

# Annual Library Plan 2009



**Learning and Children's Services**  
**September 2009**

[www.kingston.gov.uk/libraries](http://www.kingston.gov.uk/libraries)

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## **INTRODUCTION**

1. The Annual Library Plan (ALP) provides information on library services delivered over the past year, including performance at national and local level and what we plan to do during 2009 – 2010.

## **MANAGEMENT OF THE LIBRARY SERVICE**

### **2. National**

Public library services fall within the remit of the Department of Culture, Media and Sport (DCMS). Museums, Libraries and Archives (MLA) is the government body directly concerned with the operation and development of public library services. National targets for public libraries are issued through MLA; Performance Indicators and Impact Measures are set out in paragraphs 34 – 41.

### **3. Local**

The Library and Heritage Service is overseen at a strategic level by the Executive Member for Adult Services. Branch libraries are the remit of Neighbourhoods. The 'Policy Framework for the Library Service' details the agreed operational structure to ensure that a common framework is established for key operational areas across all borough libraries e.g. a common tariff of library fines and charges. Each Neighbourhood sets out its key aims for its library service in the Neighbourhood Policy Statement. See <http://www.kingston.gov.uk/information/nhoodhome.htm> for Neighbourhood policy statements.

### **4. Directorate**

The Library Service is part of the Library and Heritage Service which was formed in April 2008 by the merger of the library, museum, local studies and archive services. It is part of the Cultural Services and Lifelong Learning Division within the Learning and Children's Services Directorate and delivers a range of leisure, cultural, learning and information services through a network of seven libraries and the Community Library Service.

In 2008/9 it had 51,870 active members; it issued 790,246 items and attracted 800,881 visits. IT and online services are a fast-growing business area with 63,212 visits to the website, 21,225 online renewals and 2,232 online reservations. It delivered 7,107 hours of IT learning activities and there were 72,063 public access computer sessions in libraries.

The Library and Heritage Service contributes to meeting the aims and objectives set out in the Cultural Strategy 2008-2012 and the Children and Young people's Plan 2009-2013.

## 5. **Building Maintenance and Improvements**

Building maintenance and building improvements are carried out by council partners NPS working with the Library Service through the Directorate Property Team. Budgets are ring fenced in these areas. The Library Service identifies priority areas relating to building maintenance and improvements to NPS and the expertise of allocated consultants and property officers is used to ensure buildings are fit for purpose.

## 6. **Kingston Town:**

### **Kingston Library; Kingston Children's Library; Tudor Drive Library; Tudor Hall**

In 2008 a new toilet was installed in Kingston Children's Library following requests from parents and carers and includes nappy changing facilities. The inter-connecting door between the library and museum has been opened to allow the public to move freely between the two services and to give library users access to the public toilets. At Tudor Hall the outside area has been resurfaced to improve access to the hall. In autumn 2009, the flooring in Kingston Children's library will be replaced and improvements will be made to enhance the external appearance of the building, including a new sign.

## 7. **Maldens & Coombe**

### **New Malden Library and Hall; Old Malden Library**

New Malden library was closed for two weeks in March 2009 to allow for essential repairs to the roof, repairs to the cork tiles on the stairs and improvements to the library hall floor. At the same time, work was carried out to improve the appearance of the outside of the building for which discretionary money was allocated by the Neighbourhood Committee. In July 2009 two new self-service terminals were installed with a new counter. At the same time, repairs were undertaken to the steps leading up to the front entrance and improvements made to the lighting in the canopy roof. As a result of this work the library is looking fresh and attractive both inside and out.

## 8. **South of the Borough**

### **Hook Library at the Hook Centre**

The day to day building management is undertaken by the Facilities Section based at the Guildhall with a Premises Manager on site who liaises with NPS to ensure that building maintenance issues are dealt with quickly and efficiently. Most of the ongoing problems have now been resolved and the air conditioning has been repaired to ensure that a comfortable temperature is maintained for users of the building and staff. New signage was put up on the outside of the building last

year and it is envisaged that further improvements will be made to the signage to ensure that the building and services are clearly visible and identifiable from the main road.

## 9. Surbiton

### **Surbiton Library; Surbiton Library Halls (Annexe); Tolworth Library**

Following the removal of the ATM machine at Tolworth Library at the beginning of 2009, this area has now been made available to use for additional storage which has allowed for improvements to the layout in the study area. Also a new fascia sign and window signage have been installed to improve the external appearance of the library in keeping with surrounding shops in the area.

New planters were installed at the entrance to Surbiton library funded by a discretionary grant from the Neighbourhood, and are planted and maintained by a member of the Surbiton Library staff. In 2009/10 new self-service equipment will be installed together with a new counter. At the same time the flooring in the library will be replaced and it is hoped that sufficient funds will be available to re-decorate the main part of the library. The old huts situated in the car park behind the library and library annexe are now unserviceable and are due for demolition and the car park extended. Improvements will also be made to the heating in the Small Hall in the annexe.

## 10. **PERFORMANCE DATA: LOCAL INDICATORS**

11. Local indicators show how the Library Service is progressing in key areas of delivery to meet the objectives of the Children and Young People's Plan and the Cultural Strategy.

## 12. **Issues**

<b>Libraries</b>	<b>Issues</b>		
	<b>2007-8</b>	<b>2008-9</b>	<b>Variation on last year</b>
<b>Kingston Town</b>			
Kingston	120,025	137,282	+14.37%
Tudor Drive	66,615	71,582	+7.45%
<b>Surbiton</b>			
Surbiton	158,976	164,232	+3.3%
Tolworth	54,780	58,563	+6.9%
<b>Maldens and C.</b>			
New Malden	154,826	158,596	+2.43%
Old Malden	45,884	49,638	+8.18%
<b>South of the B.</b>			
Hook	108,847	108,575	-0.24%
<b>Total</b>	<b>709,953</b>	<b>790,246</b>	<b>+11.3%</b>

### 13. Issues: commentary

- There has been a national upsurge in library issues linked to the recession with more people turning to libraries to borrow rather than buy books, DVDs and audio visual material. We are seeing this trend across the Library Service in Kingston with increases at every branch in the borough with the exception of Hook Library which showed a very slight reduction. Issues at Hook Library have levelled off following the huge increase of 112.5% in 2007/8 when the Hook Centre opened
- The highest increase in issues is at Kingston Library which, even with a closure of 3 months during 08/09 for refurbishment, was 14.37%. This is proof of the difference that refurbishing and modernising a library can make to the take-up of services. The improved layout, the light interior, new flooring, the introduction of self-service and improved display facilities for books all have had an impact on issues
- The increase at Tolworth Library of 6.9% indicates that the impact of the opening of the Hook Centre is no longer being felt at Tolworth
- It is particularly pleasing to see the smaller libraries of Old Malden and Tudor Drive showing such a healthy increase in issues. This reflects the systematic monitoring of book stock to ensure a good turnover of new titles and selecting stock that matches the interests and preferences of local readers
- Surbiton remains the busiest library in the borough in terms of issues
- Overall, an increase in issues of 11.3% is extremely pleasing and reflects well on the effective use of the book fund to maintain a turnover of new, attractive material with an emphasis on creating eye catching displays to promote different areas of stock. By the end of 2009, every library will have a new Quick Choice collection which will further boost issues of popular, bestselling paperback fiction and non-fiction.

