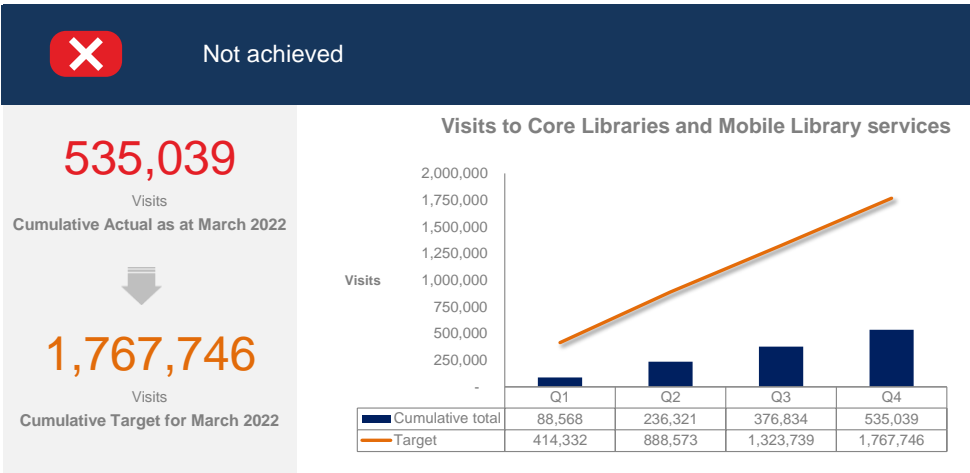


Visits to Core Libraries and Mobile Library services

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.

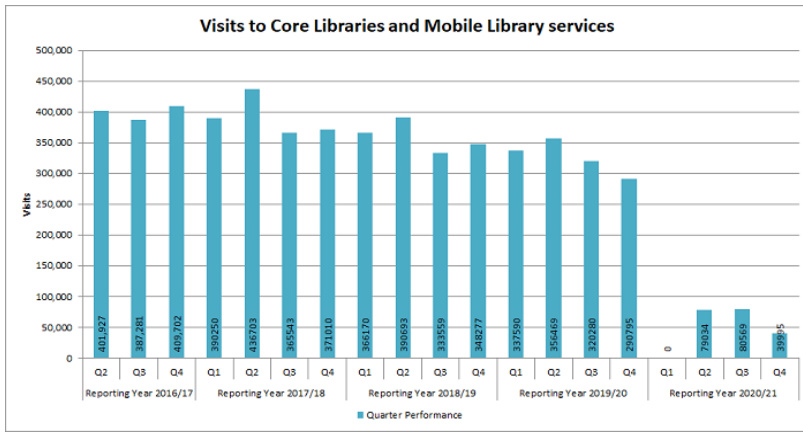


About the latest performance

We are still experiencing a reduced number of visitors at sites, due to the Covid pandemic; customers are attending less frequently and are stocking up on items so they don't have to attend sites as often as pre-covid. We have acknowledged the change in customer use since the Covid pandemic, and as such we have made the decision to reduce our target for visitors by 25% for FY 22-23, whilst we strive to increase customer visits to our core libraries and mobile library services.

We have experienced some reduced hours at sites which has compounded the change in trend, which has resulted in reduced visits; Bourne has been operating on reduced hours due to an operational change made by South Kesteven District Council. Stamford Library main site also closed from 13th Sept due to roof works, with a business continuity Click and Collect offer at local Day Centre also on reduced hours. Stamford has had a significant impact on visitor figures as it is one of the busiest sites. Boston library had a closure period also due to works at site during this period.

Further details



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.

