

# Strategic planning, needs mapping, and benchmarking

New tools from the Libraries Taskforce

# Strategic influencing

Library authorities should think long-term as they plan and change their library service, and do this in consultation with their communities.

It said they should be looking at how the library service can help meet their wider objectives, taking into account other local service provision both within the area and across council boundaries.

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# How?

“Publish a toolkit on how to carry out evidence-based, long-term and sustainable planning, based on established sector good practice, case studies and the 7 design principles”

Action 10

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# The role of the tool

- Identifying relevant core datasets that already exist and are available to library services
  - Identifying gaps in existing data, and how library services can gather some of this information locally
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# Principles of evidence

- Keep it relevant – don't forget local knowledge
  - Keep it local – the more precise the better
  - Keep it up to date – things change
  - Don't reinvent the wheel – lots of data exists
  - Don't miss opportunities – scan library cards
  - Don't just look backwards – plan for the future
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# The importance of evidence

- Meeting community needs
  - Meeting corporate priorities
  - Targeting services or designing new ones
  - Being efficient
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# Libraries deliver

- Public health objectives – awareness, management of illness, prevention of illness (slippers)
  - Economic growth – coding classes, data hacks, google garages, access to IP and business information
  - Digital skills - supporting council channel shift
  - Cohesion – integration, refugees
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## Case study: Norfolk library service

- **65.7%** of adult population of are overweight or obese
  - One of lowest levels of childhood activity in the East of England (**49.7%**).
  - Estimated **16,400** people in Norfolk have dementia
  - Dealing with these conditions costs local Public Health an estimated **£19 million** every year.
  - Between May 2015 and April 2016, over **2,000** Norfolk residents participated in a dedicated health-based library activity under the programme.
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# Top sources

- Corporate strategy
  - Joint Strategic Needs Assessment (JSNA)
  - CIPFA data
  - Audience Finder
  - Indices of multiple deprivation
  - Digital inclusion heatmap
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# Mapping strategic alignment

Where does the library service fit strategically

Support families in poverty	Get all children ready for school	Young people ready for work	Enable vulnerable children to reach their potential	Older People Live well
Independent lives for people with disabilities	Reduce domestic violence	Create more jobs	Increase inward investment	Small businesses thriving
Match workforce and business skills needs	Grow the visitor economy	Improve our technology and infrastructure	Invest in out assets and buildings	Great leisure and culture for all
All residents living healthier	Community Services joined up and accessible	Good quality housing	Attractive local environment	All our neighbourhoods are safe