### 14. Active Borrowers

Libraries	Active Borrowers		
	31.3.08	31.3.09	Variation on last year
<b>Kingston Town</b>			
Kingston	12,833	13,370	+4.18%
Tudor Drive	3,581	3,908	+9.135
<b>Surbiton</b>			
Surbiton	10,386	10,147	-2.30%
Tolworth	3,572	3,425	-4.12%
<b>Maldens and C.</b>			
New Malden	10,670	10,310	-3.37%
Old Malden	2,771	2,680	-3.28%

<b>South of the B.</b>			
Hook	6,529	7,698	+17.9%
Community Library Service	340	332	-2.35%
<b>Total</b>	<b>50,682</b>	<b>51,870</b>	<b>+2.34%</b>

#### 15. Active Borrowers: commentary

- The overall number of active borrowers in the borough is the highest for a decade with 33% of borough residents regularly using a library. Active is defined as having used a library once in the past year and is the definition used by CIPFA for compiling the Public Library Statistics
- Figures submitted for the National Year of Reading 2008 (NYR) indicate that 8,184 new members joined from April – December 2008, representing a 17.6% increase on the previous year. Kingston was in the top ten for London boroughs in increasing membership
- The innovative scheme of sending every new member of staff in RBK a library welcome pack and library card accounts for some of this increase. Simplifying the joining procedures by reducing the proof of ID requirement from two to one has also encouraged new members
- Hook continues to attract a large number of new members. There is a strong marketing focus at the Hook Centre with a regular programme of activities such as craft fairs and quiz nights which ensure a steady footfall of new users through the Centre. Being part of a multi-use centre with a thriving café also ensures a regular stream of new members to the library.

#### 16. Visits to libraries

Libraries	Visits to libraries		
	2007/8	2008/9	Variation on last year
<b>Kingston Town</b>			
Kingston	198,256	277,856	+40%
Tudor Drive	66,207	64,953	-1.89%
<b>Surbiton</b>			
Surbiton	126,749	122,481	-3.36%
Tolworth	77,928	71,455	-8.3%
<b>Maldens and C.</b>			
New Malden	149,796	140,626	-6.12%
Old Malden	41,306	39,956	-3.268%
<b>South of the B.</b>			
Hook	100,288	94,554	-5.71%
<b>Total</b>	<b>760,530</b>	<b>811,881</b>	<b>+6.75%</b>

## 17. Visits: commentary

- The very large increase in visits to Kingston Library results from a combination of factors: the impact of the refurbishment of the library and the renewed focus on promoting the library following the modernisation of services and facilities, innovative methods of recruiting new library members linked to the National Year of Reading in 2008, a 5% increase in the use of public computers at Kingston resulting in an increased footfall
- The decrease in visits at New Malden can partly be accounted for by the two week closure in March 2009 for essential maintenance
- The decrease in visits to Hook Library by 5.71% should be seen in the context of the 132.54% increase in 2007/8 following the opening of the Hook Centre. This figure represents a levelling off following that huge upsurge.
- These figures should be seen in the context of increased online use of library services with virtual visits, online renewals and online reservations replacing what once would have accounted for physical visits to libraries. It is not possible to make a direct correlation between reduced visits at some libraries with increased online use of library services but the 26% increase in online renewals clearly has an impact on the number of physical visits to libraries.

## 18. Libraries Online

<b>Virtual Visits</b>		
<b>2007/8</b>	<b>2008/9</b>	<b>Variation on last year</b>
58,126	63,212	+9%
<b>Online Renewals</b>		
16,807	21,225	+26%
<b>Online Reservations</b>		
2,076	2,232	+7.5%

## 19. Libraries Online: Commentary

- Libraries are no longer just about buildings, and the website is an essential part of the Library Service. Customers can use the site to

search the catalogue, make reservations and renew what they have borrowed. The site also features a vast online reference library, available to members from any computer, at any time. This 24-hour library features resources including *Encyclopaedia Britannica*, *the Oxford Dictionary of National Biography*, *Oxford Reference* and *Kompass*. Online services are proving popular with customers with a large increase on last year across all areas

- The 9% increase in virtual visits to the library website and the library catalogue indicates the importance of a strong online presence and a well-designed website to promote services. This is particularly relevant in the fast changing online environment where social networking and Web 2.0 technology is setting new standards for communication and engagement with customers
- The 26% increase in online renewals indicates the growing preference of users for web based services to conduct library transactions. It cannot wholly replace physical visits to libraries but it gives customers choice in how they manage their library account
- 25% of total reservations are now placed online and the 7.5% increase in online reservations indicates that there is further scope for this area to increase
- The overall picture indicates an increasing preference by library customers to use online services. The challenge for the Library Service is to harness the most up to date technology to offer customers increased choice and ease of access to services at their convenience.

## 20. Public Computer Usage

Libraries	Public Computer Usage (in hours)		
	2007-8	2008-9	Variation on last year
<b>Kingston Town</b>			
Kingston	16,115	16,863.29	+4.64%
Tudor Drive	2,177	1,799.91	-17.32%
<b>Surbiton</b>			
Surbiton	15,415	13,384.27	-13.17%
Tolworth	9,876	8,443.78	-14.5%
<b>Maldens and C.</b>			
New Malden	18,658	18,864.05	+1.1%
Old Malden	3,307	3,264.24	-1.29%
<b>South of the B.</b>			
Hook	10,619	9,444.6	-11.06%
<b>Total</b>	<b>76,167</b>	<b>72,063.14</b>	<b>-5.39%</b>

## 21. IT usage: commentary

- Computer usage has continued to fall year on year from 2003/4 but the biggest decrease in use was 19.45% between 2006/7 and 2007/8 when a charge after the first hour of computer use was introduced. Charging for computer use continues to be a factor in the decrease in use and an E Plus survey conducted in November 2008 indicated that 61.5% of users used library ICT facilities because the first hour of use is free. The annual review of Fines and Charges will include a cost benefit analysis of the charge for computer use
- Some usage may also be affected by the affordability and growth in home ownership of computers, which in Kingston is very high. However, in the E Plus survey in November 2008 57.7% of users said they used library facilities because they did not have internet access at home. Healthy and empowered communities need citizens who have the competence and confidence to use technology to access and engage with public services. This is essential for full participation in society and for many “digitally excluded” citizens libraries remain their only means of being part of the information society.
- The increase in use at Kingston Library reflects the impact of the refurbishment of the library in 2008. This resulted in an improvement in the layout of the PCs, creating a separate IT area
- The reduction at Hook Library is in the context of a 239.4% increase in 2007/8 following the opening of the Hook Centre.

