

Rotherham Libraries & Neighbourhood Hubs

Assessment of Local Need 2019



Books &
Information



Computers



AudioBooks



eBooks



Skills



Activities



Meeting
People



Wellbeing

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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 Neighbourhood Hubs 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

Libraries Connected, in partnership with the Arts Council and the Reading Agency developed a package of Universal Offers which helps to underpin these national and local priorities, providing a framework for future service developments around the key areas of reading, health, digital, information, culture and learning, along with the Children's promise and Six Steps that underpin all of these offers.

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	Libraries play an important role in supporting the school curriculum

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	learning	with reading for enjoyment, book 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 a Booklink vehicle which provides services to those needing a home library service 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.

The Service has previously implemented a number of changes to release savings, including the closure of neighbourhood libraries, reductions and changes to opening hours, reductions in the book fund, the cessation of some events and activities, “merging” customer service functions and a number of management and staffing reviews. To date, this has achieved £1.27m in the last 5 years (30%).

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 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.

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

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.

The service is open to anyone who lives, works or studies in Rotherham, and to visitors to the area.

Riverside House is the largest library 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. Free access to public Wi-Fi is available here, along with 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 all of these Joint Service Centres; Maltby, 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 9 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, Mowbray Gardens, Thorpe Hesley, Thurgroft, Wath and Wickersley. These libraries also offer free access to public Wi-Fi, public computers, activities and events.

Rotherham's Booklink vehicle service provides Library Services for people who are in sheltered accommodation, care homes or nursing homes. It provides a small walk-on mobile library service and a home delivery service for people who are unable to access one of our 15 libraries because they have a disability.

Developing the service

The current Library Strategy (2020-2025) outlines our vision for Rotherham Libraries:

- 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;
- 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 2020-25 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 jobs between 2007 and 2013 (12% of local jobs) although the economy recovered with renewed growth, increasing employment back to 109,000 by 2018. The vulnerability of the steel industry and other manufacturing industries mean that recovery could prove fragile.

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 likely 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.

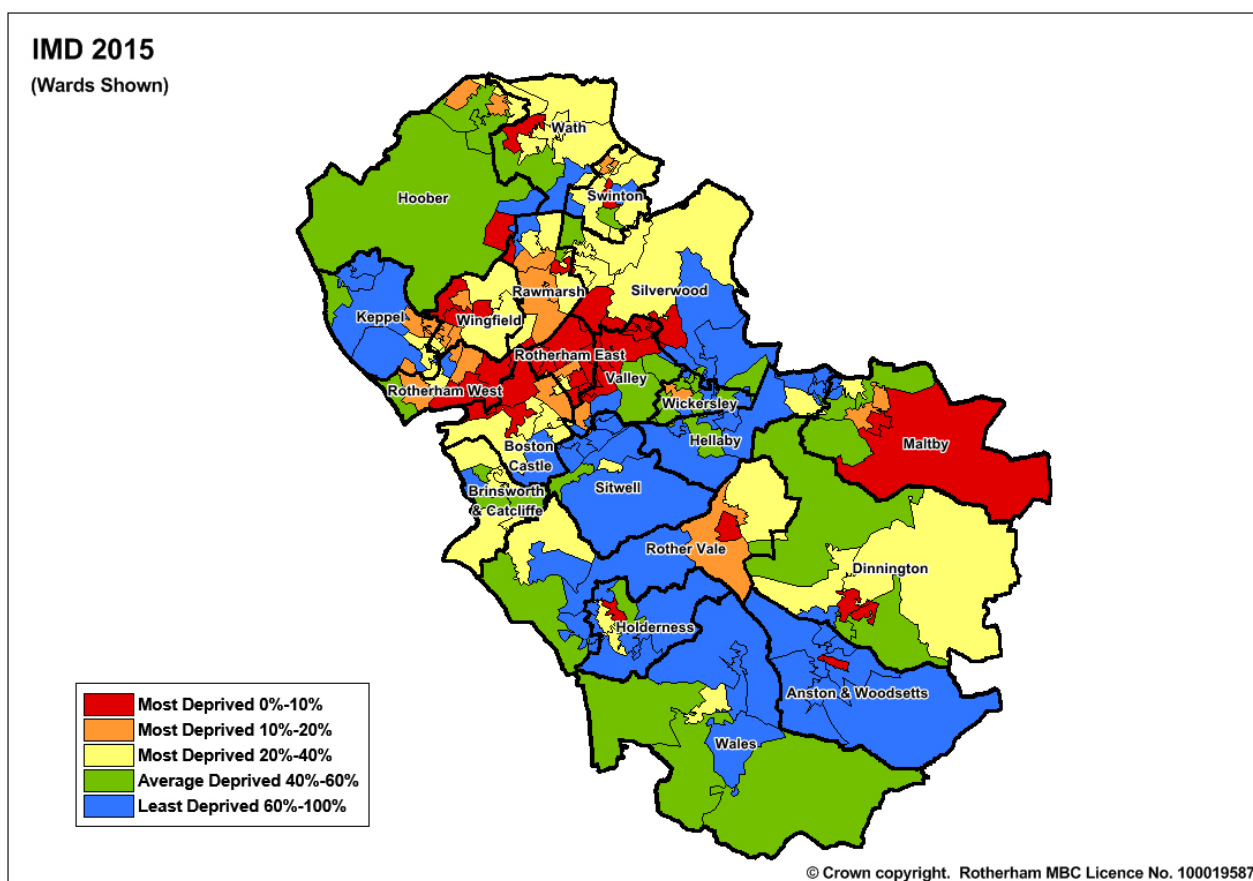
Note:

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.

The Index of Multiple Deprivation 2015 (IMD 2015) is produced for Super Output Areas (SOAs) of which there are 167 in Rotherham. Those shaded red are in the 10 % most deprived SOAs in England and those shaded blue are in the 40% least deprived SOAs:



Although the IMD is not published for wards, it is possible to combine SOA data to produce estimated IMD scores for wards.

Rotherham Wards by Estimated IMD 2015 Score and Equivalent SOA Rank

Ward	Average IMD Score	Equivalent SOA Rank	Percentile (top x%)	Rotherham Rank
Anston & Woodsetts	14.2	19,404	59%	19
Boston Castle	37.5	5,300	16%	5

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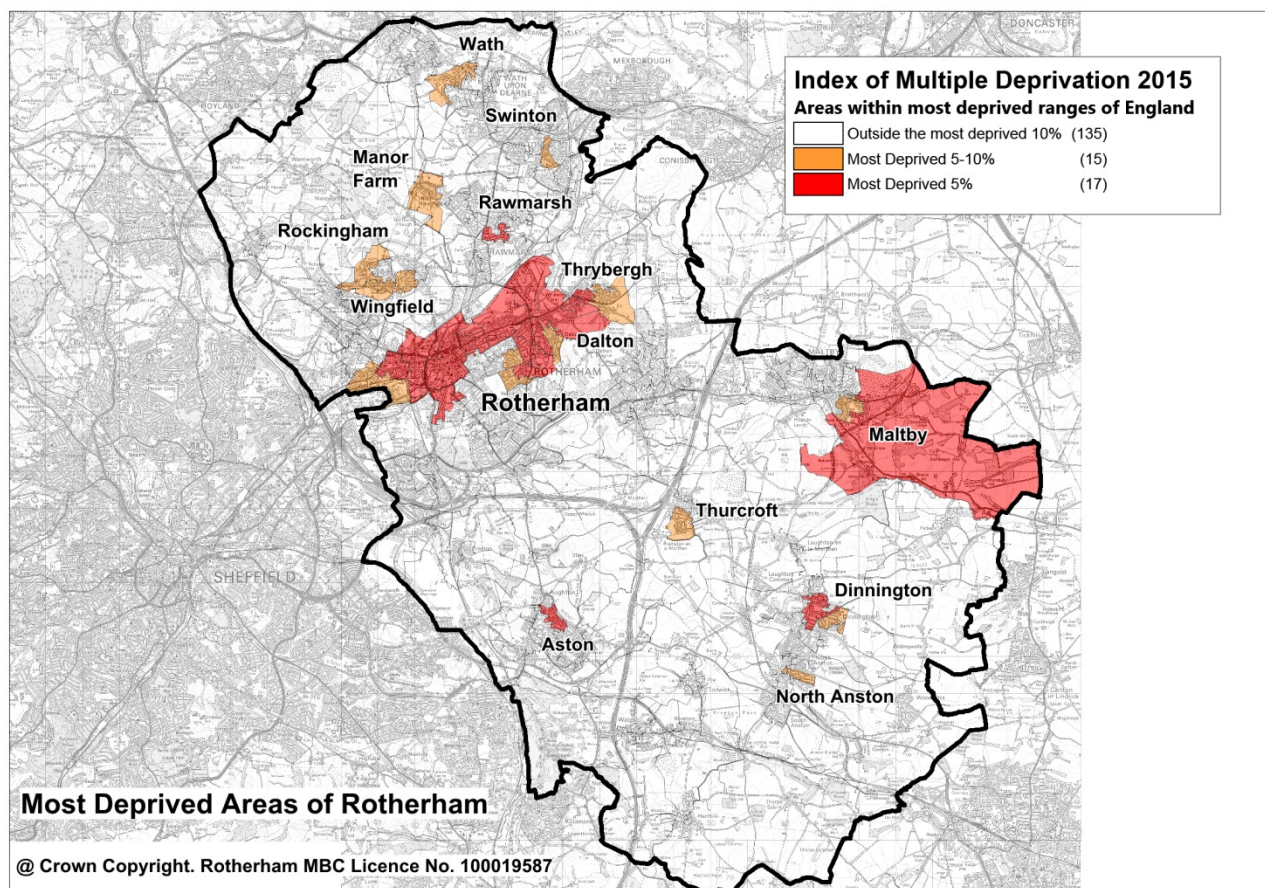
Brinsworth & Catcliffe	20.2	14,102	43%	16
Dinnington	26.6	9,909	30%	10
Hellaby	13.1	20,594	63%	20
Holderness	21.6	12,999	40%	14
Hoover	26.8	9,839	30%	9
Keppel	20.8	13,646	42%	15
Maltby	36.6	5,584	17%	6
Rawmarsh	32.5	7,114	22%	7
Rother Vale	23.2	11,953	36%	12
Rotherham East	57.7	1,139	4%	1
Rotherham West	42.3	3,843	12%	3
Silverwood	22.4	12,442	38%	13
Sitwell	12.4	21,370	65%	21
Swinton	27.4	9,521	29%	8
Valley	45.3	3,123	10%	2
Wales	14.9	18,739	57%	18
Wath	25.9	10,345	31%	11
Wickersley	19.8	14,421	44%	17
Wingfield	40.3	4,413	13%	4
ROTHERHAM	28.3	9,023	28%	

