
**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 12 October 2017

Subject: Manchester Libraries

Report of: Deputy Chief Executive (Growth and Neighbourhoods)

Summary

The purpose of the report is to provide the Communities and Equalities Scrutiny Committee an overview of Manchester Libraries over the last 12 months and gives an update on the Library 2020 strategy and future priorities for the service.

The report provides information on participation and engagement with Manchester residents and provides insight into some of the key targeted services and universal services which are delivered across the city to residents of all ages.

The report also provides an overview of the National (English) Library Strategy launched in December 2016.

Recommendations

The Committee is asked to note the contents of the report.

Wards Affected: All

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Manchester Libraries – Neighbourhoods Scrutiny Committee 21st October 2014
Manchester Libraries – Neighbourhoods Scrutiny Committee 27th October 2015
Manchester Libraries - Communities and Equalities Committee - 22nd June 2016
Manchester Central Library and Archives+ – two years on - Communities and Equalities Committee 20th July 2016

1.0 Introduction

- 1.1 Manchester's Library, Information and Archives Service delivers leisure, cultural, learning and information services through a network of neighbourhood libraries, community partnership libraries and the world class transformed Central Library. The service also operates the 24 hour virtual library, HMP Manchester Prison library and Books to Go (housebound) service and supports a number of neighbourhood based book collections. Manchester Libraries manages the Greater Manchester County Record Office function on behalf of AGMA (the Association of Greater Manchester Authorities) which holds records from across the city region.
- 1.2 The City Library Strategy agreed by The Executive in May 2013 outlined a remodelled library service covering the city which has established a high quality vision for a modern statutory city wide library provision. The strategy has developed a model of delivery for a modern, quality, sustainable, comprehensive and efficient Manchester Library, Information and Archive service. The strategy created a tiered and layered library offer making best use of available resources and focussing investment in co-location, digital development and wider community engagement, thus ensuring value for money, use of resources whilst continuing to seek investment, commercial and funding opportunities.
- 1.3 The service operates a hub and spoke model for service delivery, with the recently transformed Central Library underpinning the overarching library offer across the city. Our network of 14 neighbourhood libraries, Moss Side Powerhouse Library and 6 smaller community partnership libraries continue to provide a strong, key and vital role in the heart of their communities and neighbourhoods supporting the 6 universal public library offers around reading, digital, information, health, culture and learning. Our libraries are valued community spaces and act as a shop front and an access point for a range of other council, government and public services and partner organisations.
- 1.4 Our residents value our libraries and this is evident in the results of the Public Libraries User Survey (section 3) and also the increasing use made of our libraries. This was also evidenced as part of the recent budget consultation in that our libraries really matter to people, of all ages, across the city. This report is being presented during National Libraries Week and we have a number of activities and events taking place and next week will see a major focus on our libraries on the Manchester City Council social media channels – promoting the extensive range of services available and some key facts and figures as contained in this report.
- 1.5 Manchester Libraries performance summary is as follows for 2016/17.

Measure	2015-16	2016-17	Increase
Visits	2,801,136	2,917,370	4%
Virtual Visits (includes Archives, online resources and externally linked websites)	5,314,805	6,685,373	26%
Libraries Twitter Followers	15,850	18,072	14%
Book and AV Loans	1,154,601	1,147,332	-1%
Total ICT Uptake (sessions)	850,280	924,719	9%
People attending Events and Activities	118,577	152,191	28%
Volunteers	332	418	26%
Volunteer hours	18,209	20,059	10%

A full set of performance figures is shown in Appendix 1

2.0 Strategic Context

2.1 Our Manchester - Our Libraries

- 2.1.1 Fundamental to our ability to provide a high quality breadth and range of services is the need to activate a broad spectrum of partners and increase volunteering opportunities. Libraries in Manchester are increasingly becoming embedded as community hubs, reflecting, and responsive to, the community in which each sits. At each library, we offer a core service - including book stock, public access PCs, free wi-fi and access to information and advice – and this is supplemented by a programme of activities and services that respond to the needs of the specific community in which they are located. At the heart of this, libraries are working with an ever-growing number of partners, and our venues offer services delivered by other organisations, including local community groups, to improve the quality of lives of residents and communities. Our partnership working across the city ranges from local community groups to specialist intellectual property lawyers who give their time pro-bono to support new budding entrepreneurs.
- 2.1.2 In line with the Our Manchester Strategy, more people are volunteering and becoming involved in community life through libraries and archives and this is also helping to widen the range of services on offer and to secure others. Over 300 volunteers enable us to make the best use of the resources available within the city. There is a rich mixture of volunteers and volunteer opportunities ranging from young people (age13+) who are our Reading Hack volunteers, students, residents looking for experience to support job seeking, retired residents and those who just want to share, support and meet fellow residents in their communities.

3.0 Public Library User Survey 2016 (PLUS)

- 3.1 The CIPFA Adult Public Library User Survey was carried out across all Manchester libraries during the week beginning 10th October 2016. 4,750 questionnaires were received back which was a response rate of 69%.
- 3.2 The survey consisted of 25 questions. Customers were invited to rate their satisfaction of the key areas of their library's service, including books, computers and information services. The final part of the questions related to demographic information about the customer. Customers were also given the opportunity to provide any comments for improving services
- 3.3 The results shows increasingly satisfied customers compared to Manchester's last PLUS survey in 2012.

What I think of this library:							
Percentage that rated the following as 'Good' or 'Very Good'	2003	2005	2006	2009	2012	2016	Difference 2012-2016
Library overall	88.7%	92.8%	92.5%	90.7%	88.8%	93.3%	4.5%
Choice of books			73.3%	73.8%	74.7%	82.0%	7.3%
Physical condition of books			78.0%	79.1%	83.5%	86.8%	3.3%
Condition of library: outside	79.7%	87.0%	76.9%	79.0%	75.5%	87.9%	12.4%
Condition of library: inside	82.5%	89.4%	79.4%	80.7%	84.3%	90.9%	6.6%
Opening hours	72.2%	76.3%	89.0%	89.5%	80.0%	88.3%	8.3%
Standard of customer care	92.1%	94.2%	94.5%	90.8%	93.5%	93.1%	-0.4%
Information provision	87.0%	89.4%	92.8%	84.1%	83.1%	85.4%	2.3%
Computers	81.1%	78.5%	73.7%	72.5%	78.6%	83.7%	5.1%

Using the library:							
Percentage that responded 'Yes' to the following	2003	2005	2006	2009	2012	2016	Difference 2012-2016
If you came to borrow books, did you actually borrow any today			79.0%	76.8%	82.2%	77.4%	-4.8%
If you came to find something out, did you succeed			71.2%	73.6%	77.2%	73.6%	-3.6%
If you came to use a computer, did you use one			87.0%	89.6%	91.8%	90.6%	-1.2%

- 3.4 There is a 5% increase with satisfaction with the library overall – now over 93% satisfied. This is the highest satisfaction figure in the six occasions the survey has been undertaken – over the last 15 years.
- 3.5 The reduction in people who came to borrow books on their visit, is a reflection of the diversification of the library service, where a larger variety of services are delivered to residents.
- 3.6 The service has produced a 'You Said, We Did' feedback for each library, which shows some of the customer suggestions, and how we have responded. For example
- At Longsight. You said blinds were needed for the windows along the front of the building. We fitted new blinds.
 - At Forum You said we should provide more activities for children. We have started a code club and a lego club
 - At Avenue You said you would like better signage. We installed new signage

A full PLUS Report is enclosed as Appendix 4

4.0 Widening Access (Customers)

4.1 The Widening Participation Board was set up to ensure that opportunities to access and participate in culture, leisure, libraries and galleries are as wide as possible and inclusive of all Manchester residents. Following initial work on the analysis of participation data, the board is now focusing on communication and engagement with residents, using the Our Manchester approach. Some of this information is also contained in the Widening Access report which is also being presented to Communities and Equalities Scrutiny Committee.

4.2 The target groups identified are:

- Young people/young adults 13-19 years old
- Older people – 55+
- Disabled people
- Black, Asian and Minority Ethnic people
- Women and girls
- People living / working in Higher Blackley, Gorton and West Wythenshawe.

4.3 The services are trying to find out from people in target groups - those who use our services and those who don't –

- how they find out about our services and what is on offer;
- how they would like to find out.

4.4 We want to check with people if we are right about some of the things we believe:

- we think that if we coordinated the way we communicate what is on offer from all these services then more people would know about the services and be able to use them.
- We also think that many people just use libraries or leisure or cultural services and would appreciate knowing more about the other services.

4.5 We plan to do this in conversations with small groups of people who already meet and we are preparing a set of questions/structured conversation that both staff and volunteers will be using as they talk to the people we identify.

5.0 Library 2020

5.1 A critical element for the delivery of the Library 2020 Strategy is the use of technology and channel shift with a focus on customer self-service. This new model encourages digitally independent, resilient customers by offering easy to use, intuitive self-service pathways for using PCs, printing, making payments, and self-issue/return of books. The model will enable a more cost effective deployment of IT resources with over £2m capital investment secured to upgrade ICT in each of our 22 libraries, including:

- Refresh of self service equipment (originally introduced in 2010)

- Refresh of public PCs and introduction of self service printing
 - Wifi printing at Central Library, Longsight Library, North City Library and the Forum Library
 - Introduction of on-line payments for customers
 - Upgrade to customer facing furniture in Libraries ensuring our libraries are attractive, comfortable and welcoming places
- 5.2 A further option for customer self service is the “Open Library” model - a library with a combination of staffed hours and the ability to access the library during un-staffed periods with the introduction of customer self-service.
- 5.3 The Open Library technology enables customers to access their library at certain times when they are usually closed using a library card and PIN. It has been used successfully at Trafford, Stockport, Leeds, Peterborough, Scandinavia and Norfolk. Key features include:
- Only authorised customers would gain access at certain hours with the use of their library card and PIN number, with under 16s accompanied by an adult.
 - The system can turn on and safely shutdown the power for lights, alarm systems, computers, and self-service kiosks.
 - CCTV provides peace of mind for the library customers and deters theft and vandalism.
- 5.4 The benefits of Open Library include:
- Provide library services to residents and communities more flexibly, for longer (65 hours per week) and at greater value.
 - The ability to enable access to libraries could allow for other council staff and partners to access our libraries as drop in workspace – in Peterborough social workers use the libraries, accessing their files through wifi, rather than going back to their HQ. This could also be the case for GMP and other agencies with field workers.
 - The solution could make our libraries even more active learning and social spaces in the community and make our communities smarter and more engaged.
 - Greater ownership of library by communities. Experiences in Peterborough and Denmark show that residents gain a strong ownership of and responsibility for the library – again supporting Our Manchester with community groups having access to the venues outside normal opening hours.
 - Reinforcing libraries as community hubs supporting learning, culture, digital and a place for people to meet and come together.
- 5.5 The option of piloting Open Library at Withington Library and two other libraries to extend opening hours beyond 60 hours is currently being redeveloped.
- 5.6 In addition, Withington Library has the potential to be extensively remodelled in order to facilitate considerable expansion of the services and spaces on offer. The library is a standalone building, which celebrated its 90th

anniversary this year, however the space could be better used as a wider community asset and the proposal would enable better community use and greater use by partners. The library interior is dated and needs an internal upgrade, except for the children’s library, which has just received a new look and new digital equipment funded by a £250,000 grant from the Wolfson Foundation.

6.0 Celebrating Success

6.1 This section of the report aims to provide a flavour of service development at libraries across the city and is merely the tip of the iceberg.

Library	Activity
CENTRAL LIBRARY	<p>The Business and Intellectual Property Centre at Manchester Central Library provides information to business start-ups and small business owners. The Digital Demonstrator project helped explore the benefits of high-speed connectivity through hands-on demonstrations of new technologies and equipment to free workshops and events for local businesses. A new seminar space has been created to support activities in this area. We have spread the best practice of the BIPC throughout Greater Manchester via the £250,000 Arts Council funded Big Ideas Generators project – the largest award given from the Libraries Innovation Fund.</p> <p>A dedicated exhibition space has been created on the first floor of the library. A number of popular exhibitions have been held including: Shared Sky - in partnership with Jodrell Bank - an exhibition of Aborigine and South African art and tapestries. DNA - an exhibition of Oasis photographs by the band's unofficial photographer Jill Furmanovsky. An exhibition devoted to the work of children's illustrator and author Nick Sharratt. All the above have seen visits by local school groups and other events included guided tours. The Oasis exhibition was the highest attended, attracting around 26,000 visitors.</p> <p>The Archives+ space at Central Library is considered best practice nationally. Over the last 12 months, our engagement programme has delivered events and activities to over 22,000 people which is an increase of over 20% compared to the previous year. The visits have included the following from target groups: 5000 families, 3000 young people and over 4000 school children.</p>

NORTH	
Abraham Moss Library	Talk English Café takes place every week, (term time only) where volunteers lead friendly English speaking sessions with a drink and chat at the library for people wanting to improve their spoken English skills.
Avenue	Weekly Lego clubs have been set up in libraries across the city. At the Avenue children are encouraged to come along and make whatever they like or to work with staff and volunteers on models like the leaning Tower of Pisa or a rocket - their creations are then displayed in the library for everyone to see. In the summer holidays children could extend this activity by joining the Roaring Lego Lion Robot session where they made the robot from Lego and then learnt how to control it.
Beswick	Staff at the library run a social group for men - usually men recovering from substance abuse living in the area – playing board games, having a cup of tea and a snack. The men put on a stunning exhibition of their art at the library recently and created one of the beautiful Book Benches for this year's Read Manchester Book Bench trail.
Miles Platting	An IT drop-in session is run weekly using LearnMyWay to help people take their first steps using a computer. As with all our libraries, Miles Platting is a UK Online Centre.
New Moston	Tiny Tots and Toddler Time story time sessions are run by volunteers weekly in term time, welcoming the very smallest members of the library in for stories, songs and crafts. The sessions give parents a chance to meet other parents as well as gaining tips on reading and using the library with their children and having a fun session with their babies and tots.
Newton Heath Library	At Newton Heath Library, several groups meet in the library both for a social get together and to take part in activities in a relaxing environment. A chess group meets, also a knit and natter group and a reading group.
North City Library	A Grand Day Out takes place every week, facilitated by library staff. Anyone over 50 can attend this warm and welcoming social group to take part in activities such as talks, social events, crafts and just a good chat and a cup of tea, all helping to combat social isolation.
CENTRAL	
Arcadia	Two reading groups meet at Arcadia Library, both run by volunteers also taking part in our Women's Words project. The library provides 6 copies of books the

	group chooses to read and members share them between them.
Gorton:	Manchester Libraries are part of Wolfson Digital Libraries, an innovative pilot project which aims to improve the digital literacy of children and young people and to bring new technology out of the formal classroom environment and into accessible, public spaces in libraries. This summer, staff worked with children to combine technology, creativity and crafts, using ipads and a stop motion app to create short animations using characters the children had made.
Hulme	Staff at this library, which is co-located with a leisure centre, worked with colleagues to make it possible for years 4 and 5 from St Wilfred's school to come for a combined trip, a swimming session followed by a fun and educational session in the library on the same visit.
Longsight	Two beautiful exhibits have been placed on display in Longsight Library by the Manchester Museum. A peacock and a crane are on loan to the library enabling many people to see them outside the museum. Music, dance, art and storytelling activities have been taking place at the library with adults and children all related to these amazing creatures.
Moss Side Powerhouse	Creative writing project 6 weeks of creative writing workshops were marked by a celebratory event at the Powerhouse Library. The author and workshop facilitator attended the event along with the deputy head and Year 3 class from St Mary's primary school. Both the children and author read poems and talked about the success of the project between the library and the school.
SOUTH	
Barlow Moor	Summer Reading Challenge activities for children took place across the city and at Barlow Moor Library children could take part in Cool for Craft activities and in a Secret messages and Codebreakers session, tying in with our Animal Agents theme this year.
Brooklands	Children and young people under 12 meet weekly at the library to take part in the Golden Oak young people's reading group. There they talk about the books they have chosen to read and have a healthy snack and drink.
Burnage	The Burnage Memory Bank project hosts a local history group, outreach and intergenerational activities and is recording and celebrating the heritage, lives and stories of local people. The project is based at the library and is funded by the People's Health Trust.