## 22. IT Learning Activities (guided / tutored learning in hours)

Libraries	IT Learning Activities (guided / tutored learning in hours)		
	2007-8	2008-9	Variation on last year
<b>Kingston Town</b>			
Kingston	8	154	+1825%
Tudor Drive	80.75	90	+11.46%
<b>Surbiton</b>			
Surbiton	424.75	280	-34.08%
Tolworth	1242	991.5	-20.17%
<b>Maldens and C.</b>			
New Malden	3,018.25	3526.85	+16.85%
Old Malden	132	115.25	-12.69%
<b>South of the B.</b>			
Hook	2,054.5	1937.5	-5.69%

<b>Community Library</b>			
<b>Total</b>	22	12	-45.45%
	6,982.25	7107.1	+1.79%

### 23. IT learning Activities: commentary

- When comparing data there is some volatility between the branches each year but the overall trend is towards growth with a 31% increase for the period 2006/7 to 2007/8. That large expansion in 2007/8 has been maintained this year with a small increase of 1.79%
- The moderate decrease at Hook represents a stabilising of provision following a 7509% increase over the previous period. The Centre has reached maximum capacity for use of its library IT facilities for learning activities, and any further development is constrained by Adult Education's use of the IT training room in the Centre
- The sharp increase at Kingston represents significant growth following the refurbishment of the library which included improvement in the location of the computers making the area more conducive to learning
- This focus on learning activities in the Kingston Town neighbourhood, has had a knock-on effect on activities in Surbiton and Tolworth
- There is also some suggestion that Tolworth users may have been attracted to the new facilities at Hook and the wide range of courses on offer to attract new users to the Hook Centre
- The IT@Home service for housebound residents referred by the Community Library Service has probably reached capacity with no further scope to expand. The IT team is looking at alternative ways to reach vulnerable groups that need support with IT
- All library guided and tutored learning is tailored to the needs of individuals or community groups; charges are levied for the majority of training, exceptions are practice sessions e.g. Silver Surfers' Clubs, Back to Work groups and Homework Clubs for school children.

## 24. Activities to support reading / literacy

Libraries	Activities to support reading skills / literacy held in library buildings (the number of events)		
	2007-8	2008-9	Variation on last year
<b>Kingston Town</b>			
Kingston	210	358	+70%
Tudor Drive	101	127	+25.74%
<b>Surbiton</b>			
Surbiton	197	257	+30%
Tolworth	122	163	+33%
<b>Maldens and C.</b>			
New Malden	310	227	-27%
Old Malden	144	122	-15%
<b>South of the B.</b>			
Hook	223	191	-14%
<b>Total</b>	<b>1,438</b>	<b>1455</b>	<b>+1.18%</b>

## 25. Activities to support reading and literacy: commentary

- All libraries continue to offer a wide range of activities, events, special stock collections and displays, for all ages, to promote reading enjoyment, literacy, education support, library visiting and library membership
- Kingston Library had a particularly successful astronomy promotion linked to the International Year of Astronomy with children introduced to Hubble images of the stars, a children's painting competition, book displays and talks for adults
- The 33% increase in activities to support reading and literacy at Tolworth Library is reflected in the issues of children's books which showed the highest increase of any branch in 2008/9 at 23.2%
- Attendances at Baby Rhymetime sessions, held weekly in every library to develop early literacy, increased by 50% in 2008/9 with 11,548 attendances. A new Rhymetime was established at Old Malden library in March 2009 and regularly attracts 30 parents and babies. A hugely popular outreach session at the Rose attracted upwards of a hundred parents and babies before numbers were restricted in line with fire regulations.

## STRATEGIC SERVICES

26. In addition some library services are delivered across the borough including Bookstart and the Community Library Service to housebound readers.

### Bookstart

The education charity Booktrust administers the Bookstart programme. Bookstart is funded by the Department for Children, Schools and Families (DCSF) with commercial sponsorship by publishers. The programme is managed locally by the library service which works with the Primary Care Trust and a number of other local partners. Bookstart is based on the principle that every child should have the opportunity to enjoy book sharing from as early an age as possible in order to have a positive effect on early literacy.

- 27.

	The Bookstart programme								
Libraries	Bookstart For 0-1 year old			Bookstart Plus For 2 year olds			My Treasure Chest For 3 year olds		
	7/8	8/9	Variation	7/8	8/9	Variation	7/8	8/9	Variation
<b>Performance (Delivery)</b>	100%	99.95%	-0.5%	99%	100%	+1%	99%	100%	+1%

28. Bookstart in Kingston is very successful. It has achieved Best Practice status in all three Bookstart packs resulting in Beacon status for the second year running. The introduction of Booktouch for blind and partially sighted babies and Bookshine for deaf babies have been very well received by families in the borough and take up has exceeded national expectations. The Bookstart Annual Report 2008 – 2009 is available on the libraries website

[http://www.kingston.gov.uk/browse/leisure/libraries/documents\\_and\\_plans.htm](http://www.kingston.gov.uk/browse/leisure/libraries/documents_and_plans.htm)

29. **Community Library Service**

The Community Library Service delivers books and other materials to housebound people in their own homes, at residential and nursing homes and to day centres. Individuals are visited every 4 weeks with a selection of stock (books and other materials) selected to the interests and needs of the recipient; group visits to homes and day centres are every 12 weeks with a book collection which can include Reminiscence Boxes. The Community Library also provides the IT@Home service for members providing IT taster sessions on how to use a computer for accessing government and council information, how to shop on line and emailing via laptops. Sessions are held in individual's homes, at

day centres or in libraries (when special transport can be arranged). The take up has decreased this year but staff will continue to make the service available to those who request it. The aim of the Community Library is to ensure older and less mobile residents have access to information and leisure to combat isolation and support an active involvement in community life. One of the ways of combating isolation is to organise events that brings housebound residents together and the Community Library Service organised a very successful reminiscence session for 40 housebound readers at the Rose Theatre in June 2009. The table below shows that although Community Library membership has increased by 2% the number of items borrowed has declined by 20%. However, issues are not the most meaningful measure of success for this service and amount of stock borrowed can depend on a number of factors including the health, frailty and attention span of the housebound reader group at any one time and this will vary from year to year. Increasingly residents of care homes are opting to borrow library material from the bulk loan collections that the Community Library Service delivers rather than have an individual collection and this will also affect the number of issues.

**30.**

<b>Community Library</b>					
<b>Members</b>			<b>Issues</b>		
2007/8	2008/9	Variation	2007/8	2007/8	Variation
384	392	+2%	41587	33,180	-20%

**31. Outreach to Schools and Community Venues**

To encourage library use, reading development and literacy the Library Service offers its services to schools and community venues. Library staff undertake a wide range of activities including:

- School visits for book ‘tasters’, with school classes later visiting branch libraries for book borrowing
- Reading groups for secondary school pupils, held on school premises at lunch time or at the end of the school day
- Annual Youth Book Award involving young people in reading and voting for the most popular title
- Genshiken Manga Bookgroup for 13-18 years at Hook Library
- Kingston Libraries and Borders Literary Cup – secondary schools (years 7-10) compete annually in a literature / reading competition
- Cultural / literary activities at The Rose Theatre to support productions and reading
- Reading Group and quizzes at the Bradbury Active Age Centre run by Age Concern
- Reminiscence sessions (local history / reading) at Raleigh House run by Age Concern

- Rhyme and pre school story times at baby clinics, mother and baby groups, crèches and playgroups
- Participation in the Kingston Readers' Festival
- Book talks at local venues such as churches and halls to encourage library use and promote reading
- Basic Skills Readers' Group to encourage emergent readers to enjoy reading

32.

Outreach					
Schools			Community Venues		
07/8	08/9	Variation	07/8	08/9	Variation
226	301	+33%	144	149	+3%

The large increase in school visits by library staff reflects the priority given to ensuring that every child in the borough is introduced to the library through their school. The increase in outreach work to community venues reflects the commitment of library staff to reaching new members and promoting reading.

