

Appendix 2

Informing the development of the Council's approach to the future provision of library services, a Needs Assessment

22 June 2017

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1.0 Strategic and policy context

Table 1 shows the strategic and policy context used to inform the approach that the Council is taking to delivering and designing its library services within the context of the Council's statutory responsibilities to deliver a "comprehensive and efficient" library.

Table 1

	Strategy, policy or framework	Detail
1.	Libraries Deliver: Ambition for Public Libraries in England 2016-2021, Libraries Task Force Reference: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/573911/Libraries_Deliver_-_Ambition_for_Public_Libraries_in_England_2016_to_2021.pdf	Provides a vision for the future of public libraries in England in which libraries are vital community hubs, bringing people together and giving them access to the services and support they need to help them live better. The report provides a focus for collaborative working and challenges national and local government to think and act differently to transform library services.
2.	Libraries Shaping the Future: good practice toolkit March 2017, Libraries Task Force Reference: https://www.gov.uk/government/publications/libraries-shaping-the-future-good-practice-toolkit/libraries-shaping-the-future-good-practice-toolkit	Draws together a range of information to show how libraries contribute to local and national priorities, on existing good practice, on alternative governance models, and on smarter ways of working.
3.	The Universal Offers for Public libraries 2013 Reference: http://goscl.com/universal-offers/	The Society for Chief Librarians has developed six Universal Offers for Public Libraries. Each offer is underpinned by the Children's Promise and Six Steps initiatives. These offers provide the foundation for a successful and comprehensive library service
4.	Shropshire Council's Corporate Plan, 2016/17	Brings together different strategies and information, sets out how the Council is responding to the challenges, and identifies the

	<p>Reference: http://shropshire.gov.uk/committee-services/documents/s12604/6%20Appendix%20DRAFT%20SC%20CorpPlan%20July16%20R28%20LR.pdf</p>	<p>key outcomes and areas of work that the council is taking forward. The Council's aim to ensure that as many services as possible are enabled and facilitated to be provided either by the council, or by others better able to do it.</p>
5.	<p>Financial Strategy 2016/17 – 2018/19, 27th January 2016 Reference: http://shropshire.gov.uk/committee-services/documents/b10420/To%20Follow%20Report%20-%20Financial%20Strategy%20201617%20-%20201819%2027th-Jan-2016%2012.00%20Cabinet.pdf?T=9</p>	<p>The report describes the next stage in developing a sustainable financial strategy for SC. It confirms that it is likely that there will be reductions in opening times at the six largest libraries and that they will be commissioned, and that the sixteen smaller libraries and the mobile library service are at risk of closure.</p>
6.	<p>Shropshire Council's Commissioning Strategy Reference: http://shropshire.gov.uk/doing-business-with-shropshire-council/commissioning-strategy/</p>	<p>This strategy outlines how the council will go about commissioning and some key principles that will be followed. The strategy clearly articulates the different approaches that the council is using to commission services, including locality commissioning. The activity undertaken to achieve this sits underneath the strategy.</p>
7.	<p>Report taken to Cabinet, 19th January 2011 Reference: http://shropshire.gov.uk/committee-services/CeListDocuments.aspx?Committeeld=130&MeetingId=271&DF=19%2f01%2f2011&Ver=2</p>	<p>Reports on a review by a Task and Finish Group into future mobile library service provision. Confirms that the purpose of the mobile library service should be 'to provide a means whereby rural communities may have access to library provision and other services as appropriate, in partnership with other parts of the council and external partners and in support of locality working.</p> <p>Cabinet further confirmed the following criteria for the provision of a mobile library service:</p> <ul style="list-style-type: none"> • Stops should not normally be within a two-mile radius of a branch library. • Stops will be concentrated on village centres with one stop per village wherever possible • Stops should not normally be within one mile of each other by road • Stops will coincide with other village activities where possible. • The length of stop will be determined by the level of use at that location but should not ordinarily exceed one hour in duration • Reasonable exceptions to be made at the discretion of the library service
8.	<p>Report taken to the Environment Services Scrutiny Committee, 8th December 2014 Reference: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=326&MId=2405&Ver=4</p>	<p>This Report includes a broad model showing the four levels of library service for lending and reference provision via community libraries. The model for the future management of the libraries depending on their level is then described.</p>
9.	<p>Report taken to the Environment Services Scrutiny Committee, 22nd June 2015 Reference: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=326&MId=2900&Ver=4</p>	

10.	Report taken to Cabinet 14 th October 2015 Reference: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=2910&Ver=4	This report outlines and confirms the approach that SC will adopt in the redesign and commissioning of its library service and customer service points
11.	Report taken to Cabinet 6 th April 2016 Reference: http://shropshire.gov.uk/committee-services/documents/g2913/Agenda%20frontsheet%2006th-Apr-2016%2012.30%20Cabinet.pdf?T=0	This report outlines the approaches and timelines SC will employ to enable the transfer of local services (including libraries) into new management organisations
12.	Report taken to the Environment Services Scrutiny Committee, 11 th July 2016 Reference: http://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=326&MId=3239&Ver=4	This report sets out the progress that Shropshire Council has made in redesigning its library services, information on patterns of usage and trends and suggests that the Council's future approach to supporting the provision of modern and sustainable library services.

2.0 Library Services, a national perspective

The national perspective for libraries is developed through several key organisations including the Libraries Taskforce, the Society of Chief Librarians (SCL), Arts Council England (ACE) and the Chartered Institute for Library and Information Professionals (CILIP).

The role of the Libraries Taskforce is to enable libraries to exploit their full potential and to be recognised as a vital resource for all. They also promote libraries to national and local government and potential funders, creating a strong and coherent description of the contribution public libraries make to society and to local communities. The Taskforce reports to Ministers (via the Department for Culture, Media and Sport (DCMS) and the Local Government Association (LGA).

In their vision for the 21st century, the Libraries Taskforce describe the purpose of the public library network as contributing to seven key outcomes:

- cultural and creative enrichment
- increased reading and literacy
- improved digital access and literacy
- helping everyone achieve their full potential
- healthier and happier lives
- greater prosperity
- stronger, more resilient communities

Visit: <https://librariestaskforce.blog.gov.uk/>

In addition, SCL and partners including ACE, Libraries Taskforce and The Reading Agency have identified six key areas of service delivery that are essential to keep library services relevant and accessible. These are referred to as the Universal Offers:

- Reading Offer
- Information Offer
- Digital Offer
- Health Offer
- Learning Offer
- Culture Offer

The aim of the offers is to develop a core package of accessible quality resources and partnerships with national support that is delivered locally and shaped to meet local priorities.

Visit: <http://goscl.com/universal-offers/>

3.0 Summary of strategic context for Shropshire library services

In table 2 we have brought together a range of headline Shropshire information relevant to the consideration of future Shropshire library services.

