since last year.

	0-15yrs	16-24yrs	25-44yrs	45-64yrs	65+yrs
Sept 2008 %	47.7	3.7	15.4	15.1	18.1
March 2009 %	46.9	4.1	16.7	15.0	17.4

→ The largest local population group in Wilford and Silverdale Community is 45-64 year olds who make up just under a third of the local population. Wilford Library customers by contrast are about half this proportion. This group is of the age that they are more likely to be working which may partly explain the disparate proportions. Generally, the Service has less customers in this age group than is present in the local population.

→ The library is clearly good at attracting children who make up nearly half of customers and has a higher proportion than reflected in the local population, indicating that children come from outside the Wilford and Silverdale Community

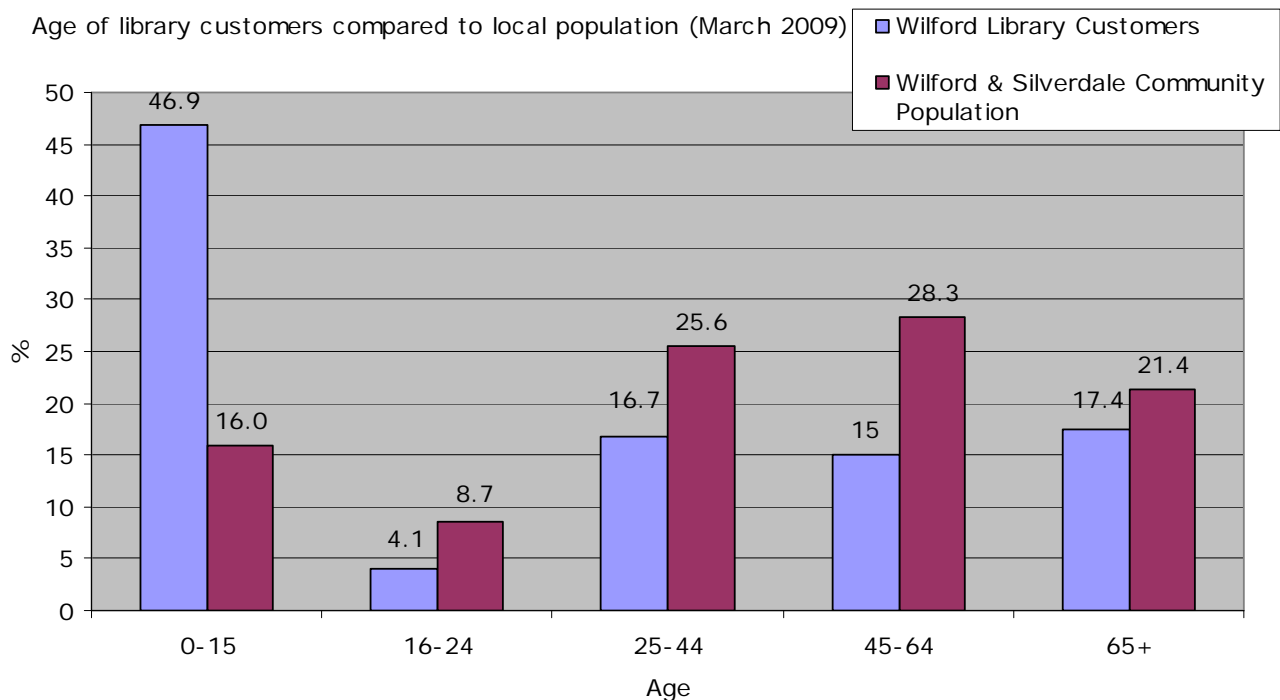
⁹ Environment and Regeneration Dept, Nottingham City Council, September 2008

¹⁰ Census 2001, Nottingham City Council and Data Warehouse reports 1010 and 0820, March 2009

¹¹ Latest Nottingham population figures (September 2008), Nottingham City Council, Census 2001, Report 1010 Data Warehouse, March 2009

boundary. Page 9 illustrates the activities taking place to encourage children into the library.

- ➔ 4% of library customers are young people, which is roughly half that of the local population.
- ➔ 25-44 year olds make up a quarter of the local population. Wilford Library customers in this age group are less reflective of the proportion of this age group. This group is of the age that they are more likely to be working which may partly explain the disparate proportions.
- ➔ 17% of library customers are aged over 65, almost mirroring the local population and does better than the Service as a whole which also only reaches 10% of customers in this age group.