Chorlton	Chorlton Book Festival, run every year in October is organised by local volunteers, led by library staff. Most events take place in the library with others taking place in the local bookshop or in other parts of Chorlton. Hundreds of residents attend a range of local and national author events.
Didsbury	Coding clubs are priority for Manchester Libraries. They improve the digital skills of children and young people, support their progress on the national curriculum and provide the same interactive and sociable experience as children's reading groups. A coding club has recently started at Didsbury Library, on a weekly basis on Tuesdays. It is supported by Lloyds. This is a great example of successful working with businesses as part of their Corporate Social Responsibility.
Fallowfield	The Read and Feed initiative was piloted in this library this summer. Children at risk of holiday hunger – when there are no free school meals to get them through the day – were targeted in this project. Every day in the summer holidays, children aged between 4 and 11 could come and eat lunch at the library and take part in craft and reading related activities, linked to the Summer Reading Challenge. Staff and volunteers worked to make it a great success with 97 different children attending over the summer. Feedback from both parents and children was excellent. Engagement with the Summer Reading Challenge at Fallowfield Library increased by over 150%.
Northenden	A Book club meets monthly at Northenden Library, run by the readers themselves and supported with books from the library service. The library provides 6 copies of books the group chooses to read and members share them between them.
Withington	A work club supporting people with writing CVs, job searches, universal job match and helping people to set up email and other beginner IT skills is run weekly by library staff with many regular users and users signposted to the club by the Job Centre.
Wythenshawe Forum	Citizens Advice Bureau have been rolling out a programme of digital advice sessions across our libraries, which have proved very popular. CAB staff and/or volunteers offer sessions in libraries at certain times to help people to access advice, for example on Manchester Move applications and benefits - which not only provides the advice needed at that moment in time, but also helps people to improve their skills and knowledge to be able to undertake this kind of research/action independently in the future.

Books To Go	The Books to Go Service delivers to 400 housebound people and carers across the city. In addition to its regular book delivery service, it has recently diversified and works with other partners to supply information and advice. A Fire Prevention Officer now accompanies the book deliverer at regular intervals, providing fire prevention advice to our housebound customers.
Ebooks and magazines	Customers across all libraries benefit from the recently enhanced E-book, E-Audio and E-magazine service. As a result of a partnership with the other GM Library Services, our customers can now access thousands of e-books and hundreds of e-magazines free of charge.
Equalities	Manchester Libraries have ensured that people who do not identify with male or female are able to state this as members of the library. We have introduced the option of 'Gender Neutral' for library membership and ensured this is replicated across Greater Manchester.

7.0 Library Ambition – National

- 7.1 “Libraries Deliver – Ambition for Public Libraries in England 2016 – 21” was launched and published in December 2016 by the Leadership for Libraries Taskforce. Manchester’s Strategic Lead, Neil MacInnes, is currently President of the Society of Chief Librarians, and is a member of the Libraries Taskforce. The report recognised the context in which public libraries operate and the current situation on the ground – with over 224.6 million physical visits - more than visits to Premier League football games, the cinema and the top 10 UK tourist attractions combined.
- 7.2 The report describes how local libraries provide a unique ‘cradle-to-grave’ service, offering significant reach into local communities and a cost-effective way of ensuring that people are connected to services they need when they need them - through their buildings, outreach activities and online.
- 7.3 The report recognises that in common with all other parts of the public sector, local government faces financial challenges. The ongoing development of the library strategy for Manchester Libraries has allowed the city to adapt and think beyond previous efficiency approaches, and we have taken a more transformational approach to delivering services locally.
- 7.4 Libraries are vital community hubs - bringing people together, and giving them access to the services and support they need to help them live better. The ambition is for everyone to:
- choose to use libraries, because they see clear benefits and positive outcomes from doing so

- understand what library services offer, and how they can make the most of what's available to them
 - be introduced to new ideas and opportunities, then given confidence and quick and easy access to tools, skills and information they need to improve their quality of life
 - receive trusted guidance through the evolving information landscape and build the skills needed to thrive in a changing world
- 7.5 The report outlined specific ambitions for communities, public services and other partners, and library services.
- 7.6 To achieve these ambitions, library services contribute to 7 Outcomes that are critical to the individuals and communities in their areas:
- cultural and creative enrichment
 - increased reading and literacy
 - improved digital access and literacy
 - helping everyone achieve their full potential
 - healthier and happier lives
 - greater prosperity
 - stronger, more resilient communities
- 7.7 Public library services can be enhanced when libraries work as a network with national support. The sector can achieve more impact by combining expertise and sharing improvement ideas and insight. Joint working can also reduce costs and make it easier for national partners to work with libraries. To support this, the Taskforce will:
- continue to investigate new approaches to procurement, and work with suppliers to identify innovative approaches to providing library services
 - explore whether and how libraries' digital presence could be improved through a single national digital platform that all library services could use and tailor to their needs
 - support DCMS and the book industry to identify and implement ways to remunerate authors for remote e-lending
 - support the expansion of innovative initiatives such as makerspaces and BFI Mediatheques
 - identify further ways to add value and share good practice, and regularly review whether any changes are required in capacity and capability at the national level
- 7.8 Skilled and knowledgeable staff are vital in providing an excellent library service. We will produce a Public Library Skills Strategy to equip people working in libraries to deliver the 7 Outcomes successfully and give them the confidence, skills and knowledge they need to lead and succeed in a changing environment.
- 7.9 The Taskforce aims to significantly refresh the image of public libraries and raise awareness of the wide range of services libraries provide and benefits they bring - with the public, service commissioners and decision-makers. It will do this by:

- transforming public awareness of what libraries do, creating positive but realistic views of the library 'brand'
- developing positive messages about libraries and the outcomes they support, reflecting these consistently across all library communications channels
- highlighting how libraries can help achieve the objectives of central and local government and other partners
- urging all public service commissioners to think 'Libraries First' whenever they need to deliver a service direct to communities

7.10 The report aims for -

Everyone to:

- choose to use libraries because they see clear benefits and positive outcomes from doing so
- understand what library services offer and how they can make the most of what's available to them
- be introduced to new ideas and opportunities, then given confidence and quick and easy access to tools, skills and information they need to improve their quality of life
- receive trusted guidance through the evolving information landscape and build the skills needed to thrive in a changing world

Communities to have:

- a library service that helps different groups come together, co-designed with local people to meet local needs and strengthen the local community
- local services available through well-designed and well-regarded 'community hubs', bringing together different partners' offerings in a seamless way
- safe, welcoming and accessible physical and virtual environments freely open to all, which encourage participation, creativity and mutual learning and support
- Public services and other partners to:
 - understand what libraries have to offer them, and how, by working together, they can achieve better outcomes in a more efficient way
 - regard libraries as their natural first choice to provide information and services within local communities

Library services to:

- be valued for the positive impact and outcomes they achieve for individuals, communities and partners
- develop an evidence base (qualitative as well as quantitative) so they are recognised as a strategic national and local resource, and achieve more investment and financial resilience as a result
- actively adapt their funding and delivery models and services to meet new circumstances and changing user needs
- work together as a vibrant network, sharing knowledge, resources and insights, building on a consistent core offer and improving the way they work with partners and suppliers
- continue to provide core services free for users, but develop and use commercial skills to generate income so they can offer new services while maintaining neutrality

- help build and maintain communities, supporting everyone in them to flourish and grow
- be digital leaders in their communities, sparking innovation and building capability

8.0 Manchester Libraries - Priorities

- 8.1 The following is a summary of future priorities for the library service, to ensure the service continues to meet the needs of residents and communities and support the priorities of the Council and Our Manchester.
- 8.2 **Widening Access and Participation.** As part of the drive to widen resident's access to and participation in our services, Libraries are actively seeking to reach certain target groups by increasing activities aimed specifically at those groups and then monitoring take up of services. Examples are the activities for older people, such as the Grand Day Out sessions at some of our libraries, and the Sunday fundays at Central Library, aimed at increasing access for families.
- 8.3 **Commercialisation.** We will be refreshing our Retail Strategy and looking at the potential of extending small retail offers at key neighbourhood libraries. Our exhibition programme has grown considerably over the past year and we will continue to programme with commercial opportunities in mind.
- 8.4 **Customer Self Service (CSS).** We will deliver four strands of Customer Self Service to improve the customer experience and access to services. These include wifi printing at Central, Longsight, North City, Withington and Wythenshawe Forum libraries , new CSS RFID kiosks across the city, new walk up and use PCs, self service printing and Open Libraries pilots extending the opening hours of a number of libraries.
- 8.5 **Library Transformation.** Refurbishment of Withington Library and develop plans for the future provision of services with leisure centres at Hulme & Moss Side and Abraham Moss. We will also support the relocation of Lord Mayors office and also the temporary relocation of Jewish Museum.
- 8.6 **Greater Manchester.** The Greater Manchester Public Library and Information Services Group, is a collaborative partnership between the 10 Greater Manchester local authorities' library services. It is an unincorporated association that exists to provide opportunities for collective library and information work across the GM region, and which formalised its relationship in 2014 through signing a memorandum of understanding in order to continue to develop a range of collaborative activities and existing arrangements. An Action Plan has been developed for 2017-20. Workstreams involve improving services through partnership working in the following areas: Advocacy and Communication; Health and Wellbeing; Digital Skills and Information Services; Culture; Shared Resources. We will seek joint funding opportunities, following the successful £250,000 bid to the Arts Council to deliver the Big Ideas Generator project.

- 8.7 **Fundraising and Sponsorship Opportunities.** Central Library recently benefited from a £15k sponsorship deal with Manchester Airport to deliver the Shirley Baker: Airport '87 photography exhibition, which will be showing from October 2017 to December 2017. Manchester Libraries will continue to identify fundraising and sponsorship opportunities aligned to the ongoing funding needs of the service. We will also continue to work with Manchester Central Library Development Trust to help generate funds from donations and grants plus in-kind support, including the donation boxes which are held at each of the City's libraries.
- 8.8 **Opening Hours.** We will review our opening hour across the city to align with customer need. This review will tie in with the implementation of Open Libraries technology which will allow us to increase opening hours at a number of libraries.
- 8.9 **Neighbourhood Focus.** Contribute to the emerging place plans and develop ward plans and library action plans for each local library. Continue to develop strategies through digitisation and engagement that allow Central Library's archives and collections to be taken out to communities and neighbourhoods across Manchester. In particular with young people, families and schools.
- 8.10 **Digital by Design.** We will continue to work with partners to digitise our collections and make them available online whilst promoting the virtual 24 hour library across the city.
- 8.11 **Activation.** Continue to recognise and utilise the benefits of volunteers and the voluntary sector in bringing a wide range of skills and experience to the wider library service. Continue to try and diversify and increase the volunteer base – in particularly with young people, developing skills and helping to create positive pathways to work. Continue to help activate community and voluntary heritage projects at neighbourhood level.
- 8.12 **Learning.** Learning is at the core of the service that our libraries provide and the library service is in a unique position to support and facilitate learning for individuals and communities. Our libraries deliver;
- Public space, neutral, welcoming and trusted
 - Free access to learning materials, physical and electronic collections
 - Free access to ICT, WiFi
 - Study areas; tables, carrels, silent rooms
 - Flexibility to accommodate individuals, groups, formal and informal learning
 - Places where communities and individuals can develop and share ideas and learn together
 - An active citywide digital inclusion and skills programme
 - High profile learning events
 - Partnerships with learning organisations
 - Skilled staff to help customers access digital information and aware of resources
 - Spaces where the community comes together to co-create and make things.

- A fantastic range of digital collections for all ages to engage with and learn from.

Currently Manchester Libraries are leading a trial partnership with Cisco which enables people to access Cisco's Netacademy learning resources through the library. The role of Netacademy is to provide training for people who want a career in IT, and until now has only been available through colleges and adult education centres. Access to the Netacademy courses will be through the Libraries' PCs, and will be promoted by Library staff at events and seminars. Manchester Libraries are a partner with the British Library in a new initiative called the Living Knowledge Network through which a number of events are streamed live to libraries around the UK. Following on from the first event (Science Book Prize) we have hosted a sold-out Vivienne Westwood screening and are involved in an exhibition and events programme based on an upcoming Harry Potter exhibition.

The team have recently completed a programme of taking rare books to each library in the City – these sessions have been delivered to around 1,200 Manchester children. We have also visited HOME, the costume gallery and a number of schools. A new programme will shortly be starting.

- 8.13 **Reading:** Libraries celebrate reading by aiming to increase everyone's enjoyment of reading. In partnership with Read Manchester we have raised the profile of reading across Manchester, promoting reading and literacy to all ages and helping families to read together. We have a wide range of reading choices and also offer reading in a variety of formats by providing free access to the latest digital and audio books. We provide opportunities to talk about reading with others, through a network of reading groups, run by volunteers and supported with books for the groups to share.

Bookstart packs for babies are delivered for us via Registrars to start the reading habit early, we have storytimes in libraries for the very youngest to pre-school, a busy programme of class visits by local schools to our libraries – being expanded this year – and a range of author visits and holiday activities. Author events for adults are part of our offer as well as working with health professionals to promote self-help books and supporting local publishers and writers.

We are planning to expand our Books to Go service for housebound people. We will ensure we will exploit the opportunities provided through Adult literacy programmes and National campaigns such the Summer Reading Challenge, World Book Day and World Book Night and the Civilisations Festival.

- 8.14 **Health and Wellbeing.** Libraries offer a wide range of health and well-being activities that have a primary effect on improving people's health, and also have a broader impact on well-being for the individual and the wider community. The 2015 Arts Council England study on "The health and wellbeing benefits of public libraries" found that being a regular library user is associated with a 1.4 per cent increase in the likelihood of reporting good general health. Libraries positive impact is on promoting wellbeing. 1 in 6

people experience mental ill-health each year, with 1 in 5 older people in the community suffering depression every year. Also 42% of working age adults (16-65) are unable to understand or make use of everyday health information

We will increase our role as community hubs offering trusted non-clinical space where health and well-being partners can engage with local people for outreach, supporting the vulnerable, providing assisted online access to key health information sites, and accessible information and signposting. Each neighbourhood library offers a Health Information Point, with book stock that provides information on, and support for, a wide range of physical and mental health issues. For people who are unable to physically access their neighbourhood library, we offer a Books to Go service that provides reading and listening resources direct to people's homes, with the visits of our staff also providing a small respite from loneliness and social isolation. For people who are digitally literate, our on-line services also provide 24 hour access to bibliotherapy books and music resources. We will increase use of the Reading Well Books on Prescription service which supports people with low-level mental health issues. We are exploring potential partnership with Manchester hospitals to promote the use of e-books and e-magazines to in-patients, and will also explore this with GP Surgeries.