Table 2

Key Factors	Shropshire																																																																													
Population	<p>The total population of Shropshire in 2015 was estimated as 311,400.</p> <p>According to the 2011 Census, 175,469 usual residents of Shropshire lived in rural areas (57.3%) and 130,660 usual residents lived in urban areas (42.7%). The largest built-up areas in 2011 included Shrewsbury (71,715 people) followed by Oswestry (18,743), Bridgnorth (12,657), Market Drayton (11,773), Ludlow (10,515) and Whitchurch (9,710).</p> <p>Shropshire has a disproportionately older population, with resulting challenges for commissioners and providers of services including social care and community mental health care.</p>																																																																													
	<table><tr><th colspan="7">2015 Population Estimates (Local Authority Based)</th></tr><tr><th></th><th colspan="2">Shropshire</th><th colspan="2">West Midlands</th><th colspan="2">England</th></tr><tr><th></th><th>Number</th><th>%</th><th>Number</th><th>%</th><th>Number</th><th>%</th></tr><tr><td>0 to 4</td><td>15,100</td><td>4.8</td><td>365,300</td><td>6.4</td><td>3,434,700</td><td>6.3</td></tr><tr><td>5 to 14</td><td>33,100</td><td>10.6</td><td>689,800</td><td>12.0</td><td>6,357,800</td><td>11.6</td></tr><tr><td>15 to 18</td><td>15,000</td><td>4.8</td><td>280,000</td><td>4.9</td><td>2,546,400</td><td>4.6</td></tr><tr><td>19 to 54</td><td>133,900</td><td>43.0</td><td>2,724,800</td><td>47.4</td><td>26,552,800</td><td>48.5</td></tr><tr><td>55 plus</td><td>114,400</td><td>36.7</td><td>1,691,100</td><td>29.4</td><td>15,894,600</td><td>29.0</td></tr><tr><td>65 plus</td><td>72,700</td><td>23.3</td><td>1,045,800</td><td>18.2</td><td>9,711,600</td><td>17.7</td></tr><tr><td>Total</td><td>311,400</td><td></td><td>5,751,000</td><td></td><td>54,786,300</td><td></td></tr><tr><td colspan="7">Source: Office for National Statistics, © Crown Copyright 2016. Estimates have been rounded to the nearest 100.</td></tr></table>	2015 Population Estimates (Local Authority Based)								Shropshire		West Midlands		England			Number	%	Number	%	Number	%	0 to 4	15,100	4.8	365,300	6.4	3,434,700	6.3	5 to 14	33,100	10.6	689,800	12.0	6,357,800	11.6	15 to 18	15,000	4.8	280,000	4.9	2,546,400	4.6	19 to 54	133,900	43.0	2,724,800	47.4	26,552,800	48.5	55 plus	114,400	36.7	1,691,100	29.4	15,894,600	29.0	65 plus	72,700	23.3	1,045,800	18.2	9,711,600	17.7	Total	311,400		5,751,000		54,786,300		Source: Office for National Statistics, © Crown Copyright 2016. Estimates have been rounded to the nearest 100.						
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Source: Office for National Statistics, © Crown Copyright 2016. Estimates have been rounded to the nearest 100.																																																																														
Housing Requirements	<p>The Shropshire Development Plan Consists of the Core Strategy (March 2011) and Site Allocation and Management of Development Plan (SAMDev Plan) (December 2015). The Core Strategy sets out the Council’s vision, strategic objectives and broad spatial strategy to guide future development and growth in Shropshire to 2026. A key aspect of this spatial strategy, as outlined within Policy CS1 (Strategic Approach), is the identification of an ambitious housing target for Shropshire within Policy CS1 of 27,500 dwellings between 2006 and 2026, which is divided into phasing bands within the supporting text of Policy CS10. The SAM Dev Plan seeks to deliver the housing requirement identified within the Core Strategy (as recognised in Policy MD1), through the identification of deliverable sites for housing development and policies to appraise development proposals.</p>																																																																													

	<p>Shropshire Council's Five Year Housing Land Supply Statement (August 2016), monitors housing supply and completions against the Development Plan housing requirement. The Five Year Housing Land Supply Statement indicates that 10,902 new homes were completed between April 1st 2006 to March 31st 2016 (Table 4 of the Shropshire Council Five Year Housing Land Supply Statement). The Five Year Housing Land Supply Statement also indicates that as at 1st April 2016, there were 11,309 outstanding permissions for new dwellings, and capacity for a further 5,800 new dwellings on allocations without planning permission (Appendices A-C of the Shropshire Five Year Housing Land Supply Statement).</p> <p>However, to support the ongoing partial review of the Shropshire Development Plan, a technical document known as the 'Full Objectively Assessed Housing Need for Shropshire' (FOAHN) has been published to assess the future level of housing need in Shropshire between 2016 and 2036. The 2012 Sub-national Population / Household Projections (ONS / DCLG) are used as a starting point for this assessment. This FOAHN estimates that 25,178 new dwellings are required to meet future housing need (around 1,259 dwellings per annum). The first ten years of this FOAHN coincide with the next ten years of the period addressed within the Development Plan housing requirement (2016-2026). Over this period the housing need identified within the FOAHN is comparable, but less than the current housing requirement. Within the Plan Period (2016-2026), the population of Shropshire is forecast to increase by 34,200 people (2016-2036). (Shropshire Council FOAHN, July 2016, pp. 62-63).</p>
Population characteristics	<p>Shropshire has a low percentage of total population identifying with minority ethnic groups. According to the 2011 Census (Office for National Statistics, © Crown Copyright 2016), 98% of the population identified with a white ethnic group and 2% of the population identified with a black or other minority ethnic group (BME): http://www.shropshire.gov.uk/media/970045/2011-Census-Digest-Ethnicity.pdf</p> <p>In 2011, 8.4% of all people in Shropshire had a long-term health problem or disability that limited their day-to-day activities a lot (2011 Census).</p> <p>2.4% of people in Shropshire provided 50 or more hours of unpaid care a week (2011 Census).</p>
Size and rurality	<p>Shropshire is one of the most rural places in the UK with an overall population density of 1 person per hectare (2011 Census).</p> <p>Getting to and from services, facilities, and places of work or study can be very difficult with only a few major road routes, some of which are at risk of flooding; limited public transport; and the nature of the often hilly terrain.</p>
Car Ownership	<p>Due to the rural nature of the county car ownership is high with 84.2% of households owning one car or more (2011 Census).</p> <p>In 2011 44% of residents aged 16-74 drove a car or van to work and a further 3.5% were a passenger in a car or van (2011 Census).</p>
Broadband	<p>Over the past three years Shropshire Council's broadband improvement programme, known as Connecting Shropshire, has put more than 55,000 homes and businesses within reach of a fibre broadband connection. However, only about one-third of people living or working in premises that are able to make the switch to faster broadband have done so. Because the network we have built is open to all internet service providers, we</p>

