

**AGENDA MANAGEMENT SHEET**

**Name of Committee**                      **Adult & Community Services Overview & Scrutiny Committee**

**Date of Committee**                      **10th January 2006**

**Report Title**                                **Library Impact Measures**

**Summary**                                    This report seeks to inform the Committee of the recently agreed Impact Measures for Library & Information Services, by DCMS

**For further information please contact:**

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**Would the recommended decision be contrary to the Budget and Policy Framework?**  
 No

- Background papers**
- 1) Public Libraries Impact Measures, PriceWaterhouse Coopers, Laser Foundation - July 2005
  - 2) Public Libraries Impact Measures, MLA/DCMS 2005

**CONSULTATION ALREADY UNDERTAKEN:-**                      Details to be specified

Other Committees                     

Local Member(s)                       Not applicable

Other Elected Members               Councillor S Tooth, Councillor R Dodd,  
  
 Councillor Mrs M Haywood – “Recognise the value and innovation needed in encouraging adults and children to “visit and accept” the opportunities offered by the services. Await the survey results in March 2006.”

Cabinet Member                       Councillor C Hayfield

Chief Executive

- |                          |                                     |   |
|--------------------------|-------------------------------------|---|
| Legal                    | <input checked="" type="checkbox"/> | Ian Marriott – comments incorporated              |
| Finance                  | <input checked="" type="checkbox"/> | Paul Walsh, Financial Services Manager - approved |
| Other Chief Officers     | <input type="checkbox"/>            |   |
| District Councils        | <input type="checkbox"/>            |   |
| Health Authority         | <input type="checkbox"/>            |   |
| Police                   | <input type="checkbox"/>            |   |
| Other Bodies/Individuals | <input type="checkbox"/>            |   |

**FINAL DECISION Yes**

**SUGGESTED NEXT STEPS:**

Details to be specified

- |   |                          |
|---|--------------------------|
| Further consideration by this Committee | <input type="checkbox"/> |
| To Council                              | <input type="checkbox"/> |
| To Cabinet                              | <input type="checkbox"/> |
| To an O & S Committee                   | <input type="checkbox"/> |
| To an Area Committee                    | <input type="checkbox"/> |
| Further Consultation                    | <input type="checkbox"/> |

## Agenda No

# Adult & Community Services Overview & Scrutiny Committee - 10th January 2006

## Library Impact Measures

### Report of the Director of Libraries, Heritage & Trading Standards

#### Recommendation

To note this report which seeks to inform the Committee of a set of new Library Impact Measures, which have come into force and which will contribute to future CPA assessment for the 'Culture block'.

#### 1. Introduction

- 1.1 The new Public Library Impact Measures were launched in March 2005. The purpose is to demonstrate the impact that a library authority makes (using rigorous measures) linked to both local and national public service priorities. This report sets out the measures and how Warwickshire Library and Information Service performs against these measures.

#### 2. The Measures in Context

- 2.1 The public library measures for 2005 have been compiled following extensive consultation and piloting with a wide range of library authorities. There has been considerable support from the Department for Culture Media and Sport (DCMS), Museums, Libraries & Archives (MLA), Audit Commission and Institute for Public Finance/Chartered Institute for Public Financing & Accounting throughout this process of agreeing these new measures. Close links have been maintained with other impact studies including the Laser Foundation commissioned impact study (see appendix one), work of The Reading Agency and the BBC Learning Unit.
- 2.2 These new measures complement the revised Public Library Service Standards launched in October 2004. This set of impact measures can be applied at a national level. The presence of these key performance assessment tools will considerably strengthen the case for library support at Government and Local Authority level. The measures will allow the libraries sector to advocate, and the DCMS and MLA to advocate on its behalf, with relevant central government departments, stakeholder bodies and potential

partners and with parent authorities. The measures will also help to build a sustainable culture block in the CPA process.

### **3. Selecting the Measures**

3.1 The impact measures have been selected to show real evidence and the value and impact public library services have on people and communities. Measures have also been developed in the context of Framework for the Future, the Governments 10 year vision for Public Libraries. They show the contribution and difference libraries make to five of the seven-shared priorities agreed by the Government and Local Government Association:

- Raising standards across schools,
- Improving the quality of life for children, young people, families at risk and older people;
- Promoting healthier communities
- Creating safer and stronger communities
- Promoting the economic vitality of localities

3.2 Measures to show library service contribution to the environment and transport priorities were thought to be more tenuous, so were not included.