## PERFORMANCE DATA: NATIONAL INDICATORS

33. Public libraries submit information about expenditure and performance annually to the Chartered Institute of Public Finance and Accountancy (CIPFA), which is published annually in Public Library Statistics, to allow a comparison and an assessment of performance against targets across all library authorities. MLA London's *Fact not Fiction 2008*, sets out performance tables (and % change) for London's library authorities. *Fact not Fiction* is available on the MLA web site at <http://www.mlalondon.org.uk/sector/index.cfm?NavigationID=407>.

### 34. Public Library Service Standards and Comprehensive Performance Assessment (CPA)

2008 was the last reporting year for the Public Library Service Standards and CPA.

### 35. The Culture and Sport Improvement Toolkit (CSIT)

CSIT is a new self-assessment management toolkit for cultural services. The Library Service, as part of Cultural Services, undertook the CSIT process in 2009 involving self-assessment, a staff survey, a partner survey, and a Peer-Led Challenge from the London Borough of Richmond. The final phase of the process, Improvement Planning, will be completed in September when an Action Plan will be agreed for each improvement area. This has been a very worthwhile process identifying many strengths across Cultural Services as well as identifying areas for improvement. One of the most valuable aspects of

the process has been the involvement of a wide range of staff across Cultural Services, encouraging staff to work across service boundaries and share good practice.

### **36. National Indicator NI9 - Use of Public Libraries**

In June 2008, local authorities agreed Local Area Agreements (LAAs) with Government and their partners. The LAAs include targets to improve public services and the quality of life for people living and working in the area. Local authorities chose 35 targets from a possible 198 in the National Indicator Set. DCMS has four National Indicators (NIs) within the set of 198. The cultural NIs relate to the DCMS's broad Departmental Strategic Objective to encourage more widespread enjoyment of culture and sport. Their aim is by 2012 to increase take-up of cultural opportunities by those aged 16 and above living in a local authority.

NI 9 measures the percentage of adults in a local authority who have used a public library service in the past 12 months. Use is for leisure purposes, including informal learning and studying, research for personal interests or to borrow material. Data is collected through the Active People Survey which provides a minimum sample of 500 telephone interviews per local authority over a 12-month period.

The most recent 12 months of data collected between April 2008 and April 2009 via the Active People Survey indicates that 46% of the sample of 756 Kingston residents had used a public library in the past 12-months. This compares to 63.7% who had visited a museum or gallery and 53.5% who had engaged in the arts.

### **37. Public Library Impact Measures (PLIMS)**

Public Library Impact Measures (PLIMS) are national standards that measure the impact a library authority has on its local community. The activities measured by PLIMS demonstrate the shared priority areas agreed by central and local government: promoting the economic value of localities; improving the quality of life for children, young people, families at risk and older people; raising standards across schools and creating safer, stronger communities.

- 38.** The following table shows the performance of Kingston in 2007 - 2008. All except one (public computer usage – where supported/tutored IT learning has increased over 'drop in' computer use) show an increase demonstrating the Library Service's positive impact on community life.

### 39. Kingston's Public Library Impact Measure Performance 2007-2008

<b>Promoting the economic viability of locations :</b>										
Adult learning attendees per 10,000 pop.										
06/07		07/08								
263		368								
<b>Improving the quality of life for children, young people, families at risk and older people:</b>										
% of older people helped to live at home receiving an 'at home' library service					% of users of the service rating the choice of materials as very good / good					
06/07		07/08		06/07		07/08				
PLIM score given as ** (n/a)				97%		97%				
16.5% calculated		22%								
<b>Raising standards across schools:</b>										
<b>Book start packs delivered to children as % of age group population</b>										
Stage 1, 0-1 years			Stage 2, 1-2 years old			Stage 3, 3 year olds				
06/07		07/08		06/07		07/08		06/07		07/08
92%		100%		76%		100%		99%		100%
<b>Raising standards across schools:</b>										
<b>The Summer Reading Challenge</b>										
% of pop aged 0-3 who are library members		Participation % of 4-12 year olds who start the challenge		% of 4-12 year olds boys who start the challenge		% of starters who complete the challenge		% of pop aged 4-12 who are library members		
06/07	07/08	06/07	07/08	06/07	07/08	06/07	07/08	06/07	07/08	
29%	36%	10%	13%	10%	11%	21%	48%	63%	76%	
<b>Safer and stronger communities</b>										
% take up of available ICT time in libraries										
06/07		07/08								
48%		44%								

### 40. BUDGET

There is no revenue growth on expenditure for 2009 -2010 but income has been increased by inflation. The Library Service will work to minimise impact on service delivery while balancing the overall budget for the service at the end of the financial year.

#### Budget 2009/10

Library Service	Gross Budget £	Staff budget £	Number of staff FTE	Non staff budget £	Income £	Total £
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Strategic Services	1,666,500	1,101,600	30.90	613,500	0	1,715,100
Kingston	576,00	326,200	11.60	248,600	-47,200	528,800
Maldens & Coombe	493,000	269,700	9.60	223,300	-61,300	431,700
SOTB	282,100	166,900	6.00	115,200	-25,600	256,500
Surbiton	613,400	314,600	11.40	298,800	-70,800	542,600

- 41.** A review of the management of branch libraries in 2008 led to the implementation of a new structure in April 2009. A new Neighbourhood Library Manager post was created with responsibility for both libraries in the neighbourhoods of Kingston Town, Surbiton and Malden and Coombes. In the South of the Borough Neighbourhood, the Library Manager continues to manage Hook Library but with the additional responsibility of managing the Hook Centre.

The opening hours of Kingston Children's Library have been extended and now match the adult library. Tudor Drive Library is open a full day on Thursday rather than half a day and during weekdays opens half an hour earlier at 9.30am. These improvements have resulted in a greater consistency of opening hours across neighbourhoods and met clearly expressed customer demand for improved access to services at times that suit them and their families. Resources have been targeted at improving services for priority groups, in particular children and families. Importantly, the new structure has delivered service improvements without increasing costs.

- 42.** Hook and Kingston libraries have successfully introduced self service systems for the issue and discharge of books and audio visual material. A successful Invest to Save bid enabled self-service to be introduced at New Malden Library in July 2009. It will be extended to Surbiton Library in November 2009. Self-service increases customer choice and minimises staff input for basic borrowing / return counter transactions, freeing up staff to spend more time helping customers. The introduction of self-service has been very successful at New Malden with 25% of library transactions being done by customers using the self-service terminals in the second week of the service being available. The Invest to Save bid required a staff saving of £18,000 at New Malden and Surbiton libraries which has been achieved through the restructuring of the branch libraries and by moving staff to vacant posts in other libraries.

**43. CONSULTATION /AND CUSTOMER FEEDBACK**

Consultation is undertaken both formally and informally using the following mechanisms:

- CIPFA Public Library User Surveys (PLUS): Adults, Housebound, online services and Children's. These surveys are undertaken on a 3 year cycle. The E Survey was done in November 2008. The Adult PLUS will be done in October 2009
- RBK MORI residents surveys
- Annual Library User Forum (in each branch library)
- Evaluation feedback form after activities, visits and training
- Consultation on specific projects e.g. refurbishment of a library through public meetings, surveys and focus groups.
- Neighbourhood meetings during question time or when a library report is being considered.
- Customer comment cards and customer comment boards in each library and online either via the libraries' website or through the Council's online comment/complaints form.
- Stock suggestion books.

