

# KINGSTON LIBRARY & HERITAGE SERVICE



## KEY PERFORMANCE INDICATORS

2010 - 2011

## Executive Summary

### Library Service

- This review of the Key Performance Indicators of the Library and Heritage Service in 2010/11 is in the context of wider One Council changes and internal changes to structures and staffing as a result of the Recommissioning of Library Strategic Services in 2010. The purpose of the recommissioning was to create fit for future services and deliver savings in line with central Government cuts to Council funding.
- The recommissioning of Strategic Services led to significant changes to the Reading Resources Team, the Community Library Service and the Learning, Education and Participation Team. The following new teams have been in place since April 2011: Adult Services and Acquisitions, Children and Young People's and the Community Library Service.
- The Library Service continued to grow and develop in 2010/11 with:
  - 1% increase in overall issues
  - 4% increase in children's issues
  - 8% increase in youth issues
  - 9% increase in registered members
  - 9% increase in new members
- Based on 2008 population figures, 36% of Kingston's population are registered library members.
- Supporting children's literacy and creating the readers of the future is the foundation of the service with increases across the board in children's issues, youth issues and attendance at Baby Rhymetimes (21%). Children's issues represent 42% of overall issues and are as high as 60% of total issues at Tudor Drive, 49% at Tolworth and 40% at Old Malden, confirming the importance of the smaller community libraries in meeting the needs of local families and supporting children's first steps into literacy.
- It is not just access to books and other materials that is valued by library users but the wealth of the library offer: the wide range of learning opportunities, signposting to other services and sources of support, Book Groups for all ages and interests, events and activities to support literacy, access to the Internet and skilled support to use it, provision of community information and the social role of libraries as welcoming, neutral and safe places for communities to come together and develop the ties that are essential for local wellbeing, quality of life and community cohesion.
- The Library Service continues to support a flourishing adult reading culture in the borough with 8 Reading Groups meeting regularly in libraries and a further 25 community based Reading Groups supported by the Library Service.

- Libraries are not just about buildings and there is a growing audience for online services. E- Books and E-audio books are a developing part of library provision with approximately 1200 items currently available for users to download, read on-line or listen to. There are currently 220 users of these e-services with future promotions planned to increase usage. Drop-in sessions have already been held in libraries to encourage people to join up, and they have been recently promoted to specific interest groups such as Carers and the Visually-Impaired. As these services are available remotely to customers, they form part of a 24/7 library offer. With the increasingly mainstream use of mobile technology by all sections of society, e-books and e-audio services offer customers new opportunities to access books and reading alongside the traditional library experience.
- Visits to libraries fell by 5% overall partly accounted for by the unplanned closure of Kingston Library for three months following the theft of lead from the roof. If Kingston had remained open issues would have remained on a level with 2009/10.
- However, the underlying pattern of library visits is one of falling numbers and to reverse this trend there is a need to focus on greater engagement with local communities, tailoring services to meet local needs and wide ranging activities to engage new audiences. The following initiatives are part of a programme of re-engaging audiences with libraries in 2011/12:
  - Kingston's first Poet in Residence, local poet Alison Hill, has just been appointed. A year long programme of activities is planned as part of the residency, which aims to widen the audience for poetry, encouraging people to get involved in reading, writing and attending poetry events at libraries and heritage settings across the borough.
  - The appointment of a Writer in Residence for Young People, Jim Carrington, is part of an ongoing programme to engage young people with books and reading.
  - A new Carers' Collection has been set up and the Library Service is supporting a new Reading Group for Carers in partnership with Adult Social Care.
  - Tudor Drive Library's partnership with Kingston University and Latchmere School on the Smart Communities project is a good example of how libraries can engage with the local community and develop the role of the library as a community hub. Tudor Drive will act as a centre for the project, hosting an eco library of green gadgets that the community will be able to borrow as part of a long term project to change people's attitude to energy consumption.
  - A new Library Management System will be available from September streamlining customers' access to online services and the catalogue. By joining with 15 other London library services, including the neighbouring boroughs of Richmond, Wandsworth and Merton, Kingston library users will have access to 6 million items of stock through a shared catalogue.

- Restructuring of the Children's and Youth Team to achieve a better distribution of professional Children's Librarians across the service, including a new Children's Librarian post for New Malden and Old Malden libraries. This should contribute to improved performances at services across the borough.

