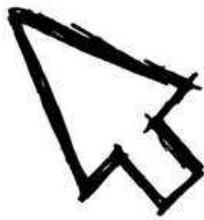


Rotherham Library and Customer Services

Assessment of Local Need 2016



Books &
Information



Computers



AudioBooks



eBooks



Skills



Activities



Meeting
People



Wellbeing

Appendix 2 – Assessment of Local Need 2016

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Introduction

Background

Local Authorities have a statutory responsibility to provide a “comprehensive and efficient” public library service, “for all persons wishing to make use thereof” (Public Libraries and Museums Act, 1964). The Act states that the Local Authority has a duty to provide facilities for borrowing books and other material and that it should encourage both adults and children to make full use of the service.

Whilst the statutory library services should remain free under the Act, the Local Government and Housing Act (1980) and Library Charges (England and Wales) Regulations (1991) give Library Authorities the power to charge for the provision of specific services.

Libraries have long been recognised as community hubs, and contribute to a range of national priorities, such as:

- Literacy and learning
- Health and wellbeing
- Economic growth
- Community cohesion
- Digital literacy
- Access to cultural activity

The local priorities for Rotherham’s Libraries and Customer Services are explicitly linked to the Council’s corporate objectives, which are:

- Every child making the best start in life
- Every adult secure, responsible and empowered
- A strong community in a clean, safe environment
- Extending opportunity, prosperity and planning for the future
- A modern, efficient Council

The Society of Chief Librarians (SCL), in partnership with the Arts Council and the Reading Agency has developed a package of Universal Offers which help to underpin these national and local priorities, providing a framework for future service developments around the key areas of reading, health, digital, information and learning.

Appendix 2 – Assessment of Local Need 2016

The following table details how libraries contribute to a range of local and national priorities:

National priorities	Local government priorities	Libraries contribution
Healthy nation	Health and wellbeing /social care	Libraries contribute to the Health and Social Care Act 2012 and the preventative agenda, by providing curated information (Books on Prescription) on dementia and mental health issues, as a well as a range of other materials. Tailored session free for all, include reminiscence and knit and natter groups and memory cafes. Libraries provide a network of local hubs offering non-clinical community space where health and wellbeing groups engage with the community.
Economy	Vibrant economy: economic development/growth	The provision of information and signposting to education, employment and government services. New or refurbished libraries can be the catalyst for regeneration, particularly as part of wider public sector estate rationalisation plans and their role in ensuring a vibrant high street. Libraries can also be the stimulus for new businesses with enterprise hubs and maker spaces.
Tackling social injustice	Community cohesion	Public libraries contribute directly to many of government's social priorities by creating a sense of place for their community and providing an inclusive, free and safe space for all, particularly those in deprived areas.
Digital Literacy	Digital inclusion/digital literacy	Trained staff will help people to get online and access services and information with digital skills training. Libraries provide free WiFi and access to digital devices.
Literacy	Literacy and lifelong learning	Libraries play an important role in supporting the school curriculum with reading for enjoyment, books clubs and homework clubs. They also provide opportunities for adult learning and reading.
Culture	Arts and culture	Taking part in cultural activities provides cross-cutting benefits working with a range of partners, libraries offering writing workshops, drama and musical events. Taking part in cultural activities provides cross-cutting benefits and contributes to a number of priorities; health and wellbeing, developing well/living well and vibrant economy.

Source: <https://www.gov.uk/government/publications/libraries-shaping-the-future-good-practice-toolkit/libraries-shaping-the-future-good-practice-toolkit>

Current Provision

There are 15 libraries across the borough. The Service also provides two mobile library vehicles and a Schools Loan Service, which offers resources to support schools. Currently 98% of Rotherham residents are able to access a library within 2 miles of their home.

In 2012/13, the Library and Information Service merged with Customer Services to create a larger, more economical and effective service area, which is able to provide and enable access to a greater range of services across the borough. The merger of these Services has already achieved savings of over £1.25million from their combined budgets.

All libraries offer books in various formats (hardback, paperback, large print, spoken word), and several larger sites (Riverside, Dinnington, Maltby, Swinton and Wath) offer DVDs for hire. Riverside also offers Music CDs for hire, as well as sheet music. Riverside and Mowbray Gardens have a range of foreign language material available. A free request service enables customers to order and collect items from any site.

In addition to this the Service also offers several e-Resources (e-Books, e-Audio and e-Magazines) as well as access to online resources such as Find My Past.

Each site has public access computers and Wi-Fi available to use for free.

All sites deliver a variety of events as standard, these include: Rhymetime sessions, class visits, holiday activities, the Summer Reading Challenge and IT classes.

Many sites also run Readers Groups and additional events, working in partnership with external organisations and volunteers to extend the core offer, for example running IT classes and Code Clubs.

Developing the service

The revised Library Strategy (2016-2019) outlines our vision for Rotherham Libraries during the next four years:

- Our libraries are well used, cost effective and responsive to changing customers' needs, available technologies and resources;
- The services we offer and enable will reflect the needs and make up of Rotherham communities;

Appendix 2 – Assessment of Local Need 2016

- We will inspire Rotherham’s communities, young people and their families to enjoy reading and develop their knowledge and skills, so that they are able to improve their quality of life and have an opportunity to realise their full potential.
- Located in the heart of Rotherham’s communities, our libraries will be recognised community hubs, offering welcoming spaces and providing access to modern digital technology.
- Our staff will help to bridge the digital divide by supporting Rotherham communities to get online and explore all the benefits that being online brings.

This assessment of local need and the Library Strategy 2016-19 will together shape a new service model for Rotherham’s libraries. It will also pave the way for ongoing consultation with local residents and key stakeholders.

Any decisions regarding service provision will be based on:

- Assessment of local need
- Consultation with individual communities, partners, stakeholders and staff
- Equality analysis of both current and proposed service delivery
- Statement of resources available
- Quality assurance of any potential savings identified

The aim of this assessment of local need is therefore to support the Authority to fulfil its requirement to provide a “comprehensive and efficient Library service for all persons desiring to make use thereof” (Public Libraries & Museums Act, 1964), whilst taking account of available resources.

Assessing need in Rotherham

The assessment of local need includes the following sections:

Community Profile

This section outlines the profile of the borough, its residents and the factors that will help determine the needs that the Library Service should meet in the future. Particular consideration is given to deprivation, population demographics and digital inclusion.

The Current Service

This section considers the current position of the Service, and indicates how libraries across the borough are being used. While usage levels do not necessarily indicate need, the pattern of use demonstrated across the borough gives a reliable indication of demand at a local level.

Benchmarking

This section provides an overview of how the Library Service performs against other comparative library authorities in order to assess its efficiency and is therefore meeting that element of the statutory duty.

Community Views – Recent update

As part of the consultation process, the Service will be talking to users and non-users, partners and key stakeholders to ask for their views on the service. The feedback will indicate whether the Service satisfies the identified local needs it identifies and will give an indication of future expectations.

Conclusion: need in Rotherham

This section presents the key findings of the needs assessment. It identifies what the Library Service needs to deliver in order to meet the needs of the various communities across the borough, and how it contributes to the Council's main priorities.

Unless otherwise stated, data has been collated from the following sources:

- Joint Strategic Needs Assessment <http://www.rotherham.gov.uk/jsna/>
- Local Government Association reports from LG Inform Plus (subscription service)

Community Profile

Rotherham is a diverse borough with a mixture of people, cultures and communities. There are densely populated multi-ethnic inner urban areas, large council built housing estates, leafy private housing suburbs, industrial areas and rural villages. About 70% of the borough's land area is rural so the most widespread feature is extensive areas of open countryside, mainly agricultural with some parkland and woodland. Rotherham is well connected to other areas of the country via the M1 and M18 which run through the borough and by the rail network which links to Sheffield, Doncaster and Leeds. There are five airports within 55 miles of Rotherham, at Doncaster (Robin Hood), Manchester, Leeds & Bradford, East Midlands and Humberside.

Around 70% of land in the borough is classed as rural in nature and half of all land use is for agriculture. The majority of the borough's population live in urban areas, around 50% in the Rotherham Urban Area area and 38% in smaller urban areas such as Wath, Swinton, Maltby and Dinnington. Rural areas, mainly in the south of the borough contain 12% of the population.

Rotherham developed as small market town serving a rural area but became a major industrial centre in the 19th Century, built around steel making and coal mining. Rotherham attracted workers from other areas, growing most rapidly between 1890 and 1910. The last coal mine closed in 2013 and the steel industry has declined greatly in recent decades. Traditional industries have given way to new industries and the local economy grew rapidly between 1995 and 2005 as new employment sites such as Manvers were developed. After 2007, local employment began to decline and Rotherham was hit hard by recession in 2008-2010. There was a net loss of 14,000 job losses between 2007 and 2013 (12% of local jobs) although the economy has since turned a corner towards renewed growth. Continued redundancies in the steel industry and other sectors mean that recovery will not be straightforward.

Deprivation

Why is this an issue?

- Deprivation refers to problems caused by a general lack of resources and opportunities, not just a lack of money (poverty).
- The overall Index of Multiple Deprivation (IMD) score combines information from the seven domains of Income Deprivation; Employment Deprivation; Health Deprivation and Disability; Education Skills and Training Deprivation; Barriers to Housing and Services; Living Environment Deprivation; and Crime.
- Deprivation in Rotherham has increased, with the borough now ranked 52nd most deprived district, within the top 16% most deprived districts in England.
- The key drivers of deprivation in Rotherham are Employment, Education, Skills and Training, and Health and Disability.
- Deprivation has generally stayed the same or reduced in the least deprived areas, whilst it has increased most in those areas with the highest deprivation.
- There is evidence of polarisation between the most and least deprived areas for all deprivation domains, except Living Environment.
- 24.3% of Children are affected by income deprivation compared with 14% of working age adults, the gap being wider in the most deprived areas.
- The Government's welfare reform programme over 2011- 2018 is expected to increase and intensify deprivation in Rotherham by reducing the incomes of the poorest households, particularly people who are disabled or long term sick, and families with children.

Note:

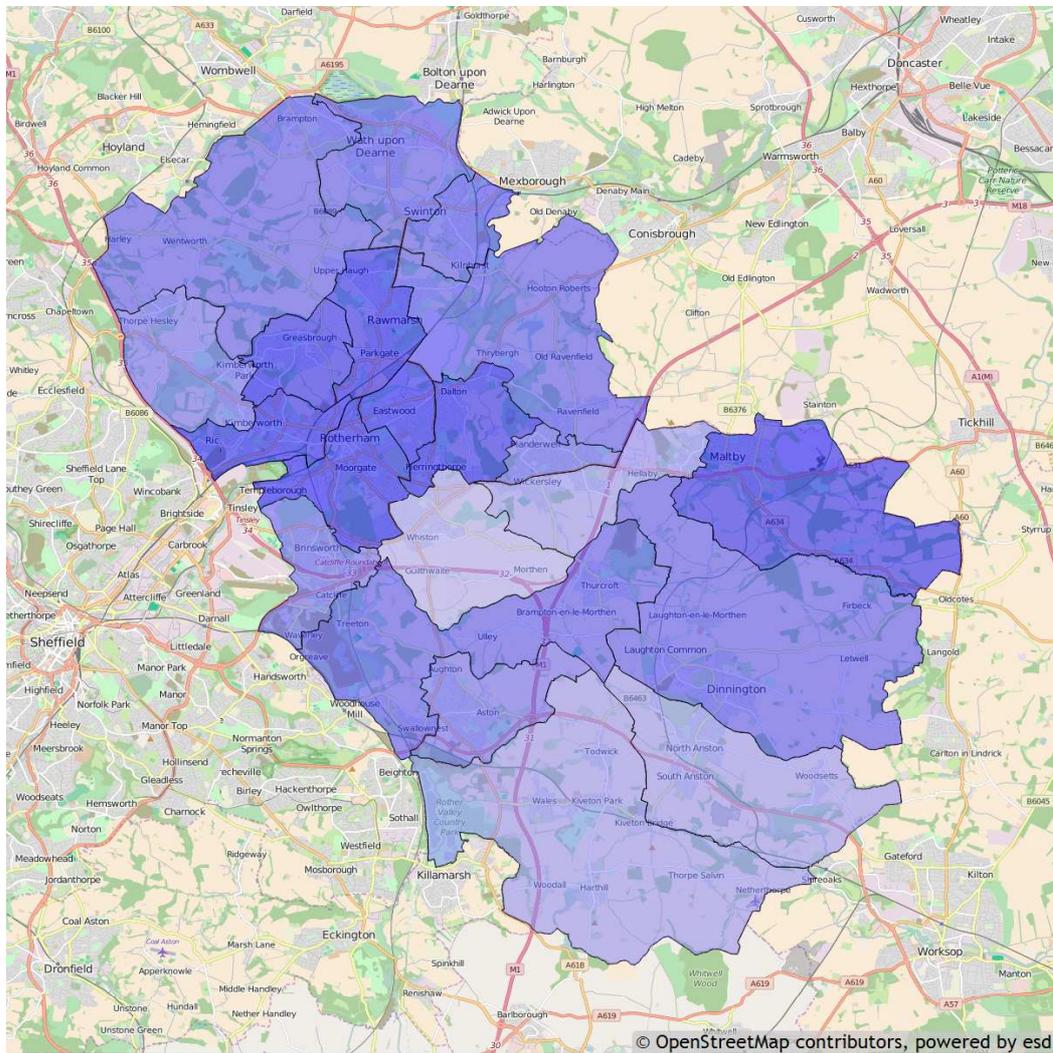
Out of the seven domains listed above, the most challenging forms of deprivation within Rotherham are:

- Employment
- Education, Skills and Training
- Health and Disability.

As these are the key drivers of deprivation in Rotherham, this assessment of need will focus on these areas.

Appendix 2 – Assessment of Local Need 2016

Each ward in Rotherham has been allocated to one of ten equal groups based on its score across all wards in England. Those shaded darkest are in the 10 % most deprived wards in England and those shaded lightest are in the 10 % least deprived wards:



IMD: Overall (2015) - score (2015)

- 35.619 ≤ 83.417
- 27.603 ≤ 35.619
- 22.417 ≤ 27.603
- 18.688 ≤ 22.417
- 15.674 ≤ 18.688
- 13.374 ≤ 15.674
- 11.337 ≤ 13.374
- 9.306 ≤ 11.337
- 6.966 ≤ 9.306
- 1.269 ≤ 6.966

Appendix 2 – Assessment of Local Need 2016

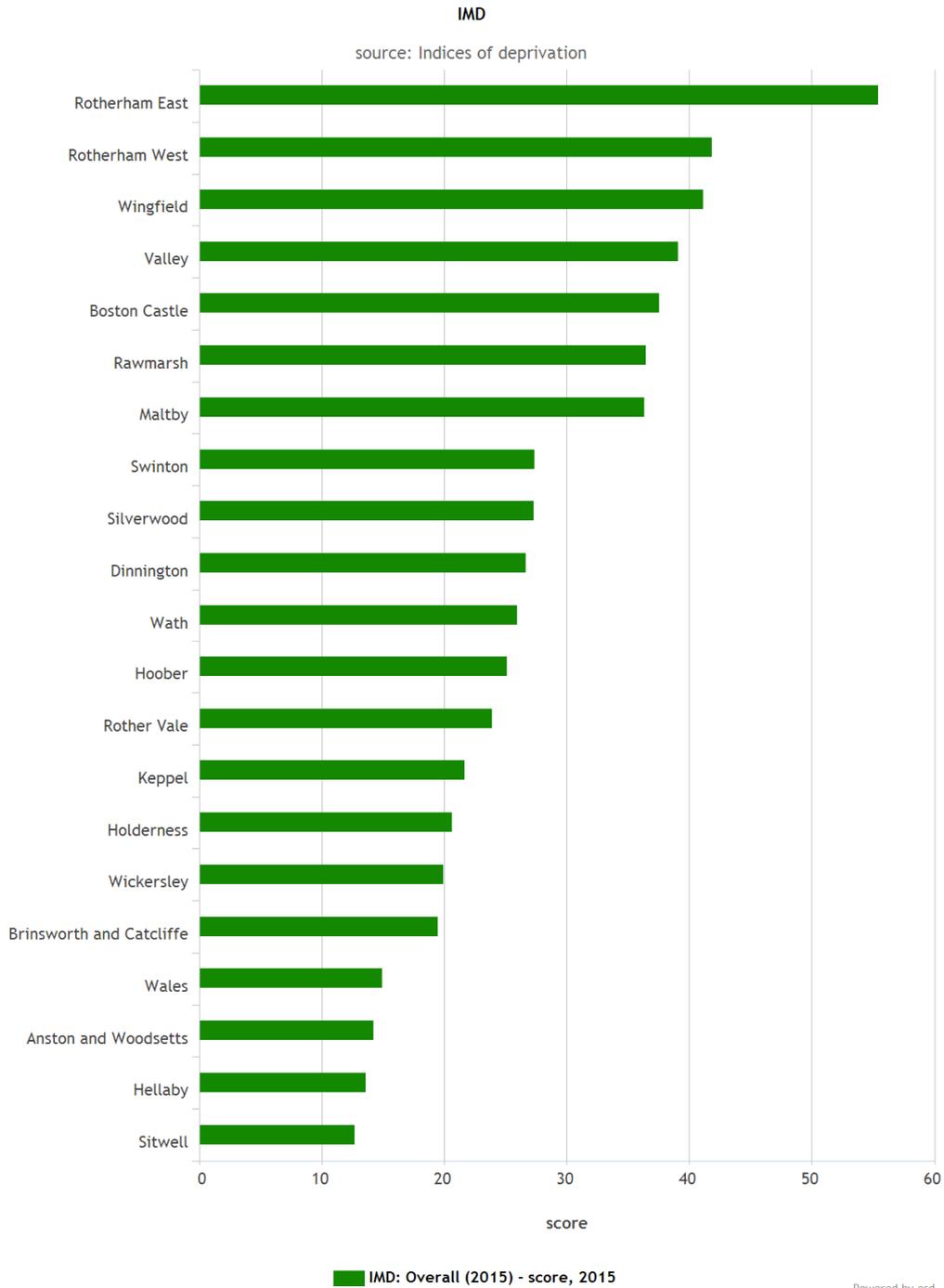
The most deprived wards are:

- Rotherham East
- Rotherham West
- Wingfield

The least deprived wards are:

- Sitwell
- Anston and Woodsetts
- Sitwell

Areas of most deprivation (2015)