- 44.** Annual Library User Forums take place at each branch during April/May and are publicised by means of posters, leaflets, and letters to regular customers and on the website. These groups are open to all sections of the community including children and young people and encourage ideas and suggestions for improvements to the service and buildings. For details of the main points discussed at the Library User Forums held at each library please go to <http://www.kingston.gov.uk/browse/leisure/libraries/branches.htm>
- 45.** During the autumn, public consultation on library fines and charges is also carried out by means of posters displayed in each library inviting comments on the proposed changes. User Group meetings are also held for users of the neighbourhood halls administered by the Library Service (Surbiton Library Hall, New Malden Library Hall, Tudor Hall), comments made help improve the administration of the halls and provide feedback on the level of charges. They are included in the Fines and Charges Report that goes to each neighbourhood committee in January or February each year. .
- 46.** In November 2008 the Library Service undertook CIPFA E PLUS (Public Library User Survey) to obtain feedback on online services. Overall the survey revealed a high level of satisfaction with ICT services and staff support: 83.7% said customer care was good, 88.3% said the library computers are fit for purpose and 79% said the software is up to date. A fully copy of the report is available at: [http://www.kingston.gov.uk/browse/leisure/libraries/documents\\_and\\_plans.htm](http://www.kingston.gov.uk/browse/leisure/libraries/documents_and_plans.htm)
- 47. MARKETING**

The budget for marketing and promoting the library service is small and has to be used in the most cost effective and efficient way. Press

releases are sent regularly to the local press and posters are displayed on Neighbourhood notice boards. The library website is also used to promote services and events and activities taking place in libraries. With 63,212 visits to the library website in 2008/9, this is an effective way to promote services to new and existing audiences.

Each branch library produces a quarterly E-Newsletter and advertises in local publications distributed to borough residents e.g. Chessington Chat, Village Voice (Maldens area), and Berrylands Companion (Surbiton area); Kingston Town does not have a publication so instead a poster is displayed in the main post office in the town for Kingston and Tudor Drive Libraries. Library and Heritage Service staff also attend community events e.g. Cambridge Road Estate Fun Day, Malden Fortnight, Surbiton Festival, Alpha Road Fun Day and Hook and Tolworth Fun Day to promote library and heritage services.

Promotional offers such as 'Hire one AV Item Get One Free' during holiday periods have been introduced as well as a Library Loyalty card for use when hiring audio visual material.

A working group has been set up with Kingston University and Kingston College to look at partnership working and joint promotion of services. A new promotional leaflet outlining resources provided by each service will be launched in September 2009.

Following a suggestion by Councillor Ian McDonald, Kingston University MA Business students were commissioned as part of their degree to produce a marketing strategy for the Library and Heritage Service. This was a no cost exercise for the library service and a very effective way of getting input from students specialising in marketing on how the LAHS could promote itself more effectively, particularly reaching out to non-users. One of the main recommendations in the report was the need for high quality printed publicity for the library service. A new leaflet for the library service funded by discretionary money from Neighbourhood Committees and from the library revenue budgets will be produced in the autumn. Other recommendations in the report include a stronger online presence, including the use of Web 2.0 technology and social networking websites such as Facebook and Twitter, updating the image of libraries with more contemporary decoration and furnishings to appeal to a younger demographic and more widespread use of technology, including self-service, to widen the appeal of libraries to a younger generation.

## **LIBRARY SERVICE KEY ACHIEVEMENTS**

### **48. Children and Young People's Service 2008 – 9**

This has been an extremely successful year for work with children and young people. Issues of children's and youth material increased by

12.8% in 2008/9 and children's and youth issues now represent 45% of the total book and spoken word issues. 76% of children in the borough aged 4 – 12 are library members and at Tudor Drive Library 51% of active members are aged under 18.

Attendances at Baby Rhymetimes, held weekly in every library to develop early literacy, increased by 50% with 11,548 attendances in 2008/9. Attendances at literacy events such as children's and youth Reading Groups increased by 53% with 37,871 attendances in 2008/9.

#### **49. Summer Reading Challenge**

The Library Service takes part in the annual Summer Reading Challenge for children aged from 0 – 16 years old. The Challenge encourages children to read 6 books over the summer holidays, for small rewards as a pleasurable way of improving or maintaining reading skills while away from school and counteracting the summer learning dip. Participation in the Reading Challenge is a Public Library Impact Measure (PLIM) measuring how public libraries contribute to raising standards across schools. The number of children completing the Challenge in 2008 increased from 43% to 49% and the number of children taking part also increased by 8%.

#### **50. Premier League Reading Stars**

Kingston libraries undertake a number of projects with reluctant readers to encourage reading. The annual Premier League Reading Stars (PLRS) programme is one such initiative. In 2009 Kingston Library Service in partnership with Fulham Football Club, the Football Foundation and the National Literacy Trust worked with 10 families from King Athelstan Primary School. As part of the programme each child received a kit bag with books chosen by Premiership footballers to take home and read. The programme included a book shop visit to Borders and free tickets for the children and families to see Fulham v Stoke City. The families enjoyed a visit by author and storyteller, Tom Palmer, and the programme culminated in the families enjoying a graduation ceremony at Fulham Football Ground, where they had a tour of the ground and met Fulham goalkeeper, Mark Schwarzer. This kind of programme is highly motivating for children who are struggling with reading and by involving families it ensures that children continue to get support with reading after the programme has ended.

#### **51. Reading and the Facebook Generation**

The work of Kingston Libraries' Youth Librarians was the focus of a Cultural Network meeting in April 2009, Reading and the Facebook Generation, and highlighted the wide-ranging work the library service is doing to engage young people in reading and wider cultural activities including:

- A wide range of Book Groups for young people in secondary schools and libraries across the borough
- Kingston Readers' Festival events
- Kingston and Borders Literary Cup Quiz
- Kingston Youth Book Award
- Cinema Club attracting up to 50 young people for each event
- Theatre Visits
- Creative Writing Club
- Manga & Fantasy Photoshop Clubs:
- Homework Clubs

Local children's author Alan Durant attended the event and talked about the importance of reading and libraries in young people's lives. The cartoonist Steve Marchant, described his work with young people and the importance of comics and graphic novels in encouraging young people's continuing interest in books and reading. A group of young women from Coombe Girls' Reading Group described what reading meant to them and how the animated discussions in their Reading Group deepened their enjoyment of reading. This was a very successful event that highlighted the depth and the diversity of the work the Library Service is undertaking with the "Facebook generation" to ensure that reading continues to play as much a part in their lives as the new technologies

#### **52. International Youth Festival**

Kingston Libraries participated in the first Kingston International Youth Arts Festival in June 2009. A library event was held in partnership with the Rose Theatre, where young people had the chance to demonstrate their creative skills based on the popular teen book "Twilight" by Stephanie Meyer. Over 50 young people participated through writing, dancing, music or performance and this involvement by young people has helped to cement the Library Service's future involvement in the Festival.

