

## Connected and ambitious libraries:

### The 6th Quality Framework of Welsh Public Library Standards: 2017 - 2020

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1. The 6<sup>th</sup> Framework of Welsh Public Library Standards will become effective from 2017 to 2020, and comprises of 12 Core Entitlements (CE) and 16 Quality Indicators (QI).
2. Denbighshire's position in relation to the 12 Core Entitlements are outlined in the following table:

<b>CE</b>	<b>Libraries in Wales will:</b>	<b>Denbighshire's position</b>
CE 1	be free to join, and open to all members of their communities	As this is a legal requirement of the 1964 Public Libraries Act, the service has always been free to join and is open to all members of the community. All libraries have dedicated spaces for children and young people, and resources are purchased for all ages, from baby board-books to adult fiction and large print.
CE 2	ensure friendly, knowledgeable and qualified staff are on hand to help	Since Nov 2015, most front-line staff have been re-designated as Customer Service Assistants, and as such have undertaken an extensive training programme which enables them to respond to a range of One Stop Shop council enquiries, transactions and cash handling in addition to their library duties and responsibilities.
CE 3	provide access to a range of services, activities and high quality resources in a range of formats to support lifelong learning, personal wellbeing and development, and community participation.	A range of activities are delivered directly by the Library Service and in partnership with other organisations in support of the learning and well-being needs of local communities. These include Bookstart and Rhymetime sessions, ICT courses delivered by Coleg Llandrillo, Talking Points (Health and Well-being advice), Reading Groups, CAB surgeries, Welsh classes, Community Policing, Age Connect, Family Information Service, Macmillan Information Service, Children's Book Week, Summer Reading Challenge, DoFE and work experience opportunities etc.

CE 4	provide appropriate services, facilities and information resources for individuals and groups with special needs.	Assistive technology is available on public access pcs, and all library entrances are DDA compliant with automatic doors and ramps. Resources include large print and audio books, Boardmaker, subscription to the RNIB Talking Book Service and access to a range of e-books and e-zines. The Housebound Library Service delivers a personalised service to those unable to visit their local library due to illness or disability.
CE 5	provide a safe, attractive and accessible physical space within suitable opening hours with suitable staffed opening hours	All service points are DDA compliant. Recent refurbishments have been undertaken at Prestatyn and St.Asaph (2013), Rhyl (2015) and Rhuddlan (2017) to provide a greater range of services and an attractive and accessible space for local communities. Opening hours were reduced by 7% in Nov 2015 in line with Denbighshire's Freedom and Flexibilities outcomes, but are still above the minimum requirement outlined in Quality Indicator 16. (see next table).
CE 6	lend books for free, and deliver free access to information, including online information resources	<p>Book borrowing is free, and requests/reservations for stock available from any library in Wales can be placed free of charge. (Items borrowed from libraries outside Wales incur a charge of £10 per item.) To encourage use by young people and children, there are no overdue charges for under 18s, and books lost or damaged when on loan to a child under 5 will not incur any replacement costs.</p> <p>Free access to information is available at all libraries, and online information resources are available to library members 24 hours a day.</p>
CE 7	provide free use of the internet and computers, including Wifi	Access to the internet and computer facilities is free, and public Wifi is available at all libraries. Corporate Wifi is available at Rhyl, Prestatyn and Rhuddlan, enabling Denbighshire employees to work flexibly from three library locations.
CE 8	provide access to services, cultural activities and high quality resources in the	44% of front-line staff provide access to services through the medium of Welsh, ranging from 12% in Rhyl to 100% in Corwen. In line with the Welsh Language Standards, the linguistic profile of front-