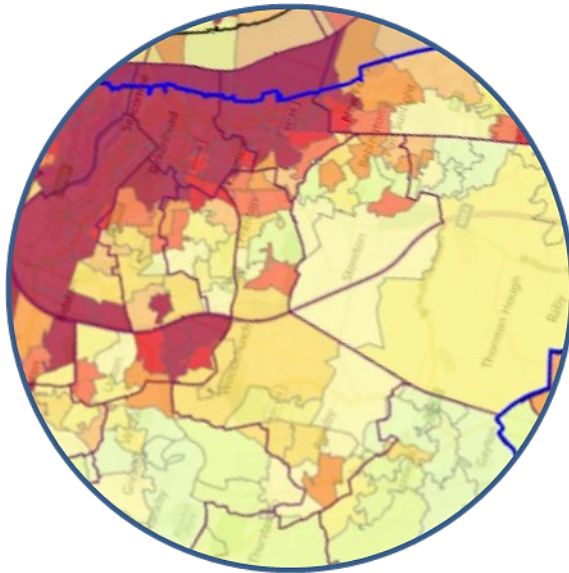
# Spatial information

- local travel and passenger routes, held by the highways team (alongside data on things like household car ownership)
  - areas of high footfall, held by town centre or planning teams
  - the location of other council assets, such as leisure centres, museums or underused buildings, held by public estate teams
  - the location of other public facilities, such as jobcentres, GP surgeries or community centres, run by partner organisations
  - up to date demographic intelligence, from ward councillors or community cohesion teams, or library staff.
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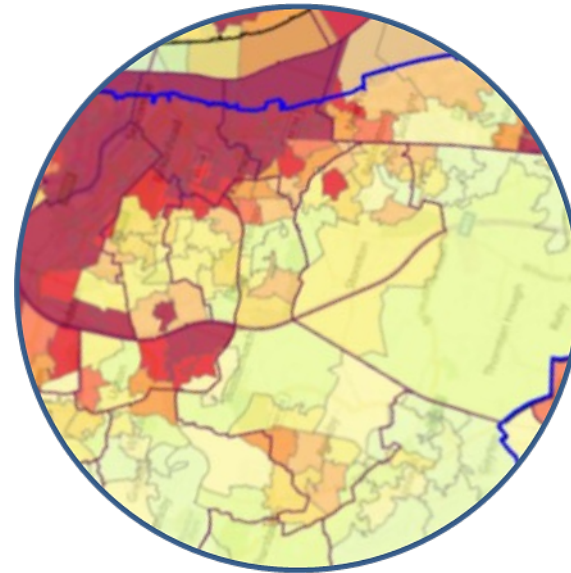
# Mapping need