	<p>recommend that people shop around to get the best deal by using a comparison website, such as: https://www.cable.co.uk/connectingshropshire/.</p> <p>The Connecting Shropshire programme runs until at least 2020 and we remain committed to providing better broadband to as many additional premises as possible in areas without access to superfast broadband: http://connectingshropshire.co.uk/.</p>																																																																																												
Deprivation	<p>Overall deprivation</p> <p>Overall, according to the English Indices of Deprivation 2015 (IMD) [based on its rank of average rank] Shropshire is one of the least deprived upper-tier Local Authorities in England (107th out of 152).</p> <p>According to the overall rankings of the English Indices nine Lower Super Output Areas [LSOAs] in Shropshire fall within the 20% most deprived LSOAs in England. The most deprived Shropshire LSOA, which falls within Harlescote Electoral Division, is ranked within the 10% most deprived LSOAs in England.</p> <p>The table below shows which LSOAs individual libraries are located in and which national decile they are in, with 1 being the most deprived 10% and 10 the least.</p> <table><tr><th colspan="4">Overall IMD 2015 Information for LSOAs that Shropshire Libraries are Located in</th></tr><tr><th>Library Name</th><th>LSOA Code</th><th>Shropshire Council Area</th><th>National Decile</th></tr><tr><td>Oswestry Library</td><td>E01028906</td><td>North Area</td><td>2</td></tr><tr><td>Library at The Lantern</td><td>E01028983</td><td>Central Area</td><td>2</td></tr><tr><td>Market Drayton Library</td><td>E01028873</td><td>North Area</td><td>2</td></tr><tr><td>Whitchurch Library</td><td>E01028891</td><td>North Area</td><td>3</td></tr><tr><td>Gobowen Library</td><td>E01028912</td><td>North Area</td><td>3</td></tr><tr><td>Ludlow Library</td><td>E01033526</td><td>South Area</td><td>3</td></tr><tr><td>Craven Arms Library</td><td>E01029014</td><td>South Area</td><td>3</td></tr><tr><td>Highley Library</td><td>E01028849</td><td>South Area</td><td>4</td></tr><tr><td>Ellesmere Library</td><td>E01028867</td><td>North Area</td><td>4</td></tr><tr><td>Bishop's Castle Library</td><td>E01028992</td><td>South Area</td><td>4</td></tr><tr><td>Broseley Library</td><td>E01028841</td><td>South Area</td><td>4</td></tr><tr><td>Shrewsbury Library</td><td>E01028946</td><td>Central Area</td><td>5</td></tr><tr><td>Wem Library</td><td>E01028886</td><td>North Area</td><td>5</td></tr><tr><td>Much Wenlock Library</td><td>E01028852</td><td>South Area</td><td>6</td></tr><tr><td>Bridgnorth Library</td><td>E01028832</td><td>South Area</td><td>6</td></tr><tr><td>Church Stretton Library</td><td>E01028998</td><td>South Area</td><td>7</td></tr><tr><td>Pontesbury Library</td><td>E01028977</td><td>Central Area</td><td>8</td></tr><tr><td>Cleobury Mortimer Library</td><td>E01029001</td><td>South Area</td><td>8</td></tr><tr><td>Shifnal Library</td><td>E01028854</td><td>South Area</td><td>9</td></tr><tr><td>Bayston Hill Library</td><td>E01028936</td><td>Central Area</td><td>9</td></tr><tr><td>Albrighton Library</td><td>E01028845</td><td>South Area</td><td>10</td></tr></table> <p>IMD 2015 Source: English Indices of Deprivation</p> <p>Barriers to housing and services</p> <p>In two of the IMD 2015 Domains, the Barriers to Housing and Services Domain and the Living Environment Deprivation Domain, over forty of the 193 LSOAs in Shropshire fall within the 10% most deprived LSOAs in England.</p>	Overall IMD 2015 Information for LSOAs that Shropshire Libraries are Located in				Library Name	LSOA Code	Shropshire Council Area	National Decile	Oswestry Library	E01028906	North Area	2	Library at The Lantern	E01028983	Central Area	2	Market Drayton Library	E01028873	North Area	2	Whitchurch Library	E01028891	North Area	3	Gobowen Library	E01028912	North Area	3	Ludlow Library	E01033526	South Area	3	Craven Arms Library	E01029014	South Area	3	Highley Library	E01028849	South Area	4	Ellesmere Library	E01028867	North Area	4	Bishop's Castle Library	E01028992	South Area	4	Broseley Library	E01028841	South Area	4	Shrewsbury Library	E01028946	Central Area	5	Wem Library	E01028886	North Area	5	Much Wenlock Library	E01028852	South Area	6	Bridgnorth Library	E01028832	South Area	6	Church Stretton Library	E01028998	South Area	7	Pontesbury Library	E01028977	Central Area	8	Cleobury Mortimer Library	E01029001	South Area	8	Shifnal Library	E01028854	South Area	9	Bayston Hill Library	E01028936	Central Area	9	Albrighton Library	E01028845	South Area	10
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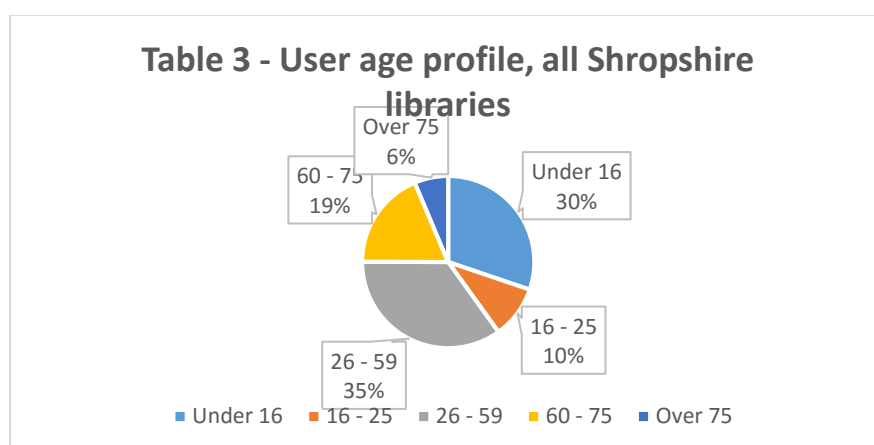
	<p>47 LSOAs in Shropshire fall within the top 10% most deprived LSOAs in England for the Barriers to Housing and Services Domain; of these LSOAs, 8 LSOAs fell within the top 1% most deprived for this domain nationally. 15 LSOAs fall within Decile 2 (up to 20% most deprived LSOAs in England). The high rankings for this domain are mainly due to the ranking received for the contributing Geographical Barriers sub-domain, which takes into account the road distance from a variety of facilities and services.</p> <p>It is also notable that all of the LSOAs ranked in Decile 1 and Decile 2 were classified as rural according to the Rural Urban Classification 2011</p> <p>Source: English Indices of Deprivation [IMD] 2015 (Department for Communities and Local Government, © Crown Copyright 2016)</p> <p>Rural / Urban Classification</p> <p>When the active user information collected by postcode centroids was aggregated so that active users could be analysed by LSOAs, it was possible to determine the percentage of active library users that lived in urban and rural LSOAs.</p> <p>According to information from the 2011 Census, of the total usual resident population in Shropshire Unitary Authority, 57.3% of residents lived in a rural area and 42.7% lived in an urban area; this split is considerably different than for England and Wales, where according to the 2011 Census 18.5% of usual residents lived in rural areas and 81.5% of people lived in urban areas.</p> <p>However, analysis of active users by the rural-urban classification of their LSOA indicated that the active library users resident in Shropshire Unitary Authority were more evenly split, with 53.0% living in rural LSOAs. When all of the library users living in England and Wales were analysed, a slightly larger percentage of active users lived in rural LSOAs (54.8%).</p>
Educational attainment	<p>In 2016, 56.9% of pupils in Shropshire achieved five or more A*-C grade GCSEs (including English and Mathematics), this is a higher percentage than in the West Midlands region (54.80%).</p> <p>Source: SFR01/2016: GCSE and equivalent results in England 2014/15 (Revised), Department for Education, © Crown Copyright 2016. https://www.gov.uk/government/statistics/revised-gcse-and-equivalent-results-in-england-2014-to-2015</p> <p>9.2% of pupils who attend Primary, Secondary and Special Schools (including academies and sixth form) are entitled to free school meals.</p> <p>Source: Department for Education School Census Spring 2016 Schools, Pupils and their Characteristics</p>
Employment	<p>Whilst the latest unemployment rate figure for 16-64 year olds in Shropshire (4.2%) is lower than the West Midlands (6.0%) and England (5.2%) averages, the male unemployment rate in Shropshire is higher than for females:</p> <ul style="list-style-type: none"> • Males = 4.6% (West Midlands = 6.1%; England = 5.2%) • Females = 3.8% (West Midlands = 6.0%; England = 5.2%) <p>Source: Annual Population Survey (July 2015 – June 2016), Office for National Statistics, © Crown Copyright 2016.</p>