Rotherham East is by some margin the most deprived ward in Rotherham, partly because there are few areas of the ward which don't have high levels of deprivation. Other wards with high deprivation are Valley, Rotherham West, Wingfield and Boston Castle, all of which have areas with low or average deprivation. As is the case for Rotherham as a whole, the main drivers of deprivation in these areas are poor health, high worklessness and low qualification levels.

The least deprived ward in Rotherham is Sitwell, which has only one small pocket where deprivation is above average. Other wards with low deprivation are Hellaby, Anston & Woodsetts and Wales, which follow a similar pattern to Sitwell. Low deprivation does not necessarily mean that these areas have affluent populations, they are just not poor or seriously affected by other aspects of deprivation.

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Areas of Highest Deprivation (2015)



The most deprived areas of Rotherham cover almost 20% of the population and are concentrated in the central urban area, stretching from Meadowbank to Thrybergh. The most deprived areas are Ferham, Canklow, Eastwood and East Herringthorpe. Masbrough, East Dene, Dalton and the Town Centre are also very deprived areas. An important aspect of deprivation in the central area is high crime and in some areas poor housing conditions.

There are also ten pockets of high deprivation scattered across the Borough, the largest being in Maltby, Dinnington and Wingfield. Smaller pockets exist in Wath, Swinton, Rawmarsh, Aston, North Anston and Thurcroft. These pockets may not have deprivation as high as in central Rotherham but they are more isolated and people are more likely to face difficulties in accessing services.

Employment Deprivation

The percentage of the working age population in employment in 2017 was 74.8.7%, just below the 75.2.4% national rate. Unemployment over the same period averaged 5.2%, above the national rate of 4.4%..

An average of 10.68% of the working age population of Rotherham claim out of work benefits, with the highest proportion being in Rotherham East Ward at 19.7%. This compares to 7.8% for England overall. 1.7% of the economically active population are claiming Job Seekers Allowance, compared to a claimant rate of 1.31% nationally. 7.8% of working age population claim Employment Support Allowance or Incapacity Benefit, above the national rate of 5.2%.

The wards most affected by employment deprivation are: Rotherham East, Wingfield and Valley. Of the working age population in Rotherham, 13,900 people have no qualifications, a rate of 8.7%, slightly above the regional average and above the national rate of 7.6%. The percentage qualified at the highest levels (NVQ4+ or degree level and above) is just 25.1%, below the regional average and well below the 38.3% national average. The employment rate of people qualified to NVQ4+ in Rotherham stands at 89% compared to just 36% of those who have no qualifications.

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.

Early Years Foundation Stage Profile (EYFSP)

From 2013 to 2017 Rotherham achieved better than nationally for a 'good level of development' (GLD), with an upward trajectory each year.

Rotherham's performance for a GLD improved from 70.4% in 2016 to 72.1% in 2017. **The Rotherham average is 1.4% above the national average of 70.7% in 2017.**

The Average Total Points (ATPS) measure has remained static for the last three years at 34.4 points and is 0.1 points below the national average.

2017 GLD outcomes were ranked joint 1st compared against our statistical neighbours (11 LAs) and joint 2nd compared against other LAs in the Yorkshire and Humber region (15 LAs).

Rotherham LA and the National Average Trend for GLD

	2014 % GLD	2015 % GLD	2016 % GLD	2017 % GLD
Rotherham LA	62.2	67.4	70.4	72.1
National Average	60.3	66.3	69.3	70.7
Roth / Nat Gap	+1.9	+1.1	+1.1	+1.4

Key Stage 2 Rotherham LA Average 2017 (expected standard)

- 61% of pupils met the expected standard in the R,W&M combined measure, compared to 53.9% last year **(increased by 7.1%)**
- 69% of pupils met the expected standard in reading, compared to 63.5% last year **(increased by 5.5%)**
- 75.9% of pupils met the expected standard in mathematics, compared to 72% last year **(increased by 3.9%)**
- 75.7% of pupils met the expected standard in grammar, punctuation and spelling (GPS) compared to 70.9% last year **(increased by 4.8%)**
- 77.3% of pupils met the expected standard in writing TA, compared to 77.7% last year **(decreased by -0.4%)**

National Average 2017 (expected standard)

- 61% of pupils met the expected standard in the R,W&M combined measure, compared to 53% last year **(increased by 8%)**
- 72% of pupils met the expected standard in reading, compared to 66% last year **(increased by 6%)**
- 74.9% of pupils met the expected standard in mathematics, compared to 69.7% last year **(increased by 5.2%)**
- 76.9% of pupils met the expected standard in GPS, compared to 72.4% last year **(increased by 4.5%)**
- 76% of pupils met the expected standard in writing TA, compared to 74% last year **(increased by 2.0%)**
- Rotherham is above the national average at the EXS+ in mathematics and writing, in line with the national average at EXS+ in R,W&M combined and below the national average at the EXS+ in reading and GPS.

Rotherham LA Average 2017 (greater depth / higher)

- 7.1% of pupils met the higher standard in the R,W&M combined measure, compared to 4.4% last year **(increased by 2.7%)**
- 19.2% of pupils met the higher standard in reading, compared to 15.1% last year **(increased by 4.1%)**
- 19.6% of pupils met the higher standard in mathematics, compared to 14.7% last year **(increased by 4.9%)**
- 27.0% of pupils met the higher standard in GPS, compared to 20.1% last year **(increased by 6.9%)**
- 17.8% of pupils met the greater depth standard in writing TA, compared to 13.8% last year **(increased by 4.0%)**.

National Average 2017 (greater depth / higher)

- 8.6% of pupils met the higher standard in the R,W&M combined measure, compared to 5.4% last year **(increased by 3.2%)**
- 24.5% of pupils met the higher standard in reading, compared to 18.7% last year **(increased by 5.8%)**
- 22.6% of pupils met the higher standard in mathematics, compared to 16.6% last year **(increased by 6%)**
- 30.9% of pupils met the higher standard in GPS, compared to 22.5% last year **(increased by 8.4%)**
- 17.7% of pupils met the greater depth standard in writing TA, compared to 14.7% last year **(increased by 3.0%)**.
- The gap to the national average is wider at the higher standard (HS) in reading, maths and GPS.