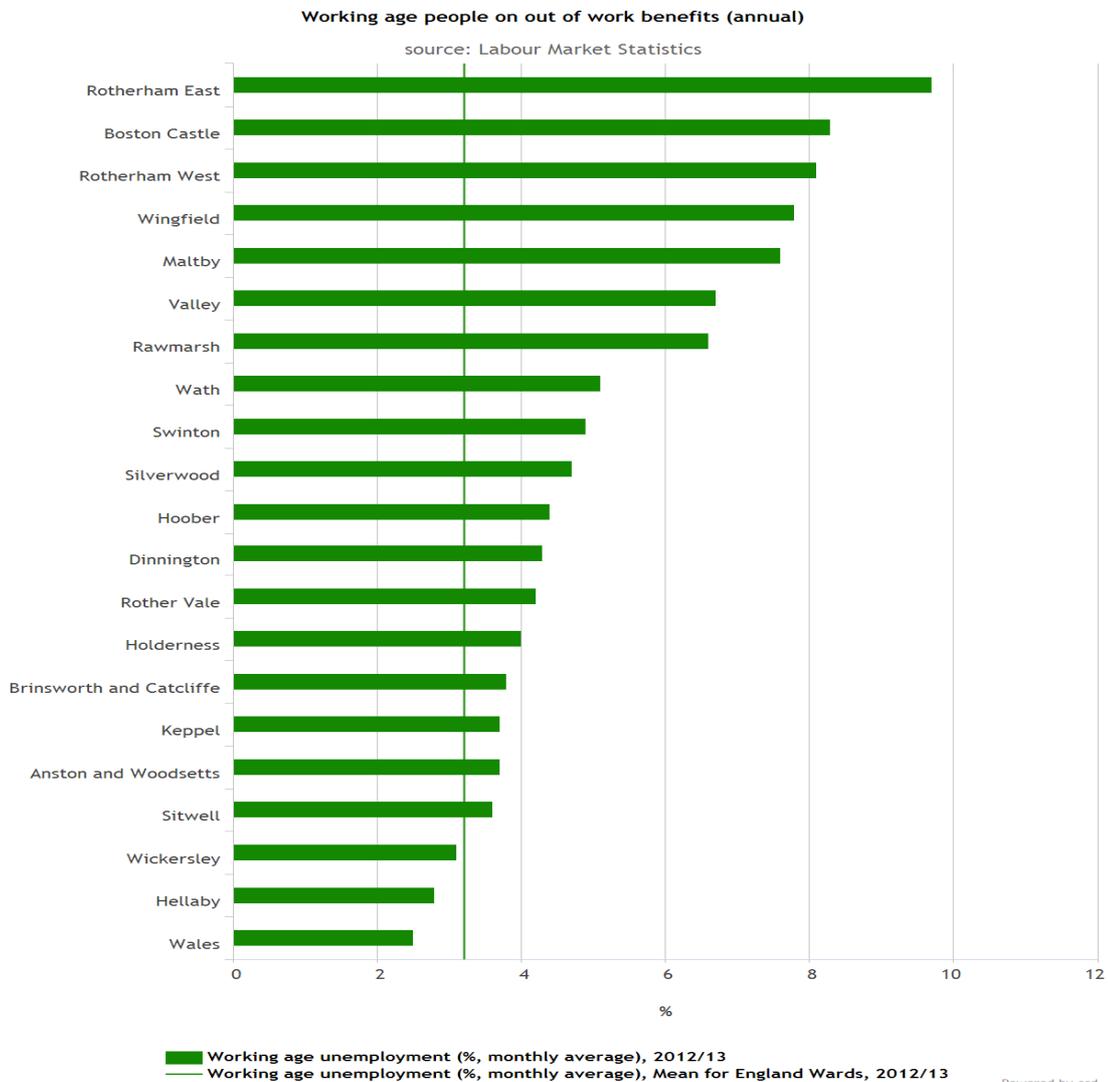
Employment Deprivation

The percentage of the working age population in employment is 72.5%, below the 73.6% national rate. The average employment rate in Rotherham Jan 2014 to Sept 2015 was 69.4%, below the 73.1% for England over the same period.

An average of 5.3% of the population of Rotherham claim out of work benefits, with the highest proportion of people residing in Rotherham East Ward at 9.7%. This compares to 3.8% for England overall. 2.6% of the economically active population are claiming Job Seekers, compared to a claimant rate of 1.5% nationally.

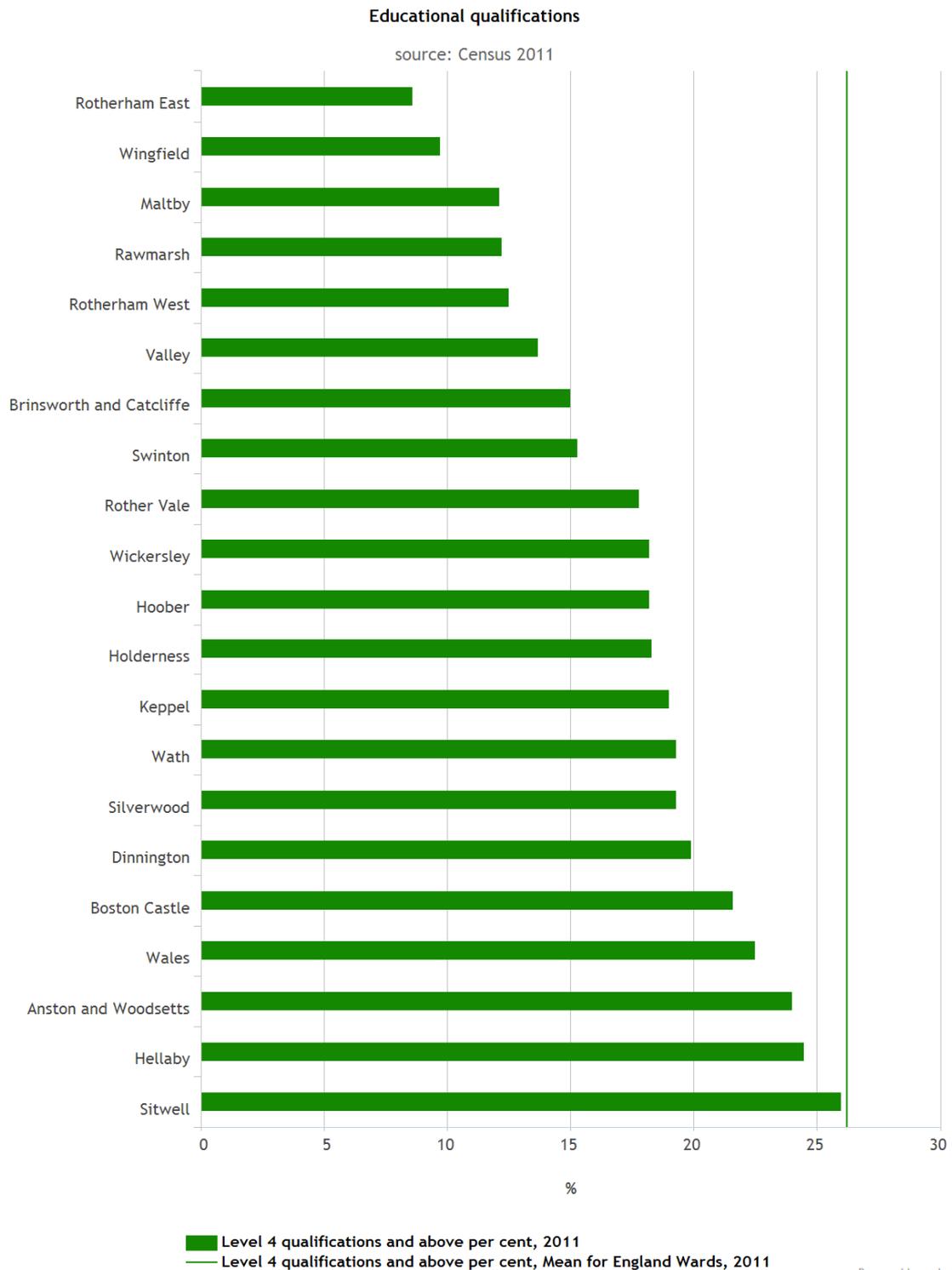
8.0% of working age population claim Incapacity Benefit / Employment Support Allowance above the national rate of 6.3%.

The areas most affected by employment deprivation are: Rotherham East, Wingfield and Valley.



Appendix 2 – Assessment of Local Need 2016

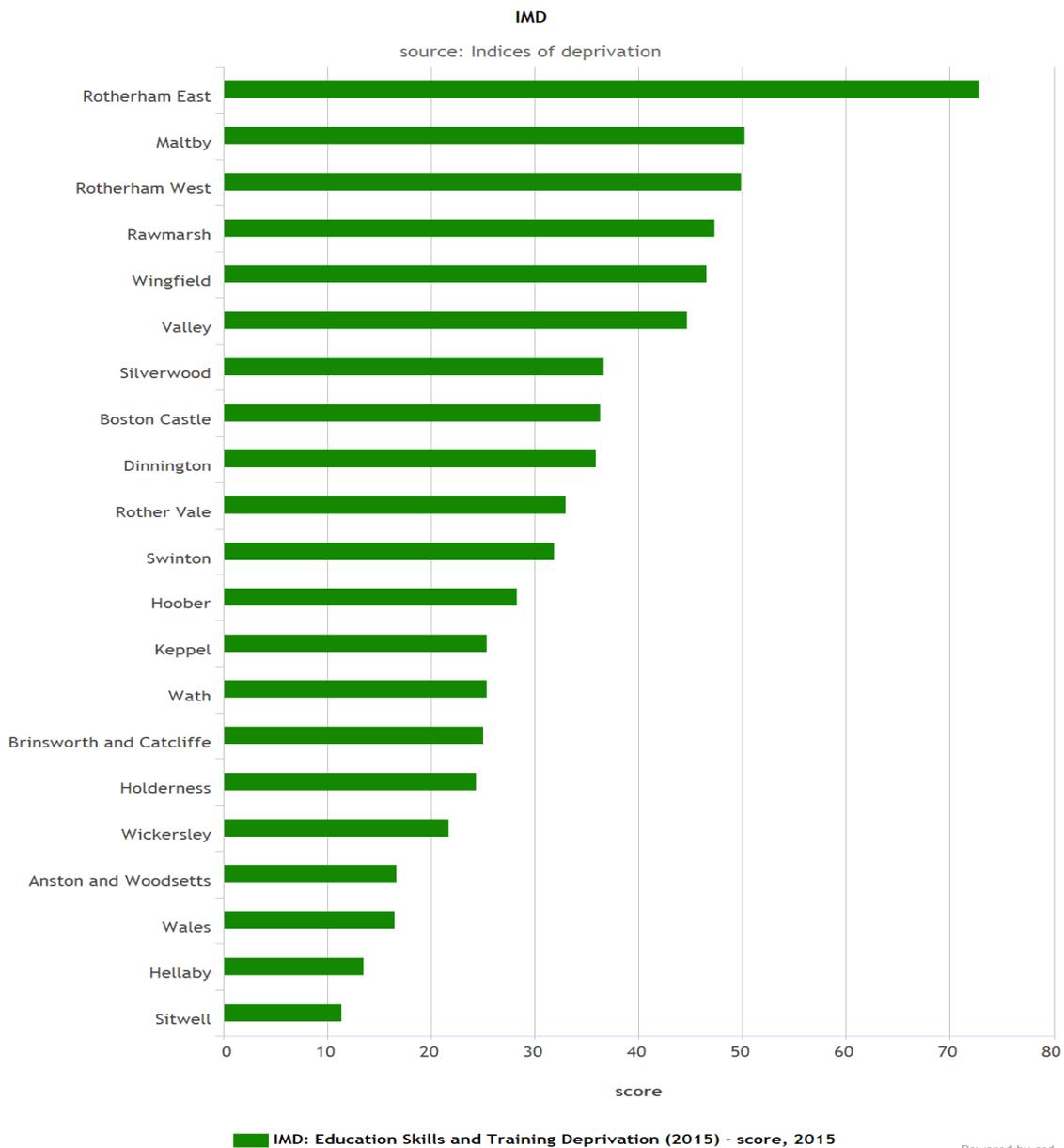
This chart shows the percentage of population educated to NVQ4+. Of the working age population in Rotherham, 15,700 people have no qualifications, a rate of 9.9%, slightly above the regional average and above the national rate of 8.8%. The percentage qualified at the highest levels (NVQ4+ or degree level and above) is just 23.1%, below the regional average and well below the 36% national average. The employment rate of people qualified to NVQ4+ in Rotherham stands at 84% compared to just 27% of those who have no qualifications.



Appendix 2 – Assessment of Local Need 2016

Education, Skills and Training Deprivation

Rotherham has a long history of low literacy levels which is reflected in the low levels of adult qualifications and in low attainment by children and young people. Relative to England, Education deprivation in Rotherham overall has reduced slightly although the most deprived areas have fallen further behind whilst less deprived areas have advanced. The chart below summarises the Education, Skills and Training Deprivation per ward. The domain measures the lack of attainment and skills in the local population. Rotherham East, Maltby and Rotherham West are the areas most affected by educational, skills and training deprivation.

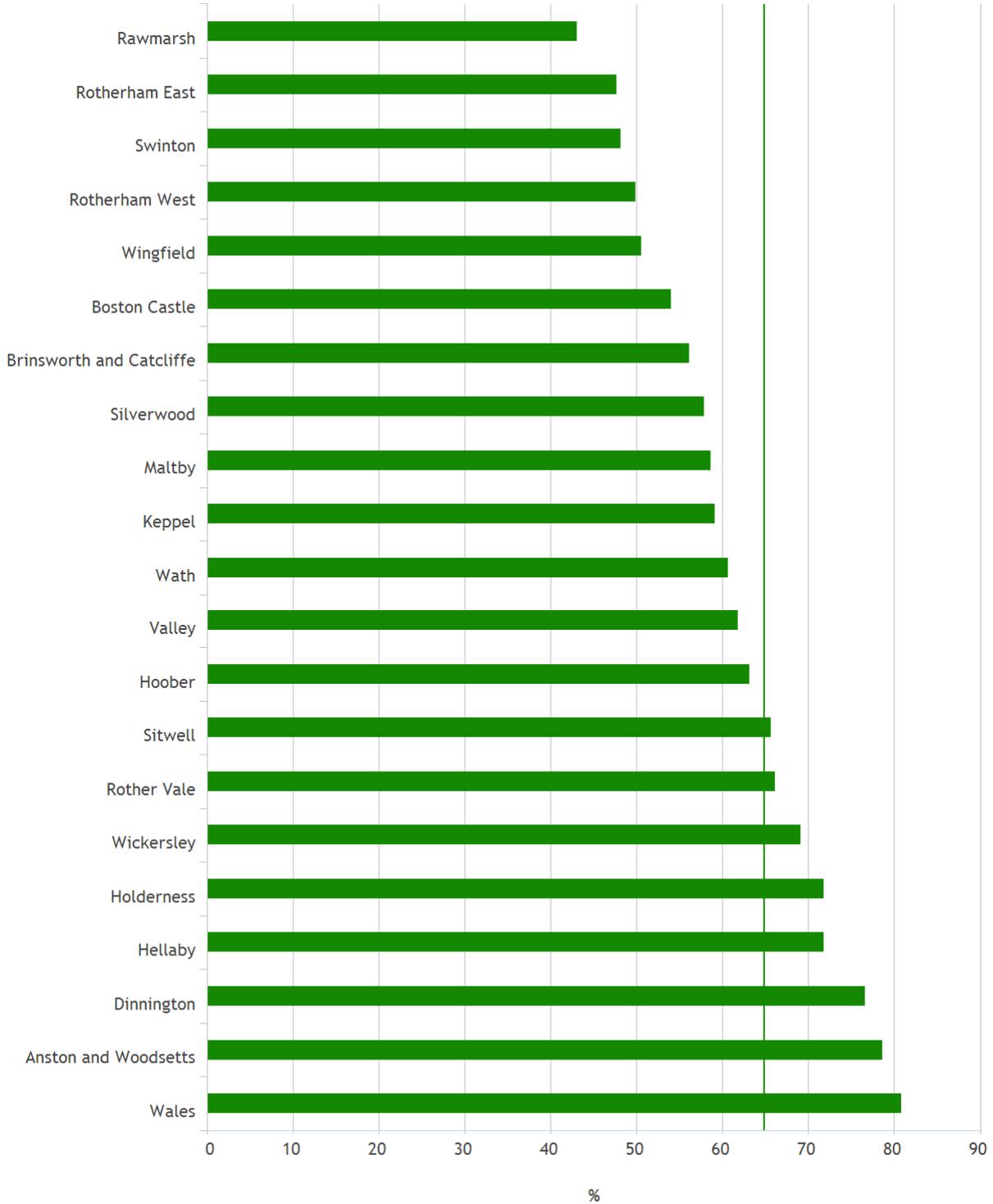


Appendix 2 – Assessment of Local Need 2016

60.5% of pupils in Rotherham achieve a good level of development at the end of reception class, compared to 63.5% nationally. Rawmarsh ward has the lowest achievement rate at 43.1%, followed by Rotherham East and Swinton.

Child development at age 5

source: Based on data from DfE Early Years Foundation Stage Profile Results



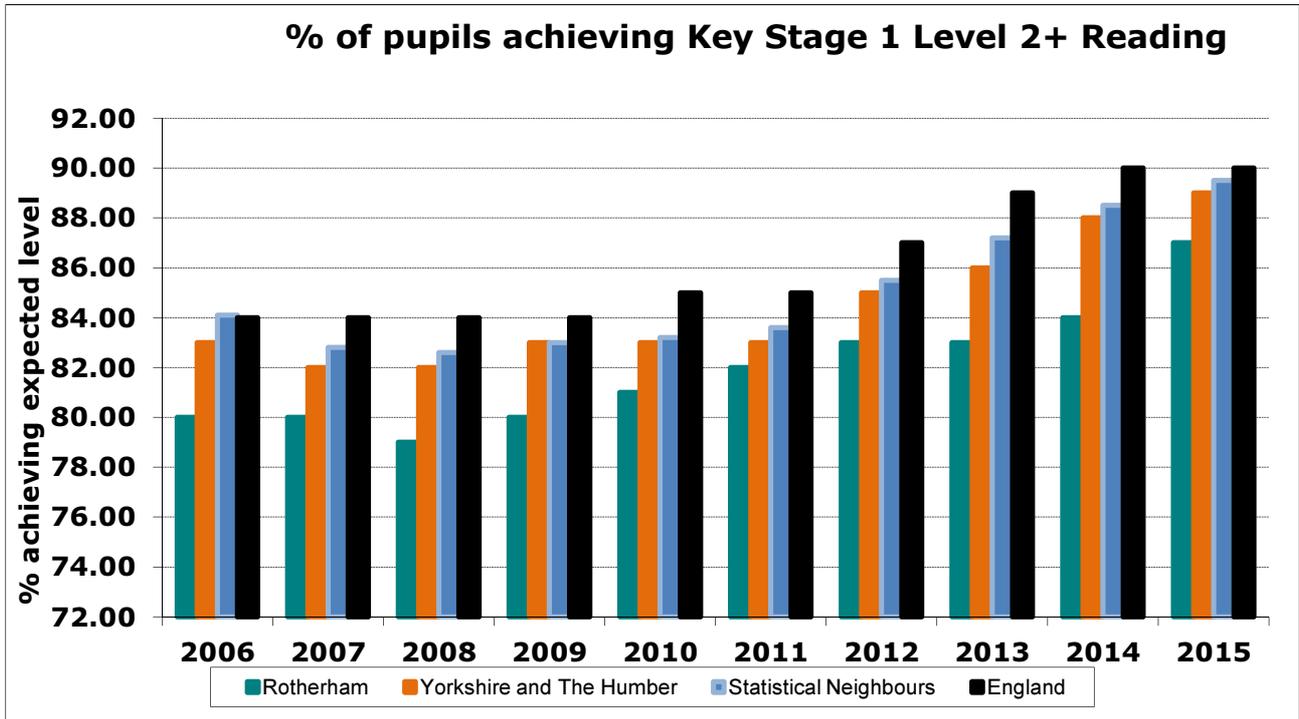
■ Child development at age 5 - per cent (from MSOA), 2011/12 (academic)