	Welsh Language	line staff will be considered when future vacancies arise. Bilingual and Welsh language activities and events form a regular part of the service, eg: Bookstart, Rhymetime, Reading Groups, Summer Reading Challenge activities, author sessions and Children's Book Week.
CE 9	will work in partnership to share catalogues and facilitate access to the resources of all Welsh libraries	The implementation of the new Library Management System across the 6 North Wales Authorities in August 2016 provides for greater sharing of resources across the region, with most of the combined North Wales stock available for the public to borrow from Holyhead to Llangollen and Wrexham.
CE 10	work with a range of partners to promote and deliver services to new and diverse audiences, enabling more people to benefit from those services	Since November 2015, all front-line staff have been redesignated Customer Service Assistants, and have undergone an extensive training schedule to deliver a range of council wide functions and information services, including the processing of payments (Council tax, rents, parking fines, etc) and responding to a range of council related enquiries. Full-time Housing Benefit and Council Tax officers are now available Monday to Friday at Rhyl Library for public consultation and advice sessions, and other Council Departments and external partners, eg CAB, Glantraeth Memory Clinic, Careers Wales and others also deliver information and advice sessions.
CE 11	regularly consult with users to gather their views on the service and information about their changing needs	The Customer Surveys (Adults and Children) will be conducted in March 2017. In the meantime, specific consultations have been undertaken to determine the needs and views of Bookstart parents, the views of Rhyl Library users on the November 2016 refurbishment, and the feedback on the new opening hours at St Asaph resulted in a revised pattern which reinstated the Saturday hours. Regular feedback from users inform the stock management team about trends and future purchasing requirements. The service also responded to 25,540 customer requests and reservations during 2015-16, successfully meeting 86% within 7 calendar days.

CE 12	provide access to the library service's strategy, policies, objectives and vision, in print and online, in a range of languages appropriate for the community	This is the only Core Entitlement not currently met, due to the service having reported to 3 Heads of Service during the last 3 years, in addition to having undergone a number of restructures. However, the current Head of Service recently presented a discussion paper to CET outlining a strategic direction for libraries in Denbighshire, and this will form the basis of a future public document which will meet the requirements of Welsh Government in 2017-18.
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3. The 6<sup>th</sup> Framework of Library Standards consists of the following 16 Quality Indicators, most of which were included in the 2014-2017 Framework. Where appropriate, Denbighshire's performance for 2015-16 (the last full financial year with available data) is noted in the comments column on the right.

WPLS QI	Indicator	Comments
QI 1	<p><b>Making a difference</b> % of adults who think that using the library has helped them to:</p> <ul style="list-style-type: none"> <li>- Develop new skills</li> <li>- Learn and find things out</li> <li>- Find health &amp; wellbeing information</li> <li>- Experience the library as an enjoyable, safe and inclusive place</li> <li>- make a difference in their lives</li> </ul>	<p>This particular indicator assesses the impact of library use on people's lives in a variety of ways.</p> <p>These indicators will be included for the first time in the March 2017 Customer Survey, and will provide us with valuable performance data and feedback for future service developments and improvements. This survey will be conducted annually from now on.</p>
QI 2	<p><b>Customer satisfaction with:</b></p> <ul style="list-style-type: none"> <li>- Choice of books</li> <li>- Standard of customer care</li> <li>- Standard of IT facilities</li> <li>- Overall standard</li> </ul>	<p>The Framework 5 Customer Satisfaction Survey will be undertaken in March 2017, and responses will be compared with the following "Very good" and "good" responses (from 2,229 respondents) from the 2012 Survey:</p> <ul style="list-style-type: none"> <li>- Choice of books: 84%</li> <li>- Standard of Customer Care: 98%</li> <li>- Standard of IT facilities: 86%</li> <li>- Overall Standard: 95%</li> </ul>