## **Museum & Heritage Service**

- The Muybridge Revolutions exhibition dominated the Museum programme in 2010/11. The exhibition linked with a major Muybridge retrospective at Tate Britain which was developed by the Corcoran Gallery of Art, Washington DC and included many unique items from the Kingston collection. Working in partnership with Kingston University's Stanley Picker Gallery, there was an exhibition of contemporary artwork inspired by Kingston's Muybridge collection. The multi faceted learning programme devised by the Museum brought in new audiences to the Museum and confirmed the continuing relevance of Muybridge for a contemporary audience.
- The two standout figures for the Museum and Heritage Service are the 12% increase in visits to the Museum and the 14% increase in visits to the Local History Room. This is largely a reflection of the impact of the ambitious and very successful Muybridge exhibition and the smaller scale, but no less successful, Kingston at Leisure project, both funded by HLF. The Local History Room has also significantly increased its regular users with the most popular resources being the Surrey Comet and Ancestry UK, reflecting a widespread interest in local and family history.
- The 45% increase in attendance at Heritage outreach events is a result of the successful and wide-ranging learning programme attached to the Muybridge exhibition with the aim of engaging new audiences with the collections.
- The 9% increase in attendance by schools at the Museum and the 22% increase in attendances at Museum visits to schools demonstrate the added value that the Museum offers to local schools in engaging children in learning about where they live and the rich and varied history of the borough.
- The 13% increase in visits and the 4% increase in total usage demonstrate the very real way in which Kingston's Heritage collections contribute to the Kingston Plan's aim to make the borough one of the very best places to live and work. Museums, archives and local history collections help to shape places, giving them a unique identity and making them more attractive places to live, work, study and visit. Kingston's collections and records help to tell the stories that are part of the fabric and shared heritage of the Borough as well as generating new collections that reflect Kingston's changing history and diversity. The significant increase in visitor figures in 2010/11 confirms the success of the learning, access and development outcomes that are the core of this service.

## Library Service

### Issues

Libraries Issues	2009-10	2010-11	Variation
<b>Kingston Town</b>			
Kingston	145550	151778	+4%
Tudor Drive	80283	81888	+2%
<b>Surbiton</b>			
Surbiton	150009	157439	+5%
Tolworth	60954	56301	-8%
<b>Maldens &amp; Coombe</b>			
New Malden	157559	160041	+2%
Old Malden	50287	48794	-3%
<b>South of the Borough</b>			
Hook & Chessington	108188	103736	-4%
<b>Community Library</b>	32756	31397	-4%
<b>Homes &amp; Day Centres</b>	8588	8227	-4%
<b>Total</b>	<b>794174</b>	<b>799601</b>	<b>+1%</b>

- This is the fourth year that we have seen an overall increase in borrowing. The most significant increase was in 2008/9 with an 11% increase but this 1% year on year increase remains a very positive trend and demonstrates that books and reading remain at the heart of the Library Service.
- Issues are dependent on the currency, range and quality of the stock that customers find in libraries. The Book Fund in 2009/10 was £323,300 which was adequate to ensure that the quality, quantity and range of stock remained at a high level. The 50% reduction in the Book Fund in 2011/12 will inevitably impact on issues.
- Membership of the Central Buying Consortium, with 40 other library services, ensures that Kingston gets the best discounts it can on the stock it buys. This will be particularly important with a reduced book fund.

## Children's Issues

Children's Issues	2009-2010	2010-2011	Variation
<b>Kingston Town</b>			
Kingston	57670	65965	+14%
Tudor Drive	46184	48995	+6%
<b>Surbiton</b>			
Surbiton	58130	63241	+9%
Tolworth	29820	27586	-7%
<b>Maldens and Coombe</b>			
New Malden	71160	72937	+2.5%
Old Malden	19139	19496	+2%
<b>South of the Borough</b>			
Hook & Chessington	41023	39332	-4%
<b>Community Library</b>	44	49	+11%
<b>Total</b>	<b>323170</b>	<b>337601</b>	<b>+4%</b>