— Child development at age 5 - per cent (from MSOA), Mean for England Wards, 2011/12 (academic)

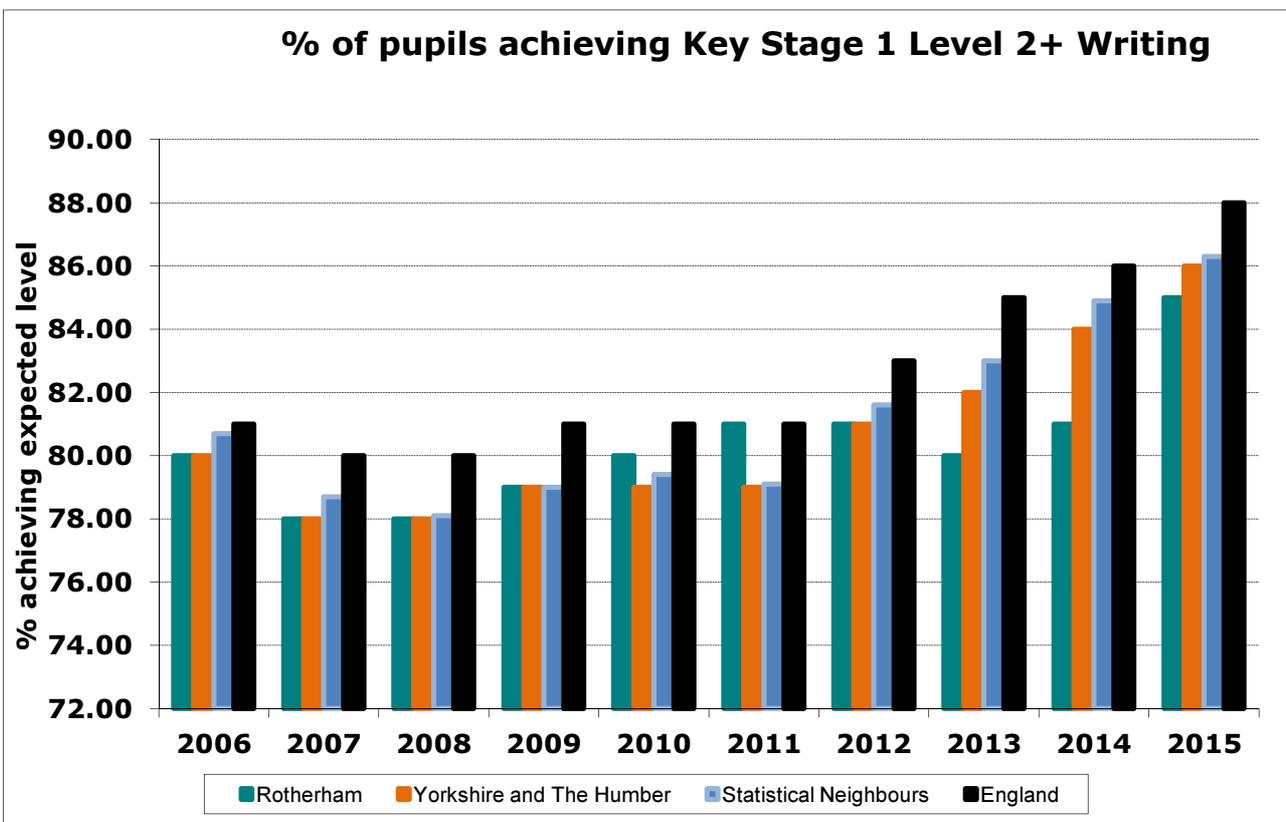
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Appendix 2 – Assessment of Local Need 2016

There have been improvements in Key Stage 1 Reading (87% achieving expected level) and Writing (85% achieving expected level), although both are at a lower than the level of performance across the country and of Rotherham's statistical neighbours:



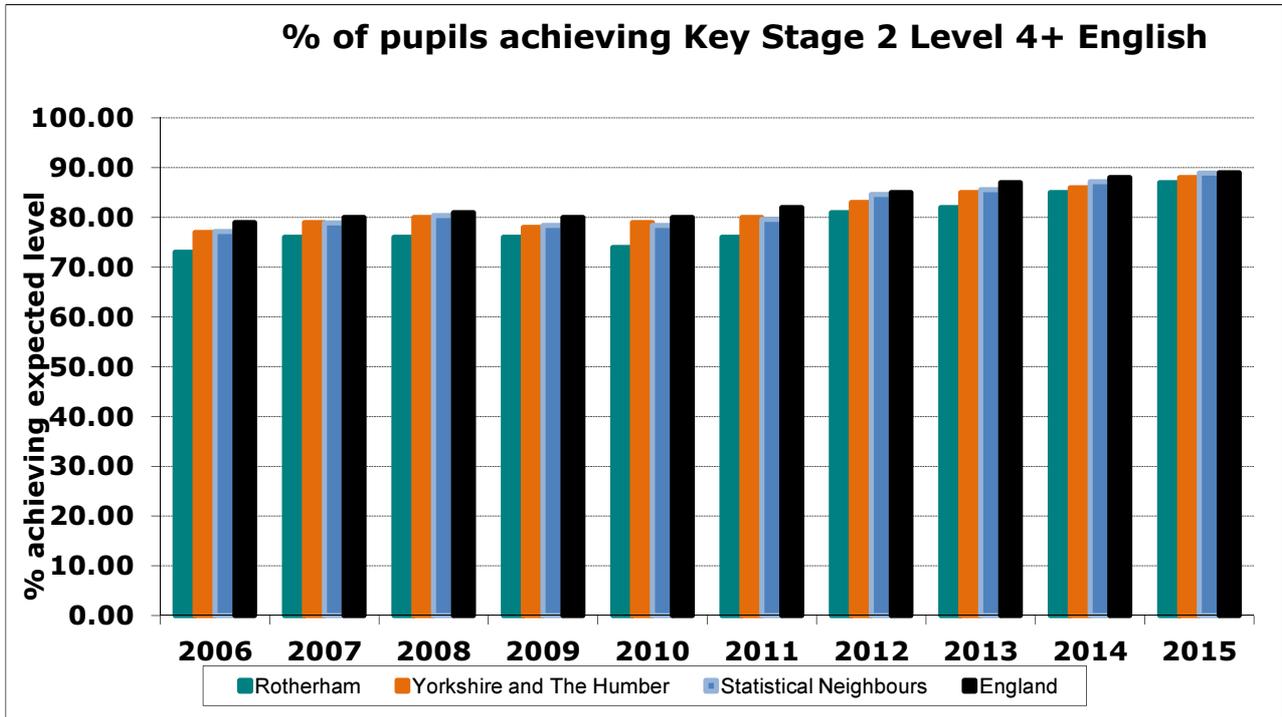
Source: DfE LAIT, August 2015



Source: DfE LAIT, August 2015

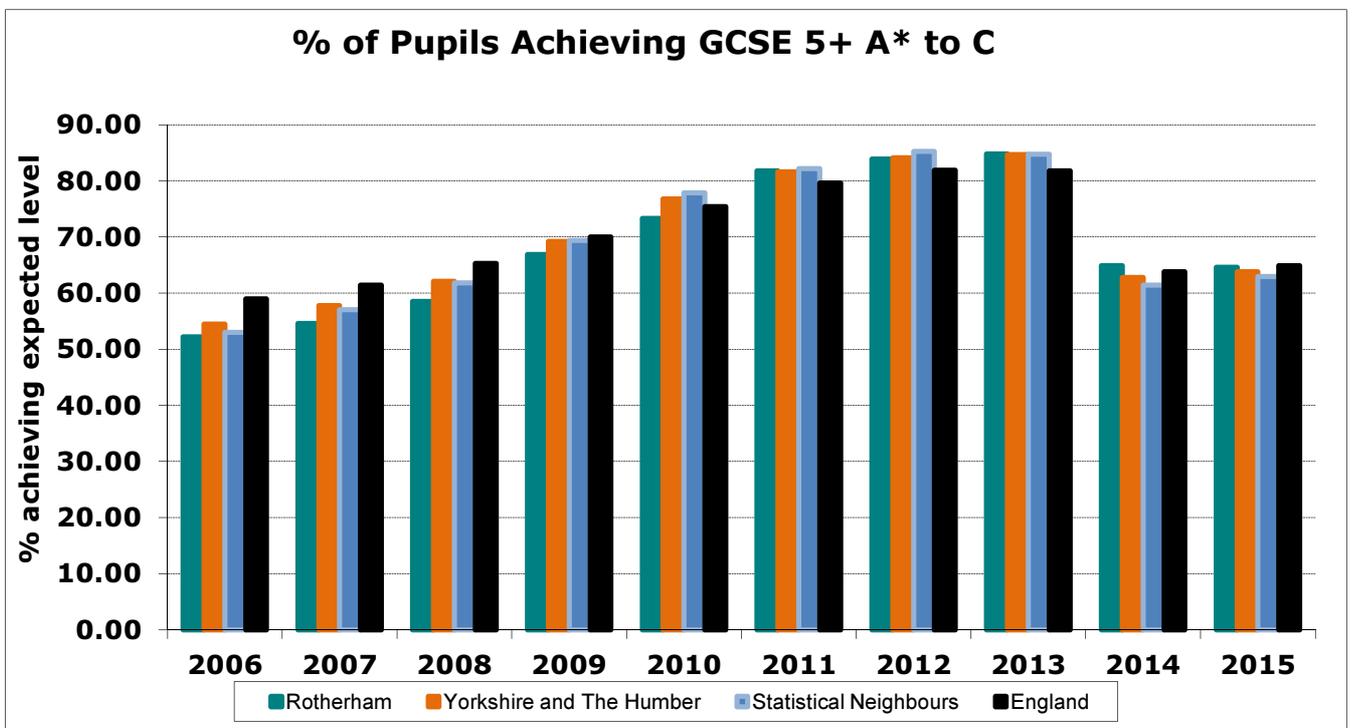
Appendix 2 – Assessment of Local Need 2016

Level 4 English Key Stage 2 attainment in English is at 87% which is an improvement, but still a slightly lower level now than the level of performance across the country and of Rotherham’s statistical neighbours.



Source: DfE LAIT, August 2015

Overall attainment at GCSE level is improving and is better than the regional and neighbourhood average.

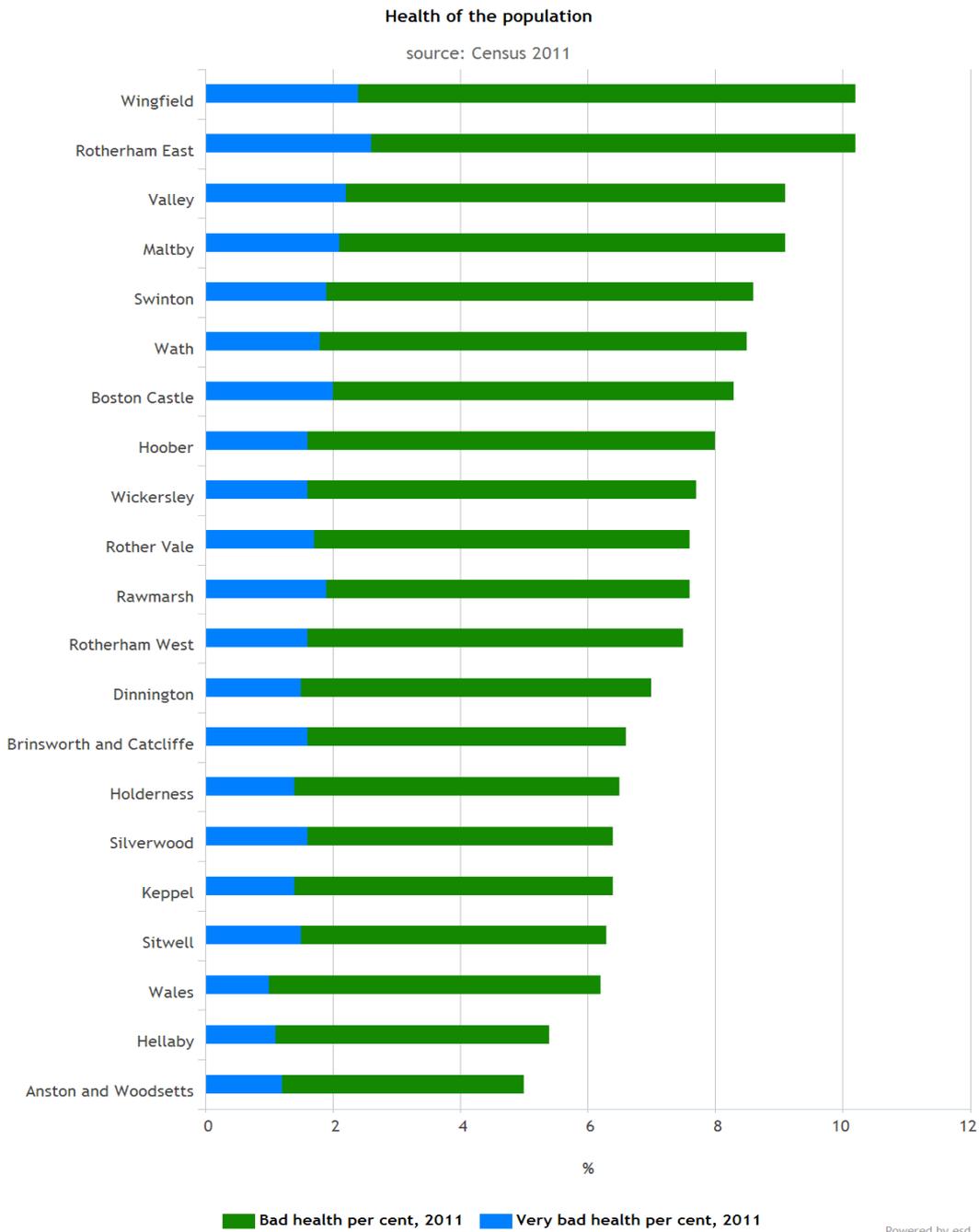


Source: DfE LAIT, August 2015

Health and Disability Deprivation

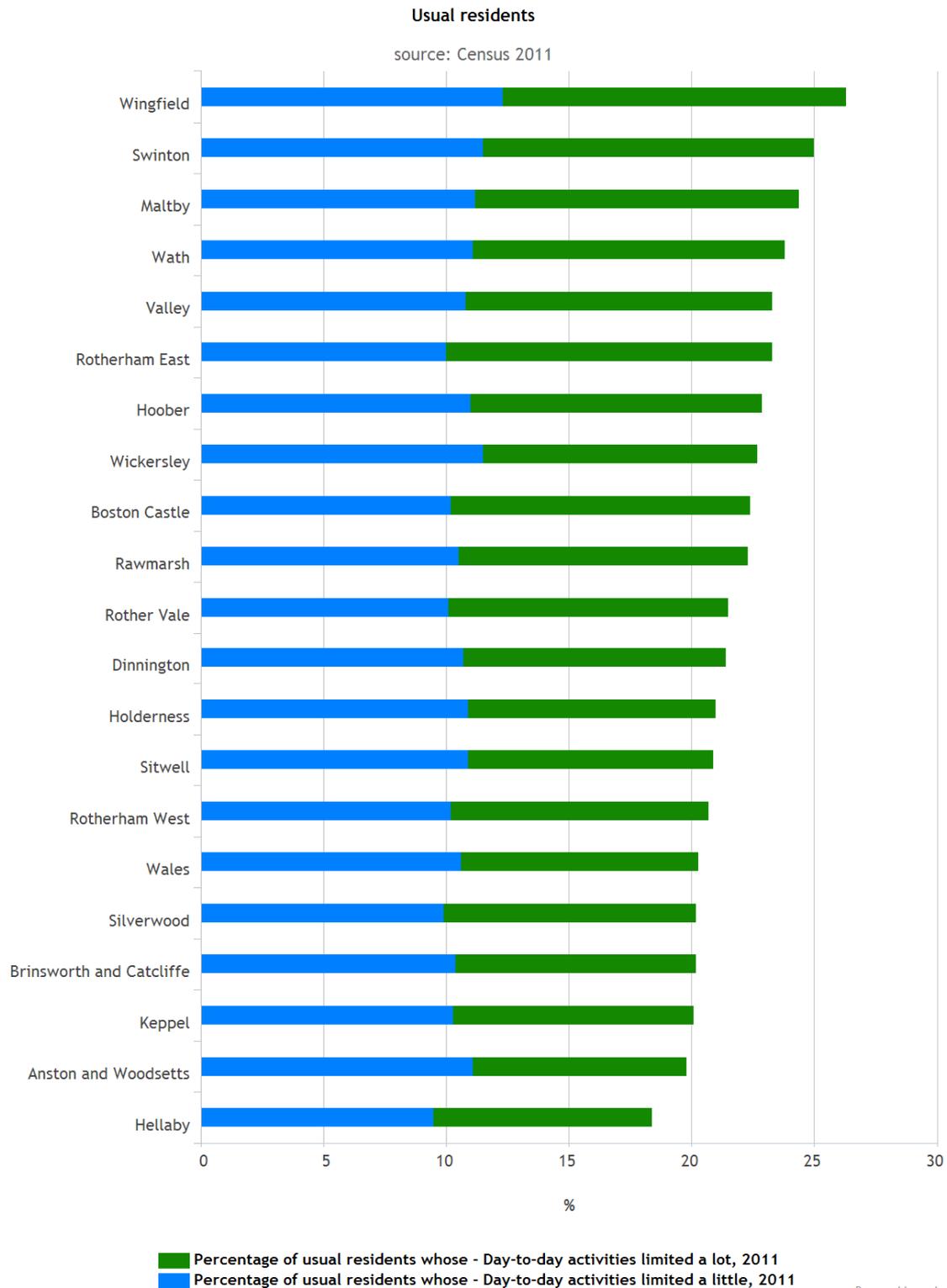
Many factors influence health and wellbeing over the course of a lifetime. The whole system for health and wellbeing is focused around achieving positive health outcomes for the population and reducing inequalities in health.

This chart shows the percentage of people in each ward who reported their general health as bad or very bad. Wingfield has the highest percentage of residents reporting their health as bad or very bad at 10.2%



Appendix 2 – Assessment of Local Need 2016

This shows the percentage of people in each ward who reported that their day to day activities are limited by a long term illness or disability. Again, Wingfield has the highest percentage of residents reporting that their activities are limited at 26.3%.



Appendix 2 – Assessment of Local Need 2016

- The percentage of people in Rotherham reporting their day to day activities as limited a lot is 11.3% (29,067 people).
- In addition, 10.7% (27,521 people) reported that their activities were limited a little. This is 22.0 % of the population of Rotherham who say that their day to day activities are limited due to their health, affecting 56,588 people.
- This compares with 18.8% for the Yorkshire and Humberside region, and 17.6% for England reporting their day to day activities are limited a little or a lot by their health.

Living alone can also impact on the health and wellbeing of a person. Many older customers say that a visit to a library helps to reduce social isolation, so it is worth noting the percentage of pensioners living alone:

- Within Rotherham 31.9% of pensioners live alone, or 14,286 people.
- This compares with 32.2% for the Yorkshire and Humberside region, and 31.5% for England.
- Within Rotherham, Anston and Woodsetts has the lowest proportion of pensioners living alone at 24.4 %. Rotherham East has the highest proportion at 39.8 %. In terms of actual numbers, Anston and Woodsetts has the lowest number of pensioners living alone at 573. Wingfield has the highest at 855.