Health	<p>The life expectancy at birth (2012-14) for both males and females is generally better in Shropshire than the English average:</p> <ul style="list-style-type: none"> • Males: 80.2 (Shropshire) compared to 79.5 (England) • Females: 84.1 (Shropshire) compared to 83.2 (England) <p>Source: Health Profiles, Public Health England: https://fingertips.phe.org.uk/profile/health-profiles/data#page/1/gid/1938132696/pat/6/par/E12000005/ati/102/are/E06000051</p>
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4.0 Profile of library users

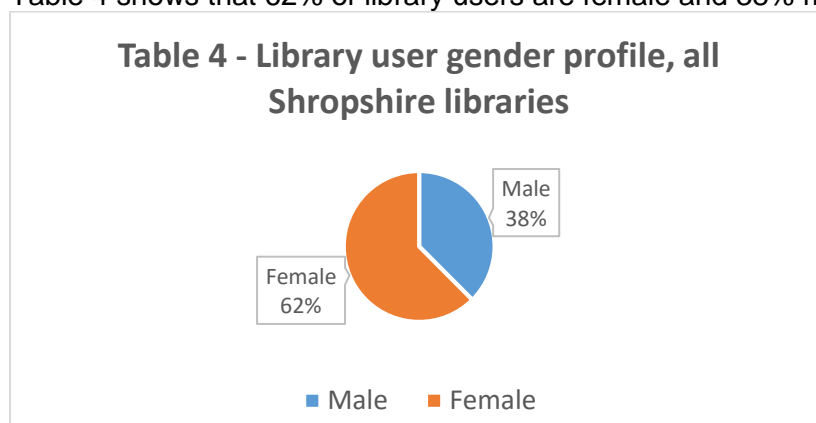
Age profile¹

Table 3 shows the age profile of library users and that 30% of users are under 16 and 25% of users are over 60.



Sex profile

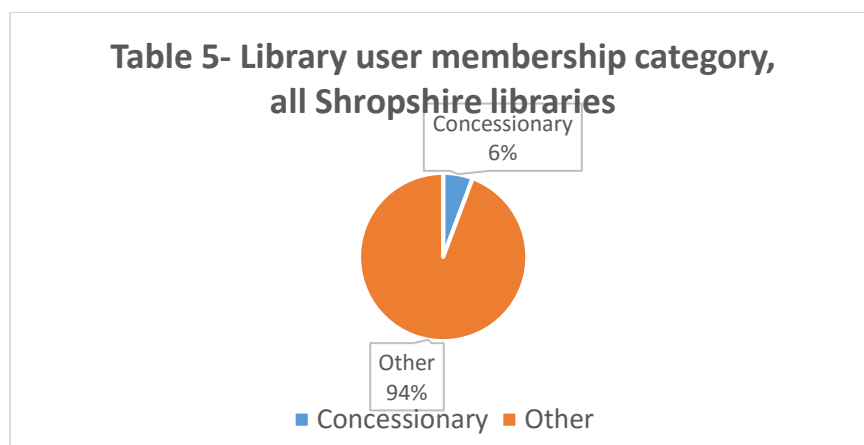
Table 4 shows that 62% of library users are female and 38% male.



¹ Profiles for age/gender/membership category are based on active user figures covering a 12 month period up to 1st April 2017.

Disability, housebound or caring profile

Using concessionary memberships as a proxy Table 5 shows that 6% of library users have a disability, are housebound or have caring responsibilities



5.0 Changing patterns of library usage

Table 6 gives a summary of some key library usage measures over a 5-year period. Table 7 shows library use for static libraries only and Table 8 summarises mobile library usage only.

Table 6 All Library Usage

Shropshire Libraries Totals	2012/13	2013/14	2014/15	2015/16	2016/17	% change over 5yrs	% change from 15/16 to 16/17
Visits	1,340,186	1,278,112	1,067,825	1,032,582	1,000,012	-25%	-3%
Active Users ²	47,634	44,286	41,564	41,639	46,249	-3%	11%
Computer Time Used (mins)	5,824,934	6,026,964	5,504,397	4,773,696	4,453,632	-24%	-7%
Total Loans	1,274,871	1,197,643	1,080,888	963,019	892,001	-30%	-7%
Requests	87,281	80,217	80,930	74,068	65,963	-24%	-11%
Event attendance	29,192	34,000	32,691	33,144	38,226	31%	15%
No. of volunteers	192	272	332	412	323	68%	-21%

² **Active Library User** figures indicate the number of people registered at a particular library who have used any Shropshire library over the previous 12 months. 'Use' is defined as borrowing/returning an item of library stock or using library computers.

Postcodes of active library user data have been mapped using the Ordnance Survey Codepoint file. This matches postcodes to postcode centroids and not exact locations, locations can refer to more than one address (usually a cluster of 15 addresses). The coordinated position will always be within the notional geographical extent of the postcode.

No. of volunteer hours	7,775	10,202	10,003	11,482	13,119	69%	14%
Enquiries ³	274,316	255,371	281,210	289,717	332,146	21%	15%
E-book loans	n/a	n/a	n/a	3,841	14,426	n/a	375%
E-magazine loans	n/a	n/a	n/a	7,181	9,267	n/a	29%
Home Library Service users	171	160	199	155	102	-40%	-34%
Wi-Fi use	New Wi-Fi installed across libraries in March 2016. Use since then has increased by 17.6% with an average of 1,988 users per month.						

Table 7 Static Library Usage

Static libraries only	2012/13	2013/14	2014/15	2015/16	2016/17	% change over 5yrs	% change from 15/16 to 16/17
Visits	1,303,234	1,245,224	1,038,883	1,002,663	969,115	-26%	-3%
Active Users	46,281	42,944	40,196	40,201	44,543	-4%	11%
Total Loans	1,185,536	1,118,219	1,010,907	893,033	818,623	-31%	-8%
Requests	85,598	78,655	78,909	71,702	63,463	-26%	-11%

Table 8 Mobile Library Usage

Mobile Libraries	2012/13	2013/14	2014/15	2015/16	2016/17	% change over 5yrs	% change from 15/16 to 16/17
Visits	36,952	32,888	28,942	29,919	30,897	-16%	3%
Active Users	1,353	1,342	1,368	1,438	1,706	26%	19%
Total Loans	89,335	79,424	69,981	69,986	73,378	-18%	5%
Requests	1,683	1,562	2,021	2,366	2,500	49%	6%

Table 9 shows the usage of individual libraries in 2016/17 for the total number of visits, the total number of loans and the number of active library users. For each measure individual libraries are shown in descending order.

Table 9 Libraries in order of visits/loans/active users

Visits 2016/17		Total Loans 2016/17		Active Users 2016/17	
Shrewsbury (SL)	174,403	SL	150,297	SL	11,306
Oswestry (OS)	172,120	OS	109,221	OS	6,389
Ludlow (LU)	92,006	LU	76,763	LU	3,823
Bridgnorth (BR)	75,106	BR	56,797	BR	3,415

³ The Chartered Institute of Public Finance and Accountancy definition of an enquiry is "any question, however received (e.g. in person, by letter, by phone) leading to the active involvement of staff in identifying and answering problems posed by library users".