Ethnicity¹²

- ➔ Ethnic group figures are only available every ten years in the Census; in 2001, 19% of the City’s population were from BME groups (i.e. not White British). Due to the younger age-structure of BME groups, resulting in more births and fewer deaths in those groups, this proportion is likely to have continued to rise; it may now be about 21%. *Note that BME now generally includes other than ‘White British’*
- ➔ Wilford’s customers are reflective of the local population. The majority of customers are from a White British background, although at least 10% of customers come from a BME background which is about the local population proportion.

¹² Census 2001/Nottingham City Council & Data Warehouse Report 0820 March 2009

Community Profile – Wilford Library 2008-09

	Wilford Customers %	Wilford and Silverdale Community %	City %
White British	79.3	91.1	81.1
Irish	0.2	1.6	1.4
Other White	0.2	2.3	2.5
Mixed	0.2	0.7	3.1
Indian	3.8	2.6	2.3
Pakistani	1.3	0.3	3.6
Bangladeshi	0.4	0.0	0.2
Other Asian	0.0	0.1	0.4
Black Caribbean	0.9	0.8	3.4
Black African	0.4	0.2	0.5
Other Black	0.4	0.1	0.4
Chinese	0.6	0.1	0.6
Other ethnic groups	1.3	0.1	0.5
Unknown	11.1	-	-

- ➔ Numbers of arriving from the new EU Accession States (Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, Slovenia, Bulgaria and Romania) from May 2004 have been increasing¹³:
 - 5,690 people from the EU Accession states living in Nottingham City registered for a National Insurance between 1st April 2004 and 31st March 2007. Assuming that they are all still in Nottingham, this amounts to about 2% of the City's population.
 - 4,570 (80%) of them were from Poland.
 - 740 of the total registered in 2004-05 and 2,030 in 2005-06, 2,860 in 2006-07.
 - 4,680 workers from the 8 Eastern European Accession states were registered in Nottingham under the Workers Registration Scheme between May 2004 and March 2007. 46% of them were aged under 35 and 36% aged 25 to 34. Less than 1% were aged 55 and over. 57% were men and 43% women.
 - The people who registered with the WRS had 350 dependents aged under 17 and 450 aged 17 or over.

Asylum seekers¹⁴

- ➔ In January 2008, there were 1,359 Asylum Seekers in Nottingham. Most common countries of origin include Zimbabwe, Iraq, Iran, Pakistan and Turkey, plus a further 54 other countries.
- ➔ The Wards where asylum seekers are mostly living are Berridge, St. Ann's, Arboretum, Bridge and Radford and Park.

Disability

- ➔ 4% of Wilford and Silverdale community residents and 7% of the Nottingham population regard themselves as permanently sick or disabled.¹⁵

¹³ EU Accession note, Geoff Oxendale, Nottingham City Council, September 2007

¹⁴ Snapshot information supplied by Supported Housing Office, Nottingham City Council

¹⁵ Census 2001 / Nottingham City Council

Community Profile – Wilford Library 2008-09

- ➔ PLUS 2006 provides a rough outline of the percentage of customers who consider themselves to have a difficulty or disability. Of those who responded mobility and other undisclosed disabilities were the biggest issues.

	Wilford 2006	All Libraries 2006
Not applicable	84%	82%
Mobility	7%	9%
Hearing	5%	4%
Eyesight	5%	5%
Using hands / fingers	4%	3%
Learning difficulty	-	2%
Mental health	-	4%
Other	8%	3%

Education

- ➔ In 2008, 61% of pupils in Clifton North Ward achieved 5+ grades A-C at GCSE compared with 59% across the City.¹⁶
- ➔ 3% of residents are students including students at school, college or university (aged 18-74), compared to 10% across the City.¹⁷
- ➔ Wilford and Silverdale residents has a similar level of people to the City with no qualifications, as well as a similar proportion of residents qualified to Level 4/5 than the proportion of the City.

Highest level of qualification (people aged 16-74)	Wilford and Silverdale	City
None	32%	34%
Level 1	16%	14%
Level 2 (e.g. GCSE)	19%	15%
Level 3 (e.g. A Level)	7%	14%
Level 4/5 (e.g. Degree & above)	17%	18%
Other qualifications/ level unknown	9%	6%

- ➔ 16% of adults in the Clifton North ward have literacy skills at Entry Level (anything below GCSE), the 9th highest literacy need amongst the 20 wards in Nottingham (Aspley has the highest literacy need).
- ➔ 66% of adults in the Clifton North ward have numeracy skills at Entry Level (anything below GCSE), the 6th highest level of need amongst the 20 wards in Nottingham.