- 8.15 **Digital Skills and Information.** Libraries are key to the success of The UK Digital Strategy published by Government in March 2017. We will continue to improve our already high quality Internet and Wi-Fi access. Digital skills support sessions, already available in most libraries will increase, with support from partner organisations. Libraries are crucial to the successful roll-out of Full Digital Universal Credit from October 2017, and the transformation of parking permit applications which is a key priority for Manchester City Council.
- 8.16 **Children.** The already excellent offer to children and their families will be enhanced further by exploiting the opportunities provided through the Read Manchester project. The library service will introduce the 'Library Card for Every Child' initiative, gifting a library card to every child at the time of their birth registration, via the registrars.
- 8.17 **Digital – code clubs.** Coding is on the national curriculum at Key Stage 2 and Key Stage 3. It involves writing instructions to tell a computer what you want it to do using step-by-step commands in one of a huge number of computer languages. Every website, smartphone app, computer programme, calculator and even microwave relies on code in order to operate. Code Clubs are being established in Manchester Libraries to support children with this skill development in a group learning environment. The number of regular groups will increase from 4 earlier in the year to 10 by October 2017, with at least 3 libraries in every area.
- 8.18 **Culture and Library Live.** Libraries Universal Culture Offer will be launched later this month. Culture is the sixth Universal Offer for public libraries to be introduced by the Society of Chief Librarians and its goal is for 'more people to have access to quality and diverse cultural experiences and events through libraries, especially those less likely to access arts and culture'. The offer

recognises that public libraries are often the first place that children and young people experience art and culture, by being part of an audience, through library events, free taster sessions and through books, as well as being gateways to wider cultural experiences and opportunities.

Manchester is well placed to respond to the Universal Culture Offer, with an excellent provision of cultural activity as part of the libraries programme citywide, including story and rhyme times, themed arts and craft activity delivered by professional artists, staff and volunteers during school holidays and as part of initiatives such as the Summer Reading Challenge, the Grand Day Out and a number of the national celebration and awareness days supported by libraries (e.g. Fun Palaces, National Libraries Week, National Music Day, World Book Day etc). In addition, many libraries provide space and support for community groups to meet, from book clubs to knitting groups to coding clubs.

All the SCL universal offers have core and stretch targets to inspire ambitious delivery. Nationally, Manchester is well regarded as a cultural leader within the library sector and is already demonstrating significant 'stretch'. At the moment the service is delivering a second phase of development of the programme, supported by a £100,000 Arts Council, England, Grants for the Arts (libraries). Library Live 2 is an expansion of our successful Library Live 1 project, which established a regular, diverse, cultural programme at the Central Library. Phase 2 will:

- Pilot 3 branch libraries as neighbourhood creative hubs with a programme of community and professional arts, culture and heritage activity.
- A new contemporary dance commission by Manchester's foremost dance company, Company Chameleon, with performances at Central Library in late November and at the branches in early 2018.
- A new creative, participatory event devised by families across the 3 creative hub branch libraries, working with Manchester Art Gallery and Z-Arts, presented at Central Library in May 2018.
- Develop relationships with some of Manchester's flagship cultural organisations, with a view to identifying joint fundraising opportunities to support future commissions and engagement activity.
- All Library Live activity aims to provide opportunities for young artists, creative students and artists at the start of their career. *We do this through providing space, partnership and ensuring key commissions provide developmental experiences.*

8.19 **Partnership.** Continue to build capacity by working in partnership with our existing partners whilst identifying new partnership models with a neighbourhood focus improving access and use of our venues across the city. The service will continue to develop partnerships with other cultural organisations and institutions in Manchester as well as the other nine districts in Greater Manchester

9.0 Volunteers

- 9.1 In 2016-17, 400 active volunteers supplied over 20,000 hours in a variety of roles across libraries and archives. This is a great achievement, and we are striving to increase this further in 2017-18.
- 9.2 Engagement with volunteers supports the Our Manchester approach, enabling co-delivery of services, improved service delivery, value for money and supporting health and wellbeing of residents and communities.
- 9.3 Volunteering is now widely recognised as delivering important health benefits, building social capital, reducing isolation and keeping people active, engaged and independent.
- 9.4 Volunteers are now vital to support the ever-growing range of services delivered from libraries.
- 9.5 This includes:
- Supporting the operation of community libraries
 - Meet and Greet at Central Library
 - Events support
 - Storytime delivery
 - IT Support
 - Coding Clubs
 - Reading Groups
 - Information Support worker for Macmillan Libraries project
 - Archives+ Digital Journalist
 - Archives cataloguer / digitisation assistant
 - Family history research
 - Young volunteer – reading hack
 - Young volunteer – summer reading challenge support.
- 9.6 Here are a couple of examples of our volunteers:

“He is homeless and used Central Library’s media lounge daily. He became known to staff and was asked if would like to volunteer as he had great IT skills. He now helps at an IT drop-in session, spending up to 14 hours a week volunteering in Central Library. The praise given to him is fantastic “Can we have him back, he is so good.” “I have called him to say thank you, as I got the job”. Volunteering at Central Library has changed his life as well as offering a great service to others”

“She has volunteered as a meet and greet volunteer since Archives+ opened. Every Thursday morning she has helped visitors, answering questions about digital exhibitions. Before volunteering she found it difficult to leave the house and talking to people was outside her comfort zone. This opportunity has given her confidence and improved her communication skills, and she is now looking for more opportunities”.

10.0 Conclusion

- 10.1 Manchester Libraries has transformed itself, change has been rapid and the service is now highly regarded and seen as playing a vital role in the heart of every neighbourhood and community in the city. Manchester's libraries have seen a significant transformation over the last decade.
- 10.2 These are exciting times for Manchester Libraries, both in terms of building on the excellent work that has already been done, and also the future development of the library offer, new partnerships and making best use of the latest technology.
- 10.3 The service has embraced change and transformation and is delivering well on each of the Universal Public library offers and the seven outcomes contained in the Libraries Deliver report. The report reflects and highlights some of the areas work which are being delivered, the context of a National Strategy and the priorities going forward.
- 10.4 The service will continue to use data and information to design and review service delivery and development and ensure that an Our Manchester approach is key to the development of Our Libraries.

Appendices:

- Appendix 1 – Libraries Performance Figures 2016-17
- Appendix 2 – Active Users by Ward
- Appendix 3 – Ward Profile (Cheetham example)
- Appendix 4 – PLUS Report
- Appendix 5 – Ward Heat Maps

Appendix 1

Libraries 2016-17 Key Measures

	2015-16	2016-17	% change
Visits	2,801,136	2,917,370	4%
Virtual Visits (includes Archives, online resources and externally linked websites)	5,314,805	6,685,373	26%

Book and AV Loans	1,154,601	1,147,332	-1%
eBook Loans	20,099	24,150	20%
Audiobook Loans	6,680	8,421	26%
eMagazine/eComics Loans	-	25,590	-
Online Renewals	264,857	240,515	-9%
Telephone Renewals	6,442	5,840	-9%
Books to Go (Housebound)	82,228	89,778	9%

PC Usage (hours)	455,815	423,155	-7%
PC Usage (sessions)	560,598	544,120	-3%
WiFi Usage (sessions)	289,682	380,599	31%
Total ICT Uptake (sessions)	850,280	924,719	9%

Active Users (borrowed stock, joined library and/or used a PC)	*	95,575	-
Events and Activity Sessions	6,130	7,700	26%
Events and Activity Participation	118,577	152,191	28%
Education Sessions	508	722	42%
Education Session Participation	18,349	30,673	67%
Volunteers	332	418	26%
Volunteer hours	18,209	20,059	10%

Benefit Validations	14,805	15,446	4%
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Self Service	2015-16	2016-17	% change
Proportion of transactions through RFID self service	65.8%	61.1%	-4.8%
Proportion of online renewals	24.3%	20.4%	-3.9%
Proportion of online reservations	72.8%	71.9%	-0.9%

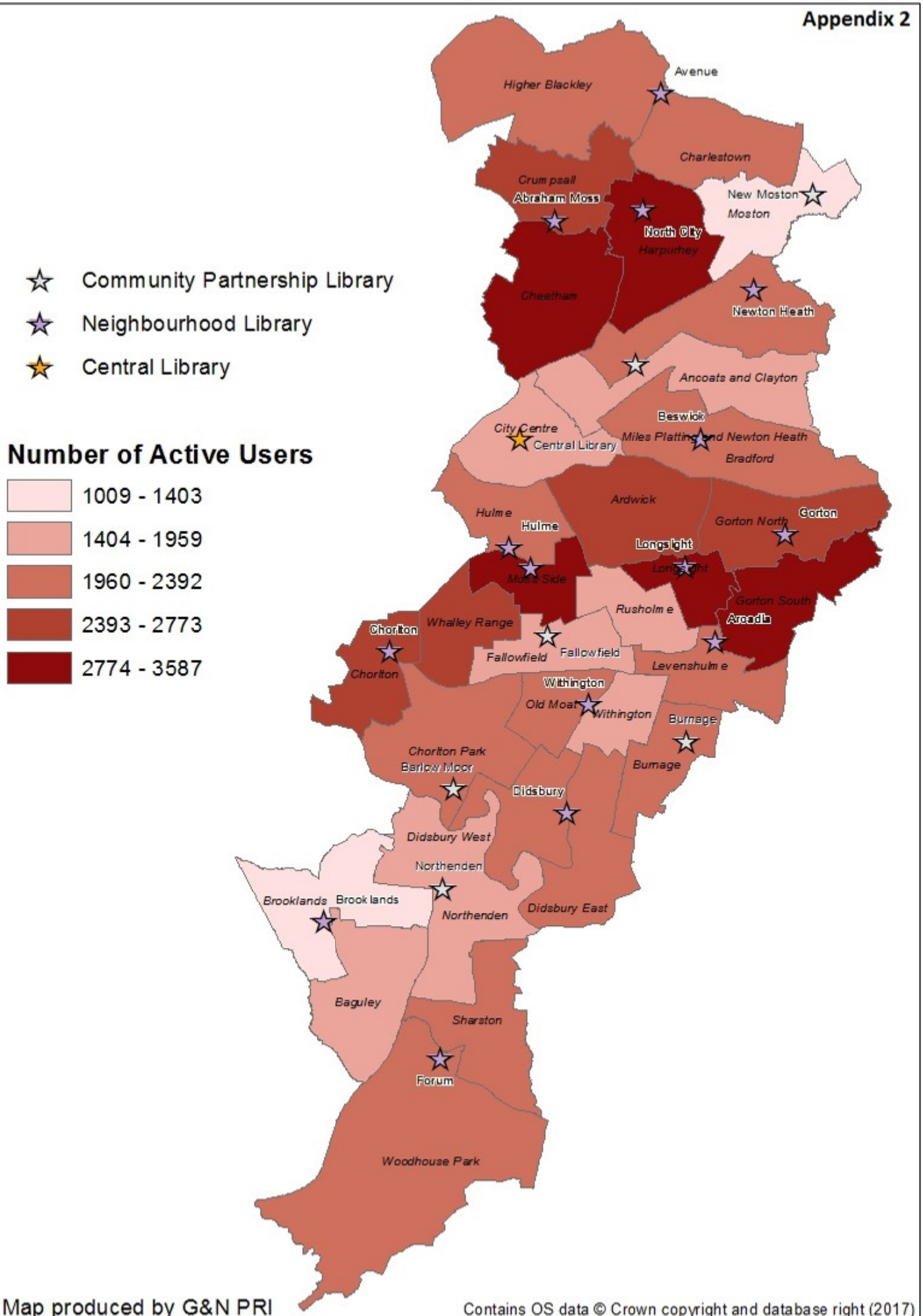
* Launch of the new Library Management System has meant that the methodology has changed therefore the figures are not comparable with the previous year.

Appendix 1

Social Media	2015-16	2016-17	% change
App downloads	9,168	11,000	20%
App uses	36,733	37,000	1%
Libraries Twitter Followers	15,850	18,072	14%
Libraries Tweet Impressions	1,203,800	1,791,500	49%
Libraries Facebook Likes	54,952	63,368	15%
Libraries Facebook Reach	561,126	1,023,330	82%
Library Monthly email opens	86,689	215,198	148%
Blog views	0	2422	

Prison Library	2015-16	2016-17	% change
Loans	32,720	34,954	7%
Visits	12,820	13,648	6%
Stock	14,651	14,651	0%
Members	Did not record	502	-
Information Provided (photocopying/internet searches)	1,439	2,034	41%
Story Book Dad DVD/CDs	24	41	71%

Appendix 2



Ward Profile

Cheetham Ward

Appendix 3

Ward Select

Cheetham

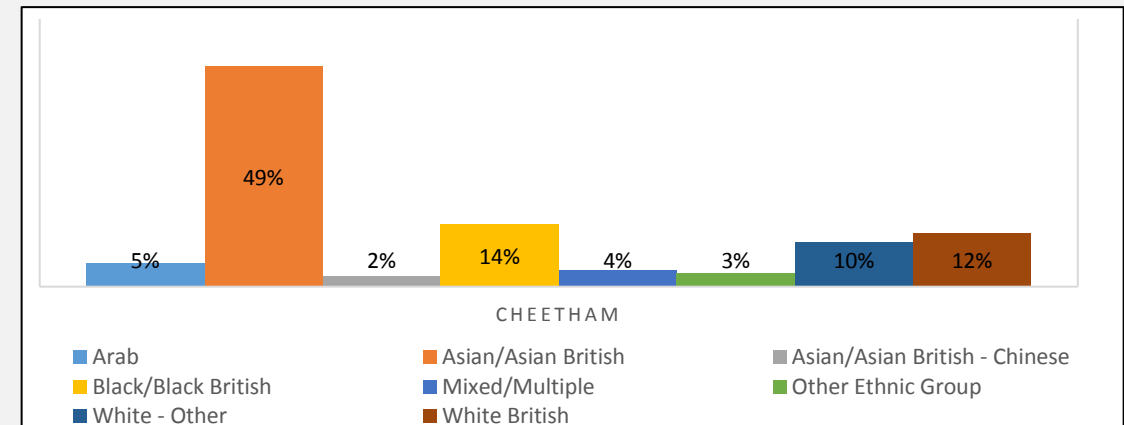
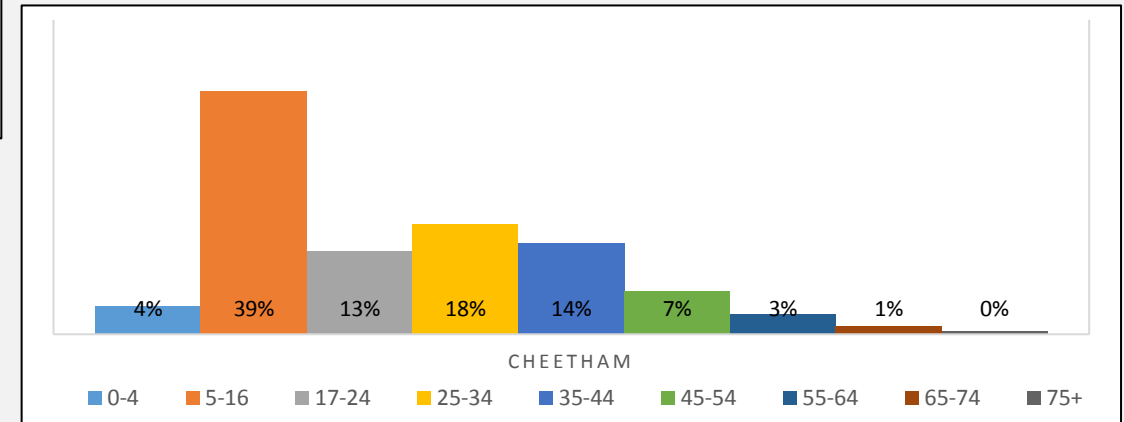
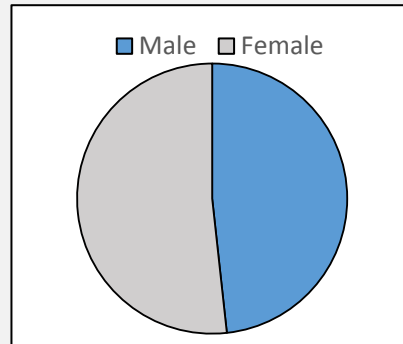
	Q1 2016/17	Q1 2017/18	City-wide (total)	% Cheetham ward population	Ward rank (of 32)
Active Users	n/a	3,144	72,789	13.0%	23
New Members	172	188 9%	3,820		
Events	4	0 -100%	1,855		
Attendance	31	0 -100%	33,649		
	July '15 - June '16	July '16 - June '17			
Loans	23,639	24,266 3%	817,808		
				% schools engaged	Ward rank (of 32)
Number of Education Sessions	4	5 25%	160	42.9%	4
Attendance at Education Sessions	748	552 -26%	7,080		