Whitchurch (WH)	69,890	MD	48,270	MD	3,272
Market Drayton (MD)	67,337	WH	42,109	WH	2,670
Wem (WM)	42,348	CS	35,543	CS	1,659
Church Stretton (CS)	40,390	HL	31,207	WM	1,367
Bishop's Castle (BC)	27,144	BH	29,928	HL	1,271
Cleobury Mortimer (CM)	25,859	BC	26,877	AL	1,021
Library at the Lantern (HL)	25,718	WM	25,448	EL	1,008
Broseley (BY)	20,333	EL	23,605	BC	900
Shifnal (SF)	19,874	AL	19,997	BH	851
Ellesmere (EL)	19,604	PO	16,347	SF	833
Bayston Hill (BH)	17,569	SF	15,782	BY	644
Albrighton (AL)	17,464	BY	15,175	PO	591
Highley (HY)	17,317	WK	13,328	CM	590
Pontesbury (PO)	8,246	CM	12,927	HY	520
Craven Arms (CA)	7,411	CA	10,639	WK	490
Much Wenlock (WK)	7,235	GO	7,617	CA	476
Gobowen (GO)	6,248	HY	3,476	GO	338

Approximately 15% of the Shropshire population are active library users.

The overall figures for Shropshire highlight how library use is changing. Online developments mean it has now become easier to access a range of library services remotely, such as renewing and requesting items, e-magazines and e-books, and a wide selection of online reference resources. This will have had an impact on the number of physical visits, but other measures have seen an increase. For example, over the 5 year period 'online' loans (items renewed remotely via the web) increased by 33% and the number of requests placed online increased by 86%.

Many key online library services are recent developments so longer term trends are yet to be identified. However shorter term figures indicate a positive take-up of these services. For example, between 2015/16 and 2016/17 the use of e-books increased by 375%. E-books and e-magazines combined now account for over 23,000 loans per year.

The number of 'active users' saw a decrease over 5 years. An increase in 2016/17 can largely be attributed to a system change that resulted in a more accurate reflection of library use.

The overall drop in computer time used is a reflection of the increase in ownership of internet devices particularly smartphones and tablets, and improved internet access in many homes. The introduction of new Wi-Fi facilities in 2016 means that comparable figures are not available to show longer term trends, however Wi-Fi use across the first 12 months has increased steadily. Provision of library internet access now becomes even more crucial for those who do not have access at home, particularly given the rise of digital by default services.

The level of total loans will have been affected by the wider availability of discounted paperbacks in supermarkets and from online retailers. Music CDs have also been withdrawn during this period due to lack of demand, and DVD rentals are decreasing. Once again digital developments play a part, and as the service develops its e-book and e-audio services this should have a positive impact on total loans and will attract new users.

Attendance at library events has shown a good increase over the period shown. This is a reflection of the increased number of events particularly those which tie-in with the library Universal Offers e.g. events for the Summer Reading Challenge, health and well-being events with partner organisations, and digital advice sessions. Much work has also been done to co-ordinate the promotion of library events, with social media channels proving particularly successful in this regard.

Volunteer IT support is a key feature of our digital offer, and the number of volunteer hours has increased by 69% since 2012/13. This increase in volunteer engagement is also down to the proactive recruitment of volunteers to support specific service functions e.g. help with library shelving duties, running story sessions for children and adults, and providing local history advice. Some libraries also have Friends Groups who support the service locally by helping to organise a range of activities and events, carrying out some specific library duties and by acting as library advocates and fundraisers in their communities. Use of the 'Do-it' online volunteer recruitment platform has also made it easier to attract new volunteers. 2016/17 figures indicate that a fewer number of volunteers are doing a greater number of hours, suggesting a higher retention rate within the volunteer team.

The number of user enquiries in libraries has increased over the 5 years shown. Within those figures there has been a shift away from the traditional 'reference' enquiries, and an increase in enquiries relating to use of computers and the internet. This has necessitated library staff acquiring and developing new skills in order to provide the support demanded by customers. This also links to national initiatives such as the Digital and Information skills training that was completed by all library staff in 2015.

The overall decline in key measures broadly reflects national trends which are described in Table 10.

Table 10 National library usage (Reference CIPFA)

National Libraries Totals	2011/12	2012/13	2013/14	2014/15	2015/16	% change over 5yrs	% change from 14/15 to 15/16
Visits	318,368,248	310,691,339	293,142,016	285,090,352	268,705,359	-15%	-5%
Active library users	11,919,554	11,411,561	10,321,235	9,883,258	7,543,235	-36%	-23%
Computer time used (hours)	35,847,528	35,818,839	32,839,424	27,148,810	21,665,869	-39%	-20%
Total loans	324,501,502	309,431,874	282,416,232	266,643,672	238,027,478	-26%	-10%
Requests	15,796,333	15,729,092	14,782,283	14,327,815	10,808,964	-31%	-24%

6.0 Library cost information

Table 11 shows a breakdown of the total 2017/18 Council annual revenue budget, **£2,280,070**, in support of the delivery of library services. The figure exclude the cost of internal council support services and 'below the line' costs. Note that the breakdown follows the proposed hierarchy of library services provision set out within the draft Library Strategy.

Table 11

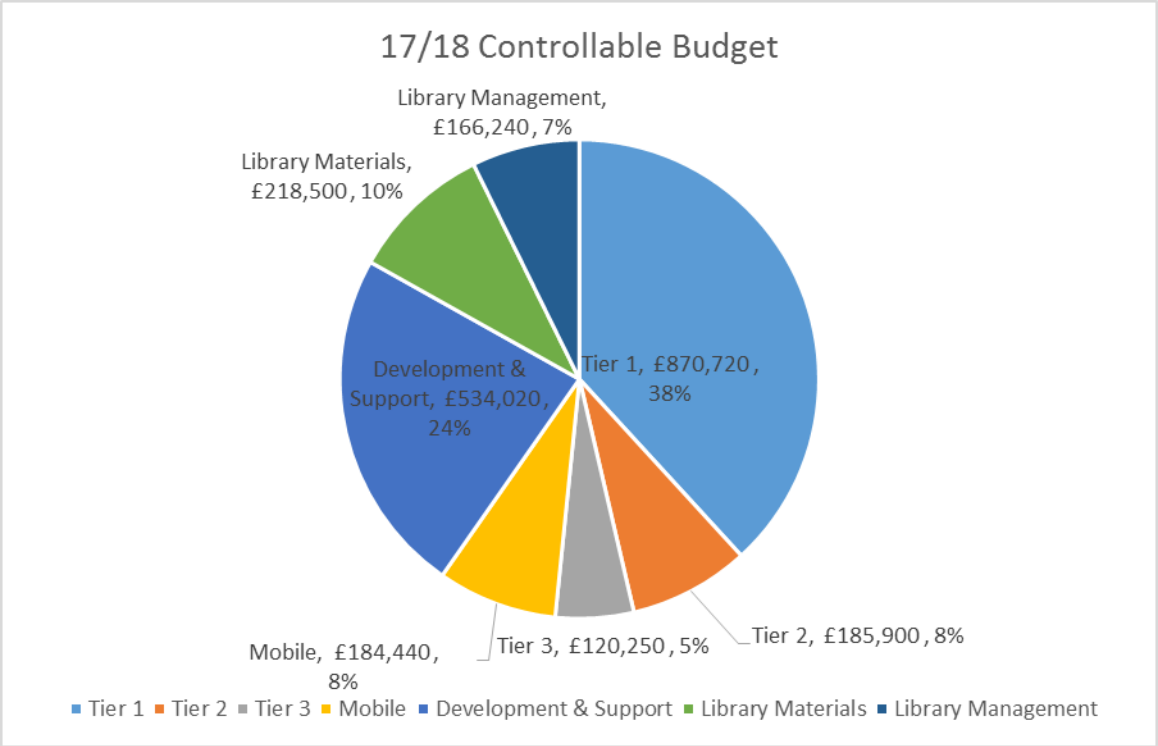
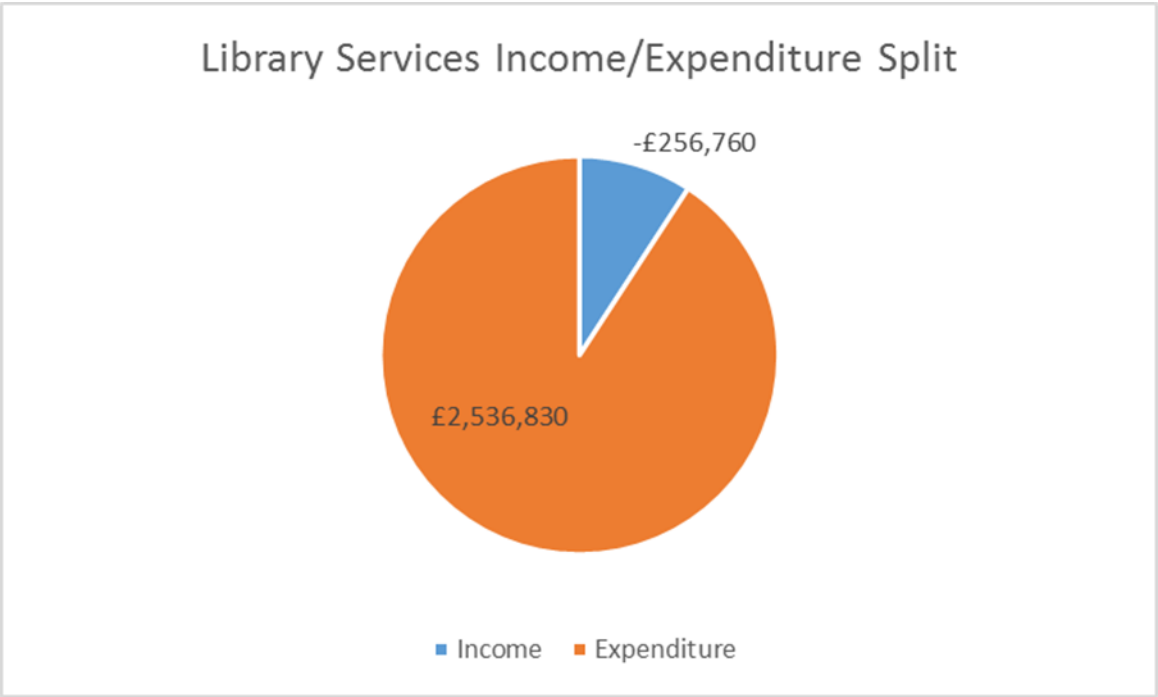