Using IMD data to understand need

IMD all indicators

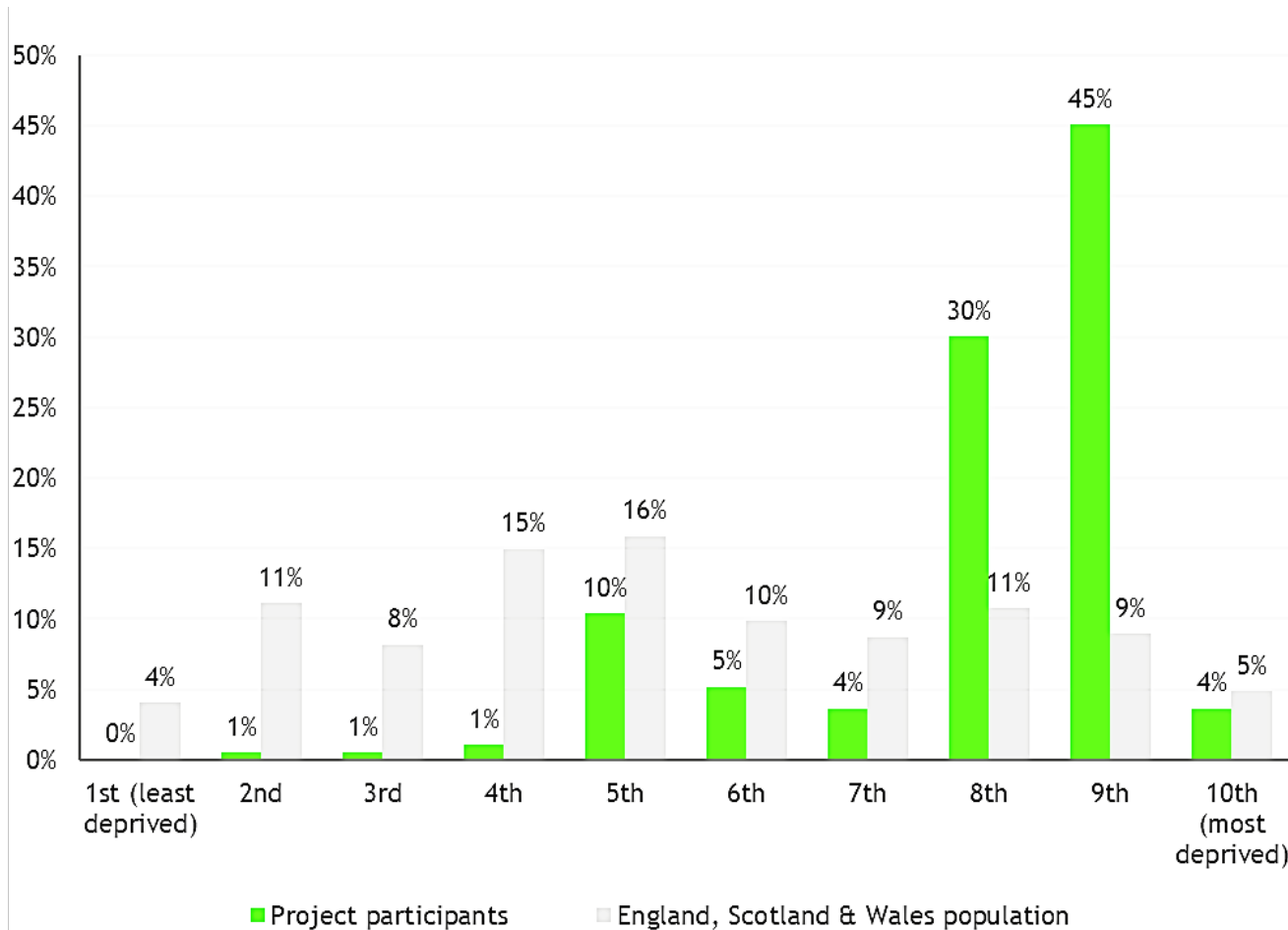


IMD CYP domain



# Mapping use

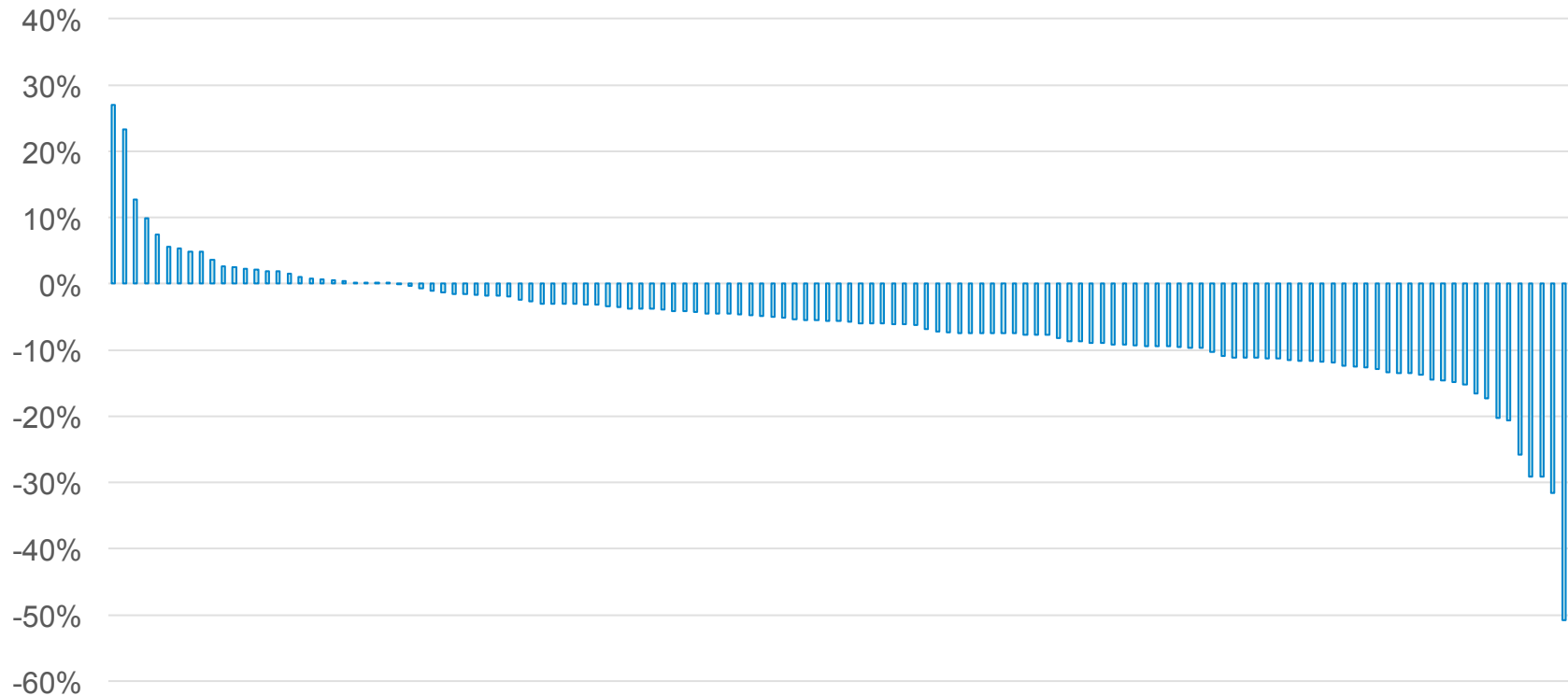
Using LMS data and IMD or Arts Council England participation data