Active Members Demographic Data

Cheetham Ward

Appendix 3

	Q1 2016/17	Q1 2017/18
GENDER		
Male	47%	48%
Female	53%	52%
<i>Number</i>	<i>3,180</i>	<i>3,141</i>
AGE CATEGORY		
0-4	4%	4%
5-16	40%	39%
17-24	15%	13%
25-34	17%	18%
35-44	14%	14%
45-54	6%	7%
55-64	3%	3%
65-74	1%	1%
75+	1%	0%
<i>Number</i>	<i>3,183</i>	<i>3,144</i>
ETHNICITY		
Arab	5%	5%
Asian/Asian British	50%	49%
Asian/Asian British - Chinese	2%	2%
Black/Black British	13%	14%
Mixed/Multiple	3%	4%
Other Ethnic Group	3%	3%
White - Other	10%	10%
White British	14%	12%
Non White-British	86%	88%
<i>Number</i>	<i>2,218</i>	<i>2,065</i>



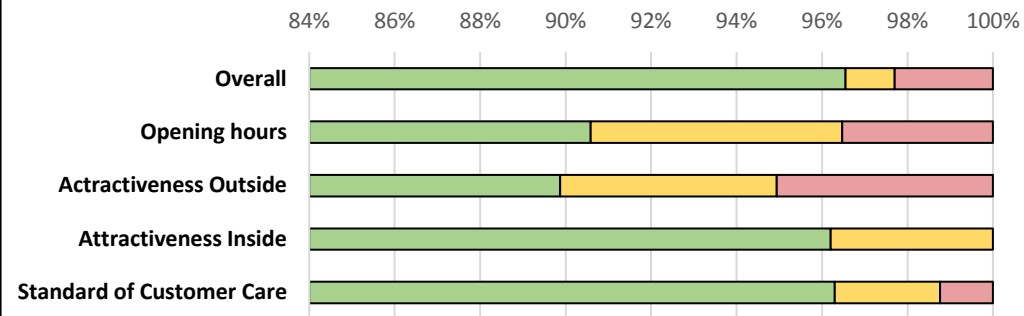
Percentages based on library customers who provided their data. Active members are those who have joined a library, borrowed stock and/or used a PC in the last 12 months
Graphs represent the most recent period

PLUS Survey

Cheetham Ward

Appendix 3

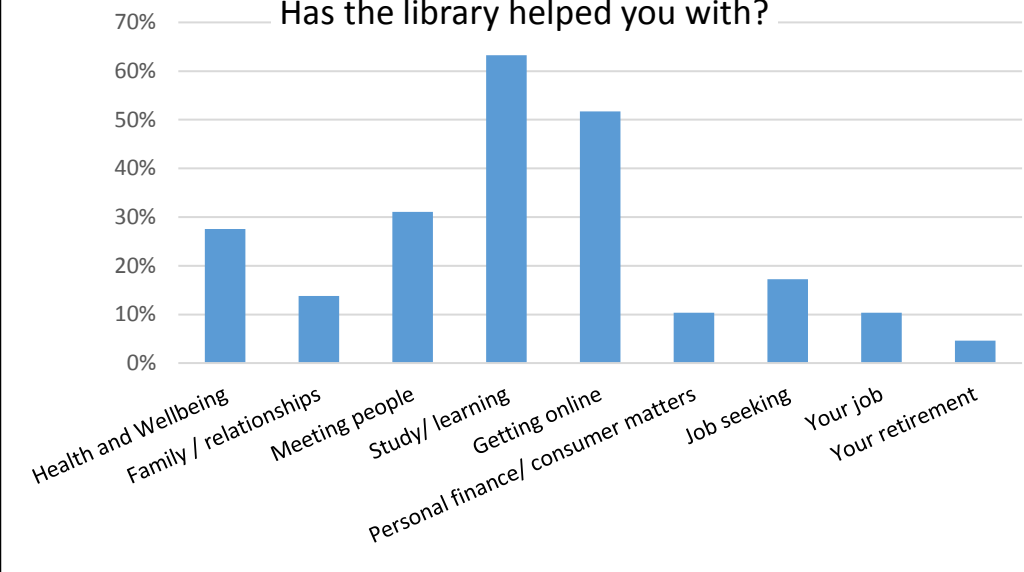
What do you think of this library?



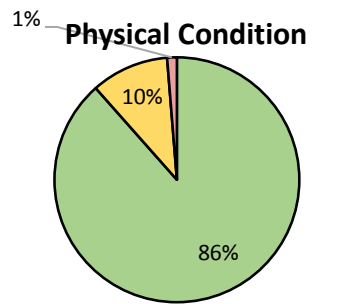
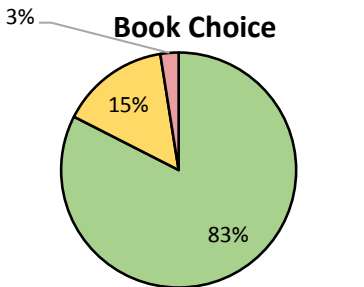
What are your thoughts on the library PCs?



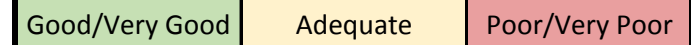
Has the library helped you with?



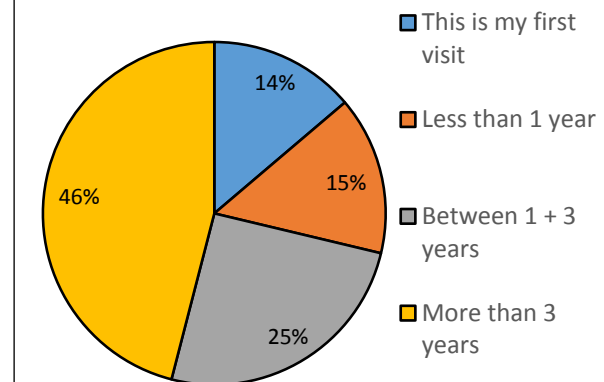
What did you think of the books?



KEY



How long have you been using this library?



What do you think of information provision in this library?



85%

Of people intending to borrow went on to actually borrow

96%

Of people intending to use a PC went on to actually use a PC

16%

Of users brought their own PC to the library

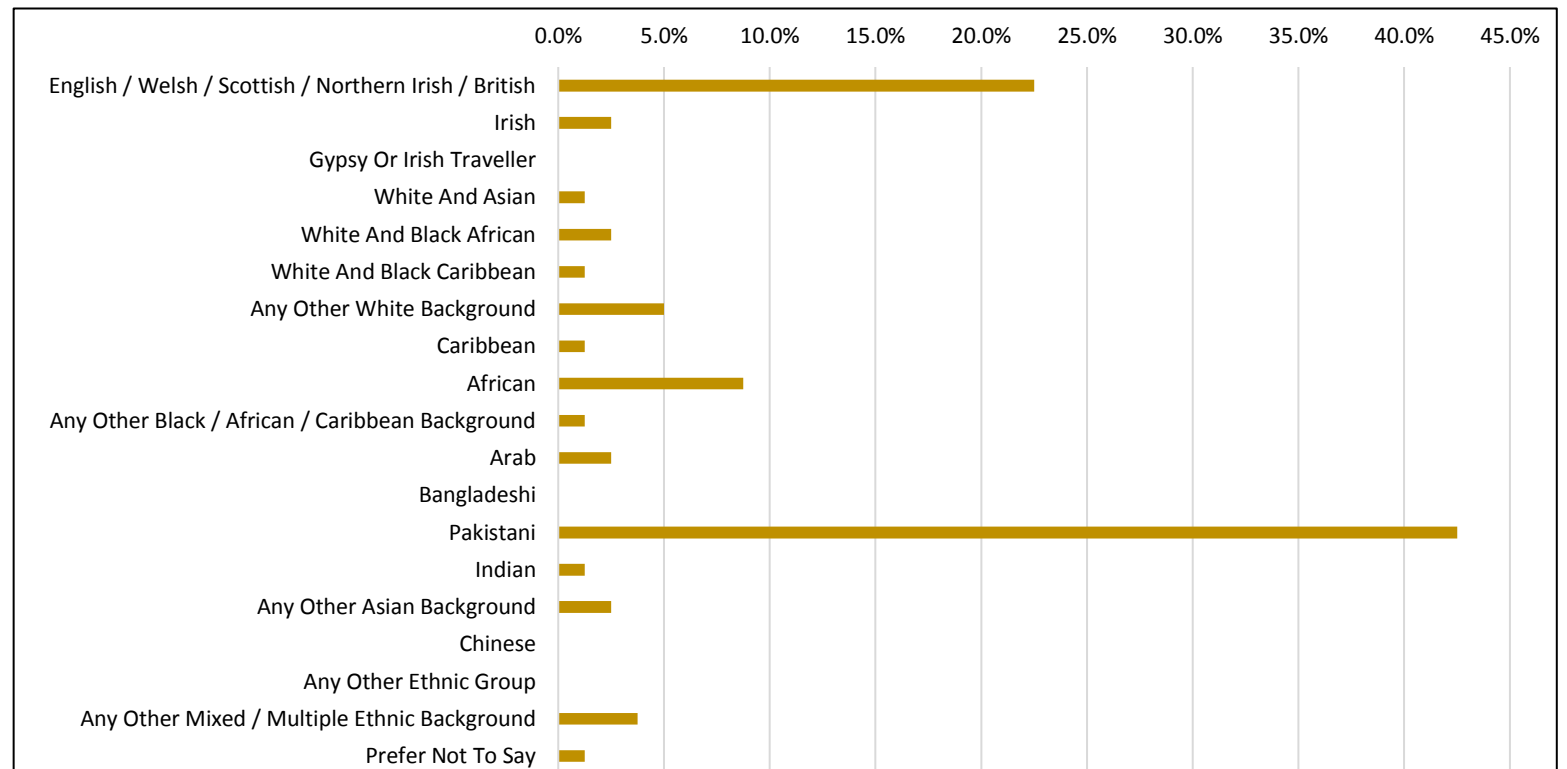
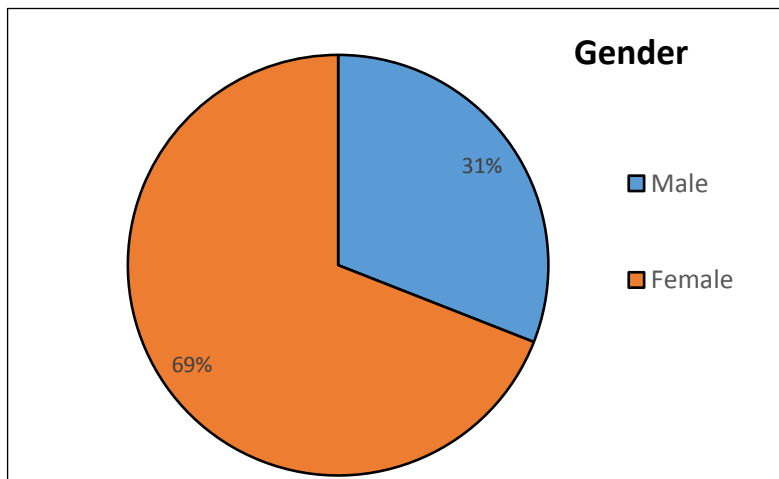
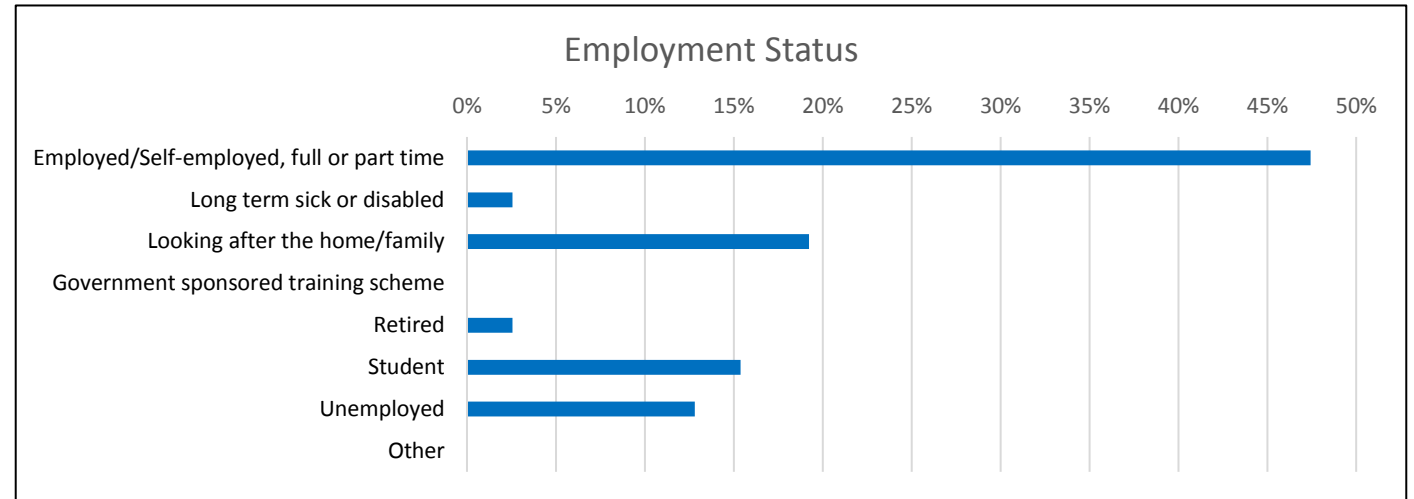
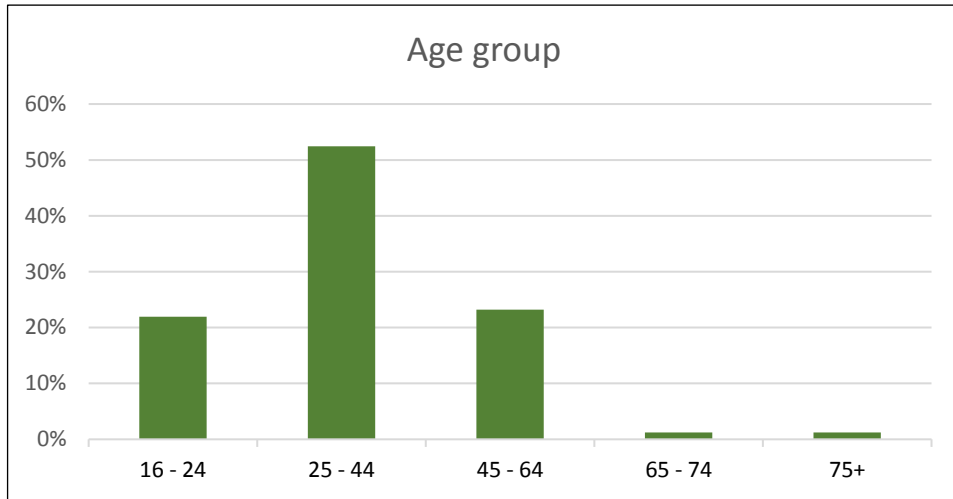
21%

Of users that came to library to find something out succeeded

Appendix 3

PLUS Survey - Demographics

Cheetham Ward



Manchester Library and Information Service

Adult PLUS 2016 Results

The CIPFA Adult Public Library User Survey was carried out across all Manchester libraries during the week beginning 10th October 2016. 4,750 questionnaires were received back which was a response rate of 69%.