Basic Skills Data ¹⁸	Estimated number* with Entry Level literacy skills	Estimated proportion with Entry Level literacy skills	Estimated number* with Entry Level numeracy skills	Estimated proportion with Entry Level numeracy skills
Clifton North	1,135	16%	4,780	66%
Nottingham City	29,270	17%	86,120	51%

¹⁶ Department for Children, Schools and Families – <http://www.dfes.gov.uk/rsgateway/>

¹⁷ Census 2001 / Nottingham City Council

¹⁸ Read Write Plus Skills For Life: Estimates of Literacy, Numeracy and Language Skills Needs, DfES 2005

Economic Status¹⁹

	Wilford Library Customers ²⁰	Wilford and Silverdale	Nottingham City
All people aged 16 – 74 No.	-	3,122	195,788
<i>Of people economically active:</i>			
Employees – full time	26%	42%	35%
Employees – part time	19%	12%	10%
Self employed	4%	7%	5%
Unemployed	1%	2%	5%
Full time student	-	3%	4%
<i>All people economically inactive:</i>			
Retired	40%	20%	12%
Student (part time)	2%	3%	12%
Looking after family at home	11%	4%	7%
Permanently sick or disabled	1%	4%	7%
Other	1%	3%	4%

- ➔ Clifton North is ranked 17th in terms of Ward deprivation, out of the 20 City wards in Nottingham (Aspley being the highest).²¹
- ➔ Out of a rank of the 20 City Wards, Clifton North has the 14th highest rate of unemployment at 4.6% equating to 373 people (the highest being Bestwood at 9.4%). The city rate is 5.8%.²²
- ➔ Clifton North Ward has the 16th highest rate of incapacity benefit/severe disablement allowance in the city with 580 claimants, 7.2%. Bilborough is the highest with 14.8%. The city rate is 8.9%.²³

Occupation/Industry

- ➔ There were 296,400 jobs in Greater Nottingham in September 2006. 182,400 of these jobs were within the Nottingham City boundary.
- ➔ The service sector is still the largest employer (84.0%) and the number of jobs in knowledge intensive industries has continued to rise (53.9%)²⁴
- ➔ The main industry occupations in which Clifton North Ward residents are occupied in are: Wholesale and retail trade, repairs (21%), Manufacturing (17%), Real estate, renting and business activities (11%), Health and Social Work (10%) and Construction (8%).²⁵

¹⁹ Office for National Statistics (2001 Census Table KS9/KS11) / Nottingham City Council

²⁰ Nottingham City Libraries PLUS Report 2005

²¹ The Indices of Deprivation 2007: Compendium of results for Nottingham City, Nottingham City Council, December 2007

²² Unemployment Update, Nottingham City Council, March 2009

²³ Benefits Bulletin (interim) June 2008, Nottingham City Council, February 2009

²⁴ Jobs Bulletin 2008, Nottingham City Council

²⁵ Census 2001, www.neighbourhood.statistics.gov.uk

Mosaic Information – Dominant Types²⁶

→ In the last profile the Mosaic Public Sector tool was introduced, as a means to identifying some of the dominant character types of local people. Mosaic produces ‘stereotype’ reports for postcode areas, which are based on a catalogue of data from their educational experience, spending habits, national surveys and lifestyle surveys undertaken by magazines etc.

Profile of NG11 7AX

→ A customer profile has been undertaken for the postcode to identify the prominent groups in the surrounding area, the main groups are: ‘Suburban Comfort – families who are successfully established in comfortable mature homes. Children are growing up and finances are easier’, ‘Ties of the community – people living in close-knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes’, ‘Grey perspectives – independent pensioners living in their own homes who are relatively active in their lifestyles’, which ties in with some of the demographic information.

→ This table below illustrates other groups who also present amongst Wilford residents in order of prominence to the library building.