Table 12 shows the library services income / expenditure split.

Table 12



In Table 13 we show the costs per loan in ascending order for individual static libraries.

Table 13 Cost per loan in 2016/17 (based on controllable budget outturn)

Libraries	Cost per loan
Gobowen	£0.33
Shifnal	£0.34
Pontesbury	£0.53
Ellesmere	£0.75
Lantern	£0.84
Albrighton	£0.87
Bayston Hill	£1.03
Ludlow	£1.09
Church Stretton	£1.33
Bishop's Castle	£1.33
Craven Arms	£1.41
Wem	£1.50
Wenlock	£1.55
Broseley	£1.63
Cleobury Mortimer	£1.70
Shrewsbury	£1.74
Market Drayton	£1.82
Bridgnorth	£2.30
Whitchurch	£2.35
Oswestry	£2.94
Highley	£5.57

Average costs per loan range from £0.33 for Gobowen to £5.57 for Highley. It should be noted that libraries in the market towns – Shrewsbury, Oswestry, Market Drayton, Whitchurch, Bridgnorth and Ludlow - provide support and cover, and co-ordinate services for the smaller branches and so will be more expensive. In looking at the figures the level of usage directly impacts on the cost of providing a library service.

The mobile library service costed approximately £162,550 to run in 2016/17. The average direct cost of £2.20 per loan compares to a direct cost per loan for static libraries of £1.40.

7.0 Library catchment information

Analysis of active library users by Lower Super Output Areas

Of the 44,751 active library users matched to English Lower Super Output Areas, 41,498 active library users of Shropshire libraries lived in the 193 Shropshire LSOAs and a further 1,962 active library users lived in LSOAs in England that were outside the Shropshire Unitary Authority boundaries.

A further 1,291 active library users were recorded as living in Welsh LSOAs, which have their own deprivation index (Welsh Index of Multiple Deprivation 2014, StatsWales, Welsh

Government). A very small number of active library users were recorded as living in Scotland and therefore are also not included in the IMD 2015.

Table 14 shows that the two LSOAs with the largest number of active library users either contain or are close to Church Stretton Library or Market Drayton Library. Nine of the LSOAs with the largest number of active library users fall within Deciles 5-10, which are the 50% least deprived LSOAs nationally.

Table 14: Top 10 LSOAs in Shropshire, Ranked by Count of Active Library Users

LSOA Code	LSOA Name	National Decile	Count of Active library Users	Most Active Library Users	Library in LSOA	Nearest Library (if none in LSOA)
E01028885	Shropshire 032B	6	1114	1	N/A	Market Drayton
E01028997	Shropshire 032B	8	633	2	N/A	Church Stretton
E01028998	Shropshire 032B	7	626	3	Church Stretton	N/A
E01028946	Shropshire 032B	5	519	4	Shrewsbury	N/A
E01028945	Shropshire 032B	4	454	5	N/A	Shrewsbury
E01028931	Shropshire 032B	5	403	6	N/A	Shrewsbury
E01029012	Shropshire 032B	7	378	7	N/A	Ludlow
E01028875	Shropshire 032B	8	375	8	N/A	Market Drayton
E01028987	Shropshire 032B Shropshire 032B	7	357	9	N/A	Shrewsbury
E01028936	Shropshire 032B	9	355	10	N/A	Shrewsbury or Bayston Hill

IMD 2015 Source: English Indices of Deprivation, Department for Communities and Local Government, © Crown Copyright 2016.

The top ten English LSOAs outside of Shropshire, ranked by number of active library users are, unsurprisingly closest to the North Shropshire Libraries in Whitchurch and Market Drayton and otherwise to Ludlow Library in South Shropshire.

Analysis of active library users by drive time⁴ catchments

Table 15 shows the number of active library users of each library living within 10 minute, 15 minute, 20 minute and 25 minute drive time catchments of the library that they originally registered at⁵.

⁴ Drive times are calculated using Network Analyst software which provides approximate software simulated routes using the ITN road network. The software looks for the quickest and shortest routes to given locations starting with the highest road classification and then goes down to e.g. A roads, B roads, C roads. It assumes the recommended speed of the road. It is a reliable estimate of drive times, but does not take account of traffic, one way streets, tractors and other variable factors which may occur at a given time.

⁵ Figures refer to a robust sample of 44,751 records which have been matched to Shropshire postcodes and mapped, 674 (1%) records had incomplete postcodes and have not been included.