The survey consisted of 25 questions. Customers were invited to rate their satisfaction of the key areas of their library's service, including books, computers and information services. The final part of the questions related to demographic information about the customer. Customers were also given the opportunity to provide any comments for improving services, which will also be analysed and forwarded to the relevant managers in due course.

Some of the results are not statistically viable; sometimes there are too few responses to a question to get a reasonable sample for analysis. In particular, Miles Platting (50 responses), Northenden (40 responses) and Barlow Moor (30 responses) cannot reliably be measured by this survey for any of the questions because of their low return rate. Interestingly, of the low number of surveys Barlow Moor and Miles Platting issued, these libraries had the second and third highest response rates, 94% and 93% behind Burnage, 99% (129 responses).

It is also important to note that since the last survey there has been a number of library openings and closures whether it be for refurbishment or relocation. The most recent libraries to open are Arcadia Library in February 2016, and Hulme High Street in March 2015. Central Library has also undergone a complete transformation since the last survey in 2012. In addition, 6 libraries are now operating in partnership with community groups.

Results Summary

Customer satisfaction with their library – satisfaction is defined as users rating services as either good or very good.

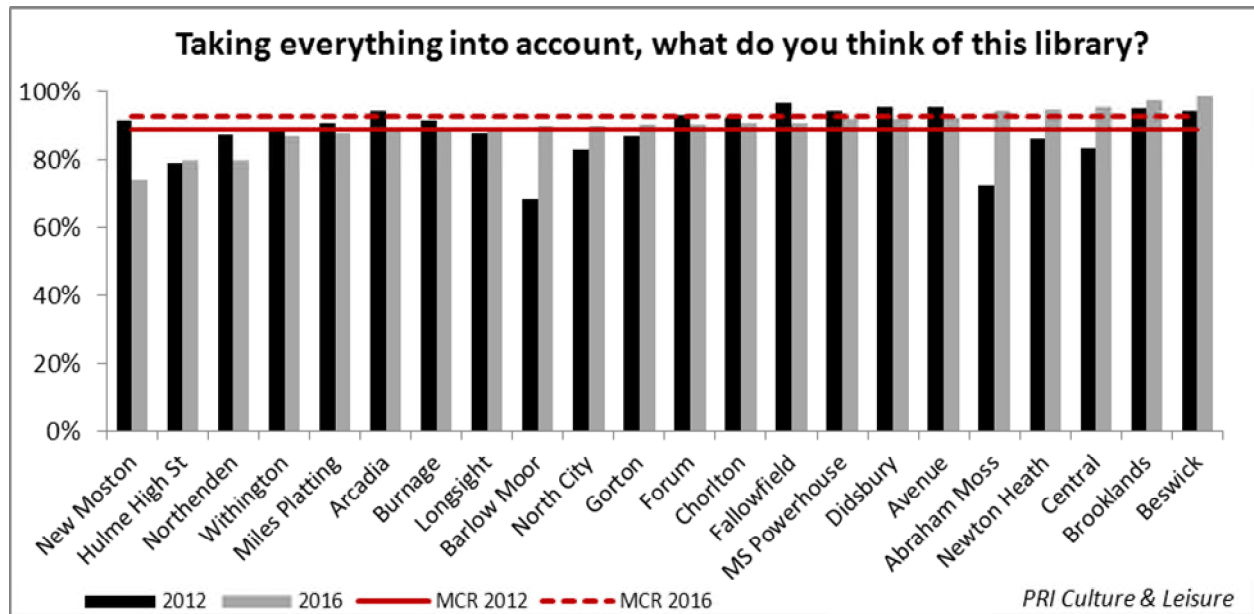
- 93% of customers rate their local library as good or very good, which is 4 percentage point higher than the last survey in 2012. This is the best overall satisfaction rating for Manchester since records began in 2002.
- 93% of customers rated **customer care** as good or very good, which gives a positive indication of people's experiences of their local library and is in line with the result from 2012. This may also be an indication that self service continues to be well received by customers across the city which has been in operation for over 6 years.
- 25% of customers **travelled to their library** by car / motorbike, whereas 44% made their way by foot, indicating a significant group of users are from the local area. Of those that did come by foot, 90% were satisfied with the library they visited, compared to those who travelled by car / motorbike at 88%. Of the 17% of library users travelling on Public Transport, 90% were satisfied with the library they visited.

- Satisfaction with **opening hours** has increased since 2012 with 88% of customers now saying they are good or very good. This compares favourably with the result from 2012 (80%).
- Satisfaction with **attractiveness of external and internal appearance** of libraries has increased since 2012. 88% of customers report their library's external appearance as very good or good, an increase of 13 percentage points, whilst 91% of customers report the internal appearance as good or very good (+7% compared with 2012). These figures are extremely encouraging as they indicate a much better level of satisfaction amongst users. Central Library's contribution to the overall increase in satisfaction with appearance must be highlighted: when comparing results before and after the restoration there was an increase of 6% satisfaction with the external appearance and a 13% increase in satisfaction with the internal appearance.
- Satisfaction with **computers** has continued to rise, reaching 84% city wide (79% in 2012 and 73% in 2009). More computers have been installed and all libraries now offer Wifi so customers are invited to use their own devices.
- Satisfaction of **information provision** continues to improve on results from earlier surveys, now at 85% (83% in 2012).
- Customer satisfaction with the **choice of books** also increased from 75% to 82% whilst the **physical condition** of books rose from 84% to 87% of customers feeling satisfied. This is encouraging in view of the challenging financial times: the Library Service has seen a 30% cut in its stock budget since 2011. Such results would indicate that libraries are still managing to provide popular, relevant stock and sources of material through its supply and selection policy despite a decrease in spend.
- There has seemingly been a decline in libraries satisfying demand for core services since 2012. Firstly, for those **intending to borrow a book** 77% had success (82% in 2012). Similarly those library users **looking to find something out**; 74% were successful (77% in 2012). Finally, users who visited the library for the **computers** were 91% successful (91% in 2012). It must be noted that the survey is designed to be an exit questionnaire, but many respondents are complete the survey when they enter the library therefore this may have an impact on the responses to these questions.

Libraries

- The library with the most amount of questionnaires completed was Central Library with 412 responses, followed by Forum library with 303 responses.
- Illustrated in the graph below, New Moston library recorded the lowest overall satisfaction level of 74%, although this was an improvement since 2012 (68%). It must be acknowledged that not enough surveys were completed to make this statistically reliable. Five libraries are above the Manchester average, Beswick recording the best score of 99% of customers feeling satisfied (+5%) followed by Brooklands with 98% (+3%). Central Library recorded its highest level of overall

satisfaction since records began (95.8%), which indicates customers are happy with the results of the large scale restoration since it reopened in March 2014.

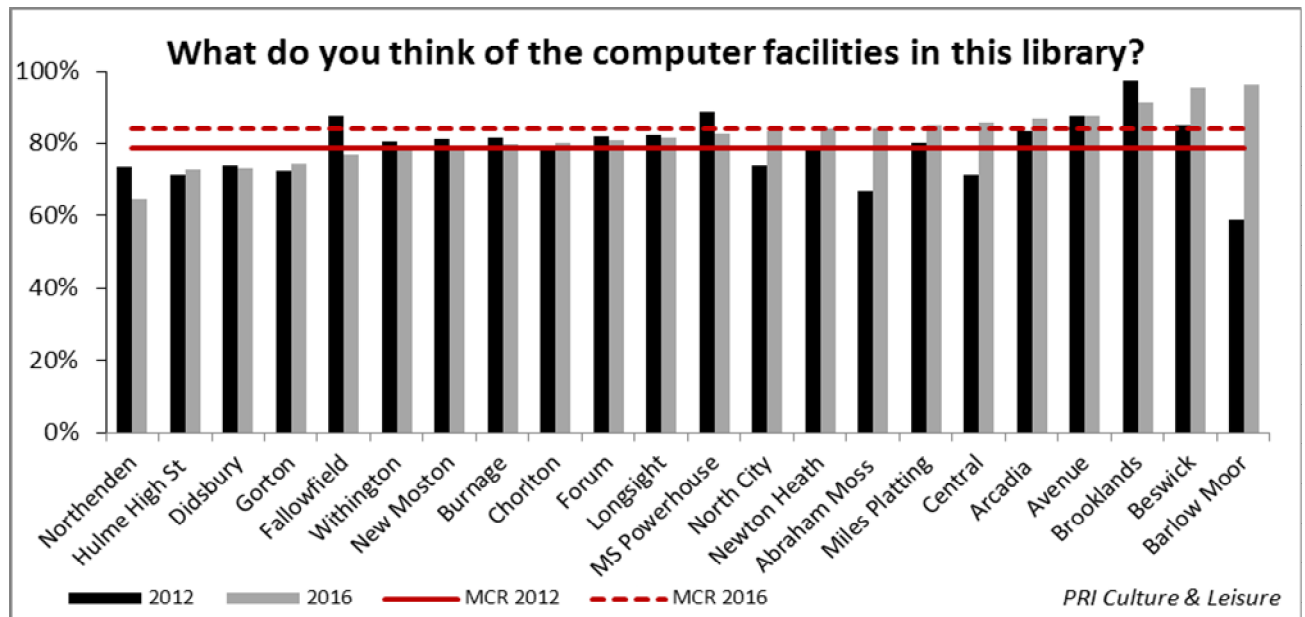


- The libraries with lowest customer satisfaction, (excluding New Moston, Miles Platting and Northenden as they had low response rates), are Hulme High Street (although it did record a +1% increase on 2012 the result), Withington (-2%), Arcadia (-6%) and Burnage (-2%).
- Encouraging progress in satisfaction levels can be seen in the middle of the table and in the upper end. Overall satisfaction of Manchester libraries has increased by 5 percentage points. Most notable was Abraham Moss library that saw customer satisfaction go up by 22 percentage points, leap frogging the Manchester average for 2016. Barlow Moor also recorded a 22% increase, which is in light of the library now operating in partnership with the community group and its relocation to the new Community Centre, although the low number of responses mean we must be cautious with the results.
- Since 2012, three new libraries have been built and opened, and three have been refurbished or relocated. When looking over the **league tables**, the newly built Arcadia and Avenue rank top for customer satisfaction of opening hours and rank very highly for computer facilities. However, Hulme High Street (155 responses) does not score as well and had the lowest score in terms of satisfaction with customer care, information provision and finding information. Since it's reopening in early 2014, Central Library is ranked extremely highly by customers for its external (3rd) and internal (4th) attractiveness. Formerly the Crumpsall library, Abraham Moss which reopened in 2014, ranks highly across many fields, particularly for books and their physical condition, and the interior of the library.

Library Usage

- 38% of customers visited the library to borrow books compared to 50% in 2012.
- 42% of visits were to use the computers compared to 41% in 2012.

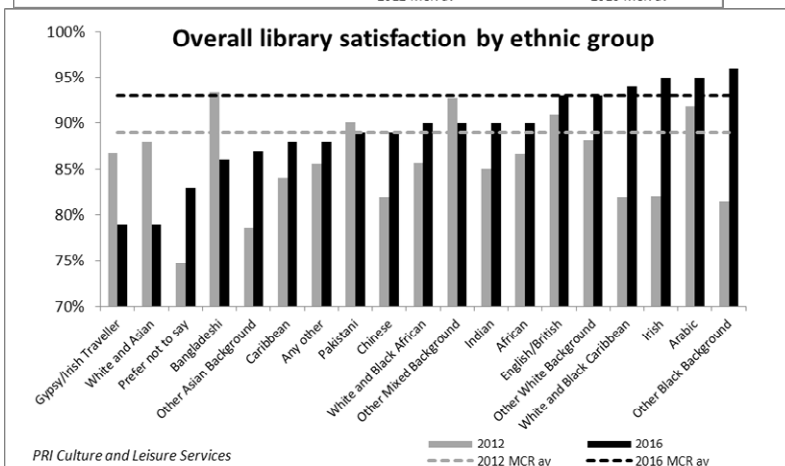
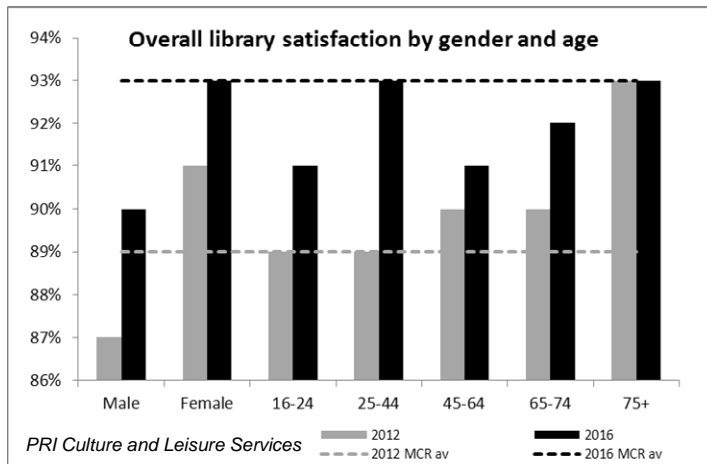
- 35% of customers wanted to find something out during their visit. Of those, 74% succeeded and 23% partially succeeded.



- As can be seen above, Barlow Moor had the highest satisfaction rate for computer facilities with 97% (30 responses) rating the library as very good or good. This is huge turnaround, as in 2012 it was the library with lowest customer satisfaction for computers. 12 out of 22 libraries improved or equalled their 2012 rate of customer satisfaction, with the Manchester average increasing by 5 percentage points.

