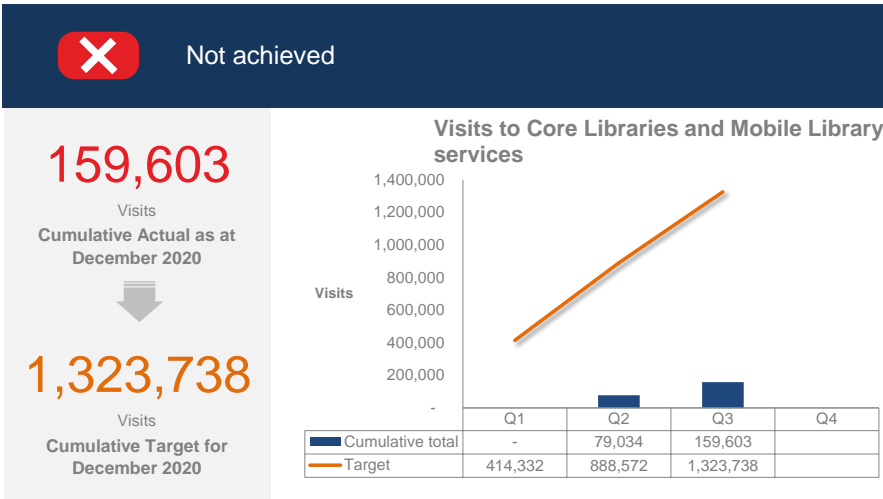## Visits to Core Libraries and Mobile Library services

Number of physical visits to: Boston; Lincoln; Stamford; Grantham; Gainsborough; Mablethorpe; Skegness; Sleaford; Spalding and Louth libraries which are open from between 45 to 58 hours per week and Bourne; Horncastle; Market Rasen; Woodhall Spa; Long Sutton libraries which are open from between 18 to 45 hours per week.
A visit is a physical visit by an individual to a library premise as per the Chartered Institute of Public Finance and Accountancy (CIPFA) guidance.
A higher number of visits to core libraries and Mobile Library services indicates a better performance.

❌ Not achieved

159,603
Visits
Cumulative Actual as at December 2020

⬇

1,323,738
Visits
Cumulative Target for December 2020

Visits to Core Libraries and Mobile Library services

|	Q1	Q2	Q3	Q4
Cumulative total	-	79,034	159,603	
Target	414,332	888,572	1,323,738	

About the latest performance

14 core libraries remained in the 'Browse & Borrow' phase for October, which saw the return of customers into sites following strict criteria including wearing of masks, following a one way system and no waiting in site. Customers were able to walk around and browse stock but not stay and read material. Newspapers, study rooms and activities were still ceased. Bourne core site remained as 'click and collect'. All sites were still on reduced hours. Access, Rural and P&C Mobiles operational.

November and December saw the reintroduction of the click and collect service only, with browsing once again removed, due to entering Lockdown 2.0. The Access Mobile remained but the Rural and P&C Mobiles temporarily ceased operation.

The additional online activities continued throughout the quarter.

Further details
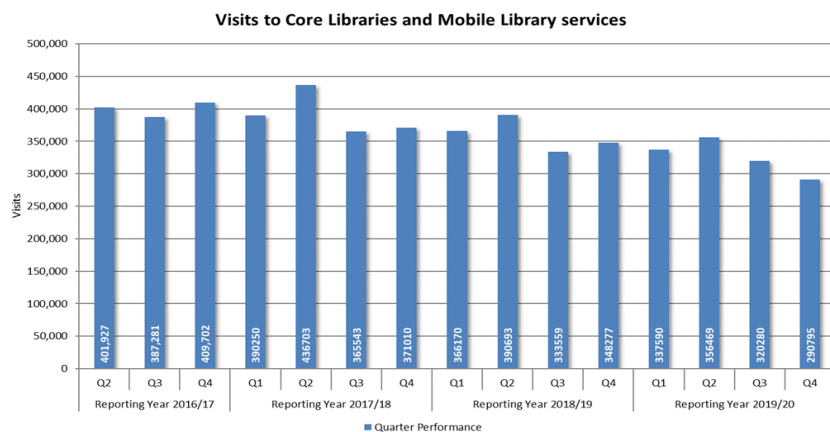
Visits to Core Libraries and Mobile Library services

About the target

The targets have been set within the contract with Greenwich Leisure Limited (GLL), taking into account that library use has seasonal variations and certain months of the year are normally busier than others. For example, Quarter 2 is usually busy for children's use as libraries run the Summer Reading Challenge in the school holidays. Quarter 3 normally starts busy in October as book use increases in the winter months, however December is normally a quiet month with preparations for and closure during Christmas.