Mosaic Group	Mosaic Type	Description	Key features	Communication	Consumer Value
Suburban Comfort	C15: Close to retirement	Older couples and families reaping the benefits of their industrious working lives	Several holidays; Care for environment; Older children at home; Well educated Good health and diet; Good provision for future; Personal comfort; Approaching retirement; Older working ages	what works Telephone advice lines Local social networks Shops Broadsheet newspapers what doesn't work Posters TV	This group have a focus on variety & customer service rather than price. Normally conservative in their tastes, these people are willing to try new products & services provided rational arguments are presented to them; Many are reasonably well travelled & have no difficulty finding interest in cultures other than their own: Pragmatic approach to technology, which should be used to save time if it can be shown to deliver clear operational benefits.
Suburban Comfort	C16: Conservative Values	Better off older couples living in bungalows and houses with large gardens, conservative in values and tastes.	Helpful neighbours; Gentle exercise; Grandchildren; Neat and tidy; Churchgoers; Thrifty; Mainstream; Grown up children; Older working	what works Right-of-centre press what doesn't work Telemarketing Internet TV Posters	Appreciate personal contact; They like to discuss products, assuming that they will get unbiased advice; They are not very IT literate; Many take the opportunities to search out information & will be well informed on new consumer issues; Residents are willing to support local shop & local suppliers; Range & quality of service are important.

²⁶ Mosaic Public Sector, Experian, 2006

Community Profile – Wilford Library 2008-09

Suburban Comfort	C17: Small Time Business	Local professionals and small business proprietors in quiet residential areas.	Environmental charities; Good diet, active lifestyle; Small businesses; Small market towns; Higher incomes; Local networks; Grown up children; Local professionals; Older working ages	What works Social networks Right-of-centre press What doesn't work TV Radio Posters	Conservative values centred on self-reliance & social responsibility. Local networks are important.
Suburban Comfort	C18: Sprawling Subtopia	Middle aged, middle income owner occupiers in repetitive, semi-detached housing	Reasonable diet; Common sense; Middle income; Suburban semis; Buy British; Social responsibility; Low unemployment; Families with children; Middle aged	what works Telephone advice lines Right-of-centre press what doesn't work Posters Telemarketing TV	Value on individualism within a framework of social responsibility & common sense; People tend to keep themselves to themselves & know what they like; They search for good value but are generally conservative in their brand preferences; They tolerate other mind sets & prefer to be among people of similar values to themselves & will mostly select mass market trusted brands over niche players.
Ties of the community	D21: Respectable Rows	Younger service workers enjoying a reasonably prosperous lifestyle in relatively small terraces	Eco-friendly products; Cosmopolitan; Possibly one child; Well educated; Admin & technical jobs; Active lifestyles; Small pleasant terraces; Married/co-habiting; Young adults;	What works Internet Telephone advice lines Radio Social networks Centre-left broadsheets What doesn't work Magazines TV	This group represents a culture of the relaxed middle road: Working in offices & in administrative functions, people value good humour & approachability, good interpersonal skills, moderation & tolerance.

Community Profile – Wilford Library 2008-09

Ties of the community	D22: Affluent Blue Collar	Older manual workers with a good standard of living in comfortable semis where traditional working class values are held.	TV, pubs, eating out; Traditional; Secure family life; High standard of living; Spacious semis; Tax credits; Good place to live; Steady employment; Older manual workers	What works Tabloid Press What doesn't work Internet Direct mail Radio Social networks	Exhibits confidence in ability to lead a satisfying lifestyle without recourse to the provision of public services; consumers are more willing to try out new brands & products.
Grey Perspectives	J54: Bungalow retirement	Better-off, relatively active pensioners who favour bungalows often in traditional retirement areas.	Common sense; Traditional values; Large gardens; Slower pace; Health checks; Pets; Healthy eating; Seaside bungalows; Retired elderly couples	What works Centre-right press Social networks What doesn't work Telemarketing Internet TV Posters	Conservative values which are not necessarily tolerant of diversity; Many take pride in selecting well trusted, familiar brands; In adverts, these people like clear factual statements & clearly explained benefits.
Happy families	B11: Families making good	Upper middle income families in good quality housing, many with school age children	Active lifestyles; Mainstream; Detached houses; Two car families; Packaged holidays; Good place to live; Financially confident; High incomes; Young families	What works Internet Radio Telephone advice lines What doesn't work TV Telemarketing	These are communities where very few people have traditionally relied on state provided housing or transport & have a shrewd regard for financial opportunities; Many businesses are likely to find these people responsive to sales promotions; Tastes are mainstream & middlebrow & many people have shallow roots in their local communities, instilling a high level of self-sufficiency.
Happy families	B12: Middle rung families	Mortgaged owner occupier families with middle income.	Regular watchers of TV; Traditional & comfortable; Middle incomes; Aim for secure retirement; Good diet and health; Moderate exercise; Children at secondary school; Married	What works Internet Leaflets TV Leisure magazines What doesn't work Telemarketing	This group contains people with unpretentious tastes to whom straightforward value for money propositions are more appropriate than lifestyle imagery; Whilst aware that they live in an international world, residents generally take little interest in foreign foods or fashions & seldom meet people from other countries other than when they go on holiday.