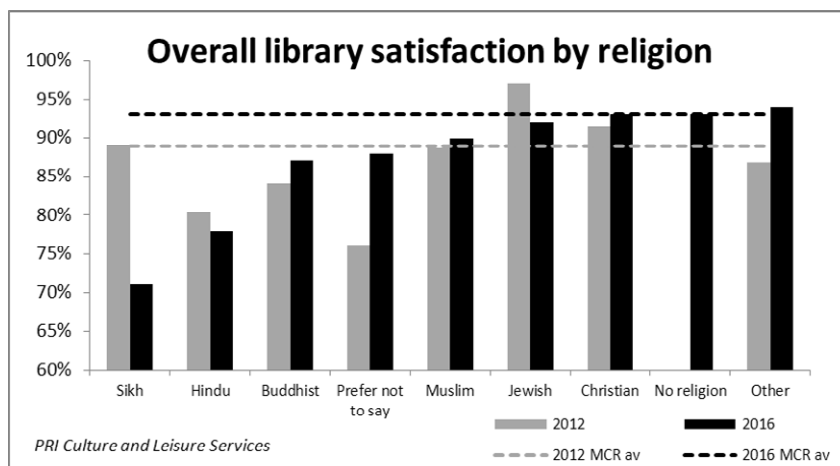
About our customers

- The gender split for the weighted Manchester response was 52% female and 48% male. This is in line with data derived from the active membership database. The response rate for this question was 92%. Overall satisfaction levels were higher than in 2012 for both genders, female customers 93% satisfied (+2 percentage points) and male customers 90% satisfied (+3 percentage points).
- 14% of the customers who took part in the survey were under 25 while 4% were aged 75 or above. The age group with the highest percentage of customers satisfied with their local library were the 25-44 and 75+ brackets at 93%. The groups with lowest proportions of satisfied customers were the 16-24 and 45-64 cohort at 91%. The response rate for customers providing their age was 87%.



- 71% of those surveyed identify as being of White ethnicity, 12% as Asian, 10% as Black 4% as Mixed and 2% as Other ethnicity. The response rate for this question 85%. The group with the highest level of overall satisfaction was Other Black/African/Caribbean ethnic group (96%) followed by Arab (95%). The ethnic groups with the lowest levels of satisfaction overall were Gypsy or Irish Traveller group and White/Asian both 79%. The size of the response captured for these ethnic groups is very small so it should be noted that this may not be a true reflection of satisfaction levels amongst these groups.
- Customers taking part in the PLUS survey were asked if they had a disability/condition. 37% of respondents considered themselves to have at least one. 6% of respondents had mobility difficulties, 5% had hearing difficulties, 3% had an eyesight or dexterity disability, 4% learning disability and 8% said they had mental health problems. Customers who declared that they had a mobility disability were 93% satisfied with their library, those with an eye disability 83% satisfied, those with hearing difficulties 90%, and those with mental health problems 89%. The response rate for this question was 83%.
- In terms of sexual orientation, 90% of respondents identified as being heterosexual, 6% as Gay/lesbian, 3% bisexual and 1% other. The response rate to this question was 78% therefore the results may not be fully representative of our customer cohort. Customers who cited their sexuality as gay/lesbian had the highest level of satisfaction overall (93%) whilst customers who cited their sexuality as bisexual had the lowest overall satisfaction (86%).

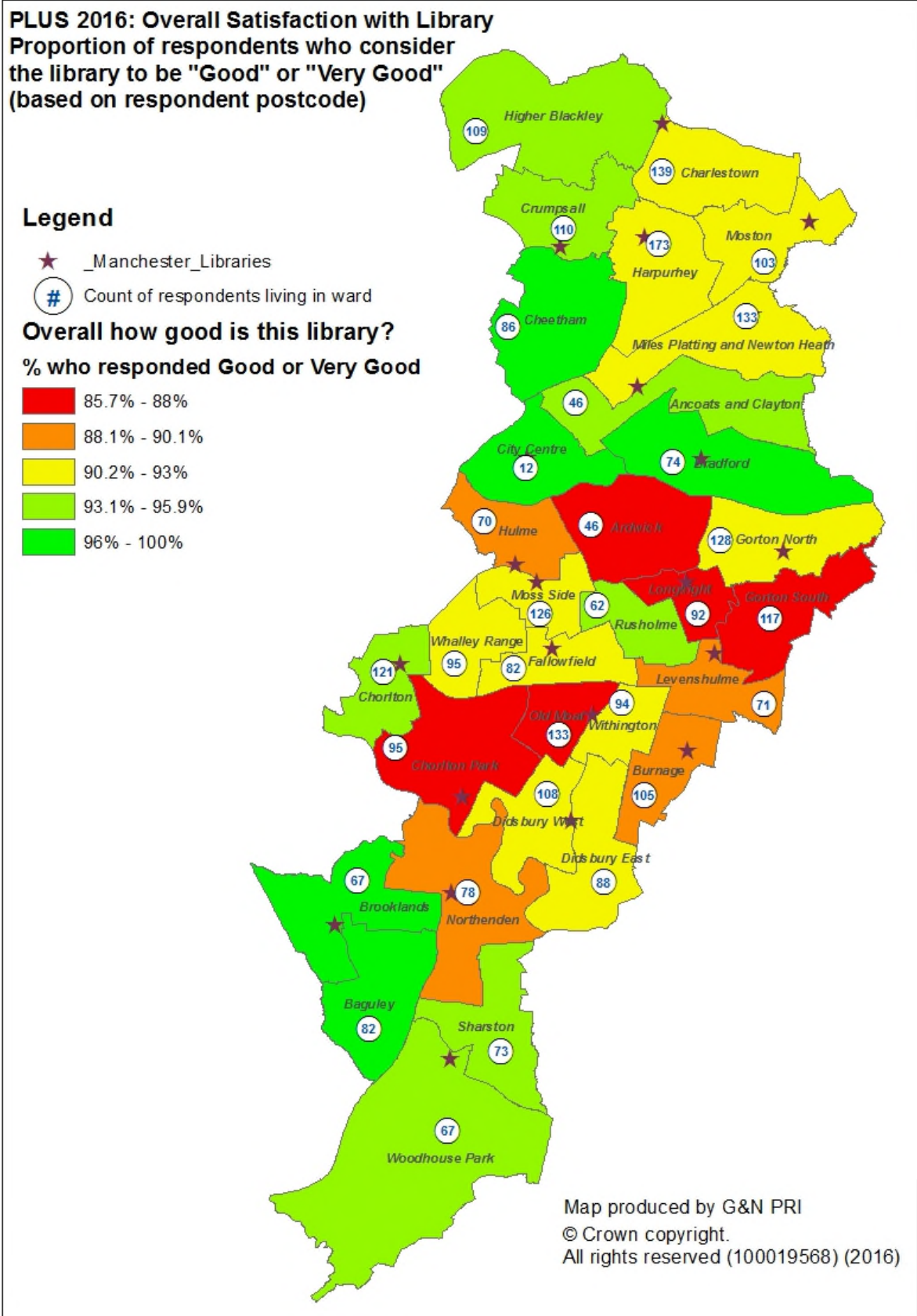
- 42% of respondents cited their faith as Christian, 12% Muslim, and 37% declared they did not have a religion. The response rate to this question was 74%, therefore the results may not be fully representative of our customer cohort. Customers who cited their religion as other were the most satisfied at 94% compared to Sikhs who were least satisfied at 71%. It must be noted that the Sikh cohort size was the smallest of all religious groups captured in this survey so may not show a true reflection of satisfaction levels amongst this group.



- Respondents were also asked about their living arrangements: 32% said they were married, 2% civil partnered, 11% co-habiting and 41% were single. 8% of respondents were separated or married, while 5% were widowed. Customers who were widowed had the highest level of satisfaction (95%) followed by respondents who were in a civil partnership (94%). Lowest satisfaction rates were for respondents who were divorced or separated (91%). Note however that for some groups the number of responses was comparatively low therefore the results may not be representative of each cohort.
- 49% of customers surveyed in Manchester were economically active (working part-time, full-time, self employed), in comparison to 43% in 2012. Of the customers in Manchester who were economically inactive, 11% were students, 11% unemployed, 3% long-term sick or disabled, 19% were retired and 5% were looking after the home or family. Of the customers who are economically active, 93% were satisfied with their local library; those who are retired 92% and those who are unemployed 91%. Customers who preferred not to comment about their situation were the least satisfied at 83%. The response rate for this question was 84%.
- 66% of respondents have been using the library for over a year, while 11% were making their first visit, which shows new customers are being attracted as well as retaining a high number of our existing customer base. Of those making their first visit, 91% were satisfied with the library they visited compared to those who had been using the library for three years or more at 93%.
- Customers were also asked if using the library had helped them in aspects of their personal lives. 67% responded saying it had helped them in study/learning, 41% to get online, 32% meeting people, 31% health and wellbeing, 18% for job

seeking and 17% said it helped them with family/relationships. Out of all 4750 responses received, 89.7% indicated that using a library has helped them in one of more aspects of their lives.

- Finally, customers were invited to leave their comments and any extra feedback at the end of the survey. 40% of customers left a comment which is currently undergoing analysis.



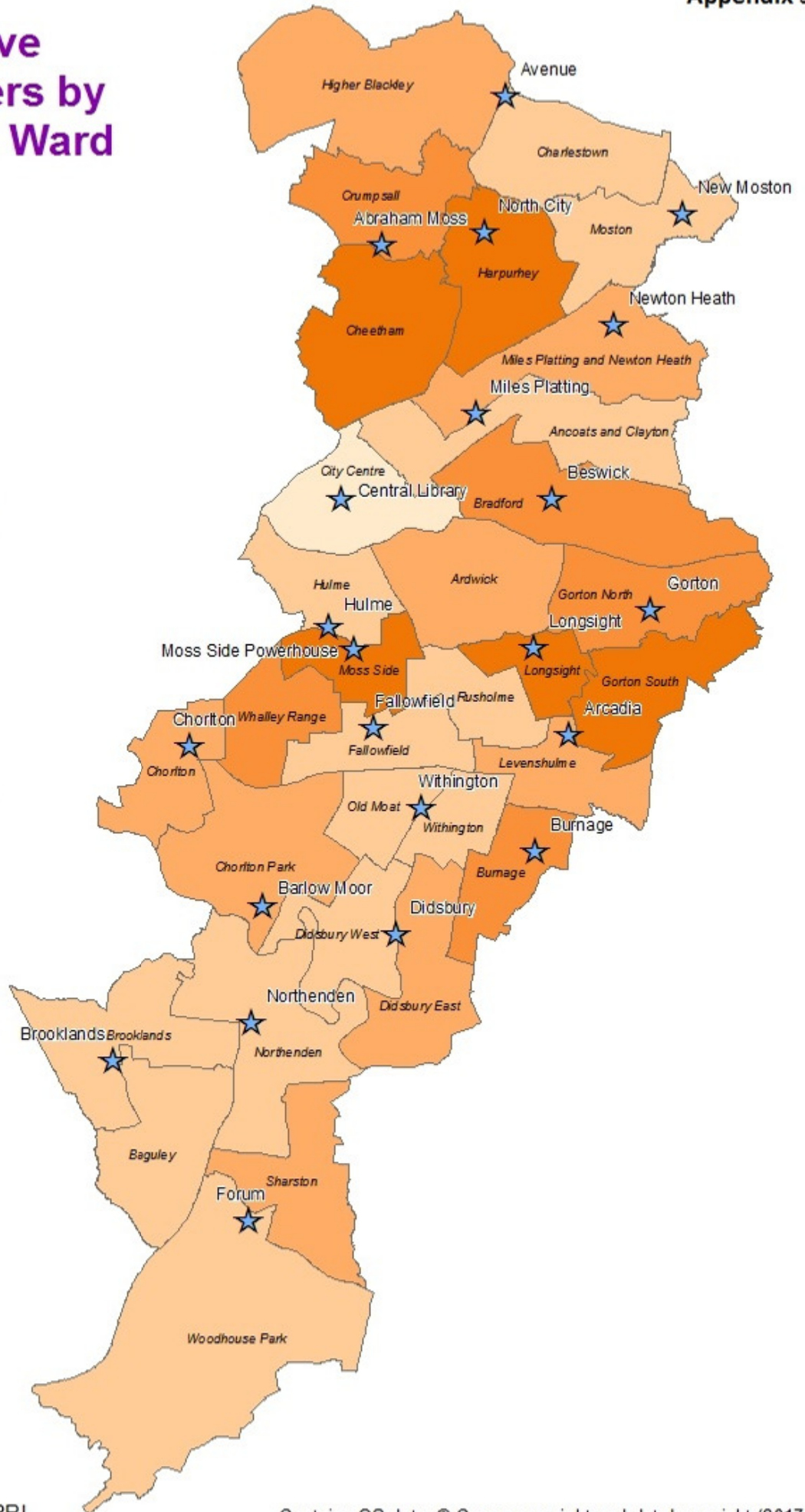
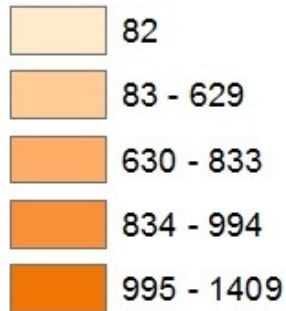
Note that the map above is based on the respondent's postcode, so may not necessarily relate to the library that is located in that ward as they may have been visiting a library in a different ward.

Age of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Age 0-16

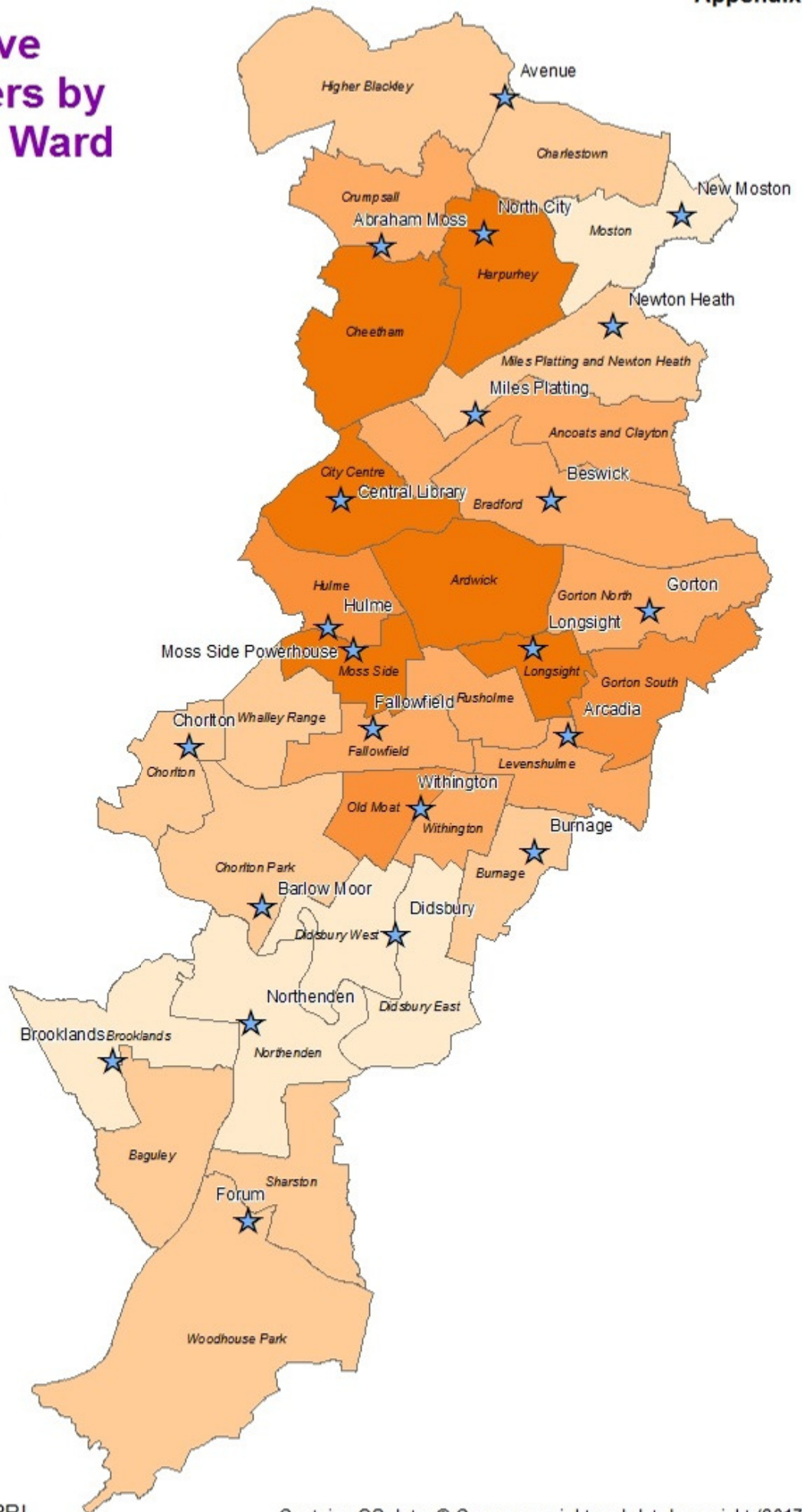
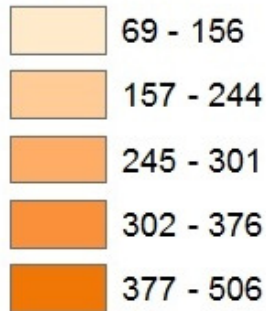