Table 15

Library	Total Active library users	No of active library users within 10 minute drive time	%	No of active library users within 15 minute drive time	%	No of active library users within 20 minute drive time	%	No of active library users within 25 minute drive time	%
Oswestry	6204	3824	62%	4909	79%	5384	87%	5661	91%
Bridgnorth	3366	2351	70%	2618	78%	2913	87%	3049	91%
Ludlow	3815	2175	57%	2641	69%	3034	80%	3306	87%
Shrewsbury	11159	8383	75%	8961	80%	9589	86%	10090	90%
Market Drayton	3074	2101	68%	2550	83%	2814	92%	2909	95%
Whitchurch	2566	1698	66%	2054	80%	2276	89%	2397	93%
Total / Average	30,184	20,532	68%	23,733	79%	26,010	86%	27412	91%
Bayston Hill	863	717	83%	779	90%	817	95%	848	98%
Bishop's Castle	907	473	52%	642	71%	750	83%	810	89%
Broseley	652	573	88%	583	89%	609	93%	616	94%
Church Stretton	1656	1247	75%	1391	84%	1452	88%	1509	91%
Cleobury Mortimer	611	456	75%	518	85%	556	91%	574	94%
Craven Arms	469	270	58%	341	73%	389	83%	418	89%
Ellesmere	982	812	83%	888	90%	919	94%	935	95%
Gobowen	347	313	90%	293	84%	320	92%	323	93%
Highley	465	386	83%	393	85%	422	91%	423	91%
Much Wenlock	469	341	73%	401	86%	437	93%	446	95%
Pontesbury	579	418	72%	491	85%	546	94%	555	96%
Shifnal	840	731	87%	775	92%	797	95%	814	97%
Wem Library	1351	926	69%	1121	83%	1218	90%	1290	95%

The data is an extract of registered Shropshire library users who have been active borrowers between 1st April 2016 – 1st April 2017.

Albrighton	1291	1104	86%	1190	92%	1214	94%	1241	96%
The Lantern	975	846	87%	877	90%	917	94%	933	96%
Total / average	42,641	30,145	71%	34,416	81%	37,373	88%	39,147	92%

Table 16 shows the proportion of the total population of Shropshire that live within the different drive time catchments for all the libraries described above.

Table 16 (figures are for the 6 Library Hubs)

Library drive time catchments	Population covered by the catchment	% of the population covered by the catchment
10 minute	165,315	53%
15 minute	205,103	66%
20 minute	251,564	81%
25 minute	284,286	91%

Source: Based on using Annual Mid-Year Population Estimates, 2015, Office for National Statistics (ONS)

This analysis shows that on average 71% of existing active library users live within a 10-minute drive time catchment of the library they registered at, 81% within 15 minutes, 88% within 20 minutes, and 92% within 25 minutes (the figure varies from library to library). It should be noted that in practice this service is supplemented and enhanced by mobile library provision.

Further analysis shows that 81 % of the population live within a 20-minute drive time of an existing main library hub.

Analysis of active library users by drive time catchments to the nearest Library Hub

In table 17 we show the drive time distances for existing active library users from each existing local library to the nearest library hub⁶.

Table 17 Percentage of the total active library users who live within different drive time distances from their nearest library hub

Local Library	Library Hub	10 mins	15 mins	20 mins	25 mins
Gobowen	Oswestry	79.3%	91.1%	92.8%	93.1%
The library & the Lantern	Shrewsbury	88.5%	93.0%	95.3%	96.1%
Bayston Hill	Shrewsbury	80.3%	88.9%	94.8%	96.9%
Broseley	Bridgnorth	2.1%	29.3%	89.7%	93.9%
Highley	Bridgnorth	4.5%	15.7%	84.9%	90.5%
Ellesmere	Oswestry	2.3%	20.8%	76.5%	89.4%
Pontesbury	Shrewsbury	6.2%	42.0%	76.3%	86.7%

⁶ i.e. a library in one of Shrewsbury, Oswestry, Ludlow, Whitchurch, Market Drayton and Bridgnorth

Shifnal	Bridgnorth	0.7%	1.2%	4.0%	88.6%
Wem	Shrewsbury	4.1%	11.2%	23.2%	83.7%
Wem	Whitchurch	1.4%	4.3%	19.2%	73.8%
Much Wenlock	Bridgnorth	0.6%	28.4%	69.1%	79.3%
Cleobury Mortimer	Ludlow	0.3%	1.3%	5.7%	74.1%
Craven Arms	Ludlow	4.1%	7.5%	57.1%	71.4%
Church Stretton	Shrewsbury	1.6%	2.9%	7.5%	66.2%
Church Stretton	Ludlow	0.5%	0.5%	2.0%	5.2%
Albrighton Library	Bridgnorth	0.9%	1.3%	2.7%	7.7%
Bishops Castle	Ludlow	0.6%	0.6%	1.2%	2.6%

Drive time distance from community libraries to the nearest alternative library

Table 18 shows the drive time distances to alternative library provision.

Table 18

Location of Community Libraries	Drive time to nearest alternative library forming part of the minimum library provision ⁷
Bishops Castle	32 minutes to Ludlow
Church Stretton	27 minutes to Shrewsbury
Albrighton	21 minutes to Bridgnorth 16 minutes to Southwater Library 19 minutes to Newport Library [11 minutes to Shifnal Library]
Pontesbury	21 minutes to Shrewsbury 27 minutes to Bishops Castle [14 minutes to Bayston Hill]
Ellesmere	20 minutes to Oswestry 23 minutes to Whitchurch
Cleobury Mortimer	20 minutes to Ludlow
Shifnal	19 minutes to Bridgnorth 11 minutes to Albrighton [9 minutes to Southwater Library] [15 minutes to Newport Library]
Wem	18 minutes to Whitchurch
Broseley	17 minutes to Bridgnorth [14 minutes to Madeley Library]
Severn Centre	16 minutes to Bridgnorth & Cleobury Mortimer
Craven Arms	15 minutes to Ludlow & Church Stretton
Much Wenlock	13 minutes to Bridgnorth

⁷ Based on AA Route Planner, town centre to town centre. Visit - <http://www.theaa.com/route-planner/index.jsp>

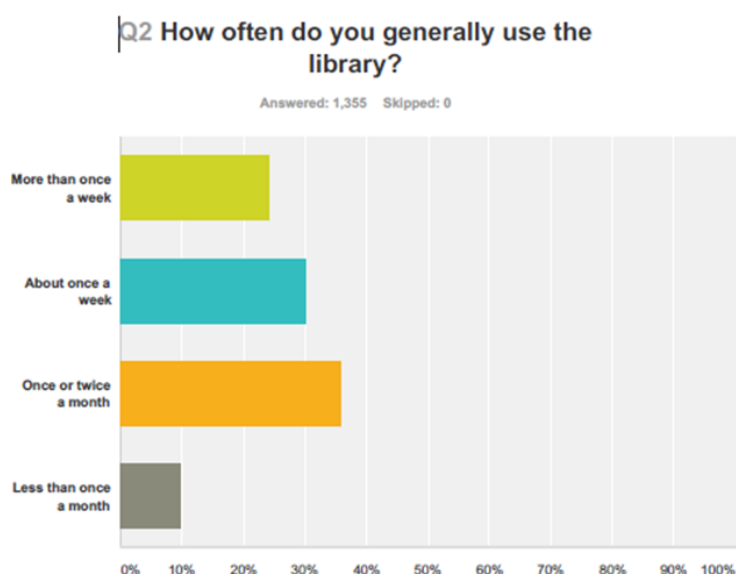
	24 minutes to Shrewsbury
Library at the Lantern	12 minutes to Shrewsbury
Gobowen	11 minutes to Oswestry
Bayston Hill	11 minutes to Shrewsbury

This analysis has been used to inform the potential impact to existing library users of closing individual libraries. Users of libraries at the bottom of the table are close to alternative libraries while those at the top of the table have the furthest to travel to an alternative library.