- Work with children and young people continues to be the foundation of the service, supporting children's literacy and creating the readers of the future. The continuing increase in children's issues reflects the priority given to children's work within the service.
- The 4% increase in issues reflects the strong focus on work with early years and schools. There has been a 36% increase in the number of children completing the Summer Reading Challenge in 2010, a 21% increase in attendances at Rhymetimes, 100% Bookstart take up across the borough, more work with schools, better stock provision and shorter supply times for new stock.
- Kingston Children's Library's 14% increase in issues can be related to several factors: the refurbishment of the Children's Library, the impact of the increased opening hours and the closure of the adult library due to flooding at the end of 2010 which resulted in an increased footfall and issue figures in the Children's Library which remained open. Surbiton children's issues rose by 9%, and Tudor Drive by 6%.
- Children's issues at other branches show a mixed picture. The overall trend is positive but a more even distribution of professional Children's Librarians across the borough as a result of recommissioning should contribute to improved performances at other branches.
- Children's non-fiction borrowing increased by 20% with a 69% increase at Tudor Drive and a 30% increase at Kingston in 2010/11. This is a strong performance against the national trend which showed in 2008/9 a 0.7% increase in children's non-fiction. This again reflects the excellent work that is

being done with local schools and the emphasis on homework support through Homework Clubs.

- Children's Spoken Word issues went down by 6% overall although at Kingston there was an 11% increase. The variation in issues between branches is difficult to interpret but with downloadable spoken word increasingly being used, it is likely that this trend will continue and this area of provision will have to be reviewed in the future.

### Children's Issues as a Percentage of Total Issues

Libraries Issues	Total Issues	Children issues	Children issues as % of total
<b>Kingston Town</b>			
Kingston	151778	65965	<b>43%</b>
Tudor Drive	81888	48995	<b>60%</b>
<b>Surbiton</b>			
Surbiton	157439	63241	<b>40%</b>
Tolworth	56301	27586	<b>49%</b>
<b>Maldens and Coombe</b>			
New Malden	160041	72937	<b>45%</b>
Old Malden	48794	19496	<b>40%</b>
<b>South of the Borough</b>			
Hook & Chessington	103736	39332	<b>38%</b>
<b>Community Library</b>			
	31397	49	<b>0.15%</b>
<b>Homes &amp; Day Centres</b>			
	8227	<b>0</b>	<b>0%</b>
<b>Totals</b>	<b>799601</b>	<b>337601</b>	<b>42%</b>

- Children's issues are an increasing proportion of overall issues and in 10/11 represented 42% of total issues. Tudor Drive continues to have the highest proportion of children's issues at 60% but it is also high at the two smaller branches with Tolworth at 49% and Old Malden at 40%, indicating the large number of families with young children in those areas who use the library. Having a local library within walking distance is particularly important for families with young children and is a determining factor in library usage.

## Youth Issues

<b>Kingston Town</b>	<b>2009 - 10</b>	<b>2010 – 11</b>	<b>variation</b>
Kingston	6094	6100	+0.1%
Tudor Drive	3633	3677	+1%
<b>Surbiton</b>			
Surbiton	4828	5349	+11%
Tolworth	2088	1917	-8%
<b>Maldens and Coombe</b>			
New Malden	6705	7999	+19%
Old Malden	1928	1865	-3%
<b>South of the Borough</b>			
Hook & Chessington	3523	4227	+20%
<b>Community Library</b>			
	18	11	-39%
<b>Total</b>	<b>28817</b>	<b>31145</b>	<b>+8%</b>

- The youth figures continue to rise and have done so every year since the creation of the Youth Librarian post in 2003, when the issue figure that year was 15,254 in comparison to the 2010-11 figures of 31,145. Hook has seen an increase of 20%, New Malden 19% and Surbiton 11%.
- The range and quality of the work with young people – reading groups in secondary schools and libraries, the Youth Book Award, the Manga group and events at Hook, the Literary Cup quiz - all contribute to the 8% increase in youth issues. This year a Writer in Residence for Young People has been appointed which will provide further opportunities to engage young people with books and reading.
- The quality of stock in teen collections across the borough is another key factor in the increase in issues.
- Issues of youth spoken word rose by 2% arresting the previous year's decline of 29%. However, the underlying indications are that this format may be becoming redundant for young people and will be reviewed in 2011/12.