Community Profile – Wilford Library 2008-09

Blue Collar Enterprise	H46: White Van Culture	Younger owners, many in good quality ex-council properties, take advantage of local economic opportunities	Confident; Moderate exercise; Good local employment; Manual skills; Fairly prosperous; Reasonable diet; Exercise Right to Buy; Children; Married couples	What works TV Radio Posters What doesn't work Newspapers Magazines	Places a high priority on consumption but within the framework of responsibilities towards families & employers; few people in these neighbourhoods have deep roots in the communities in which they live.
------------------------	------------------------	--	--	--	--

* More detailed mosaic type profiles are available on request.

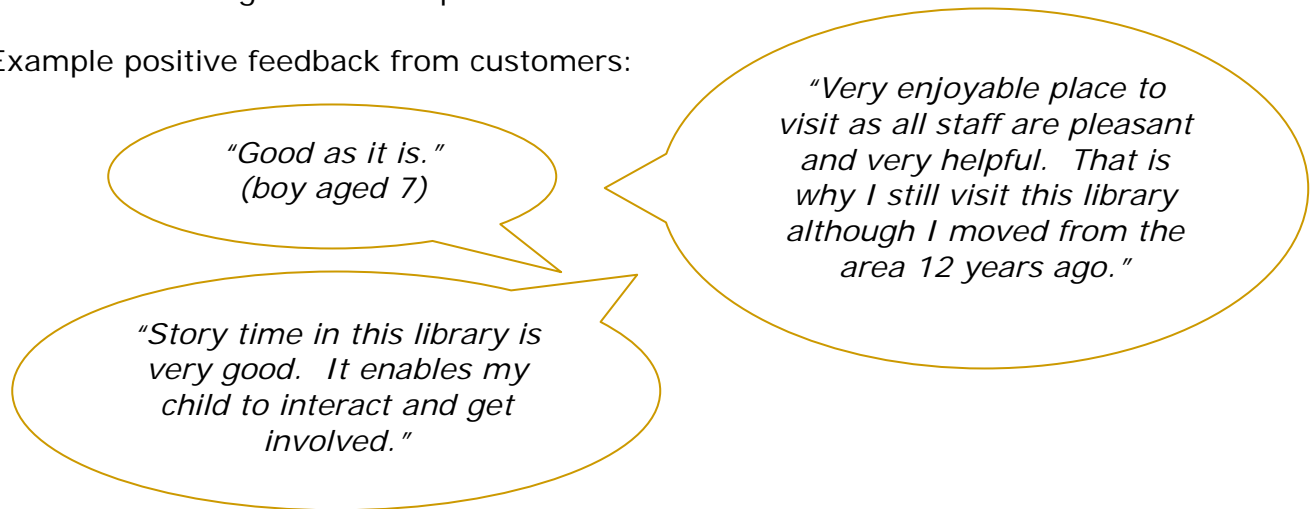
Summary of Strengths and Weaknesses for Wilford Library

Strengths:

- Customers finding the books they wanted at Wilford has increased and is above the Service average.
- Customers finding the information they wanted has also increased.
- High satisfaction generally with staff.
- High satisfaction with information and enquiry services.
- High satisfaction amongst children with books.
- Considered a safe place to visit by adults and children.
- Children identified the library as a friendly place they want to come to and that is easy to get to, with lots of things that interest them.
- High proportion of children indicated having attended library activities.
- The library attracts customers from a wider area and from across the City and from the County.
- When children visit it is often with someone else.
- Good at attracting children to the library, as reflected in high active borrowers for under 15s.
- Good at attracting older people as customers.
- Library customers mostly reflect local population in terms of ethnic background.
- The library had an increase in new members joining the library in 2008-09.
- Issues increased in 2008-09.