Rotherham LA and the National Average Trend – Percentage of Pupils achieving EXS+ and HS in the R,W&M combined measure at the end of KS2

	RWM EXS+ %			RWM HS %		
	2016	2017	16/17 Diff	2016	2017	16/17 Diff
Rotherham LA	53.9	61.0	7.1	4.4	7.1	2.7
National Average	53	61	8.0	5.4	8.6	3.2
Roth / Nat Gap	0.9	0	-0.9	-1	-1.5	-0.5

In 2017, the KS2 R,W&M combined indicator is ranked joint 2nd at the EXS+ and 7th at the HS compared against other LAs in the Yorkshire and Humber region (15 LAs). The KS2 R,W&M combined indicator is ranked 3rd at the EXS+ and joint 5th at the GDS / HS compared against our statistical neighbours (11 LAs).

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. Wingfield has the highest percentage of residents reporting their health as bad or very bad at 10.2%

Wingfield also has the highest percentage of residents reporting that their activities are limited at 26.3%.

- 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.

Current Library Service: Contribution to reducing deprivation

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 Neighbourhood Hub
Aston North	Aston Library and Neighbourhood Hub
Maltby	Maltby Library and Neighbourhood Hub
East Dene	Mowbray Gardens Library
Dalton and Thrybergh	Mowbray Gardens Library
Town Centre	Riverside

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). However, this site has a busy programme of activities and learning opportunities and a more in-depth range of stock that may attract one-time users. This demonstrates that any assessment of the service needs to consider all elements within the library "offer", not 'just' books. The sites which have a lower level of active users tend to be those where staff deliver customer services as well as the library offer.

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+. In 2018-19 over 900 people attended employability support sessions and over 3,100 attended IT classes with many more receiving informal IT assistance.

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. Over 7,600 pre-school children attended Rhymetimes, over 7,000 children visited libraries in school class visits in 2018-19 and over 1,600 took part in the six weeks' summer holiday Reading Challenge. Active borrower statistics show that children aged from 4-11 years use the library well, although usage drops in the teenage years, not picking up again till the 40+ age.

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. In the most recent Challenge 1,678 children started the 2019 challenge (Space Chase), with 1,047 completing in Rotherham. In terms of gender split, 41% boys and 59% girls completed.

The Service will continue to work closely with colleagues and partners to support Rotherham's ambition to give children the best start in life. The Service offers a range of activities which encourage and develop children's literacy and digital and communication skills, such as the SRC, Rhymetimes, Chatterbooks, class visits, Lego, Scrabble and Code Clubs.

In terms of adult skills, libraries offer a range of informal learning sessions, which impact positively on employability and health/wellbeing. The wide-ranging sessions include work clubs, CV writing sessions, ICT learning, talks, craft activities, Readers Groups and knit and natter groups. These sessions were attended by 68,000 people in 2018-19.

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 our most recent consultation on the library strategy (June-July 2019) 15% of the respondents stated that they had a disability. Of these, 39% declared it as a long standing illness or health condition.

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

The library service participates in Reading Well, a national reading initiative which provides health related and 'mood boosting' stock. New Shelf-Help collections of books for children and their carers dealing with mental health and well-being were introduced in 2017 and in 2018-19 these were supplemented with further empathy and reading well collections.

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 People to Active Always sessions. Around 9,000 people attended various health and well-being sessions in 2018-19.

The Booklink 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.

Ageing Population

In Rotherham as a whole, 19.3% of the population are aged under 16 and 19.4% are aged 65 and over, and the latter proportion is increasing. Anston and Woodsetts Ward has the highest proportion of residents aged 65 and over at 26.3% (higher than the England average of 18.0%), while Rotherham East has the highest proportion on 0-15 year olds at 25.4% (higher than the England average of 19.1%).

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- The resident population of Rotherham increased by 9,200 (3.6%) between 2007 and 2017.
- The number of children aged 0-4 increased by 1,200 (7.9%) between 2007 and 2017 but those aged 5-15 fell slightly by 200 (-0.5%).
- The population aged 65+ increased by 9,400 (22.6%) 2007-2017 and is projected to increase by a further 16.7% between 2017-2027.
- The population of Rotherham is projected to increase by 2.9% between 2017 and 2027, to reach 270,600..
- The life expectancy at birth for people living in Rotherham is 77.9 years for males, and 81.6 years for females. This compares with the England life expectancy at birth for males at 79.5 years and 83.1 years for females for the same period (2006-10).
- Within Rotherham, Rotherham East has the lowest life expectancy at birth for males at 74.4 years. Hellaby has the highest life expectancy at birth for males at 81.0 years. Rotherham East has the lowest life expectancy at birth for females at 78.8 years. Hellaby has the highest life expectancy at birth for females at 85.7 years.

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 22.7% 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 then drops in the 12-17 year old age group (Key Stages 3 and 4). As Rotherham strives to become a child centred borough, libraries are well placed to engage with children and young people, making a significant contribution to giving children the best start in life.

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.

Overall, 8.1% of residents in Rotherham described themselves as from a Black and Minority Ethnic (BME) group (any group apart from White British) in the 2011 census. This compares with 14.3% BME in Yorkshire and Humber, and 20.3% in England. In Rotherham the BME population includes 20,842 people. The BME population doubled between 2001 and 2011 and continued to increase to an estimated 27,500 or 10.5% of the population in 2016 (latest RMBC estimate).

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 had the largest BME population in Rotherham totalling 4,940 people in 2011. Rotherham East had the largest number of people who cannot speak English well or at all totalling 805 people in 2011.

Percentage 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%
Hoover	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%

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.

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.

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.

Appendix 4 – Assessment of Local Need 2019

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 use the internet, higher than the 14% GB average. The main household type where internet connection is particularly low is lone pensioner where only 49% have a connection. It will be lower still for low income lone pensioners on Pension Credit. Not surprisingly, age is a crucial factor - only a third of people over 75 had used the internet in the last 3 months. (Internet Users 2015, Office for National Statistics, 2016)

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.)

Do everyone (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').

Current Library Service: Contribution to digital inclusion

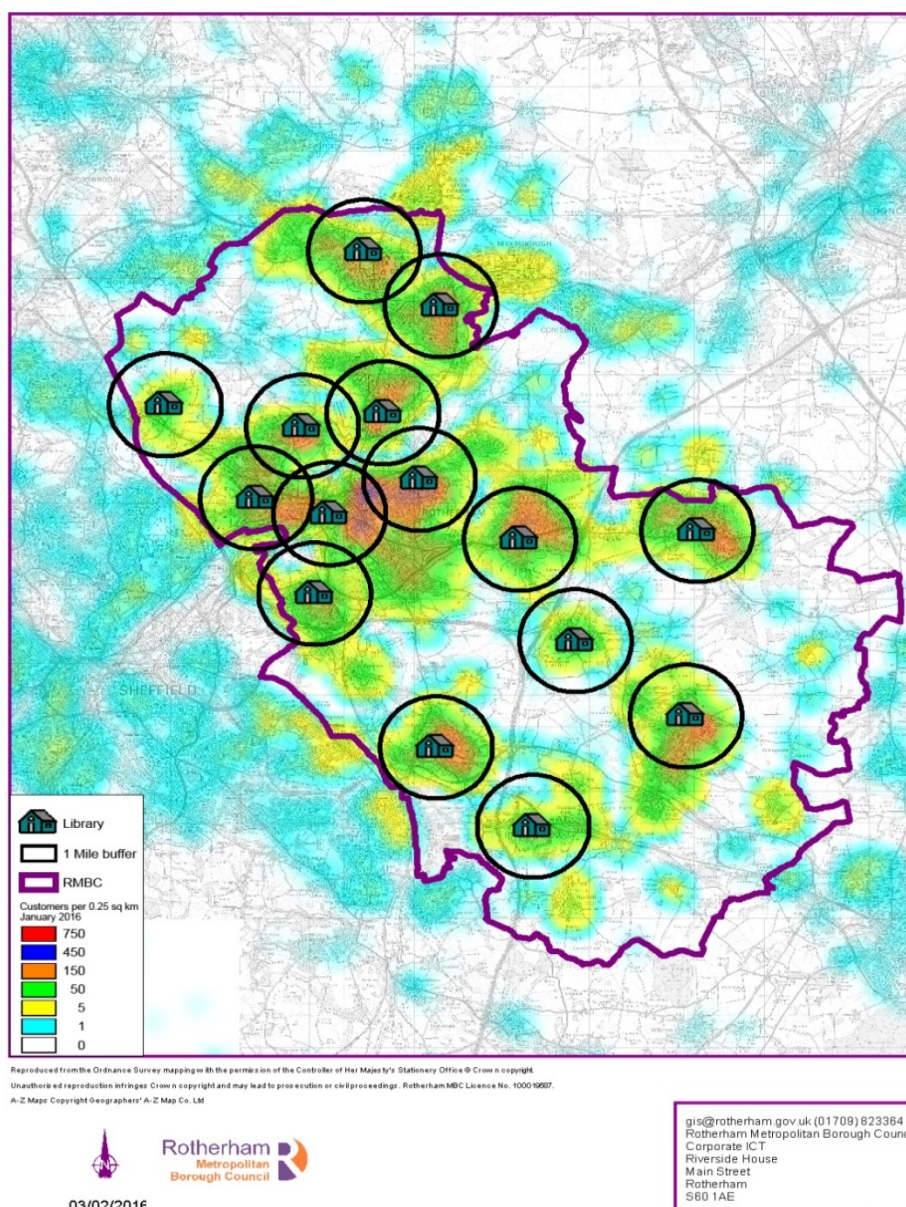
All static library sites offer access to computers and the internet. This service is available free of charge, although there is a small charge for printing (excluding those people attending employment sessions). Wi-Fi is also available in all static sites.