When GLL produced the baselines in 2016 they looked at the available historical data reflecting monthly usage patterns in Lincolnshire.

About the target range

No target range has been set for this measure.

About benchmarking

This measure is local to Lincolnshire and therefore is not benchmarked against any other area.

Lincolnshire
COUNTY COUNCIL
Working for a better future
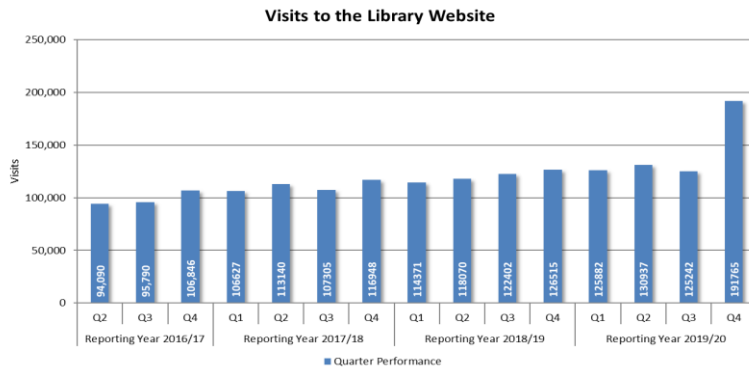
Visits to library website

The definition of a visit, as per the Chartered Institute of Public Finance and Accountancy (CIPFA), is defined as a session of activity/series of one or more page impressions, served to one User to the library website (or relevant library-service-related directories of the authority website as defined by the authority). A unique visitor is determined by the IP address or cookie. The session is deemed to end when there is a lengthy gap of usage between successive page impressions for that User. An example of a 'lengthy gap' would be a gap of at least 30 minutes.

Greenwich Leisure Limited (GLL) have counted Lincolnshire County Council library webpage visits, and from the beginning of July 2016, also included GLL library webpage visits. Library webpages include library information and catalogue pages such as books, e-books etc.

A higher number of visits to library websites indicates a better performance.

✔ Achieved

353,340 Website visits **Cumulative Actual as at December 2020** ⬇ **317,118** Website visits **Cumulative Target for December 2020**	**Visits to library website**

	Q1	Q2	Q3	Q4
Cumulative total	87,990	220,702	353,340	
Target	104,992	213,732	317,118	

Further details

Visits to the Library Website

	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	94,090	95,790	106,846	106627	113140	107305	116948	114371	118070	122402	126515	125882	130937	125242	191765

Reporting Year 2016/17 | Reporting Year 2017/18 | Reporting Year 2018/19 | Reporting Year 2019/20

■ Quarter Performance

About the target

The targets have been set within the contract with Greenwich Leisure Limited (GLL), taking into account that library use has seasonal variations and certain months of the year are normally busier than others. For example, visits to the library website is usually higher in Quarter 4 because of higher internet use in the winter months.
When GLL produced the baselines in 2016 they looked at the available historical data reflecting monthly usage patterns in Lincolnshire.

About the target range

No target range has been set for this measure.

About benchmarking

This measure is local to Lincolnshire and therefore is not benchmarked against any other area.

Community use of libraries

Use or hire of library rooms or premises for meetings, events or exhibitions in or outside of library opening hours by community groups, organisations, public drop in sessions or information stands i.e. Open University, Phoenix Stop Smoking scheme, Health Watch, Police Surgeries, Macmillan Surgeries. A higher number of hours recorded in relation to the use or hire of library premises or rooms indicates a better performance.

❌ Not Achieved

0

Hours of use
Cumulative Actual as at December 2020

⬇

1,483.5

Hours of use
Cumulative Target for December 2020

Community use of libraries

	Q1	Q2	Q3	Q4
Cumulative total	0	0	0	
Target	534.8	1,085.4	1,483.5	

About the latest performance

Core libraries and mobiles were closed due to the global covid-19 pandemic, from 23 March 2020 to 13 July 2020.

Despite the re-opening of sites during this quarter, community use, drop-in's and study areas have remained unavailable.