- Increased use of reservations service and above the standard for meeting reservation supply times.
- Take up of computer sessions have increased.
- Increasing trend in enquiries.

Example positive feedback from customers:



Weaknesses and suggestions for improvement:

- Overall adult satisfaction is high but below the National Standard and the Service average
- Overall children's satisfaction is lower than the national standard.
- Satisfaction with choice of books and opening hours amongst adults rated mid to low satisfaction ratings, although new opening hours have been introduced since.
- Low satisfaction with external look of buildings amongst adults.
- Low satisfaction with audio-visual stock and provision of seating and tables amongst adults.
- Low satisfaction with computer facilities amongst adults and children.
- Low satisfaction for help with homework.
- Lower proportion of children agreeing with statements 'open when I want to come in/use it', although new opening hours have been introduced since.
- Visits to the library have decreased in the past year.
- Low proportion of local population, are active borrowers.
- Low proportion of young adults and middle-aged customers than in the community.

Example negative comments and suggestions for improvement by customers

*"More computers."
(parent of girl, aged
1)*

*"Somewhere to sit
and read." (girl aged
12*

*"Open more
days." (girl aged
12*

*"Could do with longer
opening hours for
borrowers like me
who work full-time."*

*"I wish there was
room for more
books." (girl aged
14)*

*"Could do
with a
collection of
CDs and
DVDs."*

*"There is only
one computer
that is always in
use at popular
times."*

*"Provision of
Talking
Books very
poor."*



Dec 09

Background

- ➔ Library has a floor space of 69m², with main area for public use and a small staff area.
- ➔ Located on a major road with good bus connections and parking nearby. Situated near a small Co-op supermarket, although the local Post Office closed in August 2009.
- ➔ Built 1960. The 2005 condition survey identified the timber frame building as having 'exceeded its design life'.
- ➔ Open 19 hours per week. Extended opening hours were trialled between February 2008 and May 2009 with funding provided by the Area Committee. The impact indicated that this change did not attract many more new customers, but just made it more convenient for existing customers to use the library.

Usage

- ➔ At December 2009, Wilford Library has 555 active borrowers (customers who have borrowed from the library in the past year), this is 13% of the Wilford and Silverdale population. This number of active borrowers has remained at this level for the past 3 years.
- ➔ Many of these library customers are children, parents and grandparents. However the library has greater difficulty attracting young adults and those of working age.
- ➔ In 2008-09 annual visits were estimated at 14,989. This roughly equates to 4 visits per person, per year of the Wilford and Silverdale community

population. However, recent visit counts indicate a 3% decrease in visits this year.

- ➔ The cost per visit is £2.41, but the cost per active borrower is £64.88 (the second highest cost per active borrower across the service).
- ➔ In 2008-09, 118 people joined the library, mainly adults and children under 11. To date there has been an 11% decrease in new members compared to last year.
- ➔ The Library loaned over 25,000 books and other items last year. This year, loans have decreased by 13% to date.
- ➔ The library has one computer and average take up this year of that facility is 34% per month, well below the service average of 60%.
- ➔ The number of enquiries has decreased to date by 15%.

Customer satisfaction

- ➔ In the recent Public Library User Survey (PLUS) 2009, 86% of customers were satisfied with the library – reflective of a small group of loyal customers.
- ➔ Comments from customers in the survey, supported a high regard for staff and the level of customer care, but were negative in respect of the building condition and size, opening hours and lack of facilities including computers and range of AV stock.
- ➔ 99% of the customers found the library easy to get to.
- ➔ The 2007 Children’s PLUS found 85% of responding children rating it as good, with book stock having a high rating. Computers, homework help and opening hours receiving lower satisfaction ratings.

Running Costs

	Actual 2008-09	Budget 2008-09
Income	-703	-670
Staffing costs	23,952	21,380
Premises*	2,600	2,600
Maintenance and repairs	625	120
Utilities	2,698	3,190
Supplies and Services	9,233	10,750
Net Expenditure	38,405	37,370

*This refers to capital charges for the depreciation of the building.

Maintenance Issues

The property condition survey (June 2005) indicated maintenance requirements valued at the time as £35,427, of which £29,347 was priority 2 maintenance recommended to be undertaken within 2 years.

The main issue was the recommended replacement of the windows, doors, fascias and panels, as well as key work needed for the flat roof.