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 interest familiarisation sessions for customers' own tablet/i-pad devices.

As the Council continues to offer 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 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 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.



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 Library

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 135, 135a, 136 and 137 run along Main Street.

The Library at Riverside 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.

Aston Library and Neighbourhood Hub

Aston Library and Neighbourhood Hub 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 Neighbourhood Hub 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 face to face benefit advice and complex council tax advice by appointment or assisted digital support for specialist services 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.

Aston Library and Neighbourhood Hub 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 and Neighbourhood Hub

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 74 and 74a) and limited on street parking is available. The building is old and is fast becoming unfit for purpose.

Consultation in the area in 2015, along with support from local people wanting a better library, resulted in a partnership with the Parish Council. The Parish Council recently received a funding grant from the Big Lottery to build a new Community Resource Centre which is now open. The Parish Council's Strategy pledges to support a better library and learning opportunities, and in 2019, a new Library will be built in the vicinity of the new centre in Brinsworth, financed by Section 106 funding and the Capital Program.

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

Dinnington Library and Neighbourhood Hub

Dinnington Library and Neighbourhood Hub 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.

Dinnington Library and Neighbourhood Hub is open for 46 hours per week. It is housed in the Community Resource Centre, sharing facilities with a playgroup and café, and with a large meeting hall available. It is within easy access of housing, shops and bus routes (frequent bus network numbers 18, 19 and 19a) 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' by appointment on Mondays and Fridays. Access to services outside these times is in the form of assisted digital support. Assistance can also be obtained from the public access free phone which is 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 Library & Neighbourhood Hub

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 141 and 142).

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.

In June 2018, Greasbrough Library was refurbished to offer a fresh and vibrant space for members of the local community. The works consisted of a complete redecoration, new carpets and blinds throughout, outdoor developments and new furniture. A new meeting pod was also installed with a new reception facility to further enhance the provision at Greasbrough and encourage local partners and services to utilise the space.

Greasbrough Library is open for 32 hours per week. The nearest library is Rawmarsh Library and Neighbourhood Hub (1.9 miles).

Kimberworth Library and Neighbourhood Hub

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 135, 135a and 136). The area is mixed with some areas being fairly prosperous and areas on the fringe of the catchment being less so.

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

Kiveton Park Library and Neighbourhood Hub

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 X54) 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.

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

Maltby Library and Neighbourhood Hub

Maltby Library and Neighbourhood Hub 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.

In August 2018, Maltby Library and Neighbourhood Hub relocated into the Customer Service area at the Leisure Centre to form Maltby Library and Neighbourhood Hub. The newly merged facility is a one stop shop where local residents access Library services featuring self-service technology, computers and reference facilities, activities and events and a children's area, as well as a wide range of fiction and non-fiction books (including large print and spoken word). Specialist services, including Council Tax and Housing Benefit appointments Monday-Friday, Streetpride, Council housing services, Rothercard, blue parking badges, concessionary travel passes, self-service payment machines and taxi licensing drop-off services are also offered. Assisted digital services including Housing Benefit and Council Tax via "Your Account" are offered throughout the week via the public IT suite.

The move has made services more efficient, enabling customers to conveniently access a number of services under one roof, and bringing it into line with similar centres at Aston, Dinnington, Rawmarsh and Swinton. It is easily accessible by public transport (frequent bus network numbers X1, 18, X7).

Maltby Library is open 50 hours per week. The nearest Library is Wickersley Library (3.2 miles).

Mowbray Gardens Library and Neighbourhood Hub

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 X10 and 114).

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 Neighbourhood Hub

Rawmarsh Library and Neighbourhood Hub 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 218 and 218a).

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 complex council tax advice from Rawmarsh by appointment 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, including assisted digital support. 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 Neighbourhood Hub

Swinton Library and Neighbourhood Hub 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 218a) 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' by appointment on Mondays and Wednesdays. Access to services outside these times is in the form of assisted digital support. Assistance can also be obtained from the public access free phone which is available in the library. Customers can make payments for council services at this site using the self-service payment machine.

Swinton Library and Neighbourhood Hub 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 Library and Neighbourhood Hub

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 135, 135a and 136 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.

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 Library and Neighbourhood Hub

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 18, 19 and 19a). 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.

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 Library and Neighbourhood Hub

Wath-upon-Deane 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 22a and 22c). 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.

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 Library and Neighbourhood Hub

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 18, 113, X1, X7 and X10).

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

Booklink

Booklink is a small mobile library which makes regular visits to sheltered accommodation units, and residential and nursing homes, across the Borough of Rotherham. Booklink provides a walk-on service, offering residents the opportunity to select their own items independently from the stock carried on the vehicle. The service has both large print and ordinary print books (both fiction and non-fiction) and talking books on CD. Customers can also download e-books and audiobooks for reading and listening. The service is able to deliver to a customer's door if they are unwell and unable to visit the vehicle. The request service is also available for Booklink customers.

Home Library Service

This free service caters for those residents who cannot get to a local branch library due to ill health or disability. Customers are assessed for eligibility and notes taken of their interests and needs. The team then picks the items and deliver them to the customer's door on one of the regular routes across the Borough of Rotherham. The request service is also available for HLS customers.

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. This is now being realised which is due to several factors: purchasing a wide range of quality material, partnering with 6 other library authorities to increase the titles offered, targeted marketing and promotions, eBooks featuring prominently on Prism, the online library catalogue, 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.

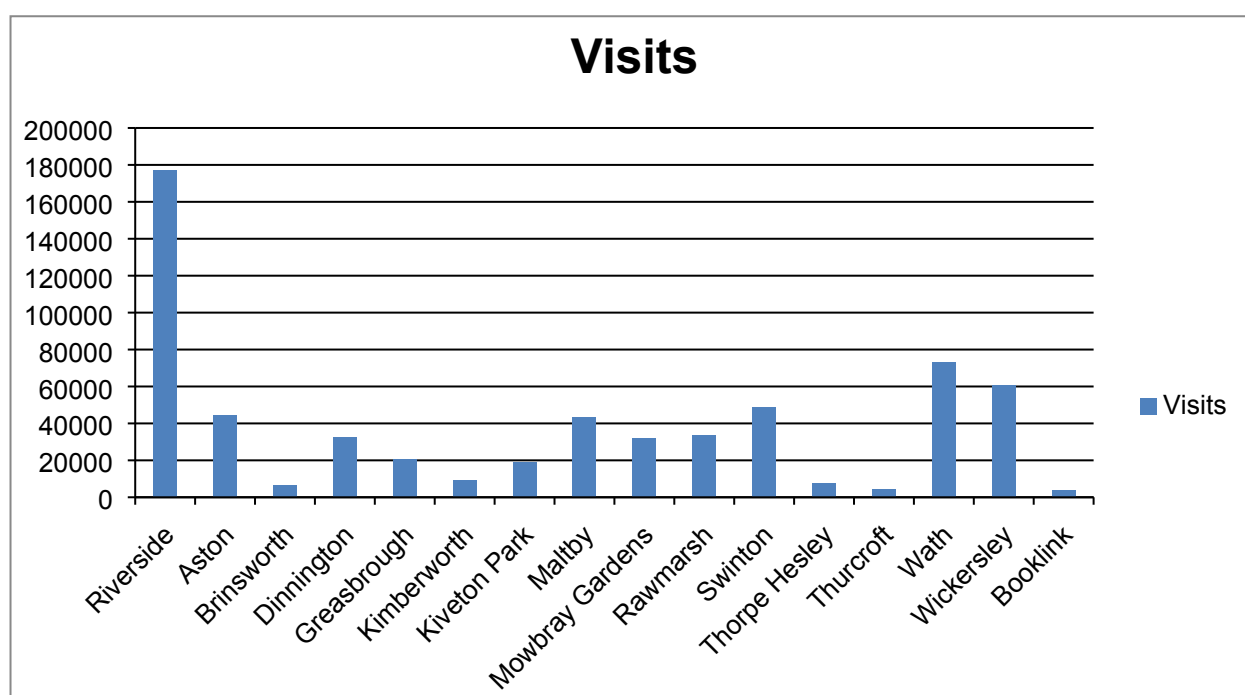
In summary, services to Children and Young People comprise the following:

- 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 Marco the Bear Club
- 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, Lego 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 2018/19



Site	Visits 2018-19
Riverside	176,996
Aston	44,246
Brinsworth	6,523
Dinnington	32,392
Greasbrough	20,542
Kimberworth	8,965
Kiveton Park	19,085
Maltby	43,296
Mowbray Gardens	32,219
Rawmarsh	33,738
Swinton	48,981
Thorpe Hesley	7,788
Thurcroft	4,454
Wath	72,931
Wickersley	60,508
Booklink	3,723
Total	616,387

(Please Note: calculating the number of visits is an imprecise process usually calculated from figures taken in sample weeks. However the final figure may vary depending on the way these sample figures are extrapolated).

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.

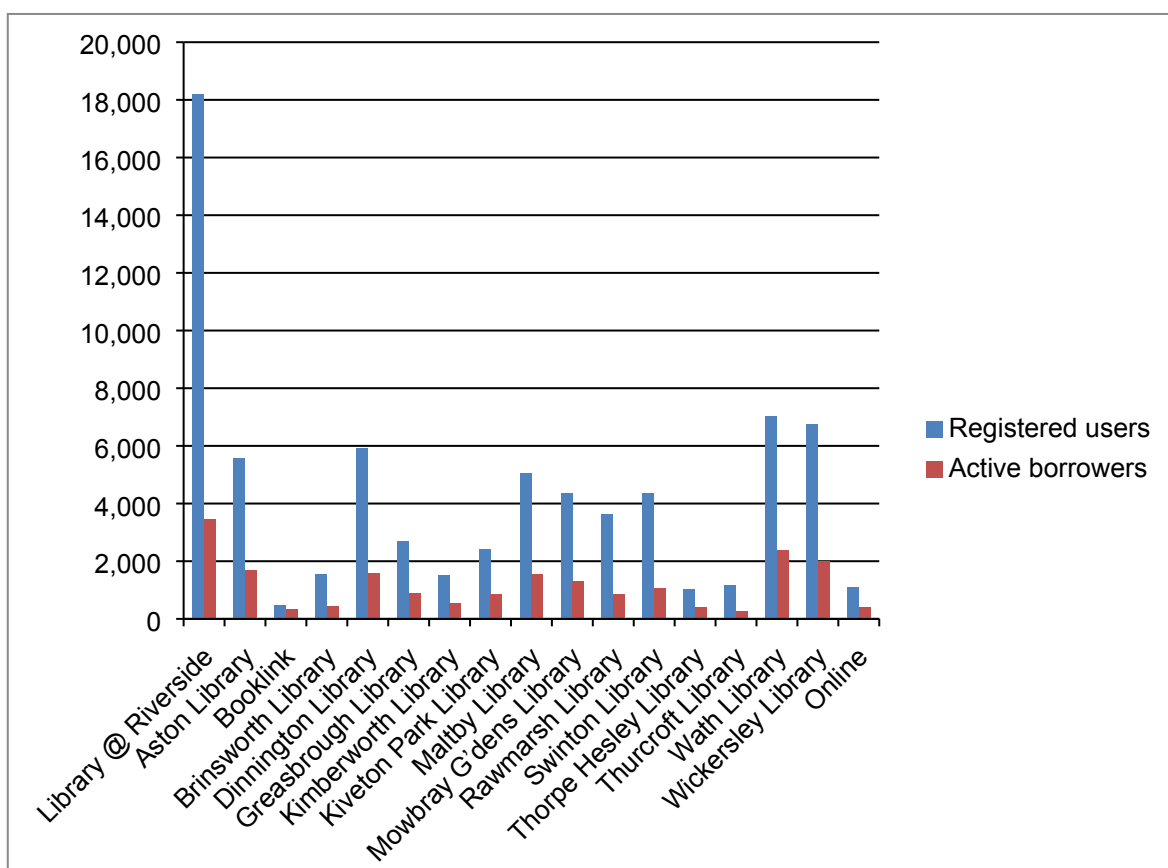
Active Users

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 2018 to 31st March 2019.

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 2018/19)

Registered users v Active borrowers per site 2018/19



Site	Registered users	Active borrowers	% of active borrowers
Library @ Riverside	18,191	3,461	19%
Aston Library	5,555	1,692	30%
Booklink	477	331	69%
Brinsworth Library	1,551	417	27%
Dinnington Library	5,924	1,576	27%
Greasbrough Library	2,700	899	33%
Kimberworth Library	1,506	526	35%
Kiveton Park Library	2,395	862	36%
Maltby Library	5,045	1,560	31%
Mowbray G'dens Library	4,361	1,286	29%
Rawmarsh Library	3,625	834	23%
Swinton Library	4,361	1,043	24%
Thorpe Hesley Library	1,016	396	39%
Thurcroft Library	1,157	264	23%
Wath Library	7,025	2,362	34%
Wickersley Library	6,759	1,979	29%
Online	1,085	384	35%
Service Total	72,733	19,872	27%

(Note: This table does not include library membership or active use figures for the Schools Loans Service.)

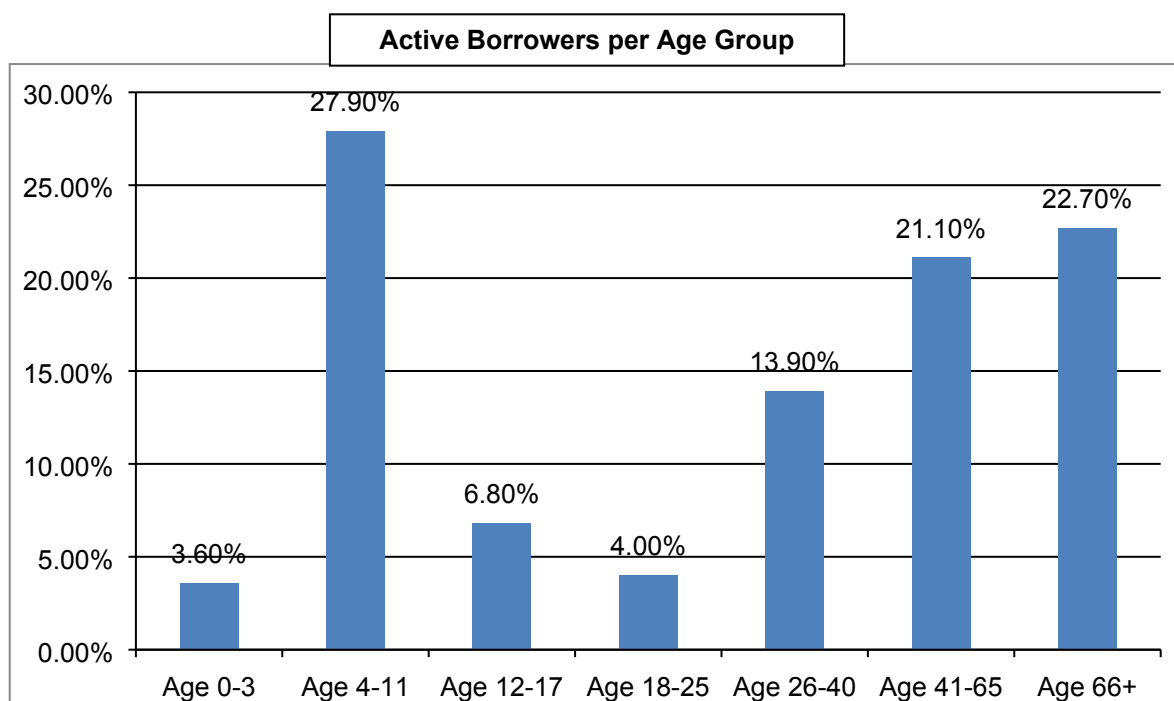
It is worth noting that the active borrower figures do not include those who only use the library computers, nor do they take into account attendance at activities, events or skills development sessions unless the visitor borrows an item of stock.