Further details
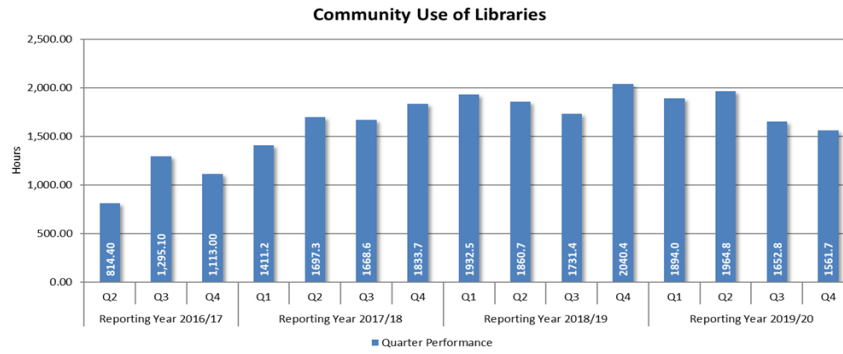
Community Use of Libraries

About the target

The targets have been set within the contract with Greenwich Leisure Limited (GLL), taking into account that library use has seasonal variations and certain months of the year are normally busier than others. For example, July and August (Quarter 2) are usually quieter months for adult community use as many community groups have a summer break. Q4 and Q1 are the highest totals because of generally high community use between January–June. December (Quarter 3) is a normally a quieter month with preparations for and closure during Christmas.

When GLL produced the baselines in 2016 they looked at the available historical data reflecting monthly usage patterns in Lincolnshire.
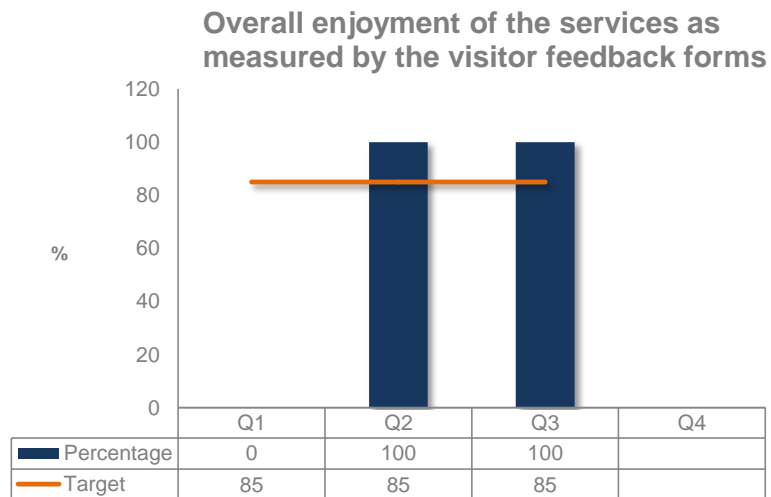
About the target range

No target range has been set for this measure.

About benchmarking

This measure is local to Lincolnshire and therefore is not benchmarked against any other area.

## Overall enjoyment of the services as measured by the visitor feedback forms

Excellent and/or very good reviews of visitors' overall experience, as measured by the visitor feedback forms aggregated across all Heritage Visitor sites. Performance is measured year-to-date and as a snap shot in time.

✅ Achieved

100
%
Cumulative Actual as at December 2020

⬇

85
%
Cumulative Target for December 2020

Overall enjoyment of the services as measured by the visitor feedback forms

	Q1	Q2	Q3	Q4
Percentage	0	100	100	
Target	85	85	85	

About the latest performance

The 2020/21 Q1 reporting for this performance indicator mistakenly displayed the same data as the previous quarter (2019/20 Q4) and as a result a figure of 98% was recorded. The data for Q1 has now been revised to show the correct figure of 0%, meaning the target was not achieved on this occasion. Due to Covid-19 national restrictions, Lincolnshire County Council Heritage sites have been closed or operating with reduced public admission to manage safe access. To reduce contact between visitors and staff, in house visitor feedback forms were not collected in Q1 at sites which remained in operation, resulting in no data to be reported. During Q2 Lincoln Castle was able to collate some visitor feedback forms with 100% of this feedback rated as excellent or very good. In total 41 feedback forms were completed, with 38 rated as excellent and 3 rated as very good. Due to continued reduced public opening, in house visitor feedback forms were not collected in Q3 and visitors were signposted to leave us feedback on Trip Advisor, which is reporting positive feedback.

