Libraries Ambition Plan: Research Headlines
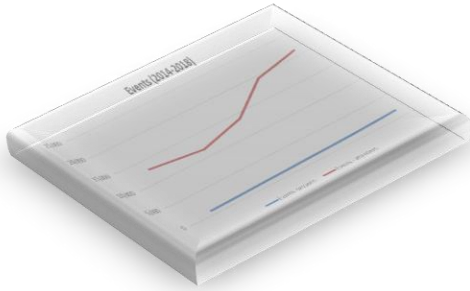
40k users

> **> 0.5 Million visits last year**

Physical visits (2014-2018)

Website visits (2014-2018)

>1.6k events
in 2018

133k sessions

ICT Usage 2018

...and website visits up 37%

e-Loans
increased
20%
last year

Blackpool Libraries customers are strongly representative of the 5 main population groups in the town

90%

of people think libraries are important to the town (with 92% satisfaction, up 15% since 2014)

Rank	Mosaic Public Sector Groups	Index
1	L Transient Renters	114
2	K Modest Traditions	93
3	F Senior Security	98
4	H Aspiring Homemakers	100
5	M Family Basics	111

Blackpool Council

Research 'Top 10' Findings

1. Around 40k people (c.28% of the town's population) are registered with the service, and have been active in the last 3 years.

2. Over 80% of customers use libraries to borrow books, but the service has much broader appeal and people are accessing libraries for many other purposes (primarily ICT, printing, events and information); and residents want to see more engagement activities (particularly for children) and cafés!

3. 87% of users have a Blackpool postcode, and practically all have an FY post-code. Only Central Library pulls in customers from across the whole town

4. The 'library population' is broadly representative of the town's population. That said certain key groups are 'over-represented', relatively speaking; including the largest (MOSAIC) population group in the town, i.e. 'Transient Residents', and 'Family Basics' (e.g. families with low incomes).

5. Females use the service proportionally more than males; apart from in the 0 to 5 years age bracket. Broadly, the library borrowers fit an 'hourglass' profile in terms of age range.

6. That said, nearly 9k people have accessed a PC in a library in the last year, clocking up over 133k sessions. The profile of this service is more of a 'bell jar', with adults (predominantly men) of a working age being the main users.

7. The three largest libraries account for c.70% of library visits and Central Library accounts for nearly half of all library PC usage.

8. People are highly aware of what the core offer is; books and digital access had 100% recognition amongst survey participants (i.e. users and non-users).

9. 90% of people think libraries are important to the town. Aside from theatres, they are No.1 in terms of resident satisfaction (with 92%, up 15% since 2014).

10. Key areas of performance have turned a corner in the last year or are showing sustained growth (Library visits; Events, e-Loans and Online access) but the performance at a library by library level is more varied.