Summary of active users:

- There were 72,733 registered library users at the end of March 2019. This represents approximately 28% of the resident population.
 - Of these 19,872 were active library users during 2018/19 (27% of registered users; around 8% of the population).
 - Active borrowing is low in areas of most deprivation, but is higher in more affluent areas. The Booklink service, which delivers a service to vulnerable adults in their own home or in residential care) is proportionally well used against their registered users.
 - The Library @ Riverside, which serves several of Rotherham's most deprived areas, has the least % of active borrowers.
 - However, Riverside has a busy programme of activities and learning opportunities and a more in-depth range of stock that may attract one-time users. This demonstrates that any assessment of the service needs to consider all elements within the library "offer", not 'just' books.
- The sites which have a lower level of active users also include those where staff deliver customer services as well as the library offer.

Age profile

The following table shows the percentage of active borrowers in each age group:



Of the total resident population¹, 20,653 (7.8%) are active library users (year end user statistics 2018-19). Active usage per age group is as follows:

¹ Data presented is based on a population figure used by CIPFA of 263,400

- 3.6% are aged 0-3 years;
- 27.9% are aged 4-11 years;
- 6.8% are aged 12-17 years;
- 4.0% are aged 18-25 years;
- 13.9% are aged 26-40 years;
- 21.1% are aged 41-65 years;
- 22.7% are aged 66 and over.

Gender profile

- 39% of active users are male; 61% are females.

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

Ethnic profile

- 65.8% identified themselves as White;
- 3.5% identified themselves as Asian or Asian British;
- 1.1% identified themselves as Black or Black British;
- 0.4% identified themselves as Dual Heritage;
- 1.0% identified themselves as Other;
- 28.1% 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 6% combined, while the demographic is 8.1%.

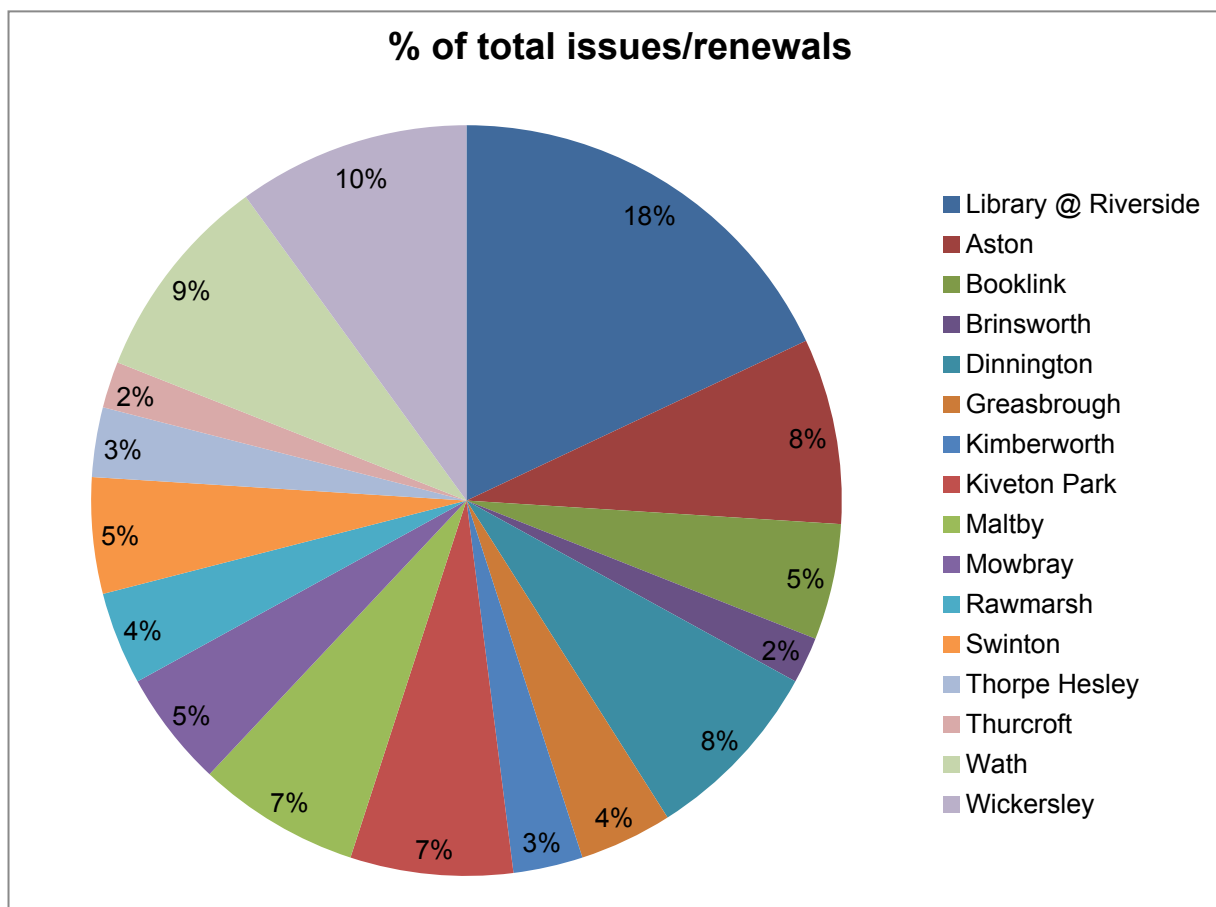
2018/19 Performance data

Issues/renewals

Library	2018/19
Library @ Riverside	79,403
Aston	32,775
Booklink	22,011
Brinsworth	9,420
Dinnington	36,527
Greasbrough	17,961
Kimberworth	15,104
Kiveton Park	28,341
Maltby	31,443
Mowbray	20,750
Rawmarsh	19,174
Swinton	23,836
Thorpe Hesley	11,293
Thurcroft	6,774
Wath	38,408
Wickersley	42,765
Online	6,314
Service total	442,299

(Note: this table does not include the Schools Loans)

Proportion of items issued/renewed across libraries 2018/19



Issues across all sites have declined over recent years, which reflects the national trend. The exception to this is eBook borrowing, which continues to increase, and now is on a par with issues at our smaller sites.

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. Stock is also circulated to ensure collections are refreshed.

Public IT Usage

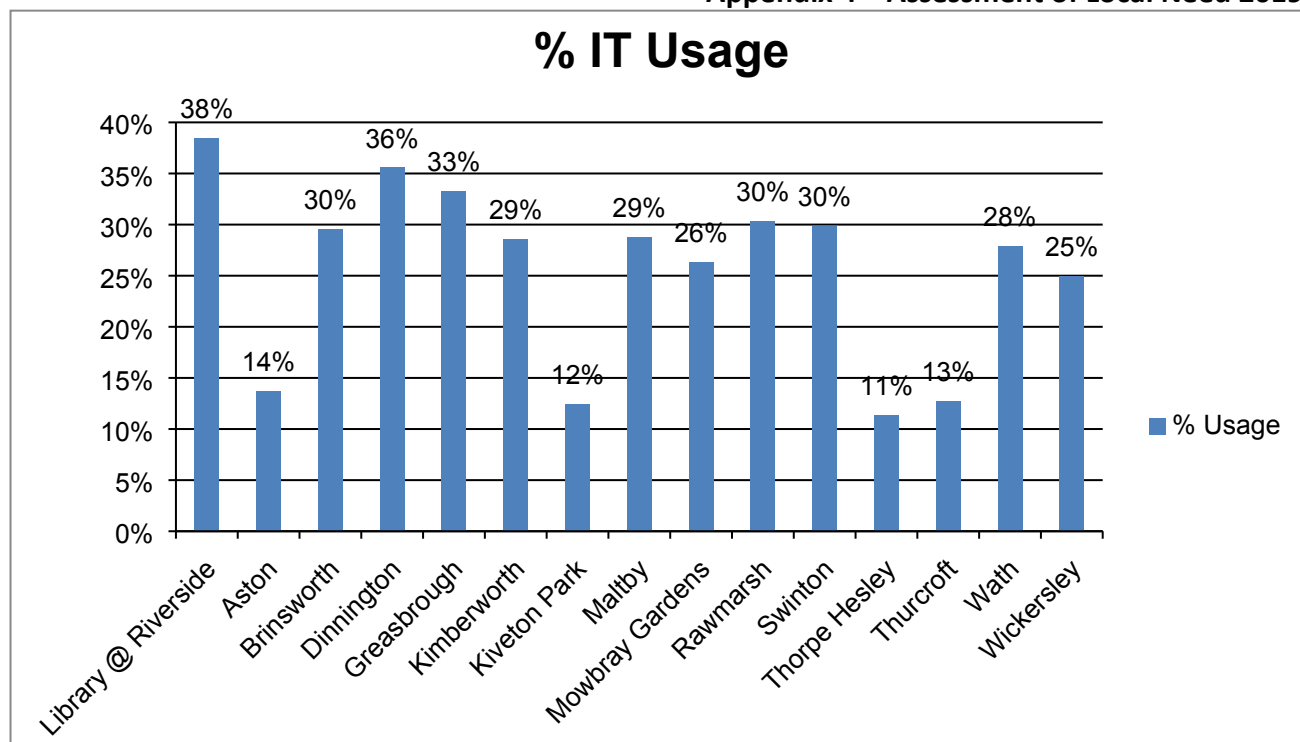
Library site	Total users	Hours used	Learners attending supported IT sessions during 2018-19
Library @ Riverside	27,443	36,451.91	711
Aston	2,130	2,453.25	0
Brinsworth	735	712.56	0
Dinnington	5,096	9,548.20	194
Greasbrough	2,501	3,495.05	0