Overall enjoyment of the services as measured by the visitor feedback forms
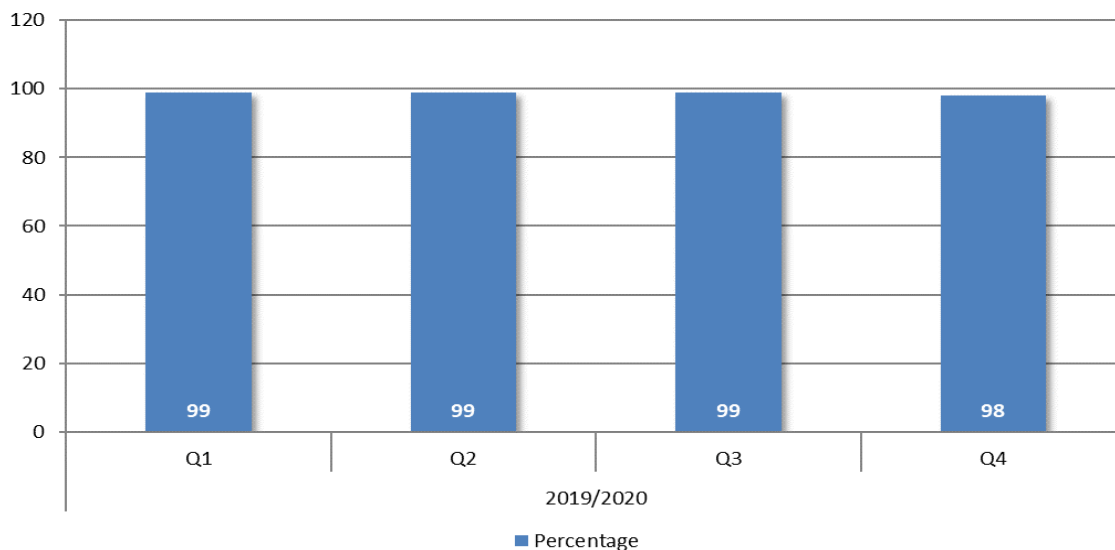
About the target

The target is based on averages of our current levels of performance.

About the target range

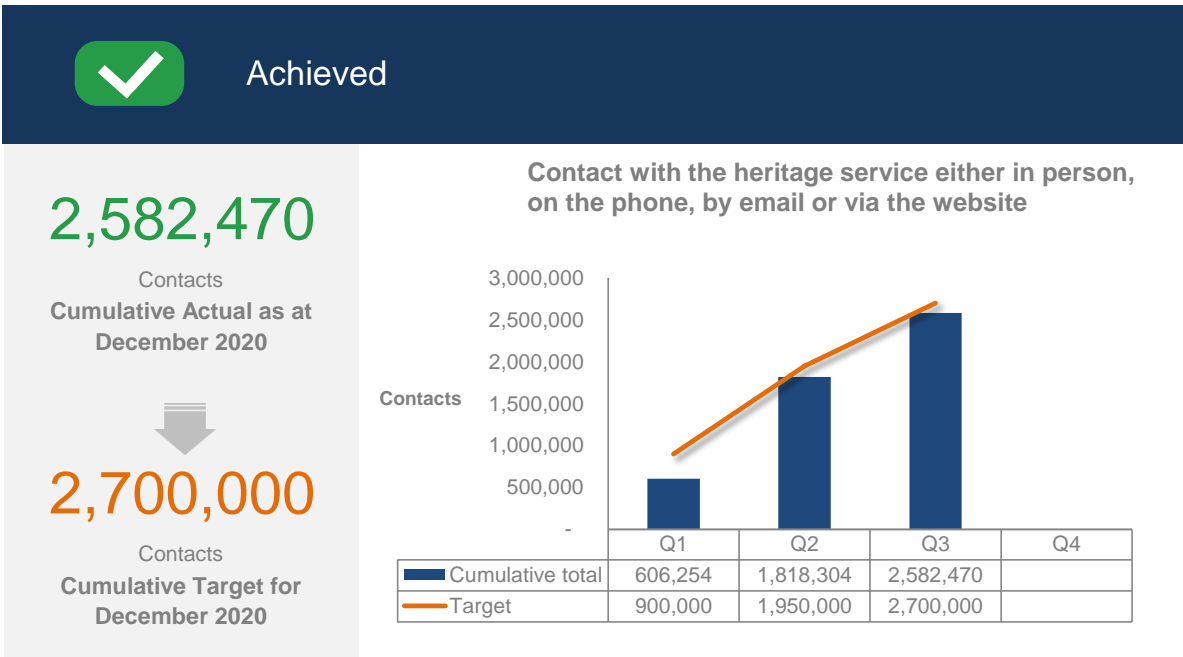The target range for this measure is set at +/- 5 percentage points

About benchmarking

This measure is local to Lincolnshire and therefore is not benchmarked against any other area.

