

Cambridgeshire Libraries, Archives & Information Service

St Ives Library

Library Profile 2006/07

September, 2007

Foreword

For several years Cambridgeshire's library service has been developing the information it provides about the development and performance of its libraries. In a spirit of open and pro-active provision of information about the service, for the last few years a series of library profiles and other information sources has been made available in both paper and electronic formats.

The library profile is intended to give a rounded view of how each library in the service is performing in relation to others of a similar size within the authority; it is designed to provide contextual information about the library - for example access, local age profile, issue figures; and it investigates the learning, promotional and other activities in which the library has been engaged.

This library profile is a core element in a three-part plan to enable library customers and staff to be better informed about their library. A series of library information posters is displayed in every library - giving snapshot information on performance and other activities, and during the course of the last few years a programme of Library Development events has been rolled out. Using the library profile as the basis for engagement, these events enable library staff and managers to talk to local people, councillors and others about their library, its progress and its future. Findings from the events have been used to inform the service's ongoing planning processes, and progress against the actions identified is now displayed in each library.

If you would like to make any comments or enquiries about your library profile please contact

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Library Profile

ST IVES LIBRARY 2006/07

Note: This profile represents a snapshot of the library during the year 2006/07. The profile is updated annually. Please check our website for up-to-date information (www.cambridgeshire.gov.uk/library)

A Summary Of St Ives Library

St Ives is a thriving market town branch with above average levels of business. Centrally located next to a busy Supermarket and the Bus Station, and with a broad span of opening hours (including Sundays) the library offers a wide range of services, including a busy Learndirect learning centre. A comprehensive series of activities and events for adults and children, and a committed staff team all contribute to success of the library in the local community.

An Extended View Of St Ives Library

1. Accommodation

The library was opened on this site in 1992. It is conveniently situated next to a large supermarket and there is ample parking nearby. It is a single storey building of 400 square metres with a light and open design.

In 2002 a Learning Centre was added to the rear of the building, the internal layout was improved at this time and the enquiry desk was extended. New signing and guiding was added. In 2003 the counter was adapted for DDA and a hearing loop installed.

Access to the building is easy and there are good staff facilities including a kitchen, offices, and a workroom. Disabled customers are able to use a toilet in the staff area.

2. Opening hours

This library opens for 42 hours a week:

| | |
|-----------|---------|
| Monday | 9.30-6 |
| Tuesday | 10-5 |
| Wednesday | 10-5 |
| Thursday | closed |
| Friday | 10-7 |
| Saturday | 10-4.30 |
| Sunday | 12-4 |

3. Accessibility

- Car park – Waitrose pay and display car park outside
- Public transport – Bus Station 100 yards – served by Whippet Stagecoach and Huntingdon and District bus companies
- Public toilet – general in Bus Station. Staff toilet only for disability.

4. IT equipment

| | | | | |
|--|----------|---------------|-----------------|-------|
| Number of People's Network and other computers | PN-Adult | PN-Children's | Learning Centre | Total |
| | 10 | 3 | 15 | 28 |

5. Activities

- Learning
 - The Learning Centre has 15 computers. Some can be used for e-mail and office use. There are also two scanners and a printer.
 - St Ives Learning Centre offers on-line learning from introductory IT Taster sessions up to accredited qualifications. Courses are accessed via the Internet and can be completed at the learner's own pace in the Learning Centre or from home once the learner has enrolled with the centre, provided that he/she has an Internet connection.
 - The Learning Centre is accredited by the British Computer Society to offer ECDL and City and Guilds National tests in Literacy and Numeracy.
- Reading Groups
 - St Ives Library has its own Reading Group, the Page Turners, who meet at the Library monthly on Tuesdays. Everyone is welcome.
 - The Library also supports eleven other Reading Groups who meet elsewhere in the surrounding area. The Ivo Reading Group has been set up in conjunction with Community Education.
 - Two children's reading groups have proved to be very popular. They meet monthly, early in the evening on a Tuesday.

- Children's Activities
 - There is a Children's Story-time on Tuesdays between 2 - 2.30p.m. In term-time only.
 - A fortnightly Rhyme Time takes place, term time only, on Wednesdays between 10.30 -11.00
 - The Reading Mission was successful in summer 2006; 191 children completed the voyage.
 - Many school visits, events, author talks, book displays etc are held in the Library throughout the year.
- Exhibitions/displays
 - The Library has hosted consultations about the A14 development and the Guided Bus Service.

6. Special Events Through The Year

The Library has been very supportive of activities in the town, such as the Summer Festival and the French Market.