<p>QI 3</p>	<p><b>Support for individual development through:</b></p> <ul style="list-style-type: none"> <li>(a) Ict support to access digital information</li> <li>(b) Training to improve literacy, numeracy, information and digital skills etc</li> <li>(c) Support to access local and national e-gov resources</li> <li>(d) Reader development programmes for children and adults</li> </ul>	<ul style="list-style-type: none"> <li>(a) All staff support and assist customers to use the ICT infrastructure and to access digital information.</li> <li>(b) Bookstart and Rhymetime sessions support the development of literacy and reading skills, whilst Coleg Llandrillo Menai deliver a range of numeracy, literacy and ICT skills based courses at a number of libraries.</li> <li>(c) All staff support customers to accessing local and national e-gov resources, from Universal Credit applications to registering for Green Waste collections.</li> <li>(d) Reader Development activities include the Summer Reading Challenge, Children’s Book Week, author events and book launches.</li> </ul>
<p>QI 4</p>	<p><b>Support for health and wellbeing by:</b></p> <ul style="list-style-type: none"> <li>(a) offering the following services: <ul style="list-style-type: none"> <li>- Books Prescription Wales scheme</li> <li>- Designated health and wellbeing collection</li> <li>- Information about healthy lifestyles</li> <li>- Signposting to health and wellbeing services</li> </ul> </li> <li>(b) regularly delivering the following services: <ul style="list-style-type: none"> <li>- shared reading groups</li> <li>- book clubs / reading groups</li> <li>- Macmillan or other health information partnerships</li> <li>- Dementia friendly champions and services</li> </ul> </li> </ul>	<p>Physical and mental well-being is a key offer of public libraries, not only through the provision of books and information, but also through referral schemes, specialist advice and signposting services.</p> <p>Denbighshire currently provides the following:</p> <ul style="list-style-type: none"> <li>- Book Prescription Wales Scheme</li> <li>- Information about healthy lifestyles</li> <li>- Shared reading groups</li> <li>- Reading groups</li> <li>- Macmillan health partnership</li> <li>- Talking Points</li> <li>- CAB</li> <li>- Age Connect</li> </ul> <p>An audit of Health and Well-being support services will be undertaken in 2017 to identify further service</p>

		improvements and support in this key area.
QI 5	<p><b>User training:</b></p> <ul style="list-style-type: none"> <li>(a) Attendances at pre-arranged training sessions organised and/or hosted by library service</li> <li>(b) % of attendees who said that attendance helped them achieve their goals (sample)</li> <li>(c) No. of customers helped through informal training</li> </ul>	<p>This is a requirement of the current Framework, but to date, this data has not been collected. We will consider how best to capture, record and monitor our performance against this indicator for the new Standards Framework.</p>
QI 6	<p><b>User attendances</b></p> <ul style="list-style-type: none"> <li>(a) at library events &amp; activities organised by the library</li> <li>(b) events &amp; activities for those with special requirements or promoted for intended group / audience</li> </ul>	<p>This indicator measures the attraction and relevance of library events and activities (informational, educational or cultural) for the resident population.</p> <p>(a) Denbighshire had the 2<sup>nd</sup> highest number of attendances per capita (37,267 attendances - 393 per capita) in 2015/16. (The Median was 223 per capita).</p> <p>(b) This element of the indicator is new for 2017 onwards, and will be reported for the first time in June 2018.</p>
QI 7	<p><b>Location of service points</b> 75% of households within 2.5 miles of a library.</p>	<p>88% of Denbighshire's households are within 2.5 miles of a static library.</p>
QI 8	<p><b>Library use:</b></p> <ul style="list-style-type: none"> <li>- Physical visits</li> <li>- Virtual visits to the website</li> <li>- Number of active borrowers</li> <li>- Total members</li> <li>- Book issues (adults &amp; children)</li> <li>- Audio-visual issues</li> <li>- Electronic downloads</li> </ul>	<p>Physical visits saw an overall reduction of 9.9% in 15/16 due to a 7% reduction in opening hours and a 6 month postponement of the Housebound Library Service following a resignation. Confidence in the electronic people counters is low due to error readings and loss of data across two service points for a number of months, and a more effective solution is currently being considered. Actual data for 15/16 is reported here with Denbighshire's</p>