#### **53. Setting the Pace – Young Cultural Creators Project**

This was a partnership project between the Library Service, Kingston Museum and the Mecklenburg Pupil Referral Unit (PRU) with grant funding from MLA London. Pupils from the PRU had sessions in the library followed by interactive sessions in the Museum with a young poet, Dino Jacovides. The project tied in with the Stuart Heydinger photographic exhibition, which was used by Dino Jacovides to inspire the young people to produce their own work. The young people wrote poetry which was recorded on CD and also displayed in the Museum. As a result of this successful project, pupils from Mecklenburgh PRU have taken part in other Museum projects, including producing work for the exhibition My Life in a Box.

#### **54. Adult Services**

The 11.3% increase in issues reflects the strong focus on stock and providing attractive up to date material to appeal to a wide range of

ages and interests. Attractive book displays have been a strong feature of the service in the past year and contribute to the increase in issues. New Quick Choice collections of bestselling, accessible fiction and non-fiction have been introduced at three libraries and will be available in all libraries by the end of the year. There have been a wide range of literary events in libraries with authors and poets and a number of literary quizzes and other book-related activities.

**55. Reading Groups**

Library Reading Groups and community based Reading Groups continue to flourish across the borough. Reading as a shared activity has a number of benefits including reducing isolation, encouraging social interaction and opening people's minds to new ideas and perspectives. The Library Service runs 18 groups and supports 55 community based groups with special collections of books. Book groups for children and young people take place across the borough's secondary schools and in libraries, and a new group based at Oxygen has recently been set up.

**56. Promoting Poetry**

Poetry has recently increased its mainstream profile through a BBC series, and a London Libraries Development Agency initiative allowing people to pick up a free booklet of poems from their local library. 500 copies of the booklet were distributed through Kingston Libraries. Throughout the year Kingston Libraries has held a range of poetry activities, including 2 poetry evenings with a local poet, hosted a poetry writing workshop with a local group, held a National Poetry day quiz at the Rose Theatre, and had poetry displays in libraries.

**57. Joining a Stock Consortium**

As part of Kingston Libraries' commitment to providing an efficient, value for money service to users, the library service joined a stock consortium, the Central Buying Consortium (CBC), in April 2009. A stock consortium consists of a number of authorities joining together to purchase books and A/V material. The large number of authorities in CBC means it has increased buying power and can negotiate higher discounts on behalf of the members of the consortium. As a result of joining the stock consortium, Kingston Libraries are now benefiting from improved discounts on a large proportion of stock bought for the service.

**58. Skilled for Health**

External funding from MLA London was received to run a Skilled for Health course aimed at ESOL students, which ran for six weeks in early 2009 at Hook Library. The course was taught by an experienced English language tutor, who is a Senior Library Assistant at the library with support from the IT Training Officer. The course covered different aspects of accessing health information, both online and through leaflets, visiting a doctor or hospital, healthy eating, checking food labels and exercise.

This course builds on the Library Service's achievement as a provider of Skills for Life, following success with the Libraries for Learning project in 2008 when Kingston achieved the highest number of activities and the second highest number of referrals and were one of only 3 boroughs to achieve the advanced plus rating for the Skills for Life compact.

## **WHAT WE DID LAST YEAR 2008/9: BY NEIGHBOURHOOD**

### **59. Kingston Town Neighbourhood**

#### **Kingston Library**

- Extended the opening times of Kingston Children's Library to match those of the adult library
- Weekly under fives activities: Rhymetime, themed Storytime and monthly Storytime at Café au Play, including distribution of Bookstart and library promotional material
- Weekly Rhymetimes at the Rose Theatre to reach those people who do not normally access the library, to promote membership and participation in library activities
- UN International Year of Astronomy events that included interactive sites on public access computers, displays with ties-ins to both library stock and local societies, painting competition for various age groups and talks by experts
- Library membership recruitment campaign whereby all new members of RBK are sent an activated library card with full details of library facilities
- In response to public requests a fully disabled accessible children's toilet has been built within the children's library with baby changing facilities
- The inter-connecting door between the Museum and the adult library has been opened to facilitate ease of access between these sites. It has also given library users access to public toilet facilities
- Christmas Quiz and festive drinks and nibbles
- The Reference Room has been made available for hire within RBK to hold meetings on Wednesdays when the library is closed.

#### **Tudor Drive Library**

- The extension of opening hours with the library now open all day on Thursdays
- Tutored computer sessions for adults throughout the year to give 'tasters' for people unfamiliar with IT to help them acquire computer skills or to go on to more formal learning
- Readers' Book Group once a month to promote reading.

- Storytimes and Rhymetimes for under fives to encourage young children into reading. By targeted advertising these events have enjoyed greatly increased membership
- Chatterbooks Reading Group for 8-11 year olds to improve literacy
- Craft activities during school holidays to encourage children to visit the library
- A new initiative is under way to promote the library as a community hub.

## **60. Maldens and Coombe Neighbourhood**

### **New Malden Library**

- Coffee mornings including a Christmas special to recruit new members
- Grand re-opening 'fun day' after closure for essential building maintenance including a healthy eating theme, free smoothies, storytimes, photo exhibition, ITea and biscuits
- Installation of self-service machines to improve customer choice with improved layout of library and new smaller counter
- Introduction of 'Quick Choice' popular fiction collection
- Homework Club
- Under fives activities: Baby Rhymetimes and Storytimes
- Class visits from several local schools
- IT taster sessions on a variety of themes
- Silver Surfers Group
- NM Readers' Group
- IT training at Piper Hall
- Introduction of colour photocopying
- New hall floor, stairs and front of building given a facelift
- Regular weekly CAB session in the hall
- Adult Education in IT room
- Kingston Historic Tour Guides drop-in
- Family History and ancestry.com event
- Family scrap book collage and craft for National Families Week
- Children's craft activities throughout the year
- 'Making bottle gardens' family event
- Regular Manga art club and workshops for teenagers
- Chatterbooks children's Reading Group
- Performances of the 'Alien in the Library' children's play.
- Running Book Groups at Holy Cross and Coombe Girls'
- 'Sharing Stories' - family activities for non-native English speakers in partnership with Family Learning
- Teen cartoon workshop using special software
- 'Amazing Armour' – historical tales for kids in partnership with the Royal Armouries
- 'A Way with Words' poetry-writing workshop run by a local group

- Who do you think you are? genealogy drop-in session with the Local History Service

#### **61. Old Malden Library**

- Storytimes for under fives to promote book sharing with parents and carers and encourage young children into reading
- A new Baby Rhymetime launched in March 2009
- Homework Club
- IT Suite with taster sessions for beginners
- Family learning courses particularly aimed at young parents/carers to give help and tuition in numeracy and literacy
- Old Malden Readers' Group
- Local History evening with a local author talking about local history from 1600s to present day
- Promotion and display of books written by local authors
- Display celebrating the work and life of Ian Fleming
- A display celebrating King Henry VIII's accession to the throne 500 years ago.
- Plant and bulb sales in summer and autumn
- A Local History afternoon with archivist, Jill Lamb, with manuscripts, ancient maps and books about Old Malden and the locality
- An evening with a local poet, India Russell.