Appendix 2 – Assessment of Local Need 2016
Current Library Service: Contribution to reducing deprivation

Usage in top 3 areas of deprivation (highlighted)

Site	Registered users	Active borrowers	% of active borrowers
Aston	8,675	1,715	20%
Book Link	892	472	53%
Brinsworth	2,252	563	25%
Dinnington	11,388	1,688	15%
Greasbrough	3,822	922	24%
Kimberworth	2,274	584	26%
Kiveton Park	3,799	850	22%
Library @ Riverside	40,807	4,553	11%
Maltby	9,111	1,687	19%
Mobile	1,771	356	20%
Mowbray Gardens	5,836	725	12%
Rawmarsh	5,251	799	15%
Swinton	7,627	1,302	17%
Thorpe Hesley	1,668	428	26%
Thurcroft	1,875	434	23%
Wath	10,707	2,280	21%
Wickersley	11,033	2,203	20%
Service Total	128,788	21,561	17%

The table below lists Rotherham's most deprived neighbourhoods along with the library covering the area:

Canklow	Brinsworth Library
Eastwood	Mowbray Gardens Library, Riverside
Ferham and Masbrough	Kimberworth, Riverside
East Herringthorpe	Mowbray Gardens Library
Dinnington Central	Dinnington Library and Customer Service Centre
Aston North	Aston Library and Customer Service Centre
Maltby	Maltby Library
East Dene	Mowbray Gardens Library
Dalton and Thrybergh	Mowbray Gardens Library
Town Centre	Riverside

Appendix 2 – Assessment of Local Need 2016

Libraries are ideally placed in areas of deprivation to provide residents with free access to books, free access to computers/internet, as well as help, advice and information to help them to improve their life chances.

The Library at Riverside, which serves several of Rotherham's most deprived areas, has the least % of active borrowers (those who have borrowed a book within a given year) Mowbray Gardens also has a low active borrower rate. However, this site has high attendance at skills and development sessions. This demonstrates that any assessment of the service needs to consider all elements within the library "offer", not 'just' books.

Contribution to reducing employment deprivation

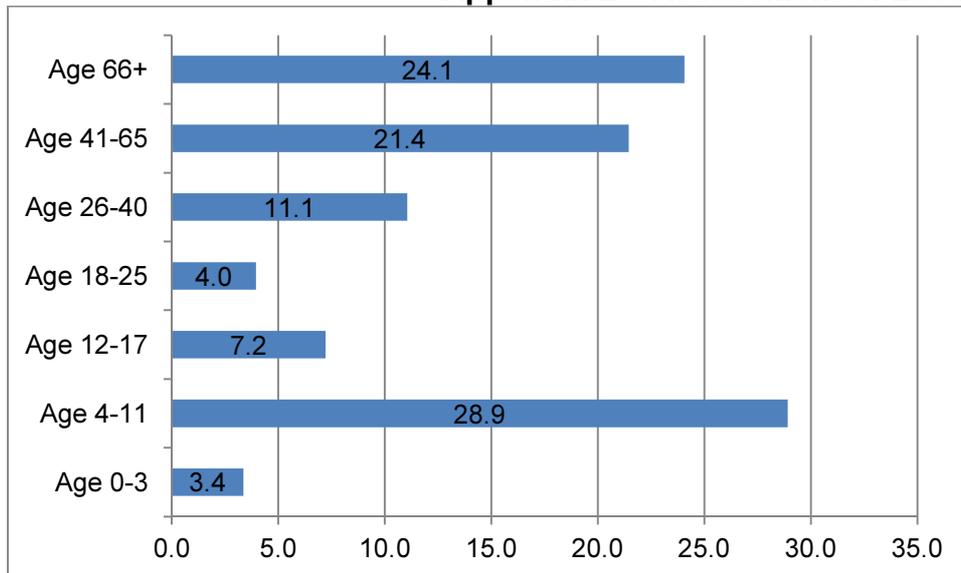
The Library Service has resources available to help people improve their employment chances, such as access to IT for job searching, sessions to help develop and improve IT skills, and supported work clubs. The Service also works with partners, including JobCentre+. More than 2,400 people attended employability support sessions in libraries in 2015/16.

Contribution to reducing education, skills and training deprivation

Libraries have a role in improving education and skills sets by providing appropriate stock, study space, access to the internet and IT, as well as raising literacy levels amongst children (and adults), by encouraging and fostering a love of reading with initiatives such as the Summer Reading Challenge.

Active borrower statistics show that children aged from 4-11 years use the library well, although usage drops in the 12-17 year old age group. The following table shows the percentage of active borrowers in each age group:

Appendix 2 – Assessment of Local Need 2016



Save the Children's 'Read On, Get On' report (2014) states that "In England, struggling to read is more closely linked to low pay and the risk of being unemployed than any other country, including the USA." The annual Summer Reading Challenge (SRC) encourages children to keep reading and therefore maintain their reading skills, over the summer holidays. Latest SRC challenge figures show that, in Rotherham, 1611 children started the 2015 challenge (Record Breakers), with 961 completing. In terms of gender split, 39% boys and 61% girls completed.

The Service will continue to work closely with colleagues and partners to support Rotherham's ambition to become a child-centred borough. The Service offers a range of activities which encourage and develop children's literacy and digital literacy skills, such as the SRC, Rhymetimes, Chatterbooks, class visits and Code Clubs.

In terms of adult skills, libraries offer a range of informal learning sessions, which impact positively on employability and health/wellbeing. Adult skills sessions include work clubs, CV writing sessions, ICT learning, talks, craft activities, Readers Groups and knit and natter groups. These sessions were attended by over 33,000 people in 2015/16.

Contribution to reducing health and disability deprivation

Although the Library Service does collect disability profiling data from customers, the returns are minimal, and are not a reliable indicator of how many people with disabilities are accessing the service. However, during recent consultation on the library strategy (June 2016) 11% of the respondents stated that they had a disability. Of these, 30% declared it as a long standing illness or health condition.

Appendix 2 – Assessment of Local Need 2016

There are a range of activities within libraries which are in line with the Society of Chief Librarians health offer, a national strategy expressing public library contribution to the health and wellbeing of local communities.

The library service participates in Books on Prescription and Reading Well. These are national reading initiatives which provide health related and 'mood boosting' stock. Over 8,000 of these books were issued during 2015/16.

We currently work with colleagues in public health and other partners to deliver a range of health based activities, ranging from readers groups for visually impaired to Active Always sessions. Over 5,000 people attended these sessions in 2015/16.

The Book Link service also delivers books direct to the homes of vulnerable elderly people – generally those with health problems or disabilities which mean they cannot easily visit a static library site.

Demographics

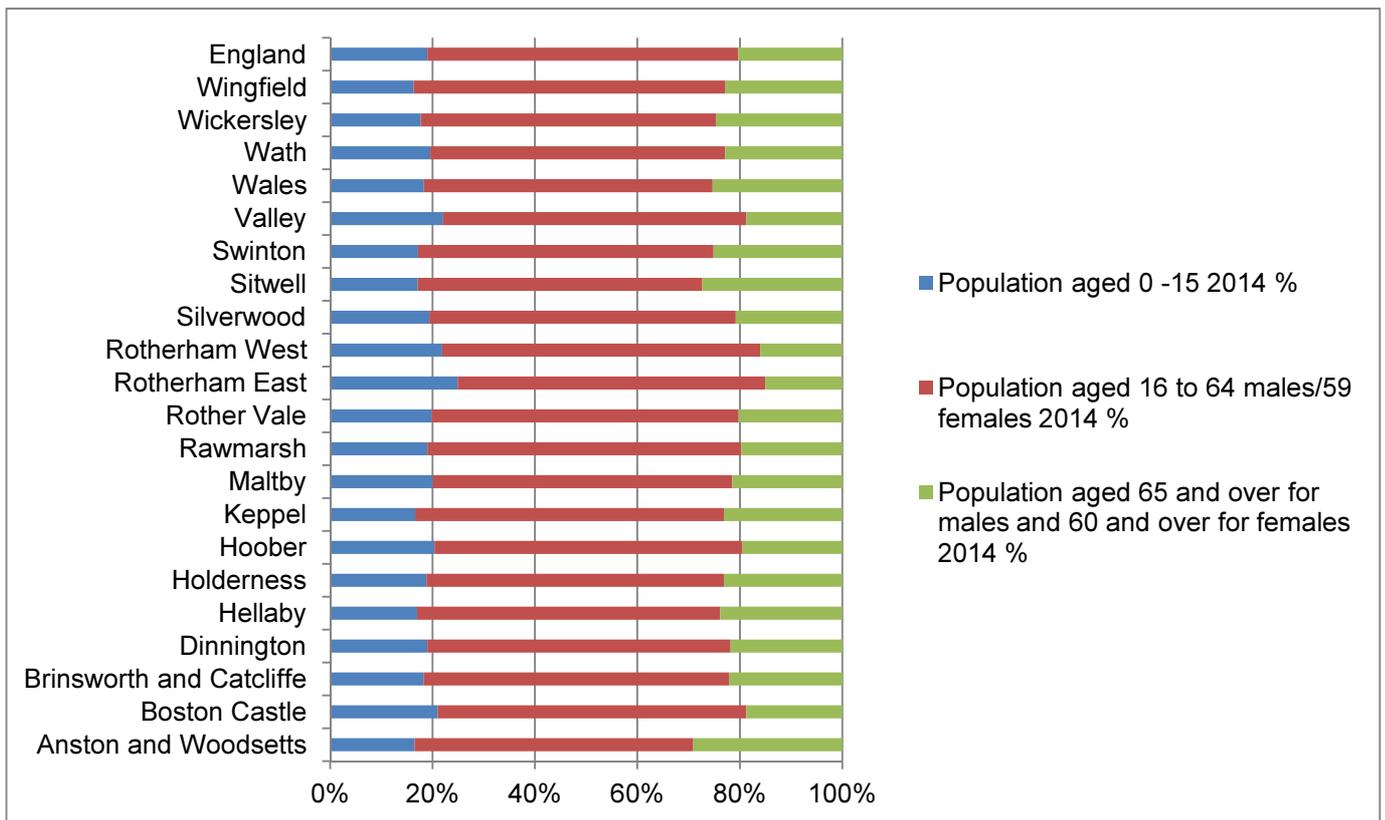
Why is this an issue?

- Local public services have a duty to address or take into account the needs of people who are usually resident in Rotherham. Government funding for public services is influenced by the size and characteristics of the resident population.

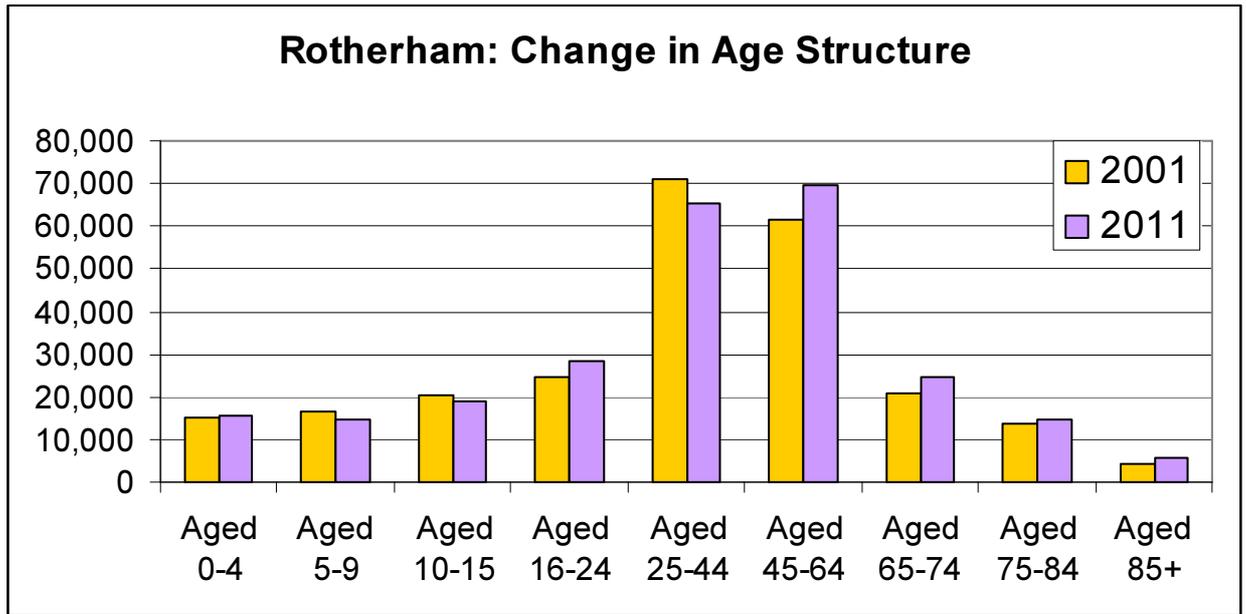
Aging Population

The average age of Rotherham’s population is 40 years. This compares to an average age of 39 years for England. Overall, 19.2% of the population are aged under 16 and 18.8% are aged 65 and over. Anston and Woodsetts Ward has the highest proportion of residents aged 65 and over at 25.0% (higher than the England average of 20.3%), while Rotherham East has the highest proportion on 0-5 year olds at 24.9% (higher than the England average of 19%).

Ward population breakdown by age (2014 population estimates)



Appendix 2 – Assessment of Local Need 2016
Change in age structure (2011 Census actuals)



- The 2011 Census showed that resident population of Rotherham increased by 9,105 (3.7%) between 2001 and 2011.
- The number of children aged 0-4 increased by 730 (4.9%) but those aged 5-15 fell by 3,699 (-9.9%).
- The population aged 65+ increased by 6,185 (16%) 2001-2011. This is projected to increase by a further 19% between 2015-2025.
- The population of Rotherham is projected to increase by 3.3% from 2016 to reach 269,900 by 2026.
- The life expectancy at birth for people living in Rotherham is 77.5 years for males, and 81.4 years for females. This compares with the England life expectancy at birth for males at 78.3 years and 82.3 years for females for the same period (2006-10).
- Within Rotherham, Valley has the lowest life expectancy at birth for males at 74.6 years. Wales has the highest life expectancy at birth for males at 80.3 years. Wingfield has the lowest life expectancy at birth for females at 78.1 years. Anston and Woodsetts has the highest life expectancy at birth for females at 84.5 years.

Current Library Service users: Age Profile

Of the total resident population¹, 22,472(9%) are active library users (year end user statistics 2015/16). Active usage per age group is as follows:

- 3.4% are aged 0-3 years;
- 29% are aged 4-11 years;
- 7% are aged 12-17 years;
- 4% are aged 18-25 years;
- 11.1% are aged 26-40 years;
- 21.4% are aged 41-65 years; and
- 24.1% are aged 66 and over.

The demographic profile of Rotherham indicates that the borough has an aging population, and there is a demand for library services from the 66+ age group at 24.1% active usage. The Library Service is ideally placed to support older people to live independently, and help them to remain actively engaged in their community. Libraries can and do enhance the quality of older people's lives, especially around reducing isolation and increasing socialisation.

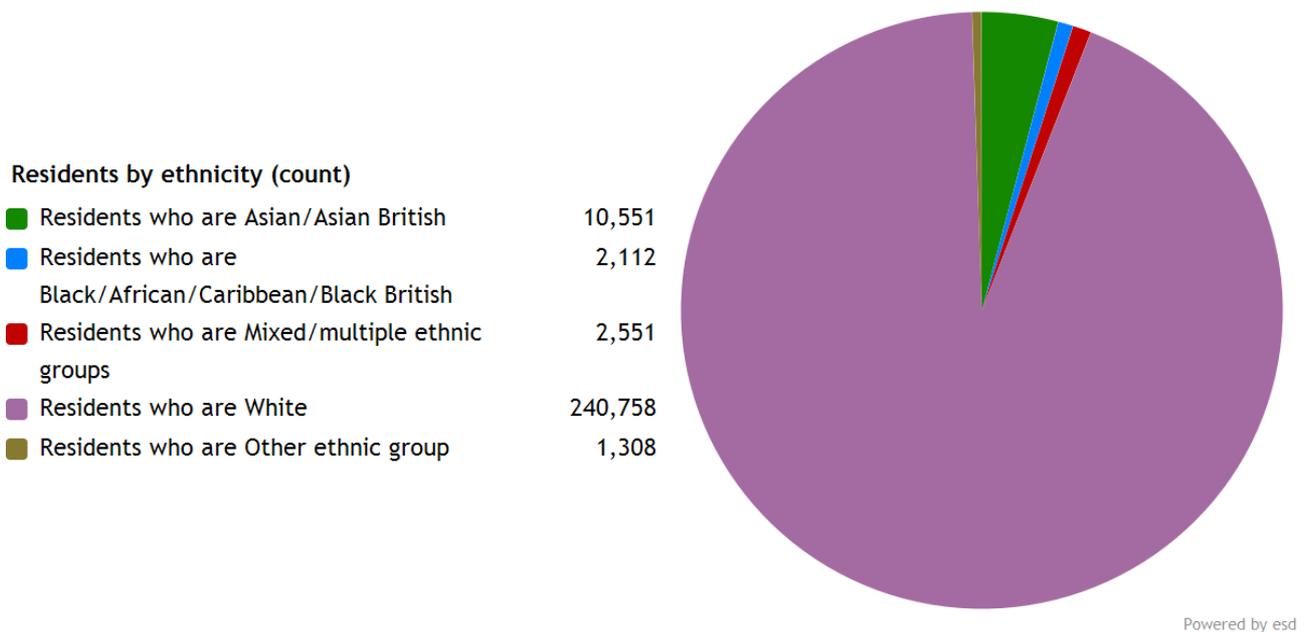
Children aged from 4-11 years also use the library well, although usage drops in the 12-17 year old age group (Key Stages 3 and 4). Our lowest active user group is the 18-25 year olds, and this correlates with the resident population (currently 14.3% of the total population). As Rotherham strives to become a child centred borough, libraries are well placed to engage with children and young people.

¹ Data presented is based on a comparison with 2014 population estimate of 260,100

Black or Minority Ethnic Population

The Equality Act 2010 places a duty on public services to avoid discrimination on the grounds of race and religion or belief. Rotherham's population is not homogenous and people with different cultural identities may have different needs or require different approaches to service provision. Changes in international migration patterns have a significant effect on the composition the minority ethnic population and the growth of new migrant communities which in turn can have an impact on demand for local services.

Rotherham has a black and minority ethnic population of 16,522 people. This is 6.4% of the total population, and compares with 14.6% for England, and 11.2% for the Yorkshire and Humberside region. Rotherham’s ethnic split is shown below:



Overall 8.0% of residents in Rotherham describe themselves as from a non-white UK population. This compares with a non-white UK population of 14.3% for the Yorkshire and Humberside region, and 20.3% for England. This is the population who do not describe themselves as being white English, Welsh, Scottish, Northern Irish or British. In Rotherham the non-white UK population includes 20,842 people.

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1.1% of the population in Rotherham report that they cannot speak English well or at all. This is 2,712 people. This compares with 1.7% for England, and 1.6% for the Yorkshire and Humberside region.

Boston Castle has the largest black and minority ethnic (BME) population in Rotherham totalling 4,265 people, and Boston Castle has the largest population describing themselves as non- White UK totalling 4,940 people. Rotherham East has the largest number of people who cannot speak English well or at all totalling 805 people.