		<p>ranking out of 22 authorities). Some indicators were not included in the previous Frameworks, which is why the ranking is not available (n/a)</p> <ul style="list-style-type: none"> <li>- Physical visits: 434,043 (8<sup>th</sup>)</li> <li>- Virtual website visits: 37,665 (21<sup>st</sup>)</li> <li>- No of active borrowers: 15,083 (11<sup>th</sup>)</li> <li>- Total members: 79,274 (n/a)</li> <li>- Total book issues: 395,739 (n/a)</li> <li>- Audio-visual issues: 27,303 (n/a)</li> <li>- E downloads: 4,112 (n/a)</li> </ul>
QI 9	<p><b>Up-to-date and appropriate reading materials:</b></p> <p>(a) Minimum 243 items acquired per 1,000 pop or</p> <p>Minimum spend of £2,180 per 1,000 pop</p> <p>(b) % of bookfund spent on resources for children</p>	<p>Denbighshire's F&amp;F programme resulted in a 26% reduction (£44,490) in the 15/16 public Bookfund, and as a result, this particular Quality Indicator was not met in Framework 5.</p> <p>(a) 141 items per 1,000 pop were acquired in 15/16.</p> <p>The spend per 1,000 pop was £1,367.</p> <p>(b) 29% of the 15/16 Bookfund was prioritized on resources for children to support early literacy development and reading for pleasure.</p>
QI 10	<p><b>Welsh Language resources:</b></p> <p>(a) Minimum 4% of bookfund spent on resources in Welsh</p> <p>(b) Total issues of Welsh Language resources</p>	<p>In 2011, 24.6% of the population said they could speak Welsh.</p> <p>(a) 9.9% (£12,840) of the 15/16 Bookfund was spent on resources in Welsh, from picture books to adult fiction, non-fiction and large print.</p> <p>(b) Total number of Welsh Language resources issued in 15/16 was 35,436</p>
QI 11	<b>Online access:</b>	

	<p>(a) No of public access devices with access to internet and digital content</p> <p>(b) Wifi access for users</p> <p>(c) % take up of public access pcs</p>	<p>(a) 99 computers were available for public access in 15/16</p> <p>(b) Public Wifi is available at all 8 libraries</p> <p>(c) The take up of public access computers in 15/16 was 27%</p>
QI 12	<p><b>Supply of requests:</b></p> <p>(a) Minimum 64% available within 7 calendar days</p> <p>(b) Minimum 79% available within 15 calendar days</p>	<p>Denbighshire's 15/16 performance:</p> <p>(a) 86%</p> <p>(b) 95%</p>
QI 13	<p><b>Staffing levels &amp; qualifications:</b></p> <p>(a) 3.6 FTE per 10,000 pop</p> <p>(b) 0.65 qualified staff per 10,000 pop</p> <p>(c) Qualified operational manager</p> <p>(d) Minimum 1% of staff hour spent on training</p> <p>(e) Volunteering opportunities</p> <p>(f) Total no. of volunteers</p> <p>(g) Total no. of volunteer hours</p> <p>(h) Volunteers with accreditation status</p>	<p>Denbighshire's 15/16 performance:</p> <p>(a) 3.58 (3.4 by March 2017)</p> <p>(b) 0.68 (0.5 by March 2017)* *Workforce development plan 2017-2020 will focus on addressing this.)</p> <p>(c) The operational manager is a Chartered Librarian with over 35 years' experience.</p> <p>(d) Approx 24% in 15/16 due to extensive OSS training from Nov 2015.</p> <p>(e) Yes</p> <p>(f) 38 (Mostly Young Volunteers with the Summer Reading Challenge)</p> <p>(g) 793 hours</p> <p>(h) 0</p>
QI 14	<p><b>Operational expenditure:</b></p> <p>(a) Total revenue per 1,000 pop.</p>	<p>(a) £13,934 per 1,000 pop or £13.94 per capita. (Welsh highest was £18,760, and the median was £12,749).</p>
QI 15	<p><b>Cost per visit</b></p>	<p>Denbighshire's cost per visit in 15/16 was £2.53 (The Welsh highest was £3.53, and the Welsh lowest £1.83, the Median being £2.53). However, Denbighshire's restructure has meant that most front-line staff have been re-designated as</p>

		Customer Services Assistants, rather than Library Assistants, and their higher pay grades reflect their multi-skilled and corporate Customer Services / One Stop Shop job description.
QI 16	<b>Opening hours:</b> (a) Minimum 120 aggregate hours per 1,000 pop (b) Total no. of unstaffed opening hours (c) Total hours lost through unplanned/emergency/ staff unavailability etc	Denbighshire 15/16: - 144 aggregate hours - zero unstaffed opening hours - zero emergency closures