### **4. Content of the Measures**

4.1 The measures tried to ensure that the national impact measures:

- Are applicable across a wide range of libraries
- Are simple and easy to collect
- Have been kept to a minimum number
- Are robust and have a clear audit trail

4.2 Evidence and data will be collected through a range of collection methods: sampling, case studies, and levels of engagement backed up by recognised impact research. These methods must be capable of rigorous scrutiny to satisfy the Audit Commission and other inspection and quality evaluation processes.

4.3 Where there is recognised empirical research that demonstrates the link between library activities and impact, DCMS do not intend to repeat that research. In these instances it will concentrate on collecting data that evidences the level of participation and provides comparable indicators of performance.

## 5. Community Profiling

- 5.1 DCMS state that the starting point however must be the adoption of a minimum level of community profiling. These community profiles form the basis on which to identify the community need for library services and will inform planning, target setting and performance measures. Guidelines are provided to suggest the **minimum** level of information authorities should include. Warwickshire library and Information Services is currently developing community profiles for each district.

## 6. Impact Measures

- 6.1 Six activities have been identified for year one. There are two in raising standards across schools and one each in the remaining shared priorities. These are key activities in which all library authorities will be expected to engage. In most cases they also have published research that clearly demonstrates the difference these activities make on individuals or communities.
- 6.2 Each activity has a set of measures designed to demonstrate some or all of the following:
- Reach
  - Satisfaction
  - Service impact
  - Value for money
- 6.3 DCMS/MLA recognise that these proposals are only the starting point in the process of identifying 'robust' measures to provide evidence of the impact that libraries have on communities. It is intended to develop more measures for future years.
- 6.4 Each measure recommended will link back to the shared priorities and Framework for the Future. These measures should also be applicable at local level demonstrating how libraries are responding to local needs and priorities.
- 6.5 In addition to showing performance against the six national impact measures it is proposed that under each shared priority theme Library Authorities should be able to
- Show which activities the authority is engaged in from the list under each shared priority and their relevance to the community profile.
  - Provide evidence of measures used to assess the impact of the activities provided
  - Show other activities and measures to demonstrate the impact of library services in local authority. These will be used to develop and improve the set of national indicators over time.

- 6.6 DCMS and MLA propose to establish a strategy and mechanism to continuously review public library service standards and impact measures. This will provide a long-term process to ensure the standards and measures remain relevant. It will also provide a degree of consistency and comparability of these measures over time to ensure that the goal posts are not moved without good reason.

NOEL HUNTER  
Director of Libraries, Heritage & Trading Standards  
Shire Hall  
Warwick

25 November 2005

## Appendix 1

**Press Release: Measuring Up: Public Libraries do make an Impact!** “Public Libraries can and do have a vital **impact** on communities” is the conclusion of a highly-regarded investigation and report conducted by PricewaterhouseCoopers and published by the Laser Foundation

The investigation followed the work of seven pilot **public** libraries across the Country and took into account four of the CPA (Comprehensive Performance Assessment) areas set by government. The conclusive findings were that **public** libraries **impact** on crosscutting priorities and agendas, such as learning, health, social inclusion and community cohesion. The focus of the report was on exploring both harder edged data and qualitative information that demonstrates libraries’ **impact** in a robust way. The report has provided evidence of how the pilot libraries have impacted on health and quality of life for children, young people, families and older people. There was also confirmation that **public library** services boost educational attainment and support lifelong learning.

The report doesn’t merely champion our **public** libraries, but aims to develop widely applicable methods for the libraries themselves to develop appropriate and robust **measures** to demonstrate their fundamental contribution to communities. The work adds value by supporting local authorities as they develop local **measures** in line with likely Audit Commission requirements. It sets out issues and approaches, which should help authorities, collect the evidence required from the Government as it develops a national blueprint for local services. Professor Mark Hepworth, Director of Local Futures said,

“This report is a timely contribution to current debates on the future role of **public** libraries and the highly complex issues surrounding their measurable impacts on social development and national and local priorities”.