![Lincolnshire County Council - Working for a better future]

Contact with the heritage service either in person, on the phone, by email or via the website
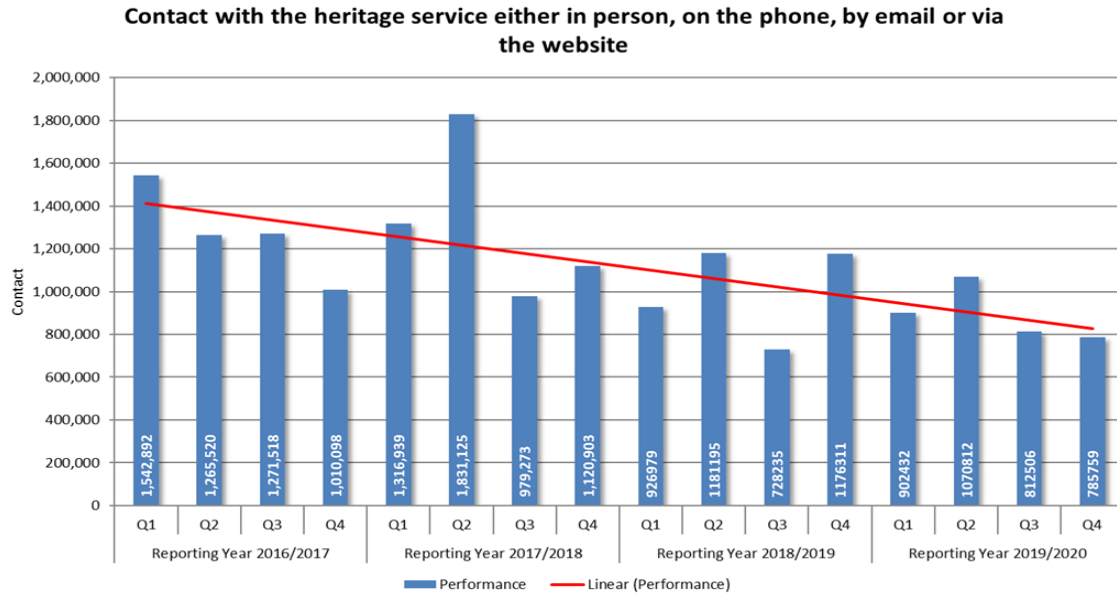
Contact with the heritage service either in person, on the phone, by email or via the website.
A higher number of contacts with the heritage service indicates a better performance.

✓ Achieved

2,582,470

Contacts
Cumulative Actual as at December 2020

⬇

2,700,000

Contacts
Cumulative Target for December 2020

Contact with the heritage service either in person, on the phone, by email or via the website

	Q1	Q2	Q3	Q4
Cumulative total	606,254	1,818,304	2,582,470	
Target	900,000	1,950,000	2,700,000	

About the latest performance

Due to Covid-19 national restrictions, Lincolnshire County Council heritage sites have been closed or operating with reduced public admission to manage safe access. On 01/11/20 the Council handed over operation of the Gainsborough Old Hall site resulting in a further decrease in contact with the heritage service. Contact via heritage service web platforms has also considerably reduced due to the cancellation of events, exhibitions and other public engagement activities.

Contact with the heritage service either in person, on the phone, by email or via the website

	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	1,542,892	1,265,520	1,271,518	1,010,098	1,316,939	1,831,125	979,273	1,120,903	926979	1181195	728235	1176311	902432	1070812	812506	785759
	Reporting Year 2016/2017				Reporting Year 2017/2018				Reporting Year 2018/2019				Reporting Year 2019/2020			

Performance ■ —— Linear (Performance)

About the target

Quarterly targets will be profiled throughout the year to account for anticipated fluctuations in performance such as school and bank holidays; weather; scheduled events etc.

About the target range

An intuitive target range of +/- 5% has been set.

About benchmarking

This measure is local to Lincolnshire and therefore is not benchmarked against any other area.