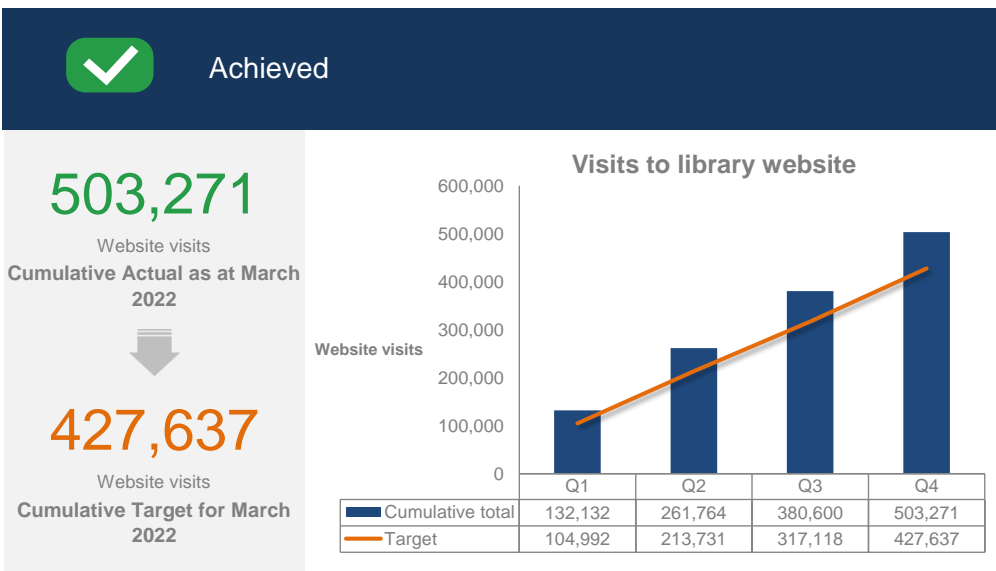
About benchmarking

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

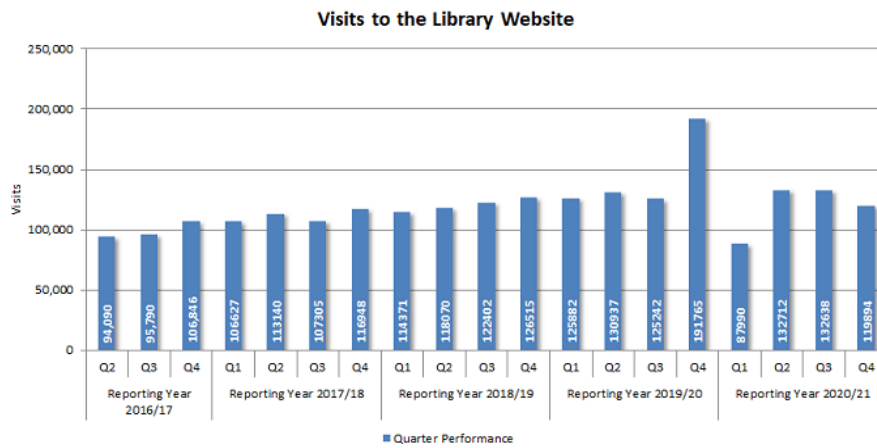
Visits to library website

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.



Further details



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

1,651

Hours of use

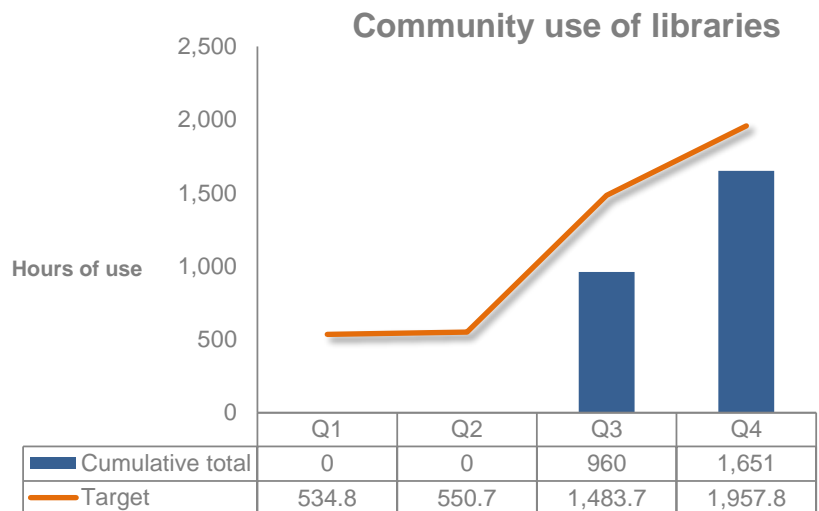
Cumulative Actual as at March
2022



1,957.8

Hours of use

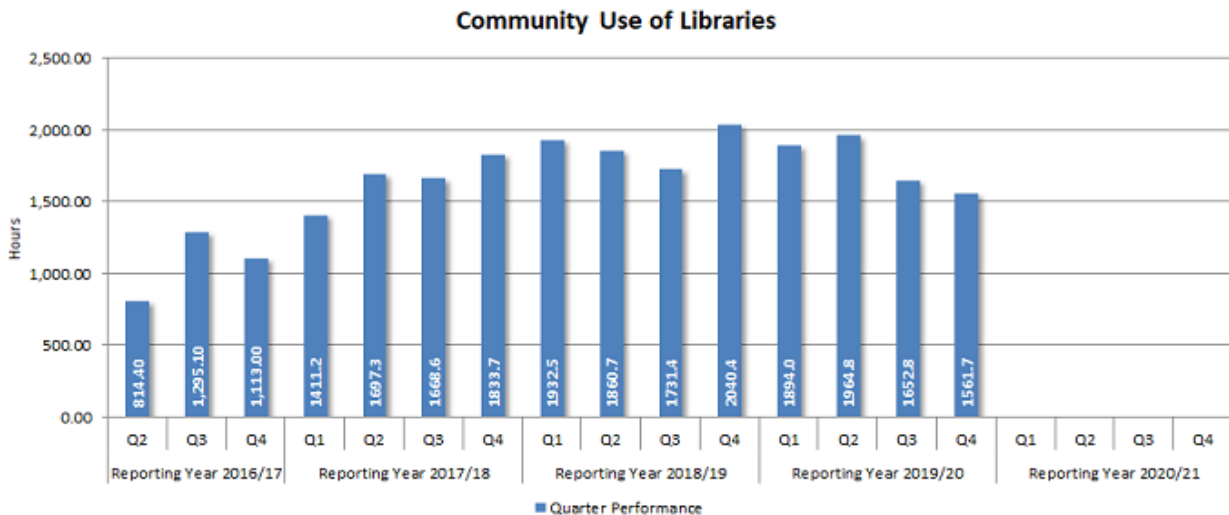
Cumulative Target for March
2022



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, community use, drop-in's and study areas remained unavailable until October 2021. We exceeded the monthly targets for January, February, and March. The Q4 target was 474.4 and 691.4 hours were achieved.