## Youth Issues as a Percentage of Total Issues

Libraries Issues	Total Issues	Youth issues	Youth issues as % of total
<b>Kingston Town</b>			
Kingston	151778	6100	4%
Tudor Drive	81888	3677	4.5%
<b>Surbiton</b>			
Surbiton	157439	5349	3%
Tolworth	56301	1917	3%
<b>Maldens and Coombe</b>			
New Malden	160041	7999	5%
Old Malden	48794	1865	4%
<b>South of the Borough</b>			
Hook & Chessington	103736	4227	4%
<b>Community Library</b>	31397	11	0.03%
Homes & Day Centres	8227	0	0%
<b>Totals</b>	<b>799601</b>	<b>31145</b>	<b>4%</b>

## Adult CD Issues

Adult CD Issues	2009-2010	2010-2011	Variation
<b>Kingston Town</b>			
Kingston	1936	2484	+28%
Tudor Drive	519	450	-13%
<b>Surbiton</b>			
Surbiton	1117	1236	+11%
Tolworth	267	342	+28%
<b>Maldens and Coombe</b>			
New Malden	947	1669	+76%
Old Malden	148	372	+151%
<b>South of the Borough</b>			
Hook & Chessington	420	677	+61%
<b>Community Library</b>	1158	1028	-11%
<b>Homes &amp; Day Centres</b>	0	0	0%
<b>Total</b>	<b>6512</b>	<b>8258</b>	<b>+27%</b>

- The increase in adult CD issues by 27% is a direct result of the reduction in the charge for CDs introduced in 2010/11 to reverse the decline in issues. Cost is clearly a factor, particularly at a time of recession, and the aim would be to keep this charge at an acceptable level for the period remaining that we continue to stock this format.
- With the reduction in the Book Fund by 50% in 2011/12 as a result of budget savings, a decision has been made not to buy any new CDs. This will inevitably impact on issues of CDs in 2011/12.

### Adult DVD Issues

Adult DVD Issues	2009-10	2010-2011	Variation
<b>Kingston Town</b>			
Kingston	3491	2735	-22%
Tudor Drive	1308	1369	+5%
<b>Surbiton</b>			
Surbiton	2533	2540	+0.3%
Tolworth	978	979	+0.1%
<b>Maldens and Coombe</b>			
New Malden	2966	3199	+8%
Old Malden	828	896	+8%
<b>South of the Borough</b>			
Hook & Chessington	1604	1742	9%
<b>Community Library</b>	736	1218	+44%
<b>Homes &amp; D/Centres</b>	0	0	0%
<b>Total</b>	<b>14444</b>	<b>14678</b>	<b>+2%</b>

- The 2% increase in adult DVD issues is a reversal of the 14% decrease in 2009/10. The reduction in the hire charge and the introduction of special offers have paid off in the short term but may not be enough in the long term to compete with the success of online suppliers such as Love Film.
- The 50% reduction in the book fund in 2011/12 will inevitably impact on DVD issues, adult issues in particular, with spending cut overall by 50% on DVDs. It will not be possible to buy the same number of popular new blockbuster titles which make a significant contribution to income targets, particularly in their first months of availability.

## Children's DVD Issues

Children's DVD Issues	2009-10	2010-2011	Variation
<b>Kingston Town</b>			
Kingston	1678	2137	<b>+27%</b>
Tudor Drive	1484	1174	<b>-21%</b>
<b>Surbiton</b>			
Surbiton	1757	2289	<b>+30%</b>
Tolworth	716	707	<b>-1%</b>
<b>Maldens and Coombe</b>			
New Malden	1743	2070	<b>+19%</b>
Old Malden	555	790	<b>+42%</b>
<b>South of the Borough</b>			
Hook & Chessington	998	1296	<b>+30%</b>
<b>Community Library</b>	4	3	<b>-25%</b>
<b>Homes &amp; D/Centres</b>	0	0	<b>0%</b>
<b>Total</b>	<b>8935</b>	<b>10466</b>	<b>+17%</b>

- Children's DVD issues continue to be a growth area and do not seem to be affected to the same extent as adult DVDs by the growth in online suppliers. Children's DVD issues are less dependent on new releases and more dependent on a good range of classics, TV tie-ins and early year's staples which libraries have a strength in.

## Registered Members

Registered Members	31.03.10	31.03.11	Variation on last year
<b>Kingston Town</b>			
Kingston	14192	16005	+13%
Tudor Drive	3946	4242	+7%
<b>Surbiton</b>			
Surbiton	10223	10988	+7%
Tolworth	3578	4033	+13%
<b>Maldens and Coombe</b>			
New Malden	10528	11459	+9%
Old Malden	2552	2627	+3%
<b>South of the Borough</b>			
Hook & Chessington	7732	8100	+5%
<b>Community Library Service</b>	353	507	+44%
<b>Total</b>	<b>53104</b>	<b>57961</b>	<b>+9%</b>

- The 9% increase in registered members is impressive with significant improvements at the Community Library Service, Tolworth and Kingston.
- Based on 2008 population figures for the borough, 36% of Kingston's population are registered library members.