#### **62. South of the Borough Neighbourhood**

##### **Hook Library**

- Author Matt Beaumont talked about his book as part of Get London Reading
- Popular Quiz Nights with a Fish & Chip Supper, once a quarter, 6 members to a team with approximately 10 – 13 teams taking part.
- First Steps in English – beginner's class for people who are newly arrived to the country and wishing to learn the basics in speaking and understanding English
- Let's Chat conversation class for ESOL learners to practice speaking English in a friendly, easy going environment
- Chatterbooks Book Groups within local schools
- 45 Class Visits from all the local primary schools – this involved a tour of the library and a story session linked to their current curriculum topics.
- 118 computer classes covering an introduction to computers, Internet, email, Word, Excel, digital photography and many more
- Silver Surfers' Sessions every other week for the over 50's
- Approximately 7 Introduction to EBay sessions run by an experienced tutor
- One to one IT tuition available to the public
- ECDL testing available for the public

- 2 adult Reading Groups, held once a month.
- Genshiken Book Group, Manga book group for young people held every month
- Participation in Adult Learners' Week
- Craft Fair held twice a year in the spring and winter
- Audio Visual summer & Christmas promotions and Audio Visual Loyalty Cards.
- Card Making Session
- The Very Hungry Caterpillar – presented by Marvellous Productions targeted at 2 – 5 year olds
- ITea and Biscuit sessions – an informal way to encourage people to find out about the IT available at Hook and the classes that they can attend
- Introduction to jewellery making
- Silence is Golden – dedicated quiet times in the Library
- Pampered Chef Fundraising evening for Cancer Research - £225 raised
- Local History events
- IT@home – Community Learning Officer going into people's home to give them lessons on the computer / laptop
- Good Health – 6 week course for ESOL learners, funded by MLA London. The course covered food labelling, nutritional information, fitness and the NHS
- Extended Schools Roadshow promoted the service to families in the borough
- Confidence in Clothes event with a stylist who gave advice on clothes, body shapes, colours, top tips for shopping whether online or at shopping centres
- Make a Noise in Libraries – promoting MP3 spoken word showing people how to use them and their advantages
- Manga Computer Art sessions
- Children's activities / Crafts
  - Easter Egg Hunt
  - Magic of Narnia crafts
  - Pirate Rhyme Time
  - Kipper Story Time
  - Autumn Crafts
  - Perfecting Protection – Amazing Armour with the Royal Armouries from the Tower of London.
  - Gods, men and monsters! Stories from Ancient Greece and making masks.
  - Santa Story time and visit
  - Birthday Story time and Crafts
  - Favourite Character Crafts
  - Under the Sea Crafts
  - Father's Day Rhymetime

### **Partnership working**

- Kingston College Next Step Information, Advice and Guidance on learning and work based at Hook Library once a month.
- Kingston Volunteer Centre used the library as an outreach venue to meet people and discuss volunteering options.
- Chessington Art Group held exhibitions in the centre and did live painting / drawing sessions
- Recording Studio worked with the Families and Out of School Librarian on fantasy play workshops for Ellingham primary school. They created plays in the library and added sound effects to them in the recording studio
- Chessington Holiday Inn. The Families and Out of School Librarian did interactive plays and talks about animals with Castle Hill children.
- Alien Adventure – a theatre production from Head 2 Head which supported literacy and encouraged children 3 – 8 to read.
- Chill Out After School Club at the Hook Centre provided crèche facilities for the Good Health course, and have ran face painting sessions as an activity on Craft Fair days.

### **63. Surbiton Neighbourhood**

#### **Surbiton Library**

- Weekly events for under fives: Storytime and Rhymetime to encourage young children to enjoy reading and improve literacy
- Book Chat group held monthly for teenagers to encourage young people to use the library
- Surbiton Book Group held monthly
- Computer Basics - three or four weekly computer sessions covering Word, e-mail and the Internet
- The Reading Revolution – a Kingston Readers' Festival event
- Kingston Readers' Festival event (Guy Pringle)
- ECDL training and testing available at the library
- Author event with Marion Molteno, winner of the Commonwealth Writer's Prize
- Launch of Silver Surfers Club at Surbiton aimed at older people to give more confidence in using IT
- Stories into Art competition to promote National Year of Reading
- Special themed craft and story times including Hog Tales – in partnership with the Royal Armouries

### **64. Tolworth Library**

- Weekly Story and Rhymetimes for under fives to promote literacy and encourage reading
- Special Story Time sessions for children with a special needs by a Story-Go-Round storyteller

- Weekly supervised homework club for 8 to 14 year olds to provide help with finding information for projects and homework and improving IT skills
- Children's holiday activities including Seaside Collage, Bottle Garden Craft Workshop, and the Big Wild Read Activity Day to promote the Summer Reading Scheme and improve children's literacy
- Drop-in local history taster session by the Local History Officer to promote the Local History Room
- 'Share Your Memories' coffee morning to explore the history of Tolworth with a display of Tolworth Broadway. This in partnership with the Local History Room to host a series of similar events and establish a Local History Group
- Computer Sessions including Get Online Day and a series of taster sessions for beginners to introduce Word, Excel and the Internet
- In partnership with Adult Education more in depth computer training for beginners
- Training to gain ECDL qualifications and running of ECDL exams. Tolworth is the lead ECDL Test Centre for the library service
- Launched the Youth Book Group for 12 to 16 year olds to promote literacy and encourage reading
- Stories into Art competition to promote National Year of Reading
- Special story times for under fives including a Community Police activity hour to encourage young children to use the library with their carers
- Freedom & Liberty exhibition of artwork by Tolworth Girls School as part of Black History month to promote the library to BME groups

## WHAT WE WILL DO THIS YEAR 2009/10

65. We will carry out a range of programmes and activities to meet the aims of the Cultural Strategy - *The Best Place to Live: A Cultural Strategy for Kingston upon Thames 2008-2010*.

66.

<i>What we are going to do</i>
<b>Increase participation in literary and cultural activities</b>
<i>How this will be achieved</i>
<ul style="list-style-type: none"> <li>• Continued involvement in the International Youth Festival</li> <li>• Continued involvement in the Kingston Readers' Festival</li> <li>• All libraries offer weekly Rhymetimes, Storytimes and holiday craft sessions for children and families</li> </ul>

- Kingston Libraries' Literary Cup. Secondary schools, years 7-10, participate in regional heats leading to a final in Spring 2010
- Manga Book group firmly established at Hook Library. Members actively contribute to the running of the group
- Hold author talks across libraries
- Encourage people to enjoy poetry through a new Poetry Reading Group
- Seek MLA funding for a Young Cultural Creators project with the Ainstee Bridge Project, a project that works with young people who are at risk of disengaging from education
- Summer Reading launch at Kingston Library July 2009 with the Mayor of Kingston
- Summer Reading Presentation at the Rose September 2009
- Head2Head Theatre company to undertake 17 performances for schools in libraries across the borough
- Premier League Reading Stars with King Athelstan Primary-involving partnership with Fulham FC, the Football Foundation and the National Literacy Trust
- Extend Rhymetimes to run throughout the school holidays

*Why we are doing this*

**To encourage all residents, especially young people, to get involved as participants and volunteers in cultural activities**

67.