Age of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Age 17-24

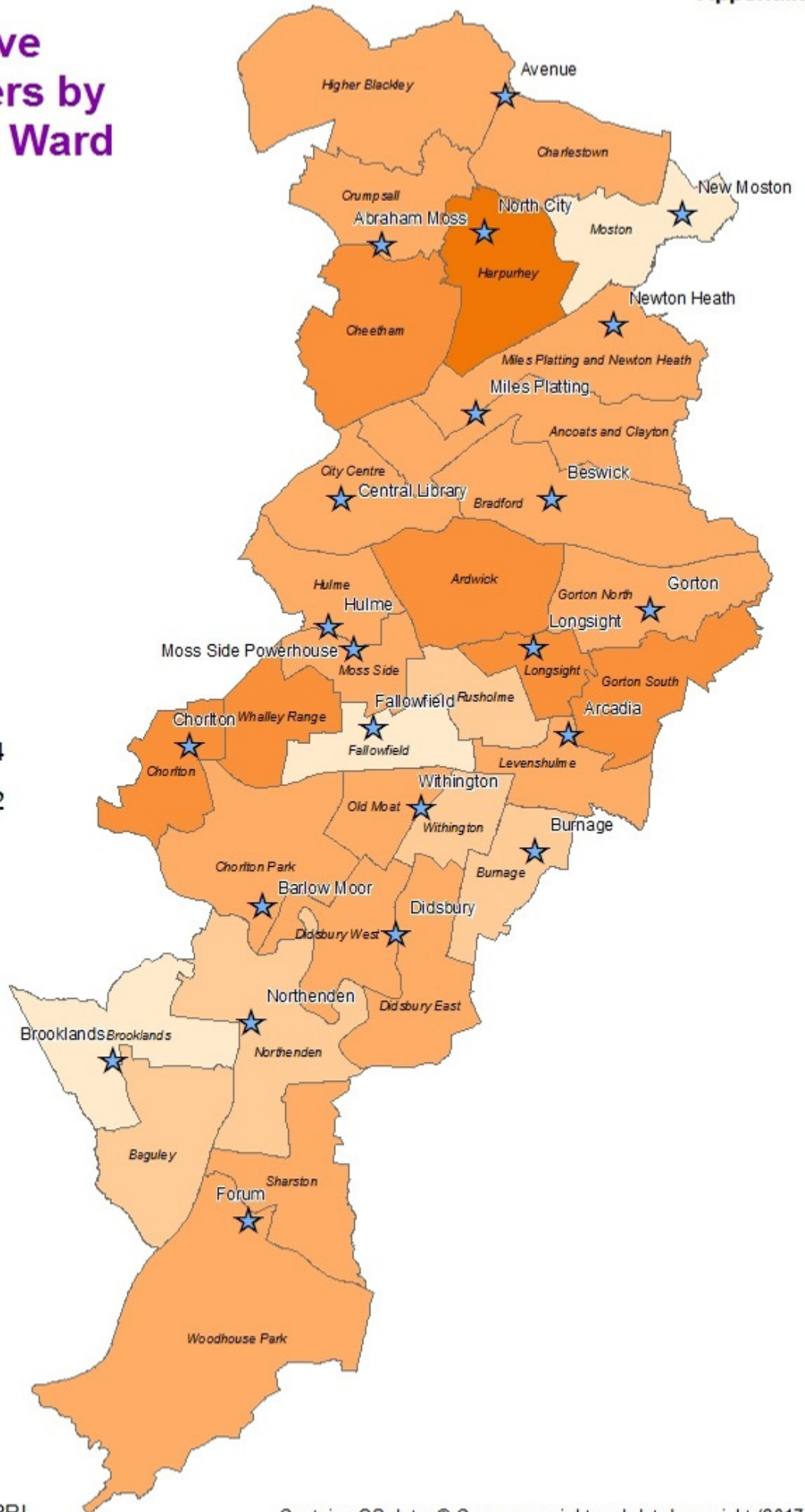
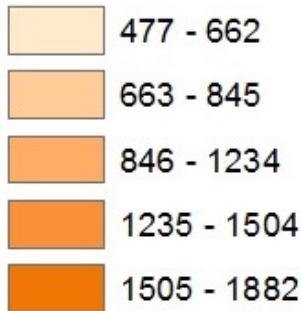


Age of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Age 25-64

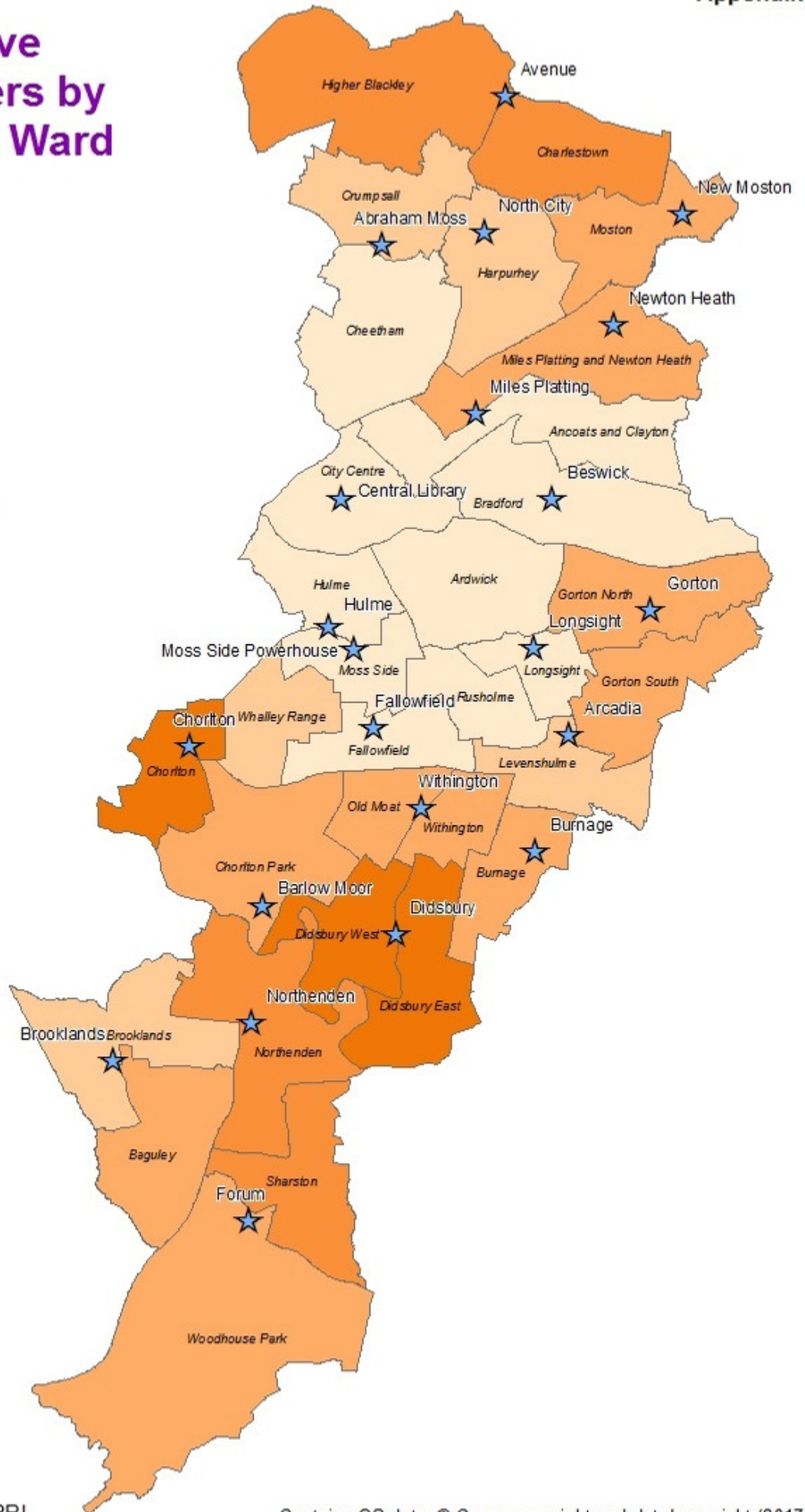
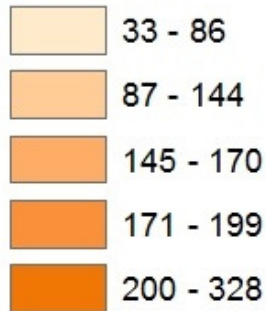


Age of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Age 65+

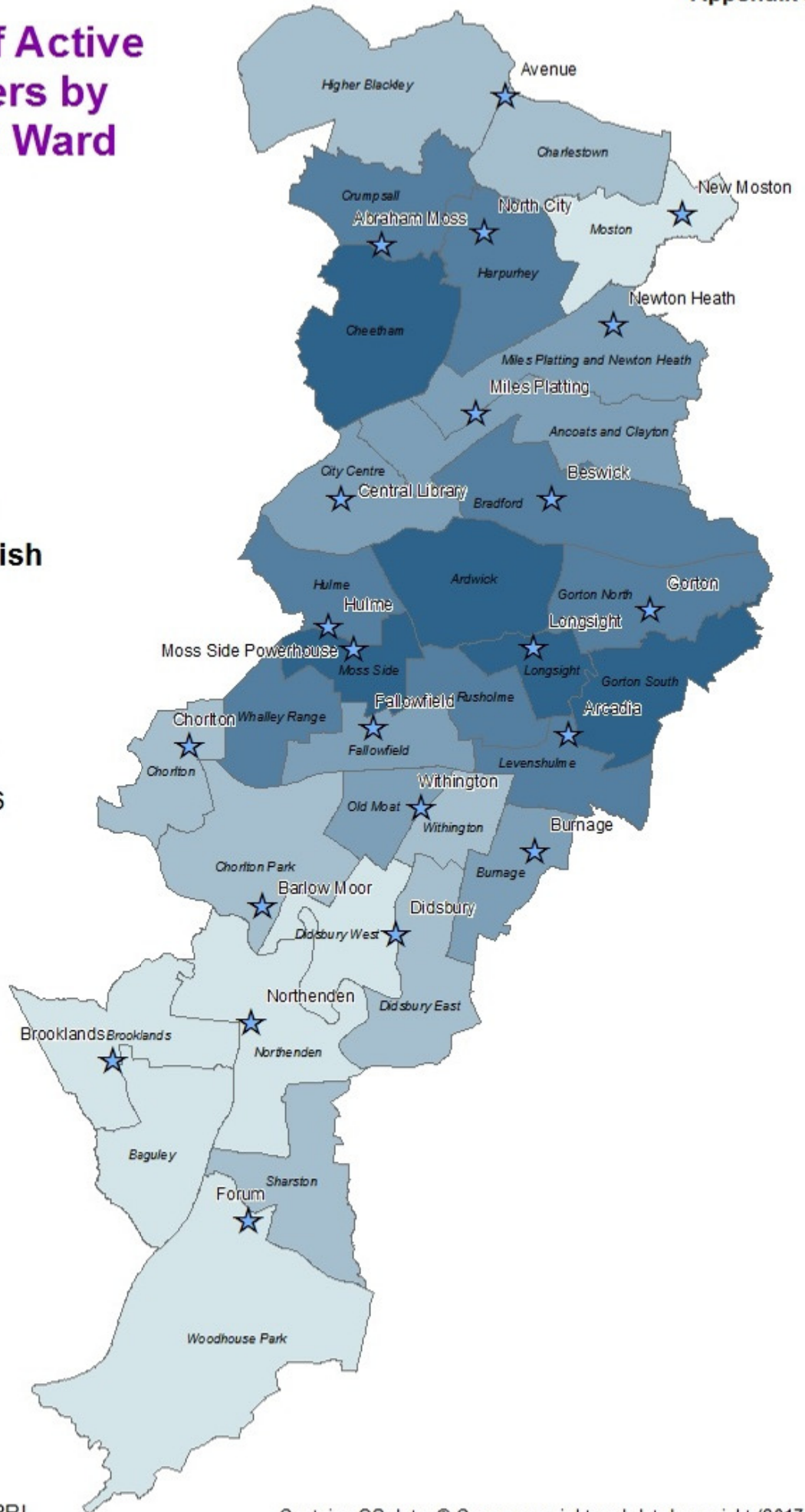
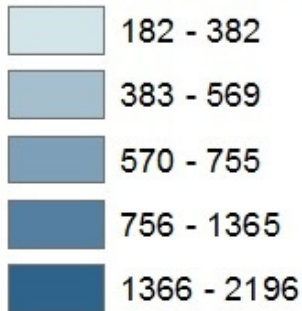


Ethnicity of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Non White-British