## NEW MEMBERS

New Members	2009-10	2010-2011	Variation on last year
<b>Kingston Town</b>			
Kingston	2896	2827	-2%
Tudor Drive	743	760	+2%
<b>Surbiton</b>			
Surbiton	1502	1763	+17%
Tolworth	720	841	+17%
<b>Maldens and Coombe</b>			
New Malden	1874	1886	+1%
Old Malden	283	335	+18%
<b>South of the Borough</b>			
Hook & Chessington	1015	1496	+45%

<b>Community Library Service</b>	<b>95</b>	<b>87</b>	<b>-8%</b>
<b>Total</b>	<b>9128</b>	<b>9995</b>	<b>+9%</b>

- The 9% increase in new members reverses the 3% decrease seen in 2009/10. Surbiton's increase of 17% reverses a 5% decline in 2009/10. Hook continues to do extremely well in attracting new members with a 45% increase on 2009/10, a combination of the modern community hub setting and an extensive programme of outreach activities that very successfully bring new audiences into the centre such as monthly craft fairs, regular quiz nights, Reading Groups, informal ICT classes and a wide range of family activities. The 18% increase at Old Malden confirms the value of the smaller branches in meeting the needs of local communities.

## Library Visits

Visits to libraries	2009/10	2010-2011	Variation on last year
<b>Kingston Town</b>			
Kingston	201538	167493	<b>-17%</b>
Tudor Drive	69378	72043	<b>+4%</b>
<b>Surbiton</b>			
Surbiton	110887	101922	<b>-8%</b>
Tolworth	74,582	69842	<b>-6%</b>
<b>Maldens and Coombe</b>			
New Malden	130,944	141719	<b>+8%</b>
Old Malden	43,348	41317	<b>-5%</b>
<b>South of the Borough</b>			
Hook & Chessington	101,764	100284	<b>-1%</b>
<b>Community Library</b>	3929	4076	<b>+4%</b>
<b>Homes &amp; D/C's</b>	230	220	<b>-4%</b>
<b>Reminiscence</b>	98	103	<b>+5%</b>
<b>Total</b>	<b>736698</b>	<b>699019</b>	<b>-5%</b>

- The overall decline in library visits by 5% can partly be accounted for by the temporary unplanned closure of Kingston Library for three months following the theft of lead from the roof and the resultant water damage to the interior of the library. If Kingston had remained open issues would have remained on a level with 2009/10.
- The 8% increase at New Malden and the 4% increase at Tolworth are to be welcomed. However, the general pattern of library visits is one of decline and to reverse this trend there is a need to focus on greater engagement with local communities, tailoring services to meet local needs and wide ranging

activities to engage new audiences. Libraries have to remain relevant to appeal to new audiences and to continue to be at the heart of local communities.

- The appointment of Kingston's first Poet in Residence and a Writer in Residence for Young people is part of a programme to engage new audiences with books and reading, particularly young people. A new Carer's Collection has been set up and the Library Service is supporting a new Reading Group for Carers in partnership with Adult Social Care. Tudor Drive's partnership with Kingston University and Latchmere School on the Smart Communities project is a good example of how libraries can engage with the local community and develop the role of the library as a community hub. Tudor Drive will act as a centre for the project, hosting an eco library of green gadgets that the community will be able to borrow as part of a long term project to change people's attitude to energy consumption.

## Computer Usage

<b>Libraries Public Computer Usage (in hours)</b>	<b>2009-10</b>	<b>2010-2011</b>	<b>Variation on last year</b>
<b>Kingston Town</b>			
Kingston	17,626.01	12604.12	<b>-28%</b>
Tudor Drive	2,370.6	2575.15	<b>+9%</b>
<b>Surbiton</b>			
Surbiton	12,178.3	13522.16	<b>+11%</b>
Tolworth	8,629.5	8511.26	<b>-1%</b>
<b>Maldens and Coombe</b>			
New Malden	16,853.23	16745.48	<b>-1%</b>
Old Malden	3,280.39	2952.03	<b>-10%</b>
<b>South of the Borough</b>			
Hook & Chessington	10,153.18	9,916.01	<b>-2%</b>
<b>Total</b>	<b>71,091.21</b>	<b>66,826.21</b>	<b>-6%</b>