# Using data for context

Informing decisions - comparisons using single CIPFA metrics

Net change in library visit numbers  
2014/15 to 2015/16  
(data from 130 English councils)



## Other sources

- The Carnegie UK Trust published a [comprehensive study \(April 2017\)](#) into library usage in England and the devolved administrations
  - DCMS run a [Taking Part](#) survey, covering England only, which is published annually.
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## Other sources

- Age UK's [Loneliness Maps 2016](#) have been referenced in a number of JSNAs.
  - Public Health England's [data and analysis tools](#)
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## Case study:

# The Glass Box, Somerset Libraries

- Somerset's The Glass Box aims to inspire digital skills development through coding, robotics and digital making.
  - There are significant 'cold spots' in Somerset for accessing higher education, while the CBI estimates that **nearly 40%** of firms looking for staff with digital skills have had difficulties recruiting.
  - At the same time, **82% of young people** are interested in digital making. However, half of young people make things with digital technology less than once a week or never.
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# LG Inform - <http://lginform.local.gov.uk/>

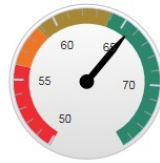
## Welcome to LG Inform

Hide

LG Inform presents you with up-to-date published data about your local area and the performance of your council or fire and rescue authority. Whether you're interested in scrutiny, a particular service area, or simply need an overview, it can help you review and compare performance with other authorities.

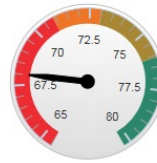
### Westminster compared to All London Boroughs (excl City) Quantiles

Achievement of 5 or more A\*-C grades at GCSE or equivalent, including English and Maths 2015/16 (academic)



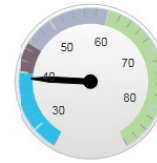
65.6 %

Overall employment rate (working-age) 2016 Q2 (rolling)



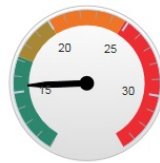
68.0 %

Children looked after rate, per 10,000 children aged under 18 2015/16



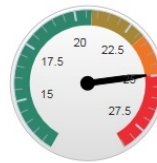
39 per 10,000

Under 18 conception rate 2014



15.4 events per 1000 girls aged 15-17 years

% of children in year 6 who are obese 2015/16 (academic)



24.94 %

Percentage of household waste sent for reuse recycling and composting 2015/16



17.27 %

[Edit dashboard](#)

[Headline report](#)

# Further support and information

[www.local.gov.uk/culturehub](http://www.local.gov.uk/culturehub)

[www.local.gov.uk/topics/culture-tourism-leisure-and-sport](http://www.local.gov.uk/topics/culture-tourism-leisure-and-sport)

<https://librariestaskforce.blog.gov.uk/>

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