

Appendix 11

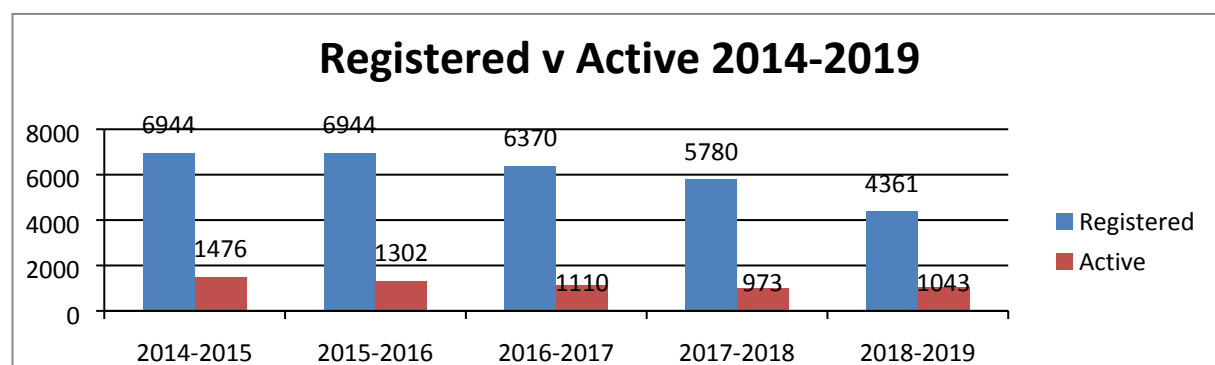
Swinton Library and Neighbourhood Hub Site Profile (North)

Financial Information

Description	Budget 2018/19	Comments
Building Costs	48,578	Includes building costs for the library revenue running cost, staff costs, non-staff costs and income. Excludes costs for management, library management system and stock purchase.
Staffing Costs	98,906	
<i>Band C 0.31 FTE (Relief Staff)</i>		
<i>Band D 2.4 FTE</i>		
<i>Band F 1.5 FTE</i>		
Non staff Costs	1785	
Income	-52,347	
Net Budget	£96,922	

Customer Profile

Registered/Active Users



The chart shows an analysis of Swinton's registered and active users showing a comparison between year ending 2015 and year ending 2019. An active borrower is defined as any registered library user who borrows at least one loan item within a year.

Appendix 11

Age Profile

2018-2019			Swinton Library and Neighbourhood Hub is located in the Swinton Ward.
	Registered (%)	Active (%)	
Age 0-3	1.4	2.68	The 4-11 age groups have the highest percentage of active borrowers.
Age 4-11	19.59	35.76	
Age 12-17	11.54	5.47	
Age 18-25	8.24	3.45	
Age 26-40	18.28	9.4	
Age 41-65	23.01	17.35	
Age 66+	17.95	25.89	
Unknown	0	0	

Gender Profile

2018-2019			There are more female registered library users at Swinton than there are male.
	Registered (%)	Active (%)	
Male	42.21	38.86	
Female	56.15	60.19	
Unknown	1.64	0.95	

Ethnicity Profile

2018-2019			The highest number of registered and active borrowers within Swinton Ward are White.
	Registered (%)	Active (%)	
White	71.19	71.96	The Black, Asian, Minority Ethnic and Refugee (BAMER) community is low.
Black or Black British	1.13	1.21	
Dual Heritage	0.29	0.26	In terms of library use, the majority of users are White, but there is a high proportion of "Unknown" or undeclared ethnicity.
Asian or Asian British	0.53	0.69	
Other	0.36	0.09	
Unknown	26.5	25.8	