- The 6% decrease in computer usage is a result of the unplanned closure of Kingston Library for 3 months. Kingston Library has the highest use of the public access PCs across the service.
- The 11% increase at Surbiton reverses the 9% decrease last year.
- Public access PCs continue to be an important part of the service, providing digital inclusion for everyone in the community. However, future consideration should be given to providing WiFi at all libraries. Hook is the only library that currently has WiFi. Research indicates that more people have laptops and need somewhere to use them on the move. With WiFi libraries can provide that kind of touch down access which works very successfully at Hook with

customers using laptops both in the cafe and the library. It would allow the Library Service to gradually reduce the number of public access PCs which are expensive to maintain and upgrade. The current condition of PCs is adequate but with reducing budgets, it will be difficult to maintain them in the long term.

## IT Learning

IT Learning Activities (guided / tutored learning in hours)	2009-10	2010-2011	Variation on last year
<b>Kingston Town</b>			
Kingston	224.5	122	<b>-46%</b>
Tudor Drive	98.5	77	<b>-22%</b>
<b>Surbiton</b>			
Surbiton	300.75	366	<b>+22%</b>
Tolworth	607.75	322	<b>-47%</b>
<b>Maldens and Coombe</b>			
New Malden	3344	1155	<b>-65%</b>
Old Malden	186.75	182	<b>-3%</b>
<b>South of the Borough</b>			
Hook & Chessington	1591	1511	<b>-5%</b>
<b>Community Library/outreach</b>	438.5	66	<b>-85%</b>
<b>Total</b>	<b>6791.75</b>	<b>3801</b>	<b>-44%</b>

- The significant decrease in IT learning activities is a result of cuts made to the team that delivered IT Learning sessions with the loss of three out of four posts. This reduction was part of budget savings made for 2011/12.
- A new post of Learning & Access Officer has been created with responsibility for learning across the service. The emphasis will be on digital inclusion and targeting the group of mainly older people who have never been online, supporting people who are seeking work through Back to Work groups and supporting people with learning and other disabilities who need support to get online. The emphasis will be on partnership working.

## Children's Reading & Literacy Activities

<b>Activities held in libraries to support children's literacy and at outreach sessions</b>	2009-10 <b>No. of events</b>	2010-2011 <b>No. of events</b>	2009-10 <b>Variation</b>	2009-10 <b>Attendance</b>	2010-11 <b>Attendance</b>	2009-10 <b>Variation</b>
<b>Kingston Town</b>						
Kingston (inc. Rose Theatre Rhyme Times)	356	342	-4%	15193	14841	<b>-2%</b>
Tudor Drive	120	96	-20%	4189	2630	<b>-37%</b>
<b>Surbiton</b>						
Surbiton	259	197	-24%	6803	7024	<b>+3%</b>
Tolworth	133	126	-5%	2886	2904	<b>+0.6%</b>
<b>Maldens and Coombe</b>						
New Malden	177	179	+1%	5173	4845	<b>-6%</b>
Old Malden	171	151	-12%	2961	3257	<b>+10%</b>
<b>South of the Borough</b>						
Hook & Chessington	165	184	+11%	4045	8645	<b>+114%</b>
<b>Total</b>	<b>1381</b>	<b>1275</b>	<b>-8%</b>	<b>41205</b>	<b>44146</b>	<b>+7%</b>

- These activities reflect the wide range of work developed to support children's reading including rhyme and story times, class visits to libraries, homework sessions, the Summer Reading Challenge, visits to primary schools, visits to pre-school groups, secondary school book groups, Looked after Children support activities, work with special groups such as Anstee Bridge, Refugee Action Kingston, Welcare, the Kingston Readers' Festival Schools' Programme, participation in Neighbourhood Festivals and joint sessions with the Museum.
- While there was a slight fall in the number of literacy events held in 2010-11, there was a 7% increase in the number of children taking part.
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- The standout figure is the large attendance at activities held at Hook. Rhymetime attendance rose by 36% and there has been a marked increase in work with local schools and school visits to the library. Overall the attendance at events and activities led by Hook staff rose by 114%.