Appendix 4 – Assessment of Local Need 2019

Kimberworth	932	1,077.81	3
Kiveton Park	755	1,153.43	0
Maltby	4,268	5,384.93	437
Mowbray Gardens	6,422	9,783.36	0
Rawmarsh	4,016	5,423.24	38
Swinton	5,456	7,227.13	349
Thorpe Hesley	294	277.60	0
Thurcroft	618	700.58	0
Wath	5,677	7,501.34	358
Wickersley	3,899	5,786.39	324
Site totals	70,242	100,308	2,414

% use against available time 2018/19
(approximate service-wide average 30%)

Library site	Hours used	Avail. Hrs	% usage
Library @ Riverside	36451.91	94773.25	38.46%
Aston	2453.25	17908	13.70%
Brinsworth	712.56	2409.9	29.57%
Dinnington	9548.2	26838	35.58%
Greasbrough	3495.05	10514.25	33.24%
Kimberworth	1077.81	3775	28.55%
Kiveton Park	1153.43	9303.1	12.40%
Maltby	5384.93	18711.95	28.78%
Mowbray Gardens	9783.36	37172	26.32%
Rawmarsh	5423.24	17888	30.32%
Swinton	7227.13	24219.3	29.84%
Thorpe Hesley	277.6	2438.5	11.38%
Thurcroft	700.58	5514.1	12.71%
Wath	7501.34	26862	27.93%
Wickersley	5786.39	23189.4	24.95%



The public IT facilities were used for a total of 96,977 hours in 2018/19, which represents approximately 30% 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 increased over 2018/19, being accessed a total of 37,781 times. No customer data is collected.

Customer Satisfaction

Various methodologies exist across the service to measure customer satisfaction. At the end of 2018/19, the overall satisfaction rate was running at 99%

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 data presented in based on 2017-18 Actuals.

Libraries and Library Users

Local Authority	Number of Service Points	Resident Population	Active borrowers per 1000 population
Rotherham	15	263,400	77
Sheffield	28	577,800	72
York	18	208,200	191
St Helens	12	179,300	190
Worcestershire	24	588,400	134
Swindon	15	220,400	145
Calderdale	22	209,500	102
Tameside	9	224,100	85
Dudley	17	319,400	112
Stoke-on-Trent	6	255,400	88
Telford & Wrekin	9	175,800	109
Darlington	2	106,300	87
Gateshead	15	202,400	165
Rochdale	17	218,500	147
Average	15	246,121	121

- Rotherham has the average number of libraries within the comparative group.
- It is the fourth 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 needs to improve against this indicator, and more could be done to promote services to the resident population.

Resourcing**Costs**

Local Authority	Revenue costs per 1,000 Population (£)
Rotherham	12674
Sheffield	8115
York	12865
St Helens	12624
Worcestershire	Nil Return
Swindon	10593
Calderdale	15138
Tameside	8775
Dudley	15129
Stoke-on-Trent	11516
Telford & Wrekin	9611
Darlington	9640
Gateshead	13603
Rochdale	9973
Average	11558

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

Costs per visit

Local Authority	Revenue costs per 1,000 Population (£)
Rotherham	6.20
Sheffield	4.51
York	2.64
St Helens	4.66
Worcestershire	Nil return
Swindon	3.94
Calderdale	5.17
Tameside	3.62
Dudley	5.14
Stoke-on-Trent	5.73
Telford & Wrekin	4.57
Darlington	4.30
Gateshead	3.18
Rochdale	2.54
Average	4.99

Levels of staffing and volunteers

Local Authority	Professional Posts per 100,00 population	All Other Posts per 100,00 population	Total	Number of Volunteers	Number of Volunteer Hours
Rotherham	1	26	27	137	7785
Sheffield	4	12	16	38	1030
York	2	27	29	468	18601
St Helens	3	25	28	32	1100
Worcestershire	2	14	16	519	19825
Swindon	2	14	16	158	2908
Calderdale	4	20	24	29	1081
Tameside	3	13	16	320	1749
Dudley	1	20	21	143	3732
Stoke-on-Trent	3	17	20	34	1454
Telford & Wrekin	3	10	13	98	2237
Darlington	3	14	17	3	188
Gateshead	5	29	34	214	2410
Rochdale	0	19	19	74	2341
Average	2.5	18.5	21	162	4738

Visits

Local Authority	Number of Visits for Library Purposes per 1000 population
Rotherham	2046
Sheffield	1800
York	4871
St Helens	2711
Worcestershire	4564
Swindon	2687
Calderdale	2929
Tameside	2422
Dudley	2943
Stoke-on-Trent	2009
Telford & Wrekin	2103
Darlington	2943
Gateshead	4271
Rochdale	3932
Average	4223

Book Issues

Local Authority	Total Book Issues	Total Book Issues per 1,000 Population
Rotherham	87722	1587
Sheffield	239024	1529
York	269726	3509
St Helens	59234	2302
Worcestershire	807086	4037
Swindon	241366	2927
Calderdale	141077	2417
Tameside	112981	2211
Dudley	211525	3020
Stoke-on-Trent	144546	1879
Telford & Wrekin	105069	1573
Darlington	215655	2645
Gateshead	242811	2880
Rochdale	74367	2972
Average	210870	2534

Stock

This table compares the overall book stock level of the library service. Rotherham has lower than average total book stock compared to the other library authorities.

Local Authority	Total Book Stock
Rotherham	773
Sheffield	1107
York	1008
St Helens	1146
Worcestershire	1173
Swindon	776
Calderdale	1166
Tameside	996
Dudley	1152
Stoke-on-Trent	859
Telford & Wrekin	864
Darlington	2160
Gateshead	1127
Rochdale	935
Average	1088

Requests

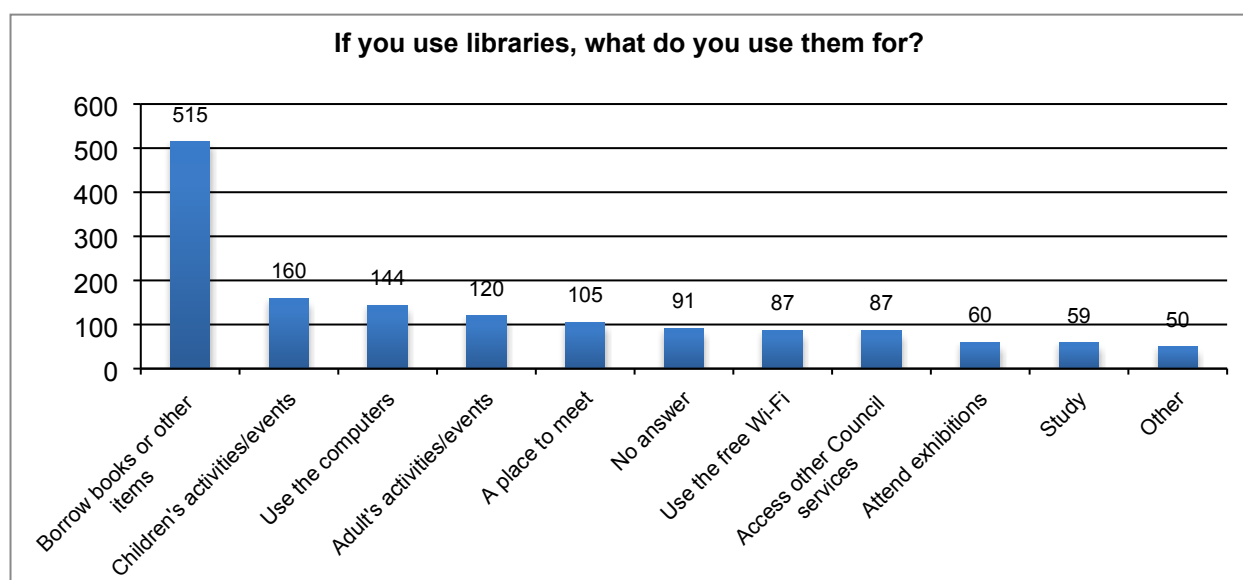
Satisfying requests for in-stock books within a reasonable timescale is a key performance indicator. Rotherham performs well in comparison with other authorities.