Appendix 11

Disability Profile

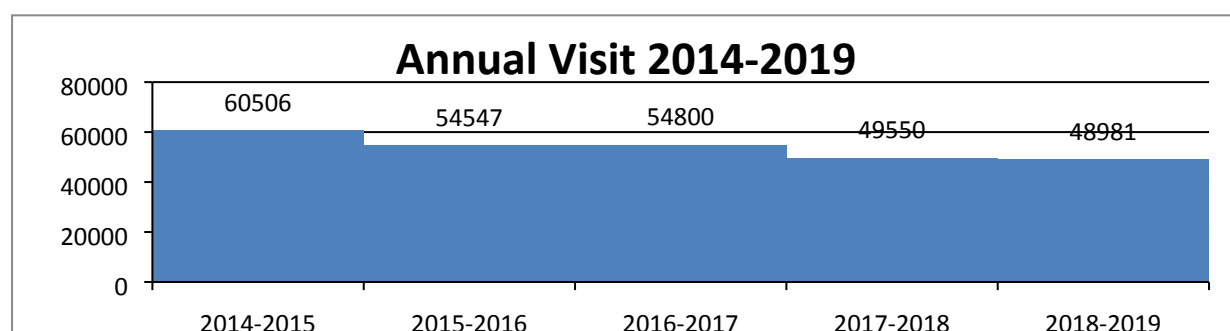
2018-2019

Registered Active

Self-declared disabled	112	34
------------------------	-----	----

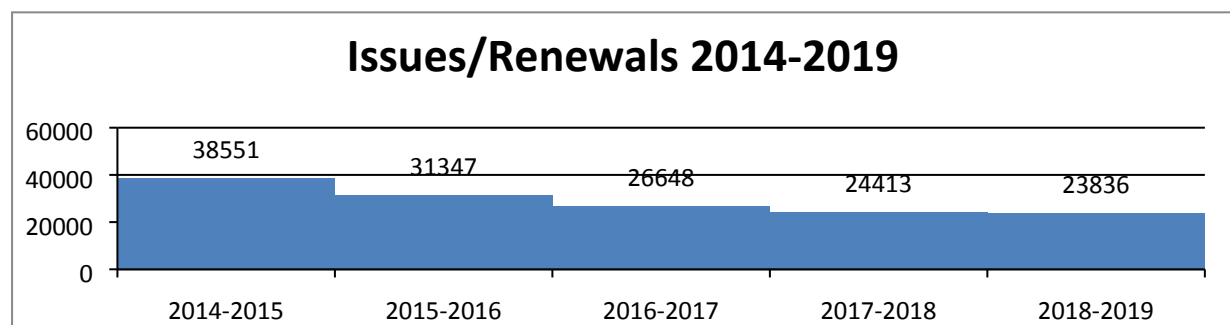
Monitoring of library users asks whether they consider themselves disabled.

Annual Visits



Library visitor figures are counted and recorded manually by library staff.

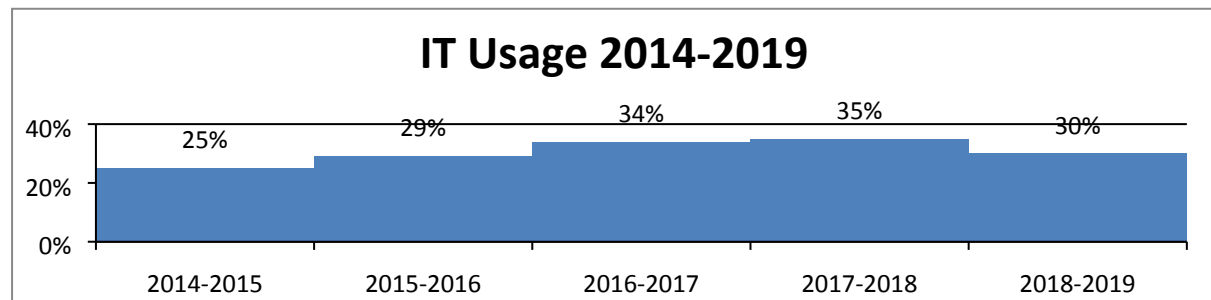
Issues/Renewals



Issues/renewals have shown a similar decline as visitor figures over the last few years, though in the past year this has been relatively slight.