## Rhymetimes

Attendance at Rhyme Times	2009-10	2010-2011	Variation on last year
<b>Kingston Town</b>			
Kingston	1679	2053	<b>+22%</b>
Tudor Drive	1531	1537	<b>+0.4%</b>
Rose	3675	4208	<b>+14.5%</b>
<b>Surbiton</b>			
Surbiton	2531	3841	<b>+52%</b>
Tolworth	1676	1936	<b>+15.5%</b>
<b>Maldens and Coombe</b>			
New Malden	1774	1862	<b>+5%</b>
Old Malden	1190	1186	<b>-0.03%</b>
<b>South of the Borough</b>			
Hook	2312	3139	<b>+36%</b>
Total	16368	19762	<b>+21%</b>

- Rhymetimes continue to be the most successful literacy activity run by the Library Service for parents, babies and toddlers with a 21% increase in attendance on last year. Recent research indicates that singing to a child before they can speak prepares their ear, voice and brain for language, and helps later success and emotional wellbeing. Through attendance at Rhymetimes babies and toddlers are taking their first steps into literacy, gaining vital pre-literacy skills that will help them to go on to become confident readers. These sessions also re-inforce the role of the parent as the child's first teacher fostering confidence and promoting parent child bonding.
- There were significant increases in attendances at Surbiton, Hook and Kingston.

## Adult Reading Groups

	Sessions 09-10	10-11	Variation	Attendance 09-10	10-11	Variation
<b>Kingston Town</b>						
Kingston	11	11	<b>0%</b>	101	90	<b>-11%</b>
Bradbury Active Age Centre Group	10	12	<b>20%</b>	100	84	<b>-16%</b>
Tudor Drive	12	12	<b>0%</b>	126	89	<b>-29%</b>
<b>Surbiton</b>						
Surbiton	11	11	<b>0%</b>	99	67	<b>-32%</b>
Tolworth	N/A			N/A		

<b>Maldens &amp; Coombe</b>						
New Malden	9	9	0%	78	91	+17%
Old Malden	11	12	9%	73	74	+1%
<b>South of the Borough</b>						
Hooked on Books daytime group	11	11	0%	85	70	-18%
Crime Group	12	12	0%	92	86	-6.5%
<b>Community Library</b>	N/A			N/A		
<b>Total</b>	<b>87</b>	<b>90</b>	<b>3%</b>	<b>754</b>	<b>651</b>	<b>-14%</b>

- More people take part in the arts and culture through reading than any other art form. The Library Service supports a flourishing adult reading culture in the Borough running a number of Adult Reading Groups in libraries and supporting a further 25 community based Reading Groups with group loans, involvement in author events, advice on book selection and free reservations
- This year the Library Service has helped to set up a Carer's Reading Group working with colleagues in Adult Social Care. There is also a special Carer's Collection at Kingston Library.
- Reading groups enable people to come together to share a love of reading, they help break down social isolation and promote well being and community cohesion.
- Kingston's first Poet in Residence has just been appointed. A year long programme of activities is planned as part of the residency, which aims to widen the audience for poetry, encouraging people to get involved in reading, writing and attending poetry events at libraries and heritage settings across the borough.

## Community Library Service

	<b>2009/10</b>	<b>2010/2011</b>	<b>Variation</b>
<b>Community Library Service Members</b>	341	352	<b>+3%</b>
<b>Issues</b>	<b>32756</b>	<b>31397</b>	<b>-4%</b>
<b>Homes &amp; Day Centre members</b>	52	52	<b>0%</b>
<b>Issues</b>	8588	8227	<b>-4%</b>
<b>Reminiscence members</b>	25	26	<b>+4%</b>

- The Community Library Service visits people who are unable to visit the library because of disability, infirmity, age or long term illness. Staff deliver books, CDs, DVDs and information to customers in their own homes and talk to them about their reading. Collections are tailored to meet individual needs and this is a highly personalised service. Visits are also made to residential and nursing homes and day centres and collections of books are left for residents to use.
- This service contributes significantly to the quality of life of housebound people in the borough. It provides social contact and stimulation supporting people to stay active, independent and fulfilled.
- There has been a slight increase in members this year but a decrease in issues. Issues, however, 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.