BME Population by Ward

Ward Name	BME Population 2011
Anston and Woodsetts	2.1%
Boston Castle	36.8%
Brinsworth and Catcliffe	6.2%
Dinnington	3.6%
Hellaby	2.7%
Holderness	3.4%
Hooper	2.9%
Keppel	2.7%
Maltby	3.0%
Rawmarsh	4.2%
Rother Vale	3.4%
Rotherham East	29.7%
Rotherham West	21.7%
Silverwood	3.4%
Sitwell	11.5%
Swinton	2.4%
Valley	7.5%
Wales	3.1%
Wath	3.6%
Wickersley	2.9%
Wingfield	4.1%

Current Library Service Demand: Usage by BME communities

- 75% identified themselves as White;
- 0.9% identified themselves as Black or Black British;

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- 0.4% identified themselves as Dual Heritage;
- 2.2% identified themselves as Asian or Asian British;
- 1% identified themselves as Other;
- 20.3% of customers chose not to respond.

Active library usage is high amongst those who identified themselves as White, but is significantly lower amongst other ethnic groups at just 4.5% combined.

The Library Service has a central role in co-ordinating and facilitating learning activities to our BME communities, reducing exclusion and encouraging participation. Support is given to foreign language speakers and to those who wish to improve their English language skills. Cultural events are organised and supported, especially from Mowbray Gardens Community Library, which serves the area with one of the largest populations of BME residents in the borough.

Digital Inclusion

Why is this an issue?

Basic Digital Skills are essential if people are to complete everyday tasks online and get the most out of our increasingly digital world. With more and more services moving online and the increasing prevalence of digital as a medium, having these skills improves outcomes as varied as economic growth, social mobility, financial inclusion, productivity and better health and wellbeing.

The Government's Digital Inclusion Strategy (2014) sets out how government and partners from the public, private and voluntary sectors will increase digital inclusion. This means helping people become capable of using and benefiting from the internet.

Digital inclusion, or rather, reducing digital exclusion, is about making sure that people have the capability to use the internet to do things that benefit them day to day. 18% of adults in Rotherham do not have access to the internet, higher than the 11% UK average (Internet Access Quarterly Update, Office for National Statistics, May 2015)

Digital inclusion is often defined in terms of:

- Digital skills (being able to use computers and the internet.)
- Connectivity (access to the internet.)
- Accessibility (services should be designed to meet all users' needs.)

Doteveryone (formerly Go ON UK) has produced a digital exclusion 'heat map' which indicates the likelihood of digital exclusion in a particular area. The combined digital indicator is made up of four metrics that indicate digital exclusion: Infrastructure, access, basic digital skills and basic digital skills used.

The likelihood of digital exclusion in Rotherham is 'high' as it is in the rest of South Yorkshire (with exception of Sheffield which is ranked as 'medium').

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Current Library Service: Contribution to digital inclusion

All static library sites offer access to computers and the internet. This service is available free of charge, although there is a small charge for printing (excluding those people attending employment sessions). Wi-Fi is also available in all static sites.

Although there are a number of focussed IT sessions on offer (using the Tinder Foundation’s ‘Learn My Way’ package), Basic IT sessions remain our most highly subscribed sessions. There is also a growing demand for tablet/i-pad familiarisation sessions.

As the Council moves towards offering more services online, there will be a requirement for libraries to provide support to those with limited or no experience of accessing online services, via our assisted digital offer. Libraries will support these people by providing free access to computers, free public Wi-Fi and activities and support for people to improve their digital skills or access services online.

Library site	Total users	Hours used	Learners attending supported IT sessions during 2015-16
Aston	3,349	4,241	27
Brinsworth	533	658	3
Dinnington	6,333	8,769	291
Greasbrough	3,442	4,876	299
Kimberworth	994	1,309	27
Kiveton Park	1,391	1,907	0
Library @ Riverside	28,461	38,962	658
Maltby	5,196	6,421	717
Mowbray Gardens	8,197	12,816	1,497
Rawmarsh	5,253	6,344	152
Swinton	5,356	7,506	116
Thorpe Hesley	341	368	12
Thurcroft	899	1,239	45
Wath	8,418	9,451	466
Wickersley	5,161	7,142	1,127
Site totals	83,324	112,007	5,437

The Current Service

There are 15 static library sites located across the borough. The service also incorporates two mobile library vehicles and a School Loans Service, which offers resources to support schools.

The service is open to anyone who lives, works or studies in Rotherham, and to visitors to the area. There were 719,827 visits to Rotherham libraries in the year 2015/16.

Riverside House is the largest library and customer service centre located in the town centre. It holds the biggest collection and range of lending material in the borough, houses heritage and arts items and has indoor and outdoor performance spaces for events and activities. Customer Service provision is available here, together with free access to public Wi-Fi, public computers, and a wide range of skills development and activities.

There are five Joint Service Centres across the borough, which provide residents with access to a wide range of public sector services, including NHS, leisure and social care facilities.

A large library facility is available in four of these Joint Service Centres; Aston, Dinnington, Rawmarsh and Swinton. These sites offer free access to computers, public Wi-Fi, digital skills training, activities and events, supported access to most council services and a community meeting space.

Rotherham has a further ten libraries within communities across the borough, ranging in their size and reach, depending on the make-up of each local community. These are based in Brinsworth, Greasbrough, Kimberworth, Kiveton Park, Maltby, Mowbray Gardens, Thorpe Hesley, Thurcroft, Wath and Wickersley. These libraries also offer free access to public Wi-Fi, public computers, activities and events.

The two mobile library vehicles serve our rural communities as well as supporting residents who find it difficult to access a static site. The vehicles currently visit 14 villages around the borough and in addition provide vulnerable adults, who are housebound or who are in residential care, with access to the Library Service (this service is known as Book Link).

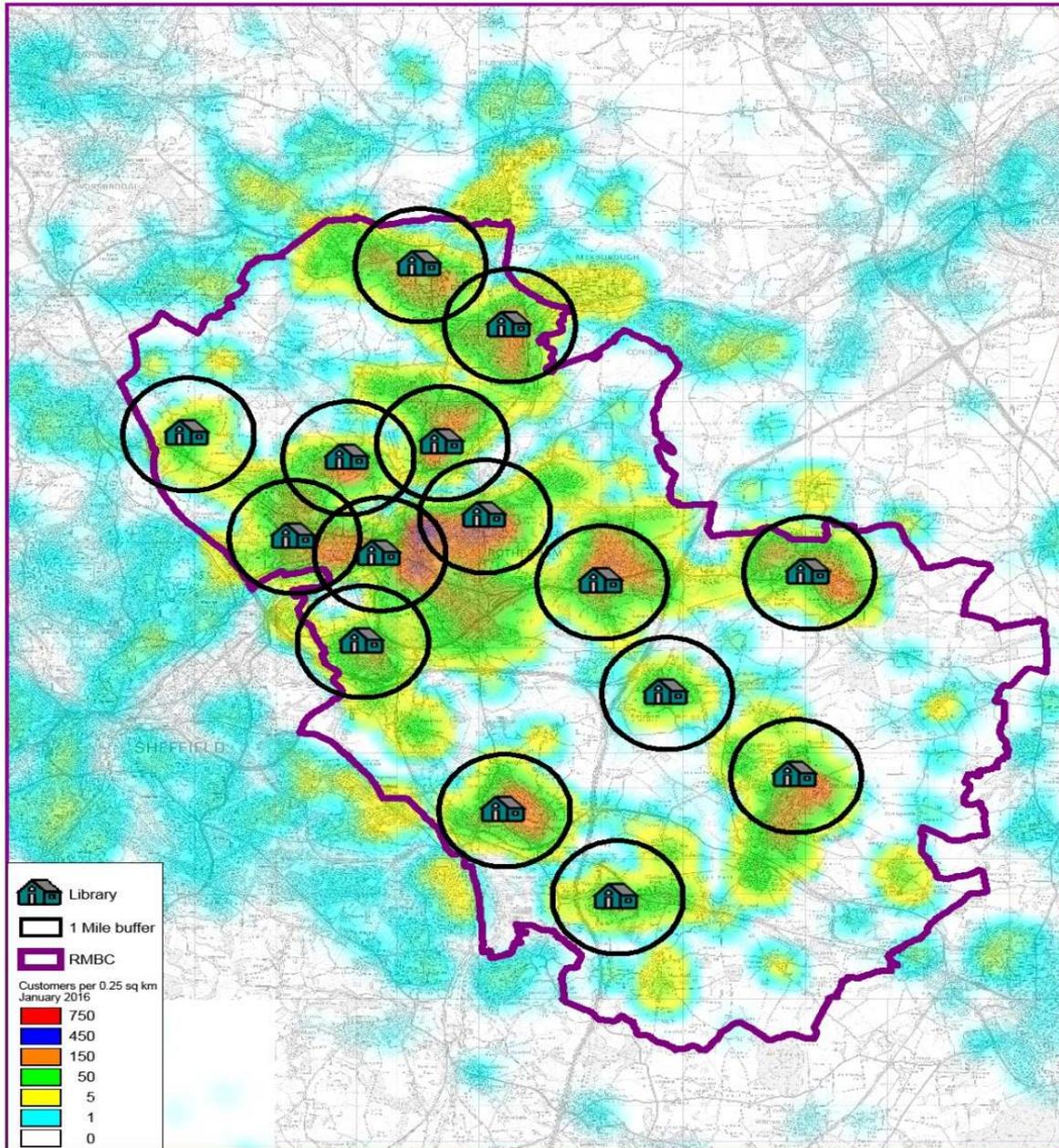
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The Service also provides a digital library service, which enables people to access services online 24/7/365. Users can join the library, download e-books and other digital resources, reserve or renew books online and engage with the Service through social media.

Library Locations

Rotherham has a geographical spread of libraries across the borough. Currently 98% of Rotherham residents are able to access a library within 2 miles of their home. All static library sites are accessible by public transport. The mobile library currently provides a service to more rural areas with infrequent bus services. The following map shows the distribution of registered library customers throughout the borough per 0.25 square kilometres. The circle border shows a 1 mile radius around the library building. The key indicates that red is the most populated areas and light blue the least.

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03/02/2016

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Library Overview

The following section gives an overview of what each library service offers. Core service data for comparative purposes is presented later on in this report.

Riverside

The service was relocated to Riverside House in April 2012. It differs from other libraries in that the community it serves is more wide and diverse, making it difficult to define due to its town centre location and the fact that it sits within the Council's main office accommodation. Its position in the town centre means that it serves several of our most deprived areas, and sits in the Boston Castle ward. Although there is no on-site parking (although on-road disabled parking is available), there are several car parks in the vicinity and is within walking distance of the train station and bus interchange. Frequent bus network numbers 7, 8 and 22m run along Main Street.

In 2014 Customer Services and the Library Service within Riverside House were merged to become Customer and Library Services. The aim at that time was to offer an integrated service with multi-skilled staff working across all service areas. The two services are located in three separate wings on the upper ground floor.

The offer at Riverside is varied. The Customer Service Centre, services the reception function for the whole of the building as well as delivering a number of specialist services on a daily basis. The Library operates as a resource for the whole of the borough and as such is expected to provide a flagship collection for a wide variety of needs and tastes.

As a Cultural offer a number of varied events take place during the year, ranging from musical recitals using the Steinway piano, English Touring Opera Company, and author events. The gallery houses heritage display cases and exhibition wall space and has a full diary of exhibitions from local artists.

Current Opening Hours

Monday	8.30 - 7.00pm
Tuesday	8.30 - 5.30pm
Wednesday	8.30 - 5.30pm
Thursday	8.30 - 7.00pm
Friday	8.30 - 5.30pm
Saturday	9.00 - 4.00pm

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The Library at Riverside is open for 55 hours per week. The nearest library is Kimberworth (1.4 miles).

Aston Library and Customer Service Centre

Aston Library and Customer Service Centre sits in the Holderness ward and serves a mainly rural area with urban populations based in several villages. Suburban housing dominates and the area is popular with commuters. The ward has a high proportion of owner occupied housing and contains some of the most prosperous areas in the borough, mainly on the east side of Aston. However, there are also pockets of deprivation, notably in north-west Aston. The ward profile indicates a lower than average level of health, employment and educational attainment compared with the rest of the borough.

The Library and Customer Service Centre is located in a shared building alongside a Health Centre, Children and Young Peoples Services and a Pharmacy. It has good public transport links (frequent bus network numbers 27, 29, 29a and X5) and a large car park. In June 2013 Library and Customer Services merged to form a joint service offer and this has helped to increase footfall. Overall customer satisfaction has increased as a result of enabling access to varied services in one location.

Customers are able to access council services such as benefit advice or council tax advice from Aston 'in person' Monday–Friday. Over and above this Aston has a public access free phone available and public access computers which are available in the Library and this offers further support to customers in gaining access to council services. Customers can make payments for council services at this site using the self-service payment machine.

Current Opening Hours

Monday	9.00 – 5.00pm
Tuesday	9.00 – 5.00pm
Wednesday	9.00 – 7.00pm
Thursday	9.00 – 5.00pm
Friday	9.00 – 5.00pm
Saturday	9.00 – 1.00pm

Aston Library and Customer Service Centre is open to the public for 46 hours per week. The opening hours were set after public consultation, and do not necessarily mirror the opening hours of the other services within the building. The nearest library is Kiveton Park

(2.9 miles). Some areas of Aston are also served by the Mobile Library service. Crystal Peaks Library (Sheffield) is 3.25 miles away.

Brinsworth Library

Brinsworth is a suburban area in the West of Rotherham. The ward is neither particularly affluent nor deprived but there are pockets of deprivation in the north east of Brinsworth and Catcliffe.

The Library is currently housed in a Portacabin sitting on a council owned piece of land. There are good public transport links (frequent bus service number 71) and limited on street parking is available. The building is old and is fast becoming unfit for purpose.

Current Opening Hours

Monday	9.00 - 12.30pm	1.30 - 4.30pm
Tuesday	9.00 - 12.30pm	1.30 - 6.00pm
Wednesday	Closed	
Thursday	9.00 - 12.30pm	1.30 – 5.30pm
Friday	Closed	
Saturday	9.00 - 1.00pm	

The Library is open for 26 hours per week. The nearest library is Riverside (2 miles).

Dinnington Library and Customer Service

Dinnington Library and Customer Service Centre is situated in the Dinnington ward. The ward profile indicates a poor level of health, employment and educational attainment compared with the remainder of the borough.

Current Opening Hours

Monday	9.00 - 5.30pm
Tuesday	9.00 - 7.00pm
Wednesday	9.00 - 5.30pm
Thursday	9.00 - 2.00pm
Friday	9.00 - 7.00pm
Saturday	9.00 - 1.00pm

Dinnington Library and Customer Service Centre is open for 46 hours per week. It is housed in the Community Resource Centre, sharing facilities with a playgroup and café,

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and with a large meeting hall available. It is within easy access of housing, shops and bus routes (frequent bus network numbers 19, 19a, 19b) and has an adjacent free car park.

In June 2013 Customer and Library Services merged to form a joint service offer and this has helped to increase footfall. Overall customer satisfaction has increased as a result of enabling access to varied services under one roof.

Customers are able to access council services such as benefit advice or council tax advice from Dinnington 'in person' on Mondays and Fridays. Access to services outside these times can be obtained from the public access free phone or by using the public access computers which are available in the library. Customers can make payments for council services at this site using the self-service payment machine.

The nearest library is Thurcroft (2.9 miles).

Greasbrough Community Library

Greasbrough Library sits in the Wingfield ward, one of the most deprived areas of the borough. The Library is situated in a detached building and houses a sizeable, well used meeting room. It is close to a small shopping precinct that offers free car parking and has good access to major bus routes (frequent bus network numbers 41 and 42).

The adjacent local Housing Office was closed in 2012, and so a strong partnership was formed between the Library and Housing to bridge the gap; a Housing Officer "Drop In" session now operates regularly and a Key Choices Kiosk was also installed in the Library to help with Housing searches.

Current Opening Hours

Monday	9.00 – 1.00pm	2.00 – 5.00pm
Tuesday	9.00 – 1.00pm	2.00 – 5.00pm
Wednesday	Closed	
Thursday	9.00 – 1.00pm	2.00 – 7.00pm
Friday	9.00 - 2.00pm	
Saturday	9.00 - 1.00pm	

Greasbrough Library is open for 32 hours per week. The nearest library is Rawmarsh Library and Customer Service Centre (1.9miles).

Kimberworth Community Library

The catchment for Kimberworth Library is urban with the Library being located at the centre of what was once an established village and now forms part of Rotherham town. It serves one of the most deprived wards in the area, Rotherham West. The Library was fully refurbished in 2012 and has a bright children’s space and an extended IT suite (the number of computers was doubled from two to four).

Kimberworth Library is situated at the end of a row of small localised shops with limited on street parking and has good access to bus routes (frequent bus network numbers 7 and 8). The area is mixed with some areas being fairly prosperous and areas on the fringe of the catchment being less so.

Current Opening Hours

Monday 9.30-1.00pm
 Tuesday 9.30-1.00pm
 Wednesday Closed
 Thursday 1.30-7.00pm
 Friday 1.30-5.30pm
 Saturday 9.30-1.00pm

The Library is open for 20 hours per week. The nearest libraries are Riverside (1.4 miles) and Greasbrough Library (2 miles).

Kiveton Park Community Library

Kiveton Park Library sits in the Wales ward. It is well-located on the main road, in a detached building on a main bus route (frequent bus network numbers 29, 29a and X5) and close to housing and shops. It has its own free car park to the front of the building and a large, free car park to the rear, on the other side of which is Kiveton Park Village Hall. The building also hosts the busy Kiveton Park Advice Centre.

Current Opening Hours

Summer			Winter		
Monday	9.00-1.00pm	2.00-6.30pm	Monday	9.00-1.00pm	2.00-6.00pm
Tuesday	9.00-1.00pm		Tuesday	9.00-2.00pm	
Wednesday	closed		Wednesday	closed	
Thursday	9.00- 1.00pm	2.00- 6.30pm	Thursday	9.00- 1.00pm	2.00- 6.00pm
Friday	9.00- 1.00pm	2.00- 5.00pm	Friday	9.00- 1.00pm	2.00- 5.00pm
Saturday	9.00-1.00pm		Saturday	9.00-1.00pm	

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The opening hours are adjusted seasonally to allow for earlier closing in winter.

The Library is open for 32 hours per week. The nearest libraries are Killamarsh Library in Derbyshire (2.5 miles) and Aston Library and Customer Service Centre (2.9 miles).

Maltby Community Library

Maltby Library is situated in the Maltby ward. Maltby is a former mining community characterised by older social rented and private housing to the east and modern private estates to the west. The ward profile notes that Maltby has fairly high levels of deprivation, especially in the east of the town, but there is also a more affluent pocket in the north-west.

The Library is housed in a large two-storey detached building on a main bus route (frequent bus network numbers 1, 2, 10, 18, 87 and X7) and close to housing and shops. There is limited adjacent car parking but free parking is available nearby. On the upper floor there are the Libraries on the Go mobile services and the Schools Loans Service. There is also a meeting room and office space on the first floor, although access to this floor is unsuitable for disabled people.

The building is in need of a substantial amount of renovation work, particularly upstairs in the meeting room and staff areas. There are several areas of concern in addition to the lack of disabled access to the upper floor: the flat roof has leaked on several occasions, the electrics/lighting, heating/ventilation, flooring, kitchen and toilet facilities. A major re-fit would be required if the building was to continue in use for any length of time. However, the Library has benefited from work in recent years to improve the frontage and access to the main front doors and by the installation of an accessible public toilet on the ground floor.