Local Authority	% of book requests supplied within 7 days
Rotherham	74
Sheffield	47
York	49
St Helens	55
Worcestershire	71
Swindon	61
Calderdale	59
Tameside	70
Dudley	65
Stoke-on-Trent	72
Telford & Wrekin	52
Darlington	56
Gateshead	56
Rochdale	48
Average	60

Community views – recent update

The library service has previously 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.

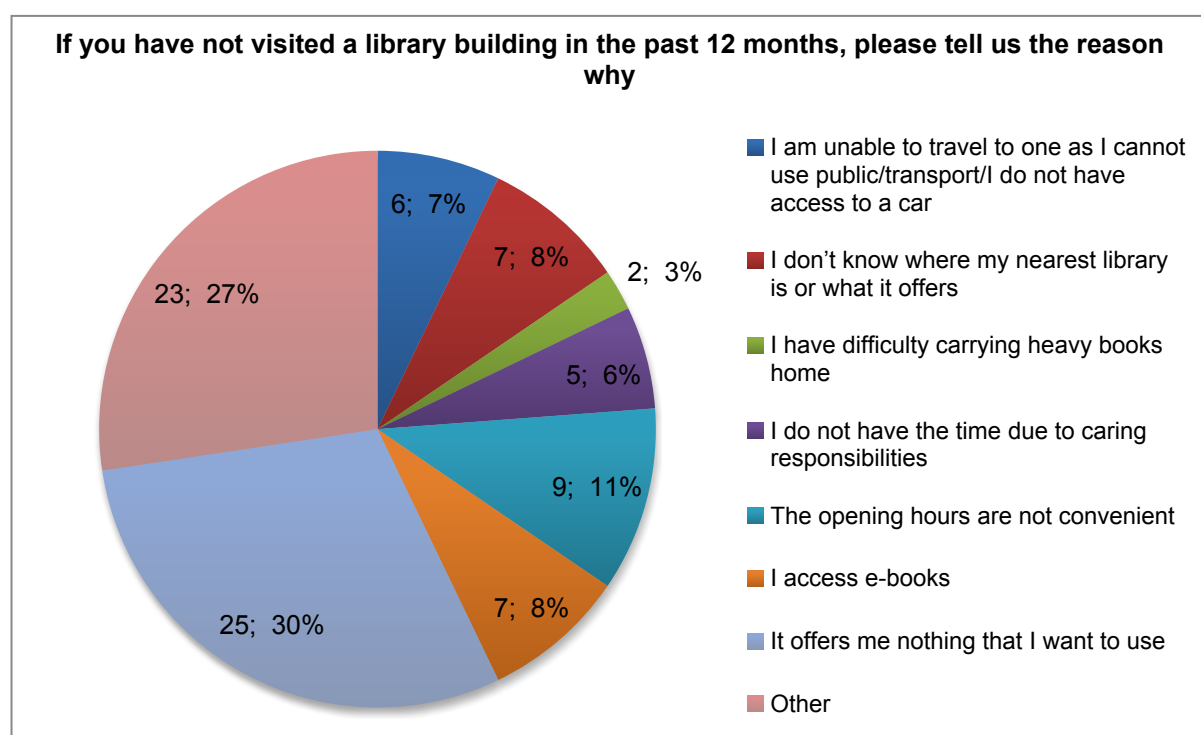
There were 665 responses to the library strategy consultation. 87% of respondents were current library users, and stated that books and reading were the main reason for using the service.

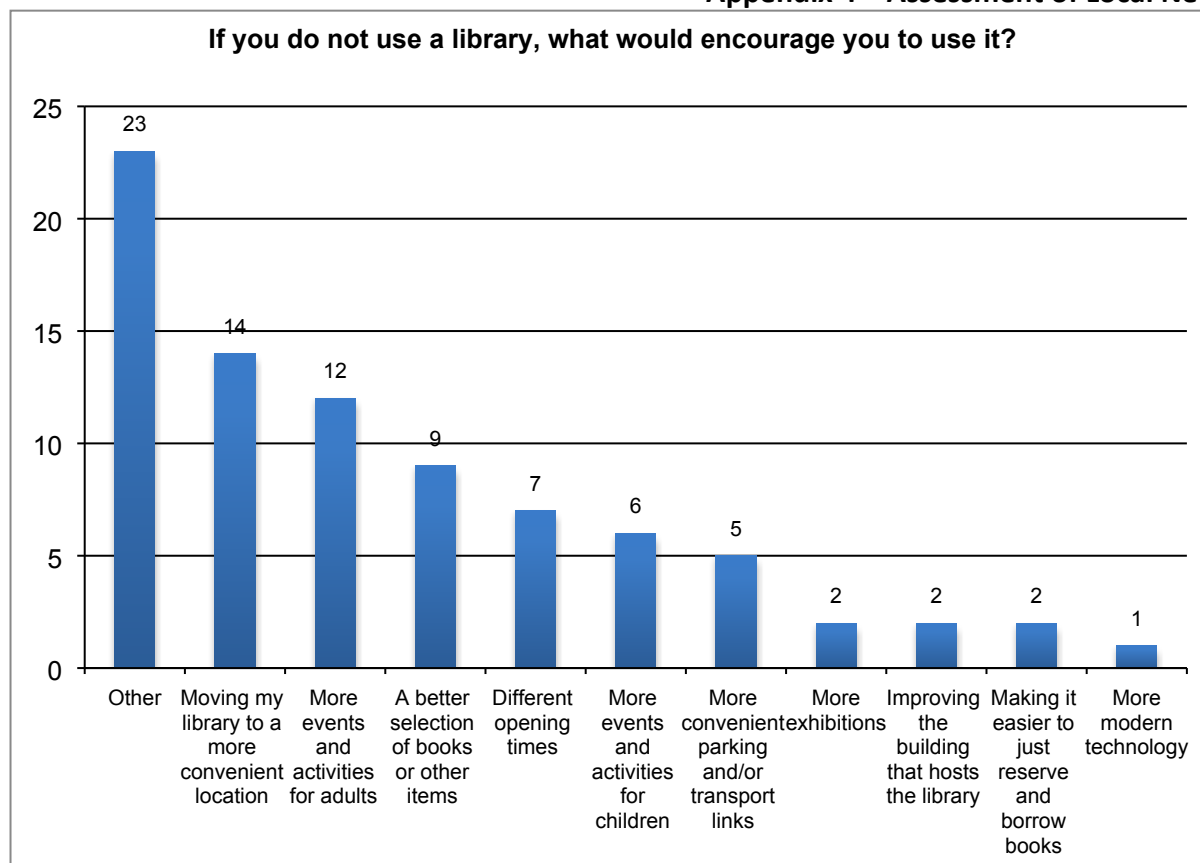


Appendix 4 – Assessment of Local Need 2019

87 of consultation respondents were non-users. who were asked questions around why they didn't use the service and what would encourage them to do so. 84 of non-users responded, with 33% advising that the Library does not offer any service that they wish to use.

Non-user respondents were asked what would encourage them to use a library, yielding 83 responses. Of these, 23 (28%) chose 'other', opting to provide their own responses. The second most selected option was to move the library to a more convenient location (14, or 17%). More modern technology was the least common selection, with 1 respondent opting for this.





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. 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 used for only 30% of the available hours in 2018/19. There is therefore considerable scope to improve take up especially through 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 4 sites with IT usage above the service-wide average in 2018/19 (Library @ Riverside, Dinnington, Greasbrough and Rawmarsh) are located within 4 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. 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. Over 31% of the current active borrowers are aged between 1-11 years and initiatives such as the Summer Reading Challenge continue to be 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 Booklink service currently provides a Home Library service for those unable to 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. 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 Booklink 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 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.