## Libraries Online

	2009/10	2010/2011	Variation on last year
<b>Virtual Visits</b>	71684	67,410	<b>-6%</b>
<b>Online Renewals</b>	28185	No figures available	<b>No figures available</b>
<b>Online Reservations</b>	2882	3569	<b>24%</b>

- Libraries are no longer just about buildings and the website and online services are an essential and growing part of the Library Service.
- The 24% increase in online reservations continues the trend started last year with a 29% increase and indicates the growing preference of users for web based services to conduct library transactions.
- A new Library Management System which will be implemented in September 2011 will make online activity much easier for customers. It will have many more interactive features promoting engagement through a “My Library” space, the opportunity to post reviews, blogs and connect with other readers.
- E- Books and E-audio books are a growing part of library provision with approximately 1200 items currently available for users to download, read on-line or listen to. There are currently 220 users of these e-services with future promotions planned to increase usage. Drop-in sessions have already been held in libraries to encourage people to join up, and they have been recently promoted to specific interest groups such as Carers and the Visually-Impaired. As these services are available remotely to customers, they form part of a 24/7 library offer to users. With the increasingly mainstream use of mobile technology by all sections of society, e-books and e-audio services offer customers different opportunities to access books and reading alongside the more traditional library experience.

## Kingston Museum and Heritage Service

	<b>2009/10</b>	<b>2010/11</b>	<b>Variation</b>
<b>Visits to the Museum</b>	17, 409	19,734	<b>+12%</b>
<b>Attendance by schools at the Museum</b>	2,623	2,872	<b>+9%</b>
<b>Attendance at outreach visits to schools</b>	1,233	1,582	<b>+22%</b>
<b>Attendance at other outreach events</b>	383	694	<b>+45%</b>
<b>Visits to the Local History Room and Archives</b>	1,505	1,751	<b>+14%</b>
<b>Total attendance and visits in person</b>	<b>23,153</b>	<b>26,633</b>	<b>+13%</b>
<b>Research enquiries by phone, email or letter</b>	932	774	<b>-17%</b>
<b>Web visits</b>	44,483	43,858	<b>-1%</b>
<b>Total web visits and enquiries by phone, email or letter</b>	45,415	44,632	<b>-2%</b>
<b>Total usage</b>	<b>68,568</b>	<b>71,265</b>	<b>4%</b>

- The Muybridge Revolutions exhibition dominated the Museum programme in 2010/11. The exhibition linked with a major Muybridge retrospective at Tate Britain which was developed by the Corcoran Gallery of Art, Washington DC and included many unique items from the Kingston collection. Working in partnership with Kingston University's Stanley Picker Gallery, there was also an exhibition of contemporary artwork inspired by Kingston's Muybridge collection. The multi faceted learning programme devised by the Museum brought in new audiences and confirmed the continuing relevance of Muybridge for a contemporary audience.
- The HLF funded Archive and Local History project, Kingston at Leisure: the Hidden Records of the Borough's Clubs and Societies, in partnership with Kingston University, collected the archives of over 30 social, sporting, cultural and horticultural societies, contributing to a unique picture of how people chose to spend their time.
- The 13% overall increase in visits to the Local History Room and Museum is impressive. This is largely a reflection of the impact of the ambitious and very successful Muybridge exhibition and the smaller scale, but no less successful, Kingston at Leisure project, both funded by HLF. The Local History Room has also significantly increased its regular users with the most popular resources being the Surrey Comet and Ancestry UK, reflecting a widespread interest in local and family history.
- The 45% increase in attendance at Heritage outreach events is a result of the successful and wide-ranging learning programme attached to the Muybridge exhibition.
- The 9% increase in attendance by schools at the Museum and the 22% increase in attendances at Museum visits to schools demonstrate the added value that the Museum offers to local schools in engaging children in learning about where they live and the rich and varied history and heritage of the borough.
- The slight decrease in web visits is perhaps an indication that the upgrade to the Council's website is overdue and it needs to be modernised to compete in the extremely competitive virtual world. Getting people through the door is the first priority of the service but the website can provide that first tantalising glimpse of the collections that will lead to visits and the physical and virtual presentation of the collections need to work hand in hand.
- The 13% increase in visits and the 4% increase in total usage demonstrate the very real way in which Kingston's Heritage collections contribute to the Kingston Plan's aim to make the borough one of the very best places to live and work. Museums, archives and local history collections help to shape places, giving them a unique identity and making them more attractive places to live, work, study and visit. Kingston's collections and records help to tell the stories that are part of the fabric and shared heritage of the Borough as well as generating new collections that reflect Kingston's changing history and diversity. Wide ranging learning programmes and outreach and inclusion work developed by the Museum and Heritage Service play an important role in meeting the wider Council agenda linked to community cohesion, life-long learning, health, well-being and quality of life.