Current Opening Hours

Monday	9.00 - 7.00pm
Tuesday	9.00 - 2.00pm
Wednesday	9.00 - 2.00pm
Thursday	9.00 - 7.00pm
Friday	9.00 - 5.00pm
Saturday	9.00 - 1.00pm
Sunday	10.00 - 2.00pm

Maltby Library is open 46 hours per week. The nearest Library is Wickersley Library (3.2 miles).

Mowbray Gardens Community Library

Mowbray Gardens Library is situated in a heavily deprived area, Rotherham East. The ward profiles indicate a low level of health and very low levels of employment and educational attainment compared with the rest of the borough.

Mowbray Gardens Library was extended and refurbished in 2008 using Big Lottery Funding. The building offers a community meeting room, free parking facilities and a community garden that is cared for by volunteers. It is easily accessible by public transport (frequent bus network numbers X78, 4, 15 and 37).

Current Opening Hours

Monday	9.00 - 7.00pm
Tuesday	9.00 - 2.00pm
Wednesday	Closed
Thursday	9.00 - 5.30pm
Friday	9.00 - 5.30pm
Saturday	9.00 - 1.00pm
Sunday	10.00 - 2.00pm

The Library is open 40 hours per week including 4 hours on a Sunday, and has a high number of visitors. The nearest library is Rawmarsh (1.9 miles).

Rawmarsh Library and Community Service Centre

Rawmarsh Library and Customer Service Centre sits in the Rawmarsh ward. The library was relocated to a purpose built joint service centre in 2012. The Council worked closely with the Rotherham Primary Care Trust to develop multi-tenanted Customer Service Centres at Rawmarsh and this has increased the number of services which are available to customers. There is a large on-site car park and has good transport links (frequent bus network numbers 217 and 218).

Current Opening Hours

Monday	9.00 - 5.30pm
Tuesday	9.00 - 5.30pm
Wednesday	9.00 - 5.30pm
Thursday	9.00 - 5.30pm
Friday	9.00 - 5.00pm
Saturday	9.00 - 1.00pm

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Rawmarsh Library and Customer Service Centre is open 46 hours per week.

In June 2013 Library and Customer Services merged to form a joint service offer and this has helped to increase footfall. Overall customer satisfaction has increased as a result of enabling access to varied services under one roof.

Customers are able to access council services such as benefit advice or council tax advice from Rawmarsh 'in person' Monday – Friday. Over and above this Rawmarsh has a public access free phone and public access computers which are available in the Library and this offers further support to customers in gaining access to council services. Customers can make payments for council services at this site using the self-service payment machine.

The nearest libraries are Greasbrough and Mowbray Gardens (1.9 miles).

Swinton Library and Customer Service Centre

Swinton Library and Customer Service Centre sits in the Swinton ward. The Library and Customer Service Centre is located within the town's main shopping precinct, next to Swinton Civic Hall. There is a large free car park available, and there are good bus links (frequent bus network numbers 218 and 222) and a railway station. The building also has a large, well-used meeting room.

In June 2013 Library and Customer Services merged to form a joint service offer and this has helped to increase footfall. Overall customer satisfaction has increased as a result of enabling access to varied services under one roof.

Customers are able to access council services such as benefit advice or council tax advice from Swinton 'in person' on Mondays and Wednesday. Access to services outside these times can be obtained from the public access free phone or by using the public access computers which are available in the Library. Customers can make payments for council services at this site using the self-service payment machine.

Opening Hours

Monday	9.00 - 6.00pm
Tuesday	9.00 - 5.00pm
Wednesday	9.00 - 5.00pm
Thursday	9.00 - 5.00pm
Friday	9.00 - 5.00pm
Saturday	9.00 - 1.00pm

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Swinton Library and Customer Service Centre is open for 46 hours per week. The next closest libraries are Mexbrough Library (1 mile) in the neighbouring authority of Doncaster and Wath Library (2.8 miles).

Thorpe Hesley Community Library

Thorpe Hesley is situated at the border of the Keppel Ward, north west of the borough and is a village of approximately 4,000 residents. It is mainly an affluent area popular with commuters as it is situated close to Junction 35 of the M1 motorway and is where Rotherham borders with Sheffield. The surrounding area is mainly rural and the next closest village is Scholes with a population of approximately 340 residents.

In January 2007 Rotherham Council entered a partnership with Holy Trinity Church Thorpe Hesley regarding provision of a permanent Library within the Community Centre being built in the grounds of the church. This was to replace the more limited service provided by a mobile Library, a need of the community that was identified during consultation leading up to the bid for funding.

The Library has an excellent local profile but membership is low due to it being on the edge of a village and within the Church grounds. Usage is affected during the winter months. Car parking is available and the frequent bus network numbers 66 and 67 run nearby.

The ward profile indicates a higher percentage of good health, lower percentage claiming job seekers allowance and incapacity benefit, and higher educational attainment compared with the rest of the borough.

The Library offers a small but welcoming space. It is what is known as a “roll in roll out library”, as the shelves are on wheels and can be folded away. This enables the room to be used for other activities either while the library is open or when the library is closed.

Current Opening Hours

Monday	1.30 - 4.30pm	
Tuesday	9.30 - 12.30pm	1.30 - 4.30pm
Wednesday	Closed	
Thursday	9.30 - 12.30pm	1.00 - 7.00pm
Friday	9.30 – 1.00pm	
Saturday	9.30 - 12.00pm	
Sunday	9.30 - 12.00pm	

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The Library is open to the public for 26 hours per week (3 of these hours on a Sunday).

The nearest libraries are Kimberworth Library (2.8 miles) and Greasbrough Library (3.9 miles).

Thurcroft Community Library

Thurcroft is situated in Rother Vale ward and is a former pit village. Thurcroft Library is located within Thurcroft Junior Academy in the centre of the community, close to housing, shops and bus routes (frequent bus network numbers 19, 19a and 19b). There is also free parking within the school grounds, though this is limited at certain times on school days.

The Library was refurbished in 2003, using Space for Sports and Arts funding.

Current Opening Hours

Monday	1.30 - 7.00pm	
Tuesday	10.00 - 12.30pm	1.30 - 5.00pm
Wednesday	Closed	
Thursday	10.00 - 12.30pm	
Friday	10.00 - 12.30pm	
Saturday	9.30 - 1.00pm	

Thurcroft Library is open 20 hours per week. The next closest libraries are Dinnington Library and Customer Service Centre (2.8 miles) and Wickersley Library (2.9 miles).

Wath Community Library

Wath-upon-Dearne is a small town with a mix of council estates, terraced and suburban areas, situated in the Wath ward. North-west Wath is the main area of deprivation although there is also a smaller deprived pocket in the east. In the north, the Manvers area is one of the main employment areas in the borough and is also the location of Dearne Valley College.

The Library is situated in the town square, next to the transport interchange (frequent bus network include 22, 22M and 22X). It has a large free car park and is across the road from a Tesco Extra store. The Library has a lift to the first floor Gallery and a very large Meeting Room. Exhibition space is provided on the first floor gallery and meeting room throughout the year for local Art, Photography and Writing events. The Library provides a Customer Service Kiosk for Council payments to be made and a free phone line to Council Services for public use.

Opening Times

Monday	9.00 - 5.00pm
Tuesday	9.00 - 5.00pm
Wednesday	9.00 - 5.00pm
Thursday	9.00 - 7.00pm
Friday	9.00 - 5.00pm
Saturday	9.00 - 1.00pm

Wath Library is open 46 hours per week. The nearest Library is Swinton Library and Customer Service Centre (2.8 miles). Wath Library is also close to Mexborough Library in Doncaster (3.2 miles) and Wombwell Library in Barnsley (3.3 miles).

Wickersley Community Library

Wickersley Library opened in September 2008 to replace a previous mobile Library service to the area.

The Library is situated in the Hellaby ward area. The Library catchment extends along the A631 east to west from the M18 through to Whiston crossroads and north in the Wickersley ward to Flanderwell and Ravenfield. Although some areas rank as amongst the most prosperous in Rotherham there are two areas of council housing with higher levels of deprivation. The ward profile indicates an average or better level of health, employment and educational attainment compared with the rest of the borough

The Library shares the community building with the Parish Council, situated on the upper floor of the building with a public lift and stairs providing access. The building is owned by the Parish Council and the Library pays a lease and towards services, including the support of the Parish Council caretaker. The Library values the ongoing support of the Parish Council.

It is situated adjacent to the main dual carriage close to housing and a busy shopping precinct. There is a small car park with designated disabled spaces and good public transport links (frequent bus network include 1, 1a, 2, 10, 33, 13a, 19, 19a, 19b, 87, X7 and X13).

Current Opening Hours

Monday	9.00 - 5.00pm
Tuesday	9.00 - 7.00pm

Wednesday	9.00 - 1.00pm
Thursday	9.00 - 7.00pm
Friday	9.00 - 1.00pm
Saturday	9.00 - 1.00pm

The Library is open 40 hours per week. The nearest libraries to Wickersley Library are Thurcroft Library (2.9 miles), Maltby Library (3.5 miles) and Mowbray Gardens Library (3.5 miles)

Libraries on the Go

The Mobile service visits locations throughout the borough targeting areas where there is either a geographical gap in static library provision or a lack of access to library services. The latter may be because of a lack of public transport in some of the more rural locations or because there is a barrier created by age or health. The age profile for the Service is predominantly elderly. As the vehicle covers the whole of the borough there is a wide variety of users from different backgrounds.

Introduced in 2011, Book Link is also a mobile Library service delivered from a Transit sized vehicle. There are three separate elements to the service:

- Visits are made to sheltered accommodation units and residential nursing/care homes across the borough. Residents can select books and Spoken Word from the vehicle and a Home Library, or housebound service, is provided to anyone who is unable to visit but who wishes to receive a service. Sometimes, visitors to the vehicle may only need a home delivery for a short period of time due to illness after which then return to selecting from the vehicle.
- Book Link offers a borough-wide Home Library or housebound Library service to individuals who for reasons of infirmity or disability are unable to access a static service point on their own. The individual collections (books and audio –visual material) are tailored to meet client preferences and packed in bags. Some of the community libraries select from their own stock for Home Delivery and the Book Link vehicle then collects the bags from these sites before making home visits. Most of the stock preparation is undertaken from the Libraries on the Go base on the first floor of Maltby Library.

Appendix 2 – Assessment of Local Need 2016

- Book Link provides an Exchange service (bulk delivery and collection of Library stock) to residential nursing/care homes and sheltered accommodation units .The stock is left in the residents' lounge at each site.

Online Library Services

The library service provides a range of online library services accessible through the website at www.rotherham.gov.uk/libraries:

- Downloadable eBooks and eAudio books
- Online library catalogue – search for and request items
- Online renewals
- Online family history resources
- Online subscriptions to e-magazines

The eBook service was introduced in October 2013 with one of the primary aims being to develop it to a point where its performance equalled that of the smaller static sites. As of January 2016 this is now being realised which is due to several factors: purchasing a wide range of quality material, targeted marketing and promotions, redesign of Prism (the online Library Catalogue) with eBooks featuring prominently, and purchasing customers' recommendations. Rotherham also offers an eAudio and eMagazine service to further supplement the digital collection.

Services to children and young people

Library Services to Children and Young People are made up of two elements – the Public Library and the Schools Library Service. The latter is offered on an annual subscription basis to primary and special schools. The two strands are jointly managed to facilitate a co-ordinated and complementary delivery of services and resolve any conflicting priorities.

In summary, services to Children and Young People comprise the following:

- A wide range of stock, suitable for ages 0 to 16
- Concessionary terms *re* hire and overdue charges
- Online resources available 24/7
- Bookstart book gifting programme
- Bookstart Rhymetimes and Bookstart Bear Club

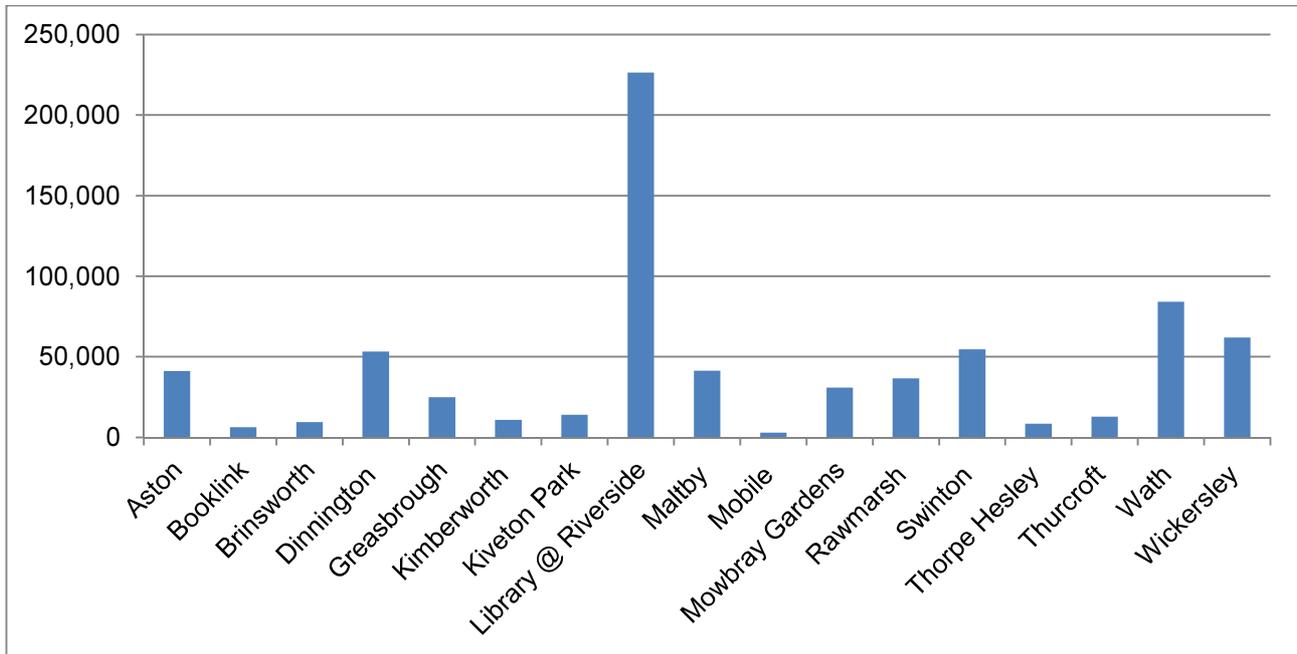
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- School class visits to libraries
- Visits to schools by Library staff
- The Summer Reading Challenge
- Out of school / holiday activities
- Study space, homework and ICT support, including internet safety guidance
- Story-reading opportunities
- Reader groups, e.g. Chatterbooks
- Creative work with young people – e.g. Code Clubs, Arts Award
- Schools Loans Service – loans of books and museum artefacts, literacy support and professional support in Library development
- Outreach work and partnership links

Core Service Data

Who uses libraries?

Library Visits 2015/16



Library Visits – Site Breakdown 2015/16

Site	Visits 2015/16
Aston	41,066
Book Link	6,298
Brinsworth	9,396
Dinnington	53,330
Greasbrough	24,841
Kimberworth	10,939
Kiveton Park	14,032
Library @ Riverside	226,349
Maltby	41,370
Mobile	2,954
Mowbray Gardens	30,803
Rawmarsh	36,522
Swinton	54,547
Thorpe Hesley	8,490
Thurcroft	12,811
Wath	84,121
Wickersley	61,958
Service Total	719,827

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People visit libraries for a number of different reasons, in addition to the transactional activities of borrowing items and using computers. This will include those who are just calling in to read a newspaper or with a general enquiry, for example, as well as those people attending organised sessions.

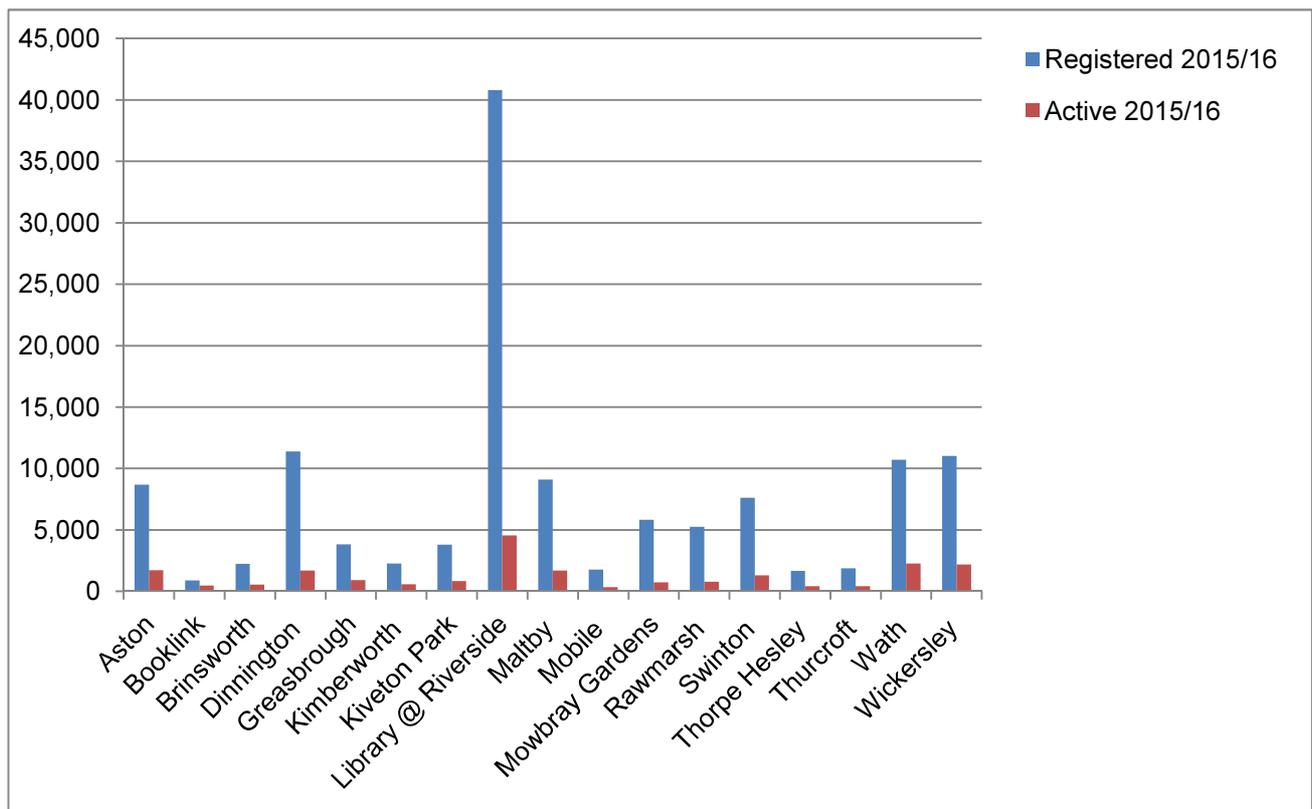
Active Users

To capture library use across the borough consistently, usage has been measured by transaction in a library. A transaction is seen as borrowing or renewing an item. Data was analysed from 1st April 2015 to 31st March 2016.