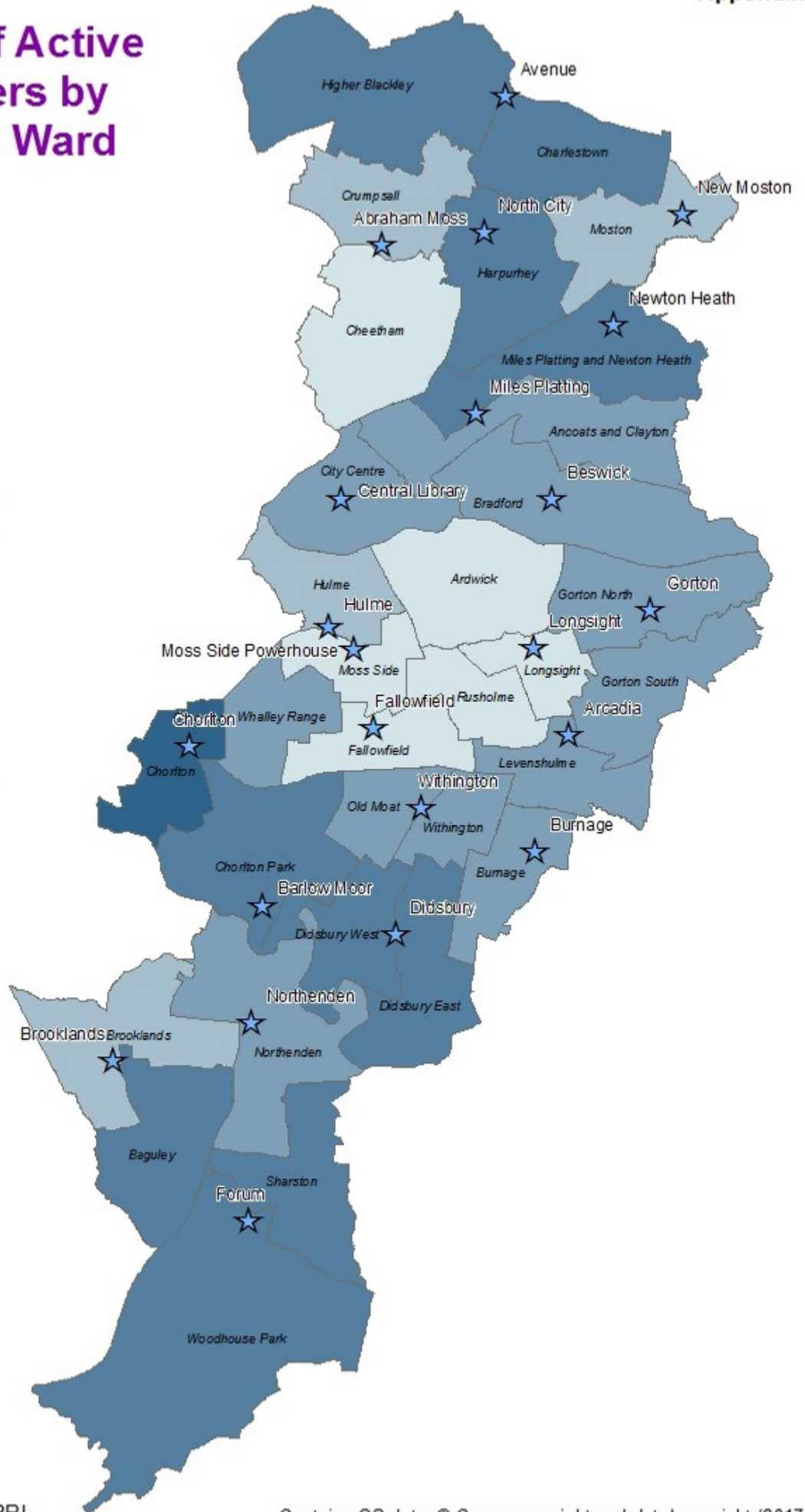
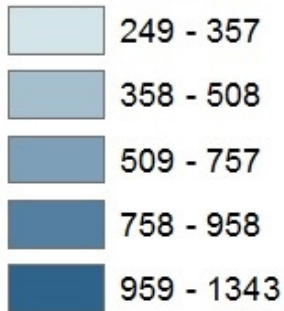


Ethnicity of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; White British



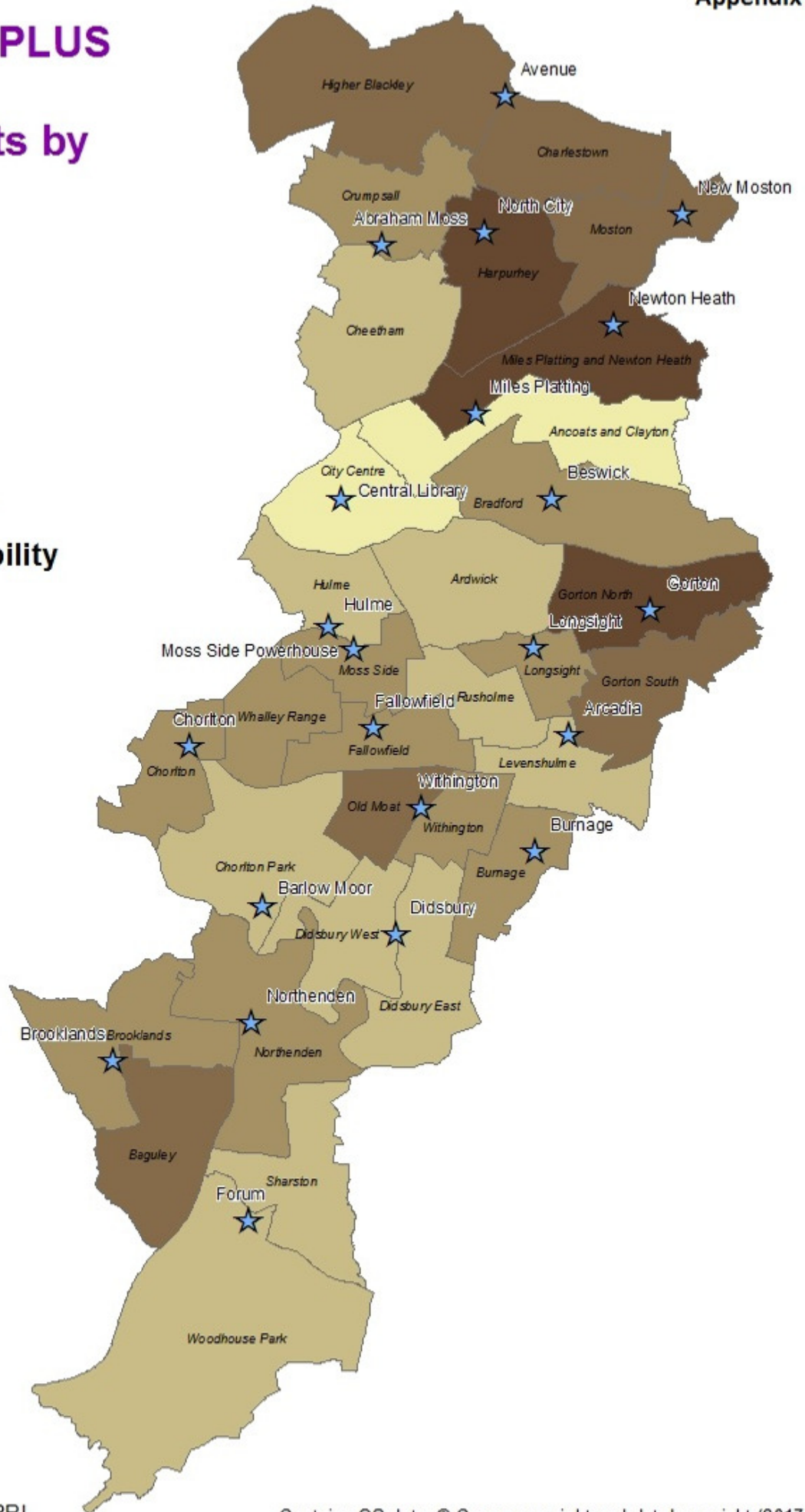
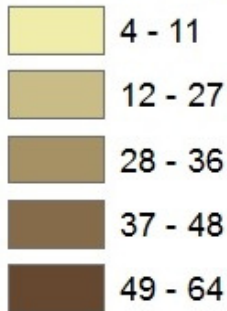
Number of PLUS survey respondents by disability

Legend

★ Libraries

Respondents

Declared Disability



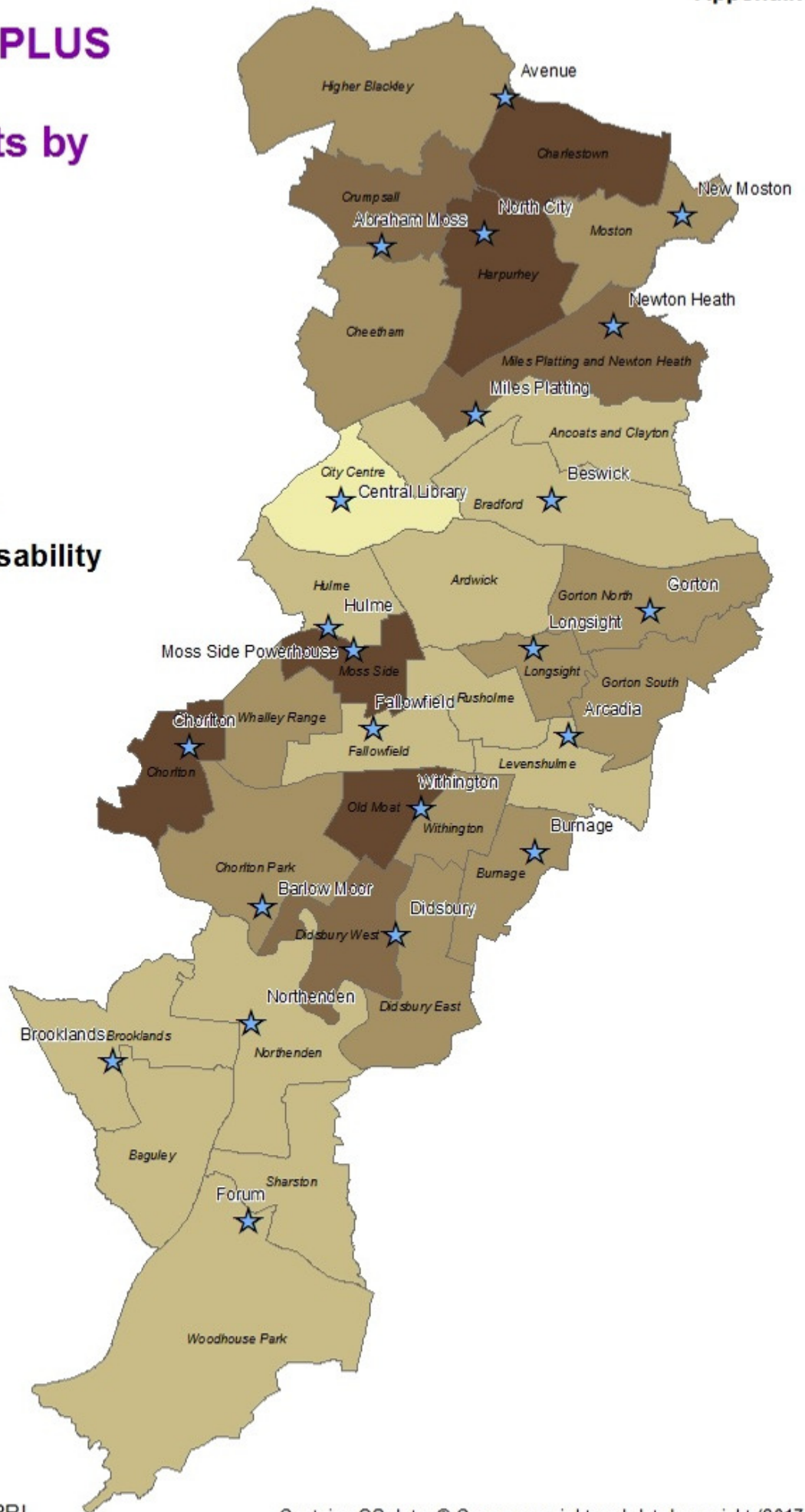
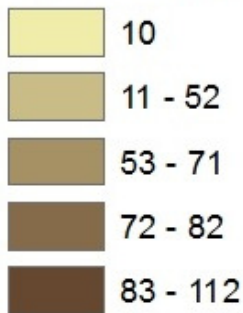
Number of PLUS survey respondents by disability

Legend

★ Libraries

Respondents

No declared disability

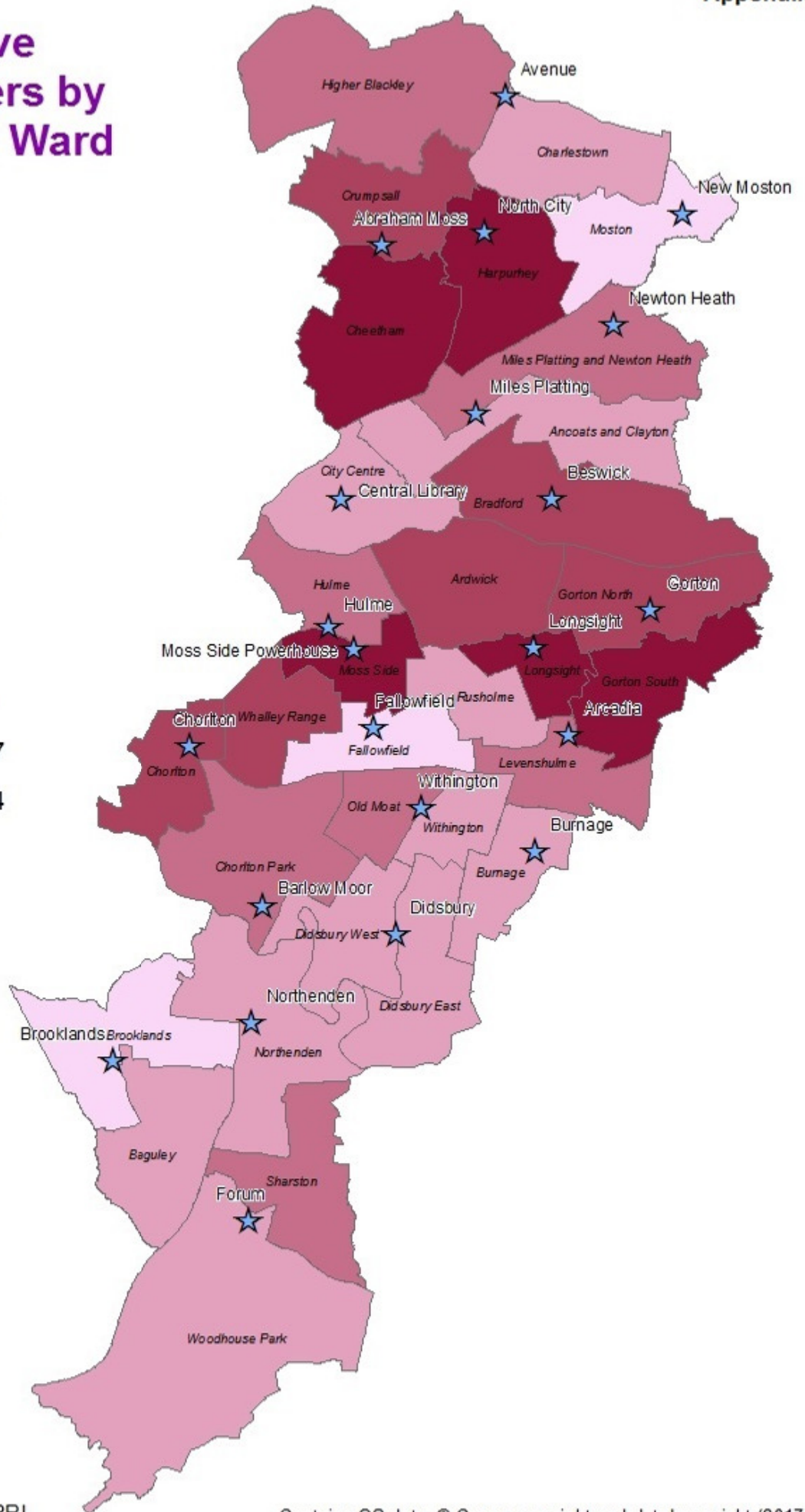
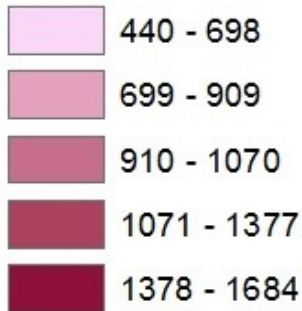


Sex of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Male



Sex of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Female