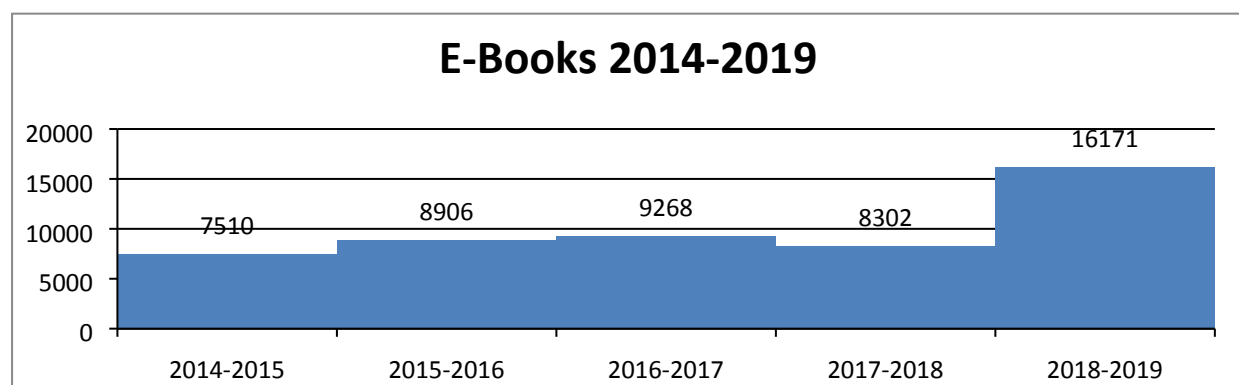
Appendix 11

IT Usage

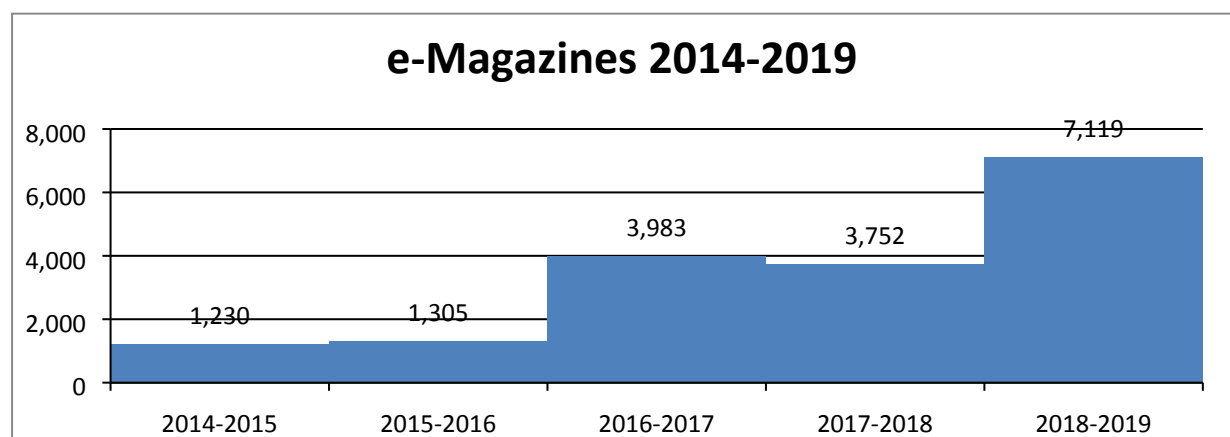


Swinton Library has 10 public access computers. The table above shows % of average usage based on available PC hours available in the Library

e-Books, e-Magazines and e-Audio books

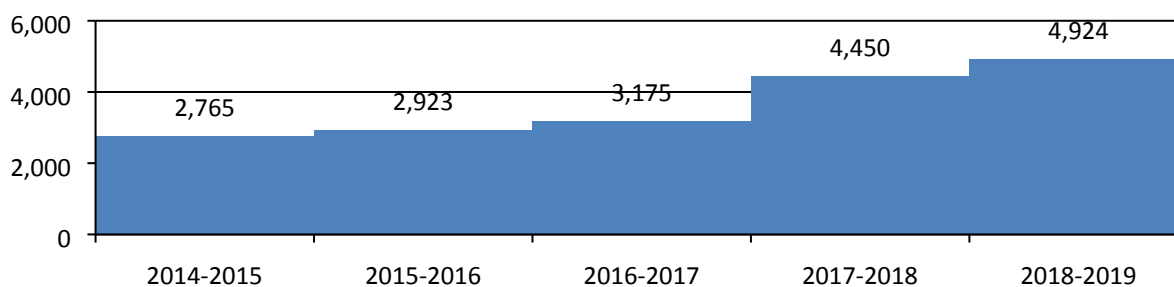


Rotherham Libraries and Neighbourhood Hubs have a collection of over 10,000 titles of e-books available for registered borrowers to download directly to their mobile devices for free. The table above shows e-books issued across the service from 2014 to 2019.