Two key data sets have been produced:

- Registered users (people who have joined the library in the last 3 years)
- Active borrowers (people who have borrowed at least one item during 2015/16)

Registered users v Active borrowers per site 2015/16



Appendix 2 – Assessment of Local Need 2016

Site	Registered users	Active borrowers	% of active borrowers
Aston	8,675	1,715	20%
Book Link	892	472	53%
Brinsworth	2,252	563	25%
Dinnington	11,388	1,688	15%
Greasbrough	3,822	922	24%
Kimberworth	2,274	584	26%
Kiveton Park	3,799	850	22%
Library @ Riverside	40,807	4,553	11%
Maltby	9,111	1,687	19%
Mobile	1,771	356	20%
Mowbray Gardens	5,836	725	12%
Rawmarsh	5,251	799	15%
Swinton	7,627	1,302	17%
Thorpe Hesley	1,668	428	26%
Thurcroft	1,875	434	23%
Wath	10,707	2,280	21%
Wickersley	11,033	2,203	20%
Service Total	128,788	21,561	17%

It is worth noting that the active borrower figures do not include IT usage, which is collated separately. Nor do they take into account attendance at activities, events or skills development sessions.

Summary of active users:

- There were 128,788 registered library users at the end of March 2016. This represents almost 50% of the resident population.
- Of these 22,472 active library users during 2015/16 (17% of registered users; just 9% of the population).
- Active borrowing is low in areas of most deprivation, but is higher in more affluent areas. The Book Link service, which delivers a service to vulnerable adults in their own home or in residential care) is proportionally well used against their registered users.

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- The Library @ Riverside, which serves several of Rotherham's most deprived areas, has the least % of active borrowers.
- Mowbray Gardens also has a low active borrower rate. However, this site has high attendance at skills and development sessions. This demonstrates that any assessment of the service needs to consider all elements within the library "offer", not 'just' books.

Age profile

- 3.4% are aged 0-3 years;
- 28.9% are aged 4-11 years;
- 7% are aged 12-17 years;
- 4% are aged 18-25 years;
- 11.1% are aged 26-40 years;
- 21.4% are aged 41-65 years; and
- 24.1% are aged 66 and over.

The demographic profile of Rotherham indicates that the borough has an aging population, and there is a demand for library services from the 66+ age group at 24.1% active usage. Children aged from 4-11 years also use the library well, although usage drops in the 12-17 year old age group (Key Stages 3 and 4). Our lowest active user group is the 18-25 year olds, and this correlates with the resident population (currently 14.3% of the total population). As Rotherham strives to become a child centred borough, libraries are well placed to engage with children and young people.

Gender profile

- 37% of active users are male; 63% are females.

This correlates with the resident population where there are more females than males.

Ethnic profile

- 75% identified themselves as White;
- 0.9% identified themselves as Black or Black British;
- 0.4% identified themselves as Dual Heritage;
- 2.2% identified themselves as Asian or Asian British;
- 1% identified themselves as Other;

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- 20.3% of customers chose not to respond.

In relation to the demographic profile, 8.1% of the population belong to ethnic groups other than White British (6.4% are from non-white groups), well below the UK average of 20.2%. It follows that 91.9% of Rotherham residents are White British. Active library usage is high amongst White people, but is significantly low amongst other ethnic groups at just 4.5% combined.

2015/16 Performance data

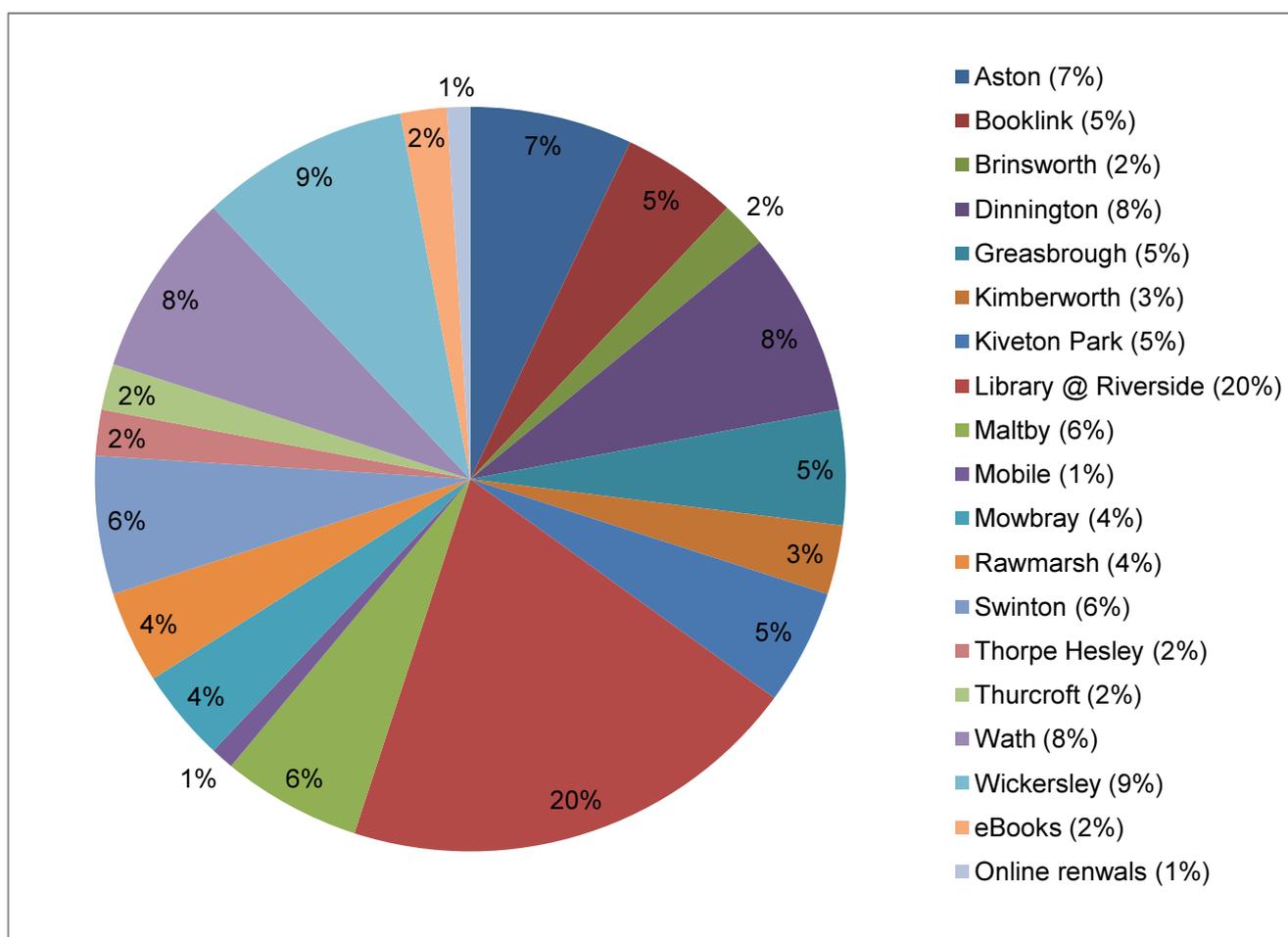
Issues/renewals

Site	Issues/Renewals
Aston	36,903
Book Link	28,232
Brinsworth	11,988
Dinnington	40,609
Greasbrough	25,223
Kimberworth	16,990
Kiveton Park	25,348
Library @ Riverside	104,722
Maltby	31,209
Mobile	7,288
Mowbray	18,490
Rawmarsh	21,049
Swinton	31,347
Thorpe Hesley	11,859
Thurcroft	11,472
Wath	43,364
Wickersley	48,246
eBooks*	12,134
Online renewals**	7,200
Service total	533,673

(*eBooks include eBook, eAudio and eMagazine downloads)

(**online renewals via the online public catalogue)

Appendix 2 – Assessment of Local Need 2016 Proportion of items issued/renewed across libraries 2015/16

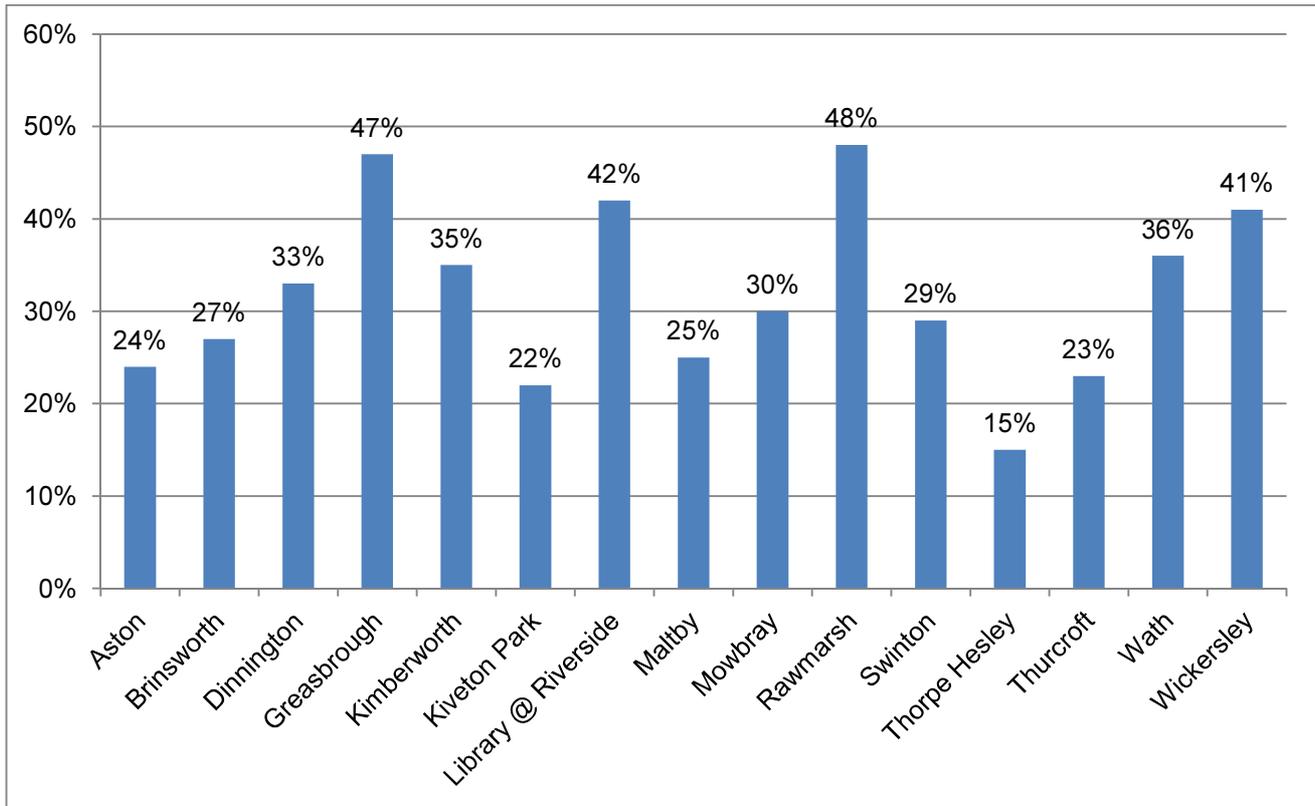


Issues across all sites have declined over recent years, which reflect the national trend. The exception to this is eBook borrowing, which continues to increase month-on-month, and now surpasses issues at our 3 smaller sites and the Mobile library. There are 1,065 active eBook users. Of these 51% are borrowing physical items as well as eBooks, with the remaining 49% only borrowing eBooks.

All in-stock books at a Rotherham library can be reserved and collected at a local library free of charge. This ensures that users are not disadvantaged by smaller collections in smaller sites.

Public IT Usage

% use against available time 2015/16
(service-wide average 35%)



The public IT facilities were used for a total of 112,007 hours in 2015/16, which represents 35% of total available hours (based on library opening hours). Sessions typically last for 1 hour, although some of the IT taster sessions last longer. Sessions can be delivered by library staff, external partners or volunteers and range from Basic IT sessions to Coding Clubs.

Above service average usage generally correlates with the high number of IT sessions in those particular sites; low usage is evident in those sites which don't offer any supported sessions. The exception to this is Rawmarsh Library and Customer Service Centre, which has the highest % usage rate, but relatively low IT session take-up.

Public Wi-Fi

Public Wi-Fi is available across all static sites. Usage steadily increased over 2015/16 being accessed for a total of 32,209 times. No customer data is collected.

Customer Satisfaction

Various methodologies exist across the service to measure customer satisfaction. At the end of 2015/16, satisfaction was running at 98%

2014/15 CIPFA Benchmarking Data

Comparative profiling data provided by the Chartered Institute of Public Finance and Accountancy (CIPFA) allows us to examine costs and key performance measures against other authorities. This ensures that we are providing value for money and a good service for customers.

The profiles look at the following key aspects of library provision:

- Numbers of libraries and service users.
- Cost of running library services.
- Levels of staffing and volunteers.
- Annual issues.
- Stock and acquisition levels.
- Performance in relation to speed of requests.
- User satisfaction.

Note: The CIPFAstats Comparative Profile was published in December 2015. The data presented in based on 2014/15 Actuals.

Libraries and Library Users

Local Authority	Number of Service Points	Resident Population	Active borrowers
Rotherham	17	260,100	25,684
Doncaster	24	304,200	19,009
Barnsley	17	237,800	19,285
St Helens	13	177,200	36,989
Wakefield	15	331,400	26,008
Wigan	15	321,000	26,691
Stockton-on-Tees	12	194,100	28,315
Calderdale	22	207,400	26,124
Tameside	9	220,800	22,538
Dudley	17	315,800	44,058
Stoke-on-Trent	6	251,000	25,319
Telford & Wrekin	10	169,400	24,573
Darlington	3	105,400	13,136
Gateshead	13	200,500	35,350
Rochdale	18	213,000	23,680
Average	14	233,940	26,451
Median	15	220,800	25,846

- Rotherham has close to the highest number of libraries within the comparative group.
- It is the fifth largest of the 15 authorities in the group (in terms of population).
- The number of active borrowers is a key indication of how well the library service engages with the public. Rotherham performs relatively well against this indicator, although more could be done to promote services to the resident population.

Resourcing

Costs

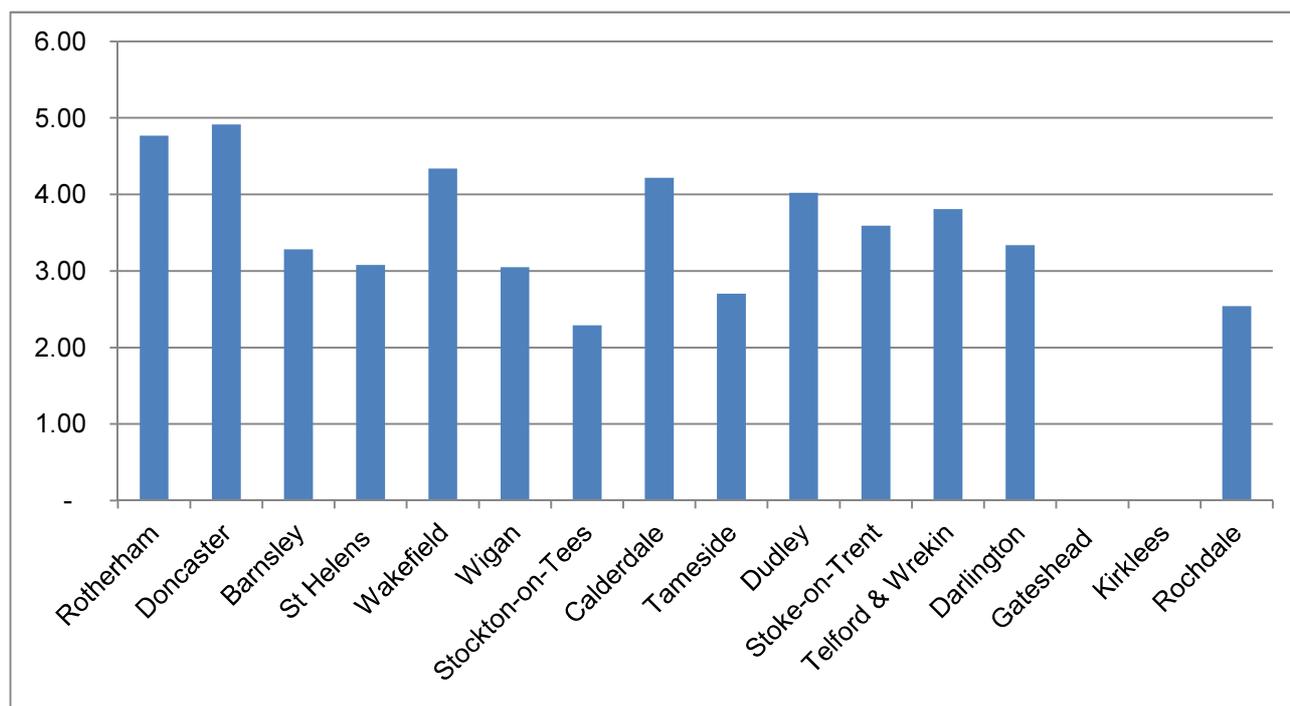
Revenue costs per 1,000 Population (£'s) – Actuals 2014-15

Local Authority	Revenue costs per 1,000 Population (£)
Rotherham	12,768
Doncaster	11,152
Barnsley	11,129
St Helens	14,918
Wakefield	12,563
Wigan	9,518
Stockton-on-Tees	14,662
Calderdale	14,268
Tameside	9,258
Dudley	16,228
Stoke-on-Trent	9,677
Telford & Wrekin	11,109
Darlington	9,892
<i>Gateshead</i>	<i>nil return</i>
Rochdale	13,011
Average	11,344
Median	11,152

- Rotherham comes out as being at the middle of the comparison, suggesting that its costs are similar to the group as a whole.