8.0 Summary of users (and non-user) surveys, stakeholder engagement and public consultation

1,355 individuals responded to a survey on changes to opening hours at 12 libraries in June 2016. This provided some useful information on:

a. How often people visit libraries

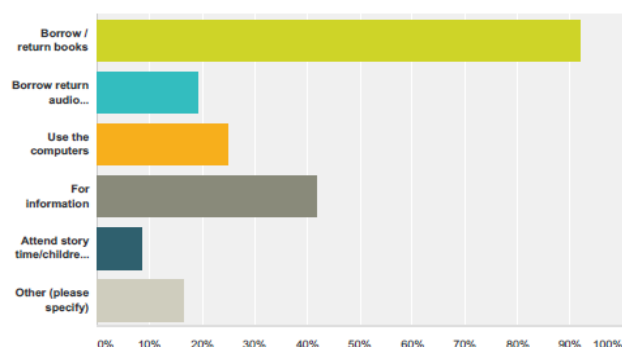


Answer Choices	Responses
More than once a week	24.13% 327
About once a week	30.26% 410
Once or twice a month	35.87% 486
Less than once a month	9.74% 132
Total	1,355

b. What people are visiting libraries for

Q3 What are you visiting the library for?

Answered: 1,355 Skipped: 0



Answer Choices	Responses
Borrow / return books	91.96% 1,246
Borrow return audio books/DVDs	19.11% 259
Use the computers	24.80% 336
For information	41.77% 566
Attend story time/children's activities	8.56% 116
Other (please specify)	16.46% 223
Total Respondents: 1,355	

The survey also showed that:

- 40% of respondents were aged between 26-59 and 40% between 60-75
- 90% of respondents were white British
- 63% of respondents were female
- 85 of respondents had a physical disability, 1% a learning disability and 5% another disability or need.

The DCMS Taking Part, focus on: Libraries reported in April 2016 on the outcomes of a survey in the year to September 2015.

Visit: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/519675/Libraries_short_story_-_FINAL.pdf

Headline findings from this survey include:

33.9% of all adults had used a public library service in the 12 months prior to being interviewed. This is a significant decrease since data collection began in 2005/06 and reflects national and local trends reported elsewhere in this report. The largest decrease has been amongst 16 to 24 year olds. Significantly more women than men used the library, and significantly higher non-working adults used the library than working adults. And significantly more adults from upper socio-economic groups used the library than adults from lower socio-economic groups.

The vast majority (94.8%) of adults who used the library in their own time or as part of voluntary work physically visited a public library building or mobile library to make use of library services (including loaning or borrowing books, printing/using electronic resources, using computer facilities or taking part in an event such as a reading group or author visit).

17.9% of adults used a computer outside the library to view a library website, catalogue or database, or to loan e-books.

Only 9.7% of adults accessed or received a library service by email, telephone, fax or letter and 0.9% received an outreach service (such as home delivery) or attended library events.

94.2% of adults who had used a library were very satisfied or fairly satisfied with their library experience. This is a significant increase from 2010/11. The most common reasons for dissatisfaction was choice and physical condition of resources (books, music, DVDs, etc.) followed by unfriendly or unhelpful staff assistance.

Adults who live with children are significantly more likely to have used public library services at least once a year than adults who do not live with children. Amongst adults whose use of libraries has increased over a period of three interviews, encouraging a child to read was the main reason given for this increase (cited by 20% of those using library services more often).

In addition, adults who went to the library themselves when they were growing up were more likely to go to the library as adults: 82.2% of adults who said they had used a library in the last 12 months had used the library when growing up. Among those who said they had not used the library in the last 12 months, this figure was 69.1%.

Among those whose use of libraries decreased over a period of three years, the most common reasons for using services less often were less free time (25%), buying or getting books elsewhere (17%) and now reading E-books instead (12%).

9.0 Mosaic evidence

Mosaic public sector classifies all consumers in the United Kingdom by allocating them to one of 15 groups and 66 types. This paints a picture of each UK citizen in terms of their socio-economic and socio-cultural behaviour. This in turn be used for targeting certain groups and understanding the best communication channels to use.

The Library Service Active Borrower data (March 2015 – February 2016) was run through the Mosaic Profiler tool using postcode data.

The results show the largest groups of people using the library service were Country Living (29.17%) and Rural Reality (14.43%). The lowest groups were Modest Traditions, Municipal Challenge, Urban Cohesion (these results also reflect Shropshire's overall population).

A. Country Living	Key Features	Channel Preference
	Rural locations	Face to Face
	Well-off homeowners	Post
	Attractive detached homes	Landline
	Higher self-employment	Email
	High car ownership	Mobile
	High use of Internet	Online
G. Rural Reality	Rural locations	Face to Face

Village and outlying houses	Post
Agricultural employment	Landline
Most are homeowners	Email
Affordable value homes	Mobile
Slow Internet speeds	Online

Country Living are more likely to respond to face to face, post and online. Rural Reality are more likely to respond to face to face, landline and online.

When compared with all Shropshire residents as a baseline, there was over representation in certain groups. These groups were City Prosperity, Prestigious Positions, Domestic Success and Country Living, Aspiring Home Makers, Transient Renters and Urban Cohesion. All these groups are more affluent.

There was an under representation in Vintage Value, Senior Security and Modest Traditions, Municipal Challenge, Suburban Stability and Rural Reality.

Mosaic also produces a communications toolkit for Shropshire to best target these groups in terms of marketing.

The full Mosaic report is available from:

<http://www.experian.co.uk/assets/marketing-services/brochures/mosaic-ps-brochure.pdf>

10.0 Comparisons to nearest neighbours

The Chartered Institute of Public Finance and Accounting (CIPFA) provide annual analysis of public library statistical data, enabling comparisons to be made across multiple library authorities. Data for Shropshire has been benchmarked against the 12 other library authorities in the West Midlands. The analysis for 2015/16 figures is summarised here:

- Shropshire has the 2nd highest proportion of active users per 1,000 population, suggesting that the library service engages well with the population compared to other authorities.
- Shropshire currently has the highest number of service points (static libraries and mobile libraries) per 100,000 population. 8.3 service points compared to the regional average of 5.4.
- Library visits per 1,000 population are slightly below average in Shropshire. 3,348 visits compared to the regional average of 3,460. However, book loans per 1,000 population are slightly above average in Shropshire. 2,979 per 1,000 population compared to the regional average of 2,914.
- Shropshire has a slightly below average number of library staff per 100,000 population. 21.6 per 1,000 population compared to the regional average of 23.8.
- Compared to other authorities in the region Shropshire has a high level of volunteer involvement in libraries. This reflects the wide-ranging support offered by volunteers including Home Library Service deliveries, local history volunteers, and young volunteers during the Summer Reading Challenge.
- Shropshire has a low number of computer hours used per 1,000 population. 257 hours compared to the regional average of 484 hours.

- Library expenditure per 1,000 population is below average in Shropshire, at £10,698 per 1,000 population compared to the regional average of £13,486. However, within that the cost of transport (mobile libraries and delivery vans) is high compared to other authorities in the region, reflecting the wide geographical spread of libraries across the county.
- The number of books purchased per 1,000 population is low in Shropshire compared to elsewhere. 71.8 books per 1,000 population compared to the regional average of 122.9.
- The overall cost per visit in Shropshire, £3.42, is lower than the regional average, £4.62. This suggests that the library service in Shropshire offers good value for money compared to neighbouring authorities.

Overall Shropshire comes out quite well in this analysis, particularly interesting is that the Council has the highest number of libraries/mobiles per 100,000 of population.

The West Midlands regional comparison isn't publicly available on the web. A 'nearest neighbour' comparison is publicly available but doesn't provide such useful comparisons. This can be viewed at: <http://www.cipfa.org/services/statistics/comparative-profiles/public-libraries/cipfastats-library-profiles-english-authorities-2016>