

Cambridgeshire Libraries, Archives & Information Service

Rock Road 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

ROCK ROAD 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 Rock Road Library

Rock Road Library is a popular suburban branch library with higher than average levels of business. A loyal and appreciative customer base makes good use of the reading, learning and information services on offer and continue to make good use of the People's Network computers which complement the book, media and information resources. There also is now a Learning Centre at Rock Road so users can update their IT Skills.

An Extended View Of Rock Road Library

1. Accommodation

The single storey library was built in 1936 and is sited in a residential area of Cambridge. It was significantly refurbished in 1990 and is wheel chair friendly with good all round access. There is one disabled parking space outside but general street parking is difficult. The library occupies 230 square metres. DDA funding provided a new counter and guiding and positive alterations to the external ramp. The building is used as a polling station when required.

2. Opening hours

This library opens for **49** hours a week:

Monday	9 – 7
Tuesday	9 - 7
Wednesday	Closed
Thursday	9 - 7
Friday	9 - 7
Saturday	9 - 6

3. Accessibility

Car park - on-street parking usually available. Disabled space outside front of library

Public transport - bus stop nearby - Citi 1

Ease of access - wheelchair friendly and fully accessible for all

Toilet - yes, with disability access

4. IT equipment

Number of People's Network and other computers	PN-Adult	PN-Children's	Camb's Direct: One Stop Shop	Total
	7	2	1	10

5. Activities

Children's Activities

Summer Reading Game- 84 children enrolled for the Reading Mission and 58 completed it this year.

Since January we have been holding a Children's storytime every Saturday morning between 10.30-11.00.

During a Saturday in March we had a children's storytime and craft day with about 40 children and parents taking part. This was another great success.

Computer Training

Voluntary tutors provide one-to-one tutorials on Tuesday morning and Thursday evenings. Various computing lessons are being offered through the Learning Centre offering Skills for Life Courses for adults, leading to numerous and literacy qualifications.

Reading Groups

We have about 10 active reading groups registered who meet in homes and workplaces.

Exhibitions/ displays

There was a great display for the Orange Prize

Special Promotions

National Bookstart day

Customer Appreciation Day

Other Activities

The Scrabble club meets at the library on a Monday afternoon

Annual general meeting of CAMREAD was held at the library

There is a Councillors' surgery takes place on the 3rd Saturday of each month

Library Users And The Local Community

1. Active/regular users

- Number of borrowers registered at this library: 3403
- Number of borrowers with one or more items on loan: 597
- Number of “active” borrowers at this library (those who have borrowed within last 12 months): 1477

2. Membership – new members during 2006/07

Average new members per month	36
Average for this level of library in Cambridgeshire	49

3. Visits

	Visits		
	2005/06	2006/07	%+/-
This Library	41600	42198	1%
Average for this level of library in Cambridgeshire	44684	44441	-1%

	Visits per open hour		
	2005/06	2006/07	%+/-
This Library	29	26	-10%
Average for this level of library in Cambridgeshire	28	28	0%

4. Long term trend in visits

	% change over 5 years
This Library	-8%
Average for this level of library in Cambridgeshire	-2%

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	775	5.0%	11.7%
5-9	925	6.0%	12.8%
10-14	904	5.8%	5.7%
15-19	1088	7.0%	2.3%
20-24	1447	9.3%	1.9%
25-34	2189	14.1%	5.3%
35-44	2131	13.7%	17.2%
45-54	1875	12.1%	11.0%
55-64	1398	9.0%	8.3%
65-74	1265	8.1%	12.1%
75 or over	1547	10.0%	11.7%

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	22.7%	43.9%	28.7%	4.5%	0.3%
Staff Helpfulness	79.8%	18.4%	1.5%	0.3%	0.0%
Choice Of Books	21.7%	48.5%	24.7%	4.8%	0.3%
Condition Of Books	26.0%	57.7%	16.3%	0.0%	0.0%
This Library Overall	52.6%	42.3%	5.1%	0.0%	0.0%

Stock And Issue Figures

1. Stock holding

2006/07	At this library	Average for this level of library in Cambridgeshire
Adult books	7845	7547
Junior books	6421	5198
Reference books	276	241
Total:	14542	12986

2. No. of books borrowed

	Books borrowed		
	2005/06	2006/07	% +/-
This Library	73671	78371	6%
Average for this level of library in Cambridgeshire	66492	66909	1%

3. Books Borrowed Per Hour Open

	Books borrowed per hour open		
	2005/06	2006/07	% +/-
This Library	51	48	-6%
Average for this level of library in Cambridgeshire	42	42	0%

4. Junior Books Borrowed As a Percentage Of Total

	Junior books borrowed as a % of total		
	2005/06	2006/07	% +/-
This Library	49	49	0%
Average for this level of library in Cambridgeshire	43	43	1%

5. Long term trend in book issues

	% change over 5 years
This Library	5%
Average for this level of library in Cambridgeshire	7%

Enquiries

	Enquiries		
	2005/06	2006/07	%+/-
This Library	8788	10725	22%
Average for this level of library in Cambridgeshire	5896	8801	49%

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 Supervisors Comments:

Rock Road Library performs well in both absolute and relative terms. The number of books borrowed and the number of visits both compare favourably with similar-sized libraries in the County. The users of the library have commented on how they are really pleased with the level of service they have been having at Rock Road since the Central Library has been closed. The longer opening hours and having the transfer of all Periodicals, Language Tapes and Landranger Ordnance Maps available from the library has been very useful.

Customer Services Manager / Area Managers Comments

Since February, Rock Road Library has provided a significant part of the devolved library service arising out of the temporary closure of Cambridge Central Library for refurbishment as part of the Grand Arcade redevelopment. This has involved some internal improvements to the fabric of the building. For the period of the Central Library closure Rock Road library has extended its opening hours, and is now open during lunchtimes. Staff have been relocated from the Central Library, to deal with the increased demand experienced at this service point, which has increased sharply as a result of the changes.