Appendix 11

e-Audio Books 2014-2019



Rotherham Libraries also have a collection of e-magazines and e-audiobooks which can be loaned out free of charge. The tables above show the increase in e-Magazine views and e-Audio book downloads.

Customer Satisfaction

The overall Customer satisfaction level at Swinton Library and Neighbourhood Hub for 2018/19 was 98%.

Volunteers

Swinton Library & Neighbourhood Hub facilitated 0 volunteer placements in 2018/19.

Building Information

Swinton Library & Neighbourhood Hub is a Council owned freehold site located in the Swinton Campus. The whole site is subject to a development brief for redevelopment.

The building is dated and in poor condition it would benefit from refurbishment and new furniture.

The current revenue running costs are in the region of £48,578 per annum.

Service Offer

Swinton Library & Neighbourhood Hub is currently open Monday to Saturday, 46 hours per week.

Swinton has great potential to build on many community links, including Potteries Court Tenants and Residents Association and the Brookfield's Children's Centre.

Local schools regularly support activities and organise class visits and additional class Rhymetime sessions. A weekly Rhymetime session is delivered from Swinton, demonstrating increasing attendance figures. Staff from the local Children's Centre often visit during these sessions to deliver ad-hoc activities, such as Makaton and baby sign language.

Swinton Library and Neighbourhood Hub is used by colleagues from the Council's Housing Services for families to use when signing up for a new property in the area.

Area Assemblies now regularly use the building to deliver community focused services such as free dog micro-chipping and free waste disposal bags.

Appendix 11

Learn My Way ICT support sessions are available weekly free of charge for members of the public to attend to learn and improve their basic ICT skills. Free Wi-Fi is also available during opening hours for customers to access from their mobile devices.

Swinton has 2 reader groups currently meeting monthly (Rawmarsh Town Women's Guild and Swinton Readers Group).

The Knit and Natter group meet here weekly to socialise and learn or revisit skills along with the local history group. Both sessions are highly regarded and well attended.

Rotherham College runs courses at Swinton Library & Neighbourhood Hub during term time.

Rotherham Heritage Services have installed 2 secure display cabinets on the mezzanine floor at Swinton. The site is working together with Clifton Park Museum to display historical artefacts in line with important anniversaries and commemorations.

Swinton regularly displays art work and has good exhibition space on the 1st floor.

The building is also used every week to deliver the Councillors' surgery and a drop in service by the Community Police. The local Councillors also utilise the facilities for ad-hoc meetings throughout the week. The sessions are well attended.

Action on Hearing Loss (formerly the Royal National Institute for Deaf People) delivers a monthly drop-in service from this site. A representative is on hand to help members of the local community maintain and repair their hearing aids and replacement batteries are also available free of charge whenever the Library is open. This service is highly used and extremely well regarded in Swinton.

The British Legion offer a weekly drop in session to raise awareness of the services provided and information is distributed and displayed.

Swinton benefits from a large meeting space that is frequently used by many external groups and agencies. Active Always continue to offer 2 sessions per week in the Community Space to aid people recovering from falls and illness. This is very well attended. The Swinton Weight Watchers group utilise the meeting space each week, with over 50 people attending.

Work is underway to maximise the links with local health services and partnerships are being established in line with the National Library Health Offer.

Currently revenues and benefit advice is accessible by appointment on Monday and Wednesday each week. Assisted digital for online services are offered daily in addition to this via the Public access PCs. Rotherham Libraries and Neighbourhood Hubs are working closely with the Department for Work and Pensions (DWP) and Job Centre to deliver Universal Credit support from this location.

Swinton is the only site in the borough offering Visa Biometric Enrolment. This is a new partnership with UK Visas and Immigration (through Libraries Connected) where staff at Swinton support customers wishing to submit their biometric data for their UK visa. This service generates income and the Library receives a set fee per customer where support is provided.

In October 2017 Cabinet approved the content of a development brief for Swinton town centre and its submission to developers with a view to obtaining designs. Within the brief it included the provision for a Library of approximately 200 sq m plus ancillary office space of 20 sq m. The service will continue to work with Asset Management in order to develop a proposal for future library provision.

Swinton is an older building in need of modernisation. Despite this, the hub offers a warm and welcoming feel, packing in a wide array of services and functions. It fits perfectly into the community

Appendix 11

hub label and delivers on many corporate agendas.