“At the time of the survey the flat roof was covered in water to half its area. This is being caused by 3 trees oversailing the roof and depositing their leaves and debris onto the roof. Also the hopper head outlets are not removing the rainwater properly. An additional outlet will be required approximately in the centre of the roof and falling to the rear side through an additional hopper head and gully to remove the ponding water. This will address the periodic roof leak/flooding problem the Library staff experience over the computer used by the public.

All timber fascias and fenestration are in poor condition and require complete renewal."

Resources

- ➔ The value of the building/site is estimated at approximately £30,000 (July 2005).
- ➔ The building is in poor condition and the size is unacceptable for modern library provision e.g. unable to cater for school visits, can only fit one public computer, limited size prohibits group or large scale activities, cannot provide community meeting space, unable to host police or councillor surgeries because of the lack of privacy.

Staff resources

Library Manager	Scale 4	14 hours (3.5 hrs time and a half)
Library Assistant	Scale 1/2	8 hours (3.5 hrs time and a half)
Library Assistant	Scale 1/2	8.25 hours (3.5 hrs time and a half)
Library Assistant	Scale 1/2	8.5 hours (3.5 hrs time and a half)

Accessibility Issues and other considerations

Schools

Wilford has four schools; two primary and two secondary.

- ➔ St. Patrick's Catholic Primary School
- ➔ South Wilford CofE Primary School
- ➔ The Nottingham Emmanuel School
- ➔ The Becket School (County school)

The secondary schools have Learning Resource Centres with Nottingham Emmanuel School providing books from careers information to graphic novels. South Wilford CofE School has its own reading group and book club.

The library building cannot accommodate large class visits and none have taken place recently. In 2009, the library hosted 5 Summer Reading Challenge events with an average of 18 children attending each event.

The Meadows Library has been working with St. Patrick's Primary School and has pupils from the school on the library's Junior Sounding Board. There are also at least 10 pupils from this school regularly attending the Homework Club.

The Meadows Library has also been working with Nottingham Emmanuel School pupils: BTEC students have been working on an external art project; they have pupils attending the homework club regularly and a focus group has been established for pupils to comment and feedback on library services.

Under 5s

The library runs a term time weekly Totstime, which averages about 5 children per event. One registered childminder is identified in the area, but no early years settings which are mainly in West Bridgford. The nearest is the First Steps Nursery & Crèche at the nearby Roko Health Club, although this is located in the County. A special Mobile Library visit can be made to playgroups if any are identified.

Older People

Currently the Mobile Library's Route 2 has 3 stops in Silverdale (Saltney Way, Monks Way, Brookthorpe Way) every fortnight on a Thursday. A Home Library Service is also available to those people with restricted mobility, although is dependent on volunteers. If resources were reallocated, these services could be enhanced in Wilford to address access issues.

Reading Group

Wilford Library has a monthly reading group, on average 8 people regularly attend this event. This group could continue in other local venues and remain within the oversight of the Librarian.

Housing

A new housing estate has been constructed on Wilford Place near to the Library. It was reported in July 2009 (NEP) that Barratt Developments has applied for £2.5m under the Government's Kickstart programme to build around 50 more properties in Wilford Place, in Wilford.

Alternative Libraries

There are no other libraries within a mile of Wilford Library. The Library is within 2 miles of Meadows, West Bridgford (County Library), Clifton and Nottingham Central libraries.

Options

1. Do nothing

- ➔ Usage is declining and will not increase if the service continues as it is.
- ➔ The building will deteriorate and this will impact on the credibility on the Library Service as a whole and the City Council.

2. Invest

- ➔ Renovating the library would improve the outside of the building but would not do anything to address the issues of size and the inability to provide a full breadth of service.
- ➔ Rebuilding/relocating the library (within Wilford) and upgrade of services would involve significant capital investment.
- ➔ However, in the current economic climate no funding is available.

3. Community asset management

- ➔ Day to day management of the local library is transferred to the community. Limited support could be maintained through telephone links with other libraries and resources could continue to be supplied through the Library and Information Service. External funding may be available for community groups, that is not available to local authorities.

4. Close library building and reallocate resources

- ➔ Reallocate resources to the Meadows Library in order to continue and improve new service functions post 2012 when Big Lottery Funding ceases. Improve access via the Mobile Library and Home Library Services (depending on volunteer levels) in the area.

**Libraries Management Team
January 2010**