*What we are going to do*

**Promote and support reading and improved literacy**

*How this will be achieved*

- Establish Quick Choice collections of books across the neighbourhoods
- Take part in the Summer Reading Challenge with publicity in all schools, libraries, on the council website, and in the press
- Bookstart, Bookstart Plus and My Treasure Chest delivered to all children aged 6 months - 4years living in the borough
- Letterbox Club to enable Looked After Children to get books sent to them individually to encourage them to read
- Youth Fiction Book Award
- Continue to run and support Reading Groups across the borough,
- Set up a Poetry Reading group to encourage both reading and writing of poetry
- Develop the use of Adult Learning Skills collections in libraries and encourage emergent readers to discover a love of reading
- Roll out the Frontline Reader Development training across the

<p>branches, giving staff increased confidence to support reading enjoyment and the improvement of reading skills</p> <ul style="list-style-type: none"> <li>• Partnership with Positive Start project working with 60 families to promote participation in library activities such as Baby Rhymetimes</li> <li>• 50% of RBK Reception classes to visit a local library or a librarian to visit them to encourage children at the beginning of their school careers to join the library and to understand the benefits of library membership</li> <li>•</li> </ul>
<p><i>Why we are doing this</i></p> <p><b>To improve literacy through the promotion and support for the development of reading in children, young people, people with basic skills and in families to create a literate population confident in participating in cultural activities</b></p>

68.

<p><i>What we are going to do</i></p> <p><b>Provide accessible and personalised community learning opportunities</b></p>
<p><i>How this will be achieved</i></p> <ul style="list-style-type: none"> <li>• Development of a cohesive learning programme to meet community needs and promote digital inclusion</li> <li>• Continue to run beginner's computer skills classes and drop in events, to support homework clubs and to provide IT training for library staff.</li> <li>• Supplement the current range of beginner's courses with more specialist subjects such as demystifying Facebook and Twitter, laptop housekeeping, E-safety for parents and Internet shopping, inviting in external tutors to provide enhanced expertise.</li> <li>• Develop outreach opportunities through community groups such as Bradbury Active Age Centre, Devon Way and St Mary's Church.</li> <li>• Work with the voluntary sector to support the development of IT skills in specialist client groups, such as people with mental health problems, people with learning disabilities and refugee groups</li> <li>• Provide Back to Work sessions, where people looking for work can get advice and guidance on CV preparation, online job applications and use of IT for job seeking.</li> <li>• Investigate opportunities to provide testing for ECDL Advanced qualification not currently accessible through other providers.</li> <li>• Develop the role of volunteers to support learning activities in libraries, particularly for Silver Surfer groups, Homework Clubs and children's activities.</li> </ul>

- Identify funding opportunities for additional community learning activities and courses
- Annual participation in Make a Noise in Libraries fortnight to promote library services to people with a visual impairment.
- Regular visits to the Bradbury Active Age Centre in Kingston delivering book and library based activities
- To hold introductory sessions highlighting the material libraries hold for emergent readers and ESOL students
- To investigate, in partnership with Community Care, storytelling sessions for adults with learning disabilities
- To further develop the Mind Matters/Books on Prescription initiative in conjunction with the PCT and partner organisations providing a collection of self-help and support books for people with mild mental health problems in 2 more libraries

*Why we are doing this*

**To offer educational progression routes for adults. To establish clear progression routes for first steps learning and provide learning opportunities for personal development / well being**

## 69. WHAT WE PLAN TO DO IN FUTURE YEARS

- Volunteers play an important and valuable role in supporting learning and other activities in libraries. We plan to expand the number of volunteers in libraries with opportunities to support IT learning activities and children's activities such as Baby Rhymetimes, Storytimes, holiday activities and Bookstart. A new Volunteer Policy will set out how we plan to work with volunteers and what volunteers can expect from the Library and Heritage Service.
- Extend self service facilities to Surbiton Library. This will both increase choice for library users and will free up staff time to better promote and support reading enjoyment and the improvement of reading skills. We will investigate the possibility of extending self-service to the three smaller libraries: Tolworth, Tudor Drive and Old Malden.
- Investigate library services as an integral part of multi purpose community hubs.
- Actively seek opportunities to work in partnership with statutory, voluntary and community organisations in order to engage with vulnerable or hard to reach groups to extend access to library services.

## 70. OPPORTUNITIES

- Under the One Council programme the role of community hubs is being explored and developed. This is an opportunity to raise the profile of

libraries as vitally important gateways to Council services with highly skilled staff available to help people access services locally. As a Council service, libraries are an accessible and visible presence in local neighbourhoods with a high level of contact with the public – 811,881 visits in 2008/9- making them ideally placed to provide convenient access to Council services.

- Visitor numbers are increasing at all branches as the recession deepens and people have less money to spend on luxury items such as books, DVDs and CDs. As well as lending materials, libraries are a trusted source of information and can provide advice, guidance and support with job applications, CVs and job searching.
- With the introduction of self-service at two more branches, this is an opportunity for staff time to be freed up to spend more time helping people with enquiries and helping them to access the information they require.
- Social networking and Web 2.0 technology offer opportunities to engage with new and existing users using blogging, social networks, podcasting, wikis and social bookmarks . Investment in staff training and IT will be required to modernise services to meet changing customer needs and expectations.
- 19 - 29 year olds form the largest group of new members joining the library followed by 29 – 40 year olds. This counteracts the stereotype that libraries are mainly used by older people and that libraries have nothing to offer young people. Younger people are joining and using libraries in increasing numbers and the challenge for the Library Service is to update our image and services to reflect this new demographic.
- The easy availability of films through online companies such as Lovefilm and the increasing availability of music online will mean that DVDs and CDs in libraries will over time become redundant, just as video as a format has, with users finding easier ways to access material. This will affect income generation but the availability of new formats such as Blu-Ray potentially present an opportunity but will require initial investment to test the market.

## **CONCLUSION**

71. In the 2008-9 the Library Service has seen a remarkable reversal of the downward trend in recent years of adult library use. Membership has increased by 17.6% in the past year with 8,184 new members joining in 2008 as part of the National Year of Reading membership drive. The overall number of active borrowers is the highest for a decade with 33% of Borough residents regularly using a library. Issues have increased by 11.3% and visits are up by 6.75%. Virtual visits to the library website have increased by 9%

and online renewals increased by 26%. 25% of all library reservations are now placed online. This resurgence in the use of public libraries in Kingston is part of a national trend that is strongly linked to the recession with residents turning to libraries in ever increasing numbers to borrow rather than buy books, DVDs and audio visual material.

- 72.** Work with children and young people is flourishing with attendances at Baby Rhymetimes increasing by 50% with 11,548 attendances in 2008/9. Attendances at literacy events such as children's and youth Reading Groups have also increased by 53% with 37,871 attendances in 2008-9. 76% of children in the borough aged 4 – 12 are library members.
  
- 73.** Kingston's public libraries remain extremely popular destinations and we want to build on this popularity. We want to widen our reach, expand our services, embrace new technologies, maintain our relevance and create a public library service for the future. We will do this by focusing on marketing, by investing in new technology to modernise services, refurbishing and modernising libraries when opportunity and funding allows and by developing partnership working to create new services to reach new audiences.

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For more information about individual libraries or services see [www.kingston.gov.uk/libraries](http://www.kingston.gov.uk/libraries) or contact:

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