David Lammy MP, Minister for Culture, said,

“Libraries are an essential part of a community. The report published today is all about their **impact** in different parts of the country. It is important that all of us with an interest in libraries or in building better communities understand the contribution libraries make, and this report helps to do just that. And that is why the Department for Culture has included **Impact Measures** in the Comprehensive Performance Assessment of local authorities, and separately why the Laser Foundation offers this additional toolkit to **library** services.

## National Public Library Impact Measures – 2005/06

### Promoting the Economic Vitality of Localities

Activity	Measure
Access to ICT based learning through learning sessions	Adult learning session attendee hours per 10,000 population
Actual attendance at ICT learning sessions – calculated to nearest hour	
<b>Performance - Data not available yet</b>	

### Promoting Healthier Communities and Narrowing Health Inequalities

Activity	Measure
Provision of and take up of health related stock – both children's non fiction books and adult non fiction books	Level of adult non fiction and children's non fiction reference and lending stock of health related books as a % of the total reference and lending stock of adult non fiction and children's non fiction books
English & Community Language health related non fiction books as a % of both ANF & CNF health related stock (shelf stock and stock on loan)	
<b>Performance – 4.56%</b>	
Provision of and take up of health related stock – both children's non fiction books and adult non fiction books	Number of issues per item of health related adult non fiction and children's non fiction books
Number of issues of above stock	
<b>Performance - 3 per item</b>	



## Improving the Quality of Life for Children, Young People, Families at Risk and Older People

Activity	Measure
At Home Library Service – a service to someone unable to visit the library due to age, infirmity, physical or mental disability. This would include people with temporary conditions – a person caring for someone who cannot be left, a person who may be able to visit the library but is unable to carry books home	Number of people receiving an At Home Library Service as a % of the total number of older people helped to live at home (BVPI 54)  % Of users of the service classing the choice of materials received as very good or good
Number of clients visited throughout the year Number of clients receiving a library service by post on a regular basis because they are visually impaired or have a disability Annual survey Oct – Dec to above clients	
<b>Performance - Survey to be undertaken during November and December 2005 – Results available by March 2006</b>	

## Raising Standards Across our Schools

Activity	Measure
Bookstart	Number of packs delivered to children as a % of the eligible population at: <ul style="list-style-type: none"> <li>• Stage 1 - New births to 9 months</li> <li>• Stage 2 - 18 months – 30 months</li> <li>• Stage 3 - 36 months – 48 months</li> </ul>
Number of packs delivered as a % of eligible population at Stage 1, 2 & 3	
<b>Performance - 5,001 packs delivered to stage 1 only</b>	
Bookstart	Number of new library members from 0-4 years as a % of the total population 0 – 4 years
Number of new library members aged 0-4 years as a % of population	
<b>Performance - 2,954</b>	
Bookstart	Cost of providing a Bookstart service per new member 0-4 years
Cost of Bookstart Service per new member 0-4 years Salary costs of Bookstart Officer Cost of materials acquired for inclusion in Bookstart bags Cost of Bookstart bags	
<b>Performance - £40,000</b>	

## Raising Standards Across our Schools

Activity	Measure
Summer Reading Challenge	% Of eligible population 4 - 12 years who start the summer reading challenge
Eligible population aged 4-12 years as 2001 census Number who start the Summer Reading Challenge	
<b>Performance - 4,729</b>	
Summer Reading Challenge	% Of boys participating in the scheme as a ratio of the % of boys in the population
% Breakdown by gender of children joining the scheme as a & of the population	
<b>Performance - 2,049 boys</b>	
Summer Reading Challenge	% Of starters who complete the summer reading challenge
% Of starters completing the scheme	
<b>Performance - 2,168 completed the Summer Reading Challenge = 46%</b>	
Summer Reading Challenge	Cost per head of starter
Summer Reading Challenge stationery and prizes Cost of promotional material and additional material Time spent planning, managing, monitoring and evaluating etc Calculate using a formula	
<b>Performance - Data not available yet</b>	
Summer Reading Challenge	% Of starters who also join the library
Number of starters who join the library and are not members of the library service before the start of the Summer Reading Challenge	
<b>Performance - 194</b>	

## Safer and Stronger Communities

Activity	Measure
Access to ICT based services	% Take up of available ICT times in libraries
Number of opening hours multiplied by number of available PC's	
<b>Performance - 13%</b>	