Appendix 2 – Assessment of Local Need 2016

Costs per visit



Levels of staffing and volunteers

Local Authority	Professional Posts	All Other Posts	Total	Staff in post per 1,000 Population	Number of Volunteers	Number of Volunteer Hours
Rotherham	5.0	62.7	71.7	0.3	77	5,414
Doncaster	6.5	33.7	40.2	0.1	508	116,225
Barnsley	4.0	57.7	61.7	0.3	20	720
St Helens	6.5	47.0	53.5	0.3	10	84
Wakefield	10.9	71.2	82.1	0.3	16	811
Wigan	4.0	73.4	77.4	0.3	..	11,357
Stockton-on-Tees	17.1	49.2	66.3	0.4	55	1,094
Calderdale	9.3	45.2	54.6	0.3	46	3,177
Tameside	7.5	37.9	45.4	0.2	53	..
Dudley	21.0	90.6	111.6	0.4	67	2,042
Stoke-on-Trent	7.3	43.4	50.7	0.2	46	2,159
Telford & Wrekin	7.5	30.2	37.7	0.22	112	1,642
Darlington	2.8	21.6	24.4	0.23	26	1,190
Gateshead	11.5	63.5	75.0	0.37	177	2,005
Rochdale	3.0	43.0	46.0	0.22	78	3,308
Average	9	51	60	0.24	92	10,802
Median	8	47	55	0.26	54	2,024

Appendix 2 – Assessment of Local Need 2016

Workload

Visits

Local Authority	Number of Visits for Library Purposes	Library Visits per 1,000 Population
Rotherham	683,850	2,629
Doncaster	666,161	2,190
Barnsley	784,187	3,298
St Helens	789,023	4,453
Wakefield	906,321	2,735
Wigan	940,925	2,931
Stockton-on-Tees	1,137,164	5,859
Calderdale	641,050	3,091
Tameside	718,544	3,254
Dudley	1,147,900	3,635
Stoke-on-Trent	630,675	2,513
Telford & Wrekin	466,450	2,754
Darlington	297,539	2,823
Gateshead	1,009,240	5,034
Kirklees
Rochdale	1,001,677	4,703
Average	788,047	3,460
Median	784,187	3,091

Book Issues

Local Authority	Total Book Issues	Total Book Issues per 1,000 Population
Rotherham	596,984	2,295
Doncaster	522,287	1,717
Barnsley	518,031	2,178
St Helens	633,050	3,573
Wakefield	703,901	2,124
Wigan	645,086	2,010
Stockton-on-Tees	676,145	3,483
Calderdale	594,916	2,868
Tameside	607,050	2,749
Dudley	1,218,005	3,857
Stoke-on-Trent	528,293	2,105
Telford & Wrekin	442,155	2,610
Darlington	376,583	3,573
Gateshead	738,302	3,682
Kirklees
Rochdale	511,819	2,403
Average	620,840	2,749
Median	596,984	2,610

Appendix 2 – Assessment of Local Need 2016

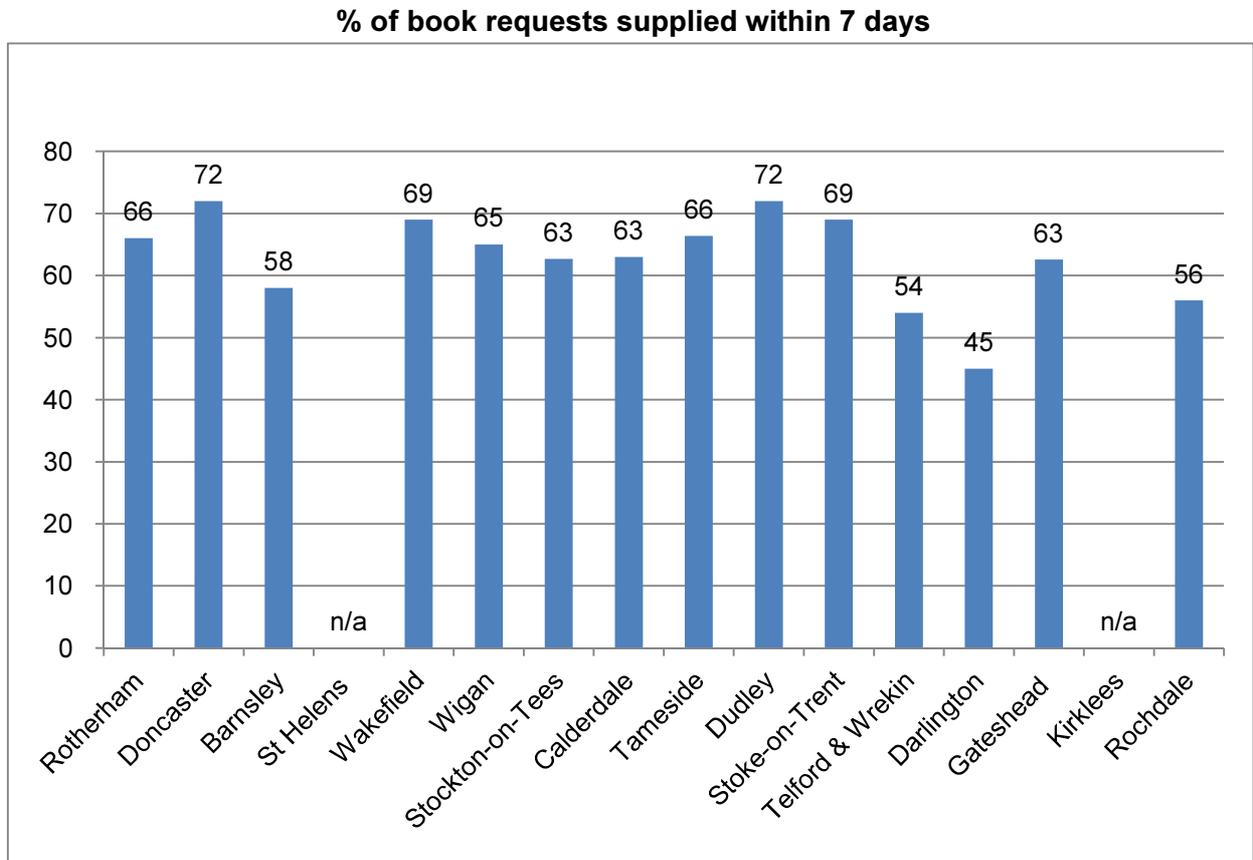
Stock

This table compares the overall book stock level of the library service. Rotherham has lower than average stock per 1,000 population than the other library authorities.

Local Authority	Total Book Stock	Book stock per 1,000 Population
Rotherham	250,742	964
Doncaster	283,461	932
Barnsley	334,593	1,407
St Helens	290,517	1,639
Wakefield	395,188	1,192
Wigan	318,319	992
Stockton-on-Tees	248,887	1,282
Calderdale	332,042	1,601
Tameside	254,931	1,155
Dudley	372,425	1,179
Stoke-on-Trent
Telford & Wrekin	122,156	721
Darlington	234,724	2,227
Gateshead	181,340	904
Kirklees
Rochdale	197,461	927
Average	272,628	1,223
Median	269,196	1,167

Requests

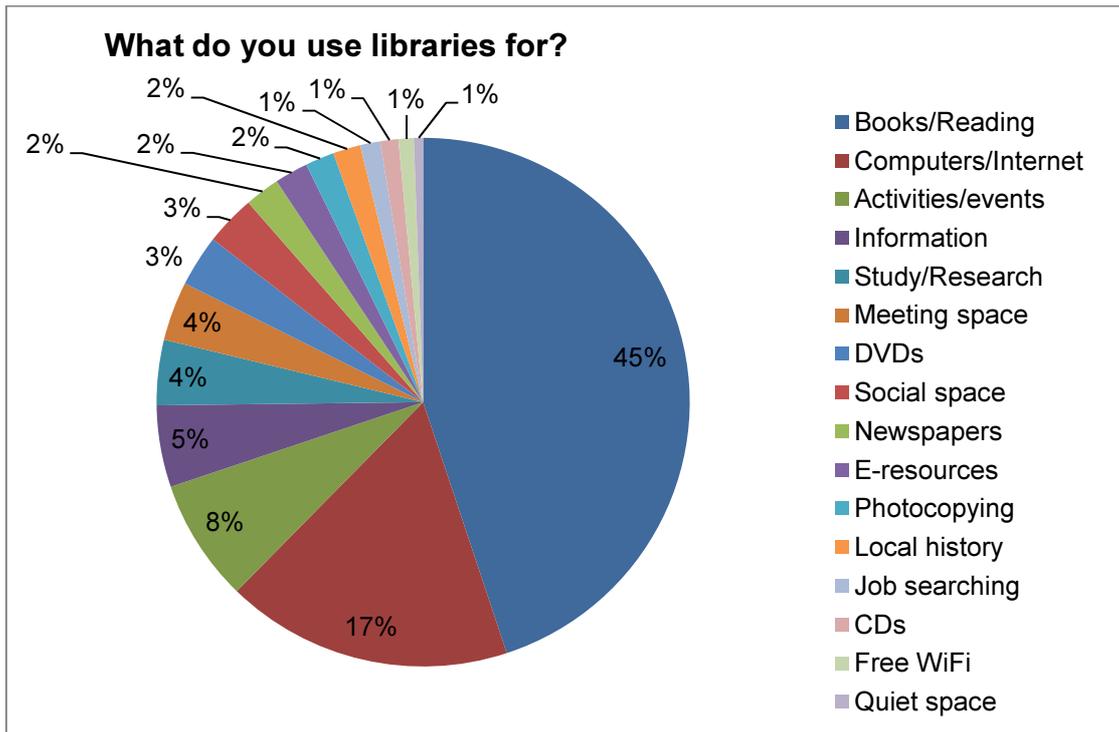
Satisfying requests for in-stock books within a reasonable timescale is a key performance indicator. Rotherham performs well in comparison with other authorities.



Community views – recent update

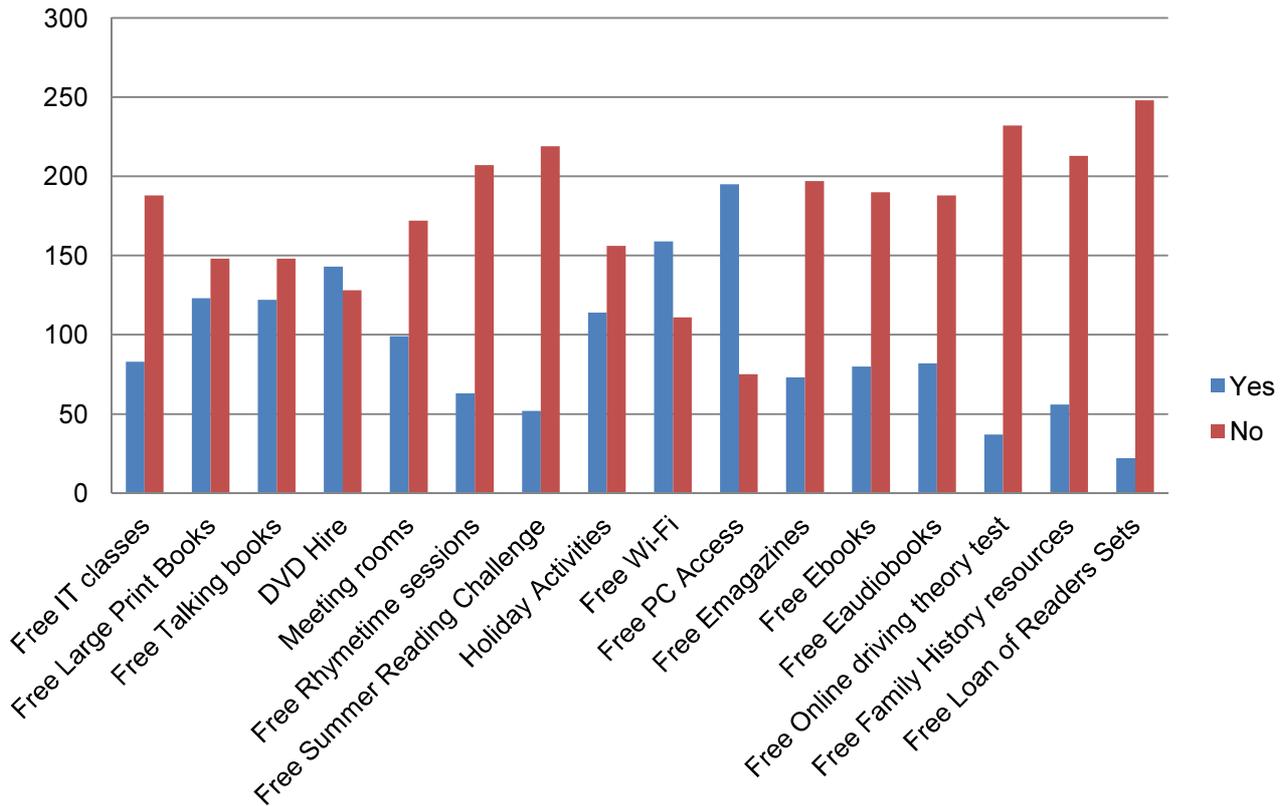
The library service has recently undertaken customer surveys on a range of different service issues. Some of the responses have given us an insight into how current users and non-users view the service.

There were 606 responses to the library strategy consultation. 97% of respondents were current library users, and stated that books and reading were the main reason for using the service.

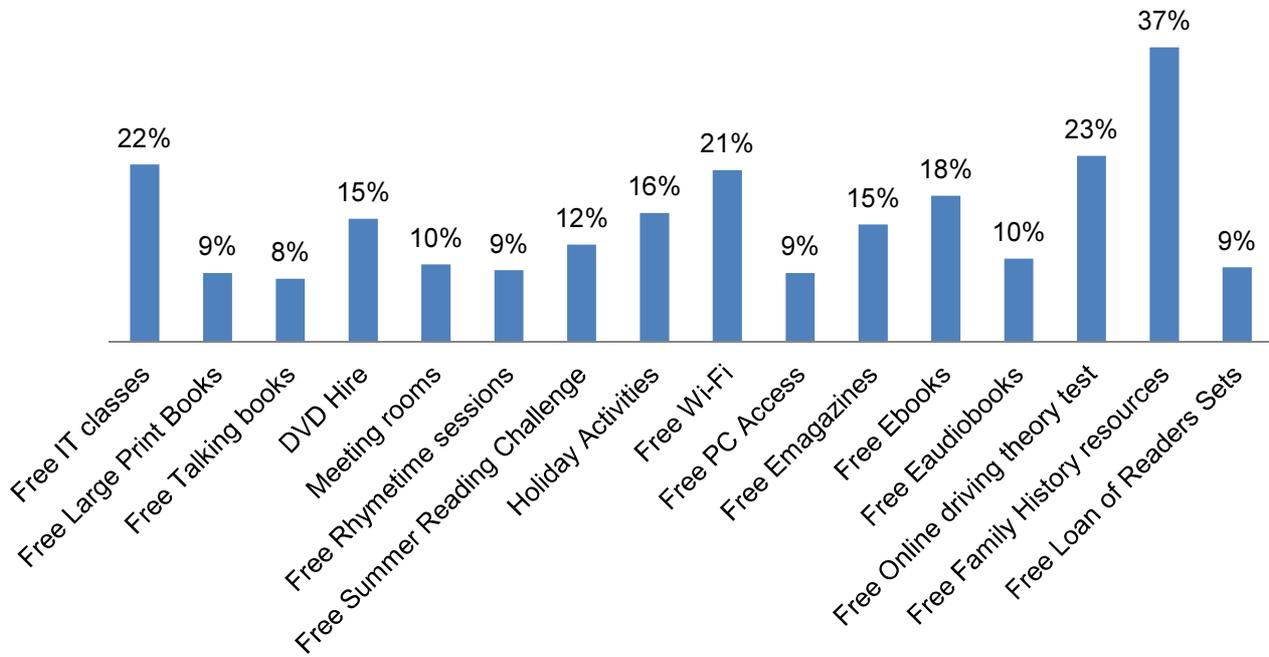


Consultation also took place with approximately 300 non-users across the service, who were asked questions around why they didn't use the service and what would encourage them to do so. Although 89% knew where their local library was, they didn't use it because they could access information on the internet themselves or that they didn't have time to visit. Other major factors for non-use were the general perception that libraries are 'old fashioned' and a lack of awareness of the services on offer, as illustrated in the table below:

Did customers know about the services offered?



The percentage of people who didn't know the service was offered but would use it



Conclusion

When considering the demographic profile there a number of key indicators which will provide challenges and opportunities for the library service in the next few years.

Deprivation

Deprivation in Rotherham has increased between 2007 and 2015. The borough is now ranked as the 52nd most deprived district in England and deprivation has increased in most of the areas with the highest deprivation. The key drivers for deprivation in Rotherham are employment, education, skills and training and health and wellbeing. The most deprived wards are Rotherham East, Rotherham West and Wingfield.

Although the authority currently has a borough-wide network of libraries with 98% of residents able to access a library within a two mile radius of their home, borrowing activity is low in most areas of deprivation but higher in more affluent areas. The library at Riverside, which includes several of Rotherham's most deprived areas in its catchment area, has the lowest proportion of its registered members as active borrowers of any service point.

Employment

The number of Rotherham residents who are economically active is below the national average. The unemployment rate is also above the national average and the ward with the highest proportion of adults claiming out of work benefit is East Rotherham.

Whilst the library service has the IT resources to help people improve their employment prospects these resources were only used for 35% of the available hours in 2015/16. There is therefore considerable scope to improve take up especially via the service's assisted digital offer.

The potential for the service to help those in greatest need can be assessed by analysis of the site-by-site breakdown of IT usage. The catchment areas of the 3 sites with the highest IT activity in 2015/16 (Mowbray Gardens, Maltby and the Library @ Riverside) are located within 3 of the 11 most deprived wards in the borough.

The contribution which can be made to addressing employment issues is compatible with the corporate objective to help people and businesses benefit from a growing economy.

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Within the contexts of providing help for the unemployed and also helping people to complete day-to-day tasks online, the service has plans for further development of the digital literacy element within the Universal Library Offers.

Education and Skills

Despite improvements in Key Stage 1 assessments, attainment in reading and writing is still below the national average for England and below the levels achieved by Rotherham's comparator authorities. Key Stage 2 attainment in English has improved but is still slightly below the average for England as a whole and below Rotherham's comparator authorities. Rawmarsh, East Rotherham and Swinton wards have the lowest school achievement rates within the borough. There is a well-known and accepted link between educational attainment and employability and in Rotherham only 27% of those without qualifications are in employment.

There is good evidence to suggest that Rotherham's library service is well placed to take advantage of developing initiatives to boost literacy. Almost 30% of the current active borrowers have an age profile of between 4 and 11 years and initiatives such as the Summer Reading Challenge are popular and successful.

Despite this success more needs to be done to encourage library use by older children and non-users in this age bracket, particularly in the areas of deprivation. This aspiration is in line with the corporate agenda which will prioritise work to ensure that children and their families have the best start in life within the context of a child centred borough.

Health

The number of people reporting that their day-to-day activities are limited because of long term illness is higher than the national average for the retired and the employed. The recent public consultation about the library service revealed that 11% of respondents consider themselves to be disabled.

There is a clear agenda already in place for the service to respond to the issues raised by these statistics.

Access to services will present a particular problem for many and the Book Link service currently provides a Home Library service for those unable access static library sites. Expansion of this service would enhance the quality of life for many more residents. The digital library service contributes to alleviating access issues caused by poor health.

Appendix 2 – Assessment of Local Need 2016

Development of the digital agenda, combined with promotion to non-users, will help the service address problems of deprivation and social isolation caused by long term illness.

Population changes

Evidence from statistical data indicates that in the foreseeable future the population will continue to grow in diversity with a net growth in inward migration. Combined with this is an anticipated growth in the number of people aged over 65 with a 19% increase anticipated between 2015 and 2025.

Significantly, almost a quarter of current active users are aged 66 and over which strongly suggests that the Library service is greatly valued by this sector of the population. The popularity of Book Link is testimony to this as is the age profile of e-book borrowers.

Future challenges will include ensuring that the service continues to provide resources for the borough's culturally diverse population whilst at the same time developing capacity so that it can respond to the needs of the growing number of elderly residents.

The location of services within communities across Rotherham can also facilitate communication and shared experiences between within and between Rotherham's diverse communities and supporting the ambition to "get Rotherham talking".

Promotion

Although the number of active borrowers is low the number of registered borrowers represents almost 50% of Rotherham's population. This indicates that there is potential for developing wider regular participation. A co-ordinated and sustained programme of promotional work is needed to ensure that a greater number of residents borrow library material on a more frequent basis.

The service has a borough-wide remit but within this there are corporate priorities to target centres of deprivation. Added to this is the need to ensure that the majority of the local population which currently does not access library services have greater awareness of the facilities which are freely available to everyone. The need to raise general awareness is the essential foundation on which targeted intervention, based on the National Library Offers, can be developed.