Library Users And The Local Community

1. Active/regular users

- Number of borrowers registered at this library: 18645
- Number of borrowers with one or more items on loan: 2571
- Number of "active" borrowers at this library (those who have borrowed within last 12 months): 7898

2. Membership – new members during 2006/07

| | |
|---|-----|
| Average new members per month | 134 |
| Average for this level of library in Cambridgeshire | 179 |

3. Visits

| | Visits | | |
|---|---------|---------|------|
| | 2005/06 | 2006/07 | %+/- |
| This Library | 194232 | 199513 | 3% |
| Average for this level of library in Cambridgeshire | 180431 | 188268 | 4% |

| | Visits per open hour | | |
|---|----------------------|---------|------|
| | 2005/06 | 2006/07 | %+/- |
| This Library | 89 | 91 | 2% |
| Average for this level of library in Cambridgeshire | 80 | 80 | 0% |

4. Long term trend in visits

| | % change over 5 years |
|---|-----------------------|
| This Library | -6% |
| Average for this level of library in Cambridgeshire | -8% |

5. Local community age profile

This table shows the age breakdown of residents within the catchment area of the library, together with information about the age of customers currently using the library.

| Age Group | Residents (from 2001 Census) | | Library Customers (from PLUS surveys) |
|------------|------------------------------|------------------------|---------------------------------------|
| | Number | % of Library Catchment | % of Library Customers |
| 0-4 | 2123 | 6.0% | 15.5% |
| 5-9 | 2380 | 6.8% | 10.6% |
| 10-14 | 2280 | 6.5% | 7.5% |
| 15-19 | 2161 | 6.2% | 0.1% |
| 20-24 | 1599 | 4.6% | 1.1% |
| 25-34 | 4750 | 13.5% | 4.7% |
| 35-44 | 5663 | 16.1% | 10.4% |
| 45-54 | 5427 | 15.5% | 10.0% |
| 55-64 | 3954 | 11.3% | 11.4% |
| 65-74 | 2554 | 7.3% | 19.2% |
| 75 or over | 2232 | 6.4% | 9.6% |

6. Library Users Feedback

This information is compiled from the Adult PLUS Survey, taken in September 2006

| | Very Good | Good | Adequate | Poor | Very Poor |
|----------------------|-----------|-------|----------|------|-----------|
| Opening Hours | 41.5% | 43.9% | 12.2% | 1.9% | 0.5% |
| Staff Helpfulness | 77.7% | 20.1% | 1.9% | 0.2% | 0.0% |
| Choice Of Books | 29.7% | 51.0% | 16.0% | 3.1% | 0.2% |
| Condition Of Books | 26.7% | 49.4% | 20.5% | 3.4% | 0.0% |
| This Library Overall | 55.2% | 39.3% | 5.1% | 0.2% | 0.2% |

Stock And Issue Figures

1. Stock holding

| 2006/07 | At this library | Average for this level of library in Cambridgeshire |
|-----------------|-----------------|---|
| Adult books | 17859 | 18132 |
| Junior books | 8726 | 9242 |
| Reference books | 1343 | 5435 |
| Total: | 27928 | 32809 |

2. No. of books borrowed

| | Books borrowed | | |
|---|----------------|----------|-------|
| | 2005/06 | 23006/07 | % +/- |
| This Library | 225369 | 226387 | 0% |
| Average for this level of library in Cambridgeshire | 195269 | 194703 | 0% |

3. Books Borrowed Per Hour Open

| | Books borrowed per hour open | | |
|---|------------------------------|---------|-------|
| | 2005/06 | 2006/07 | % +/- |
| This Library | 103 | 104 | 1% |
| Average for this level of library in Cambridgeshire | 86 | 82 | -5% |

4. Junior Books Borrowed As a percentage Of Total

| | Junior books borrowed as a % of total | | |
|---|---------------------------------------|---------|-------|
| | 2005/06 | 2006/07 | % +/- |
| This Library | 30 | 30 | 0% |
| Average for this level of library in Cambridgeshire | 30 | 31 | 1% |

5. Long term trend in book issues

| | % change over 5 years |
|---|-----------------------|
| This Library | -11% |
| Average for this level of library in Cambridgeshire | -13% |

Enquiries

| | Enquiries | | |
|---|-----------|---------|------|
| | 2005/06 | 2006/07 | %+/- |
| This Library | 21697 | 26585 | 23% |
| Average for this level of library in Cambridgeshire | 24696 | 27075 | 10% |

Note: These enquiries are in-person queries received across the library counter. They do not include telephone enquiries, which are directed to Cambridgeshire County Council's central Contact Centre.

Library Supervisor Comments

St Ives is a well-used library, situated right at the heart of its community. The Learning Centre is well established, with Library and Learning Centre staff continuing to work closely together to provide a seamless service.

Customer Services Manager Comments:

Sunday opening is clearly proving very popular and staff report good levels of usage throughout the afternoon. St Ives Library's visitor numbers and hourly visitor rates continue to grow and are above average for this level of library in Cambridgeshire. Furthermore there has been a notable increase in the number of enquiries dealt with by staff during 2006/07.

Staff have produced some excellent displays and activities throughout the year that have been well supported by the local community. The Summer Reading Challenge was very successful and 191 children completed the scheme this year.