Further details



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.

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.



Not achieved

2,741,466

Contacts

Cumulative Actual as at March 2022

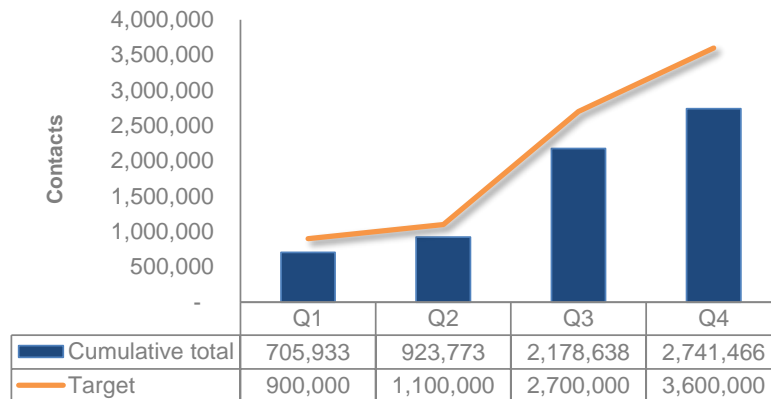


3,600,000

Contacts

Cumulative Target for March 2022

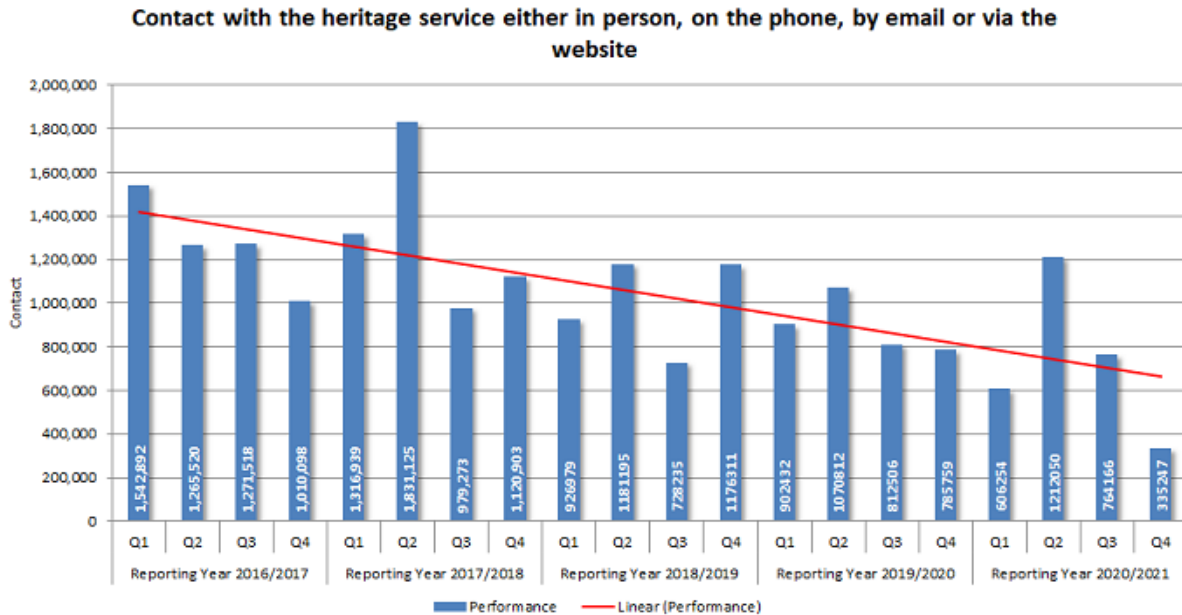
Contact with the heritage service either in person, on the phone, by email or via the website



About the latest performance

This quarter has seen 562,828 interactions across our service, an increase on our reported figures for the same period in FY20/21, which takes our annual total to 2,741,466. This data consists of views to our web pages, Twitter, Facebook, Instagram and TikTok, and enquiries received across the service. Whilst we haven't reached our annual target, it is acknowledged that the redevelopment of the Lincs to the Past website has significantly reduced our interactions for the Archives, as we have been working to enhance the online offer that we provide to the community. For this quarter, we have reported 55,906 website views to our previous Lincs to the Past website. Website page views to this site previously ranged between 250,000 and 350,000 per quarter, and as such demonstrates the impact work to this website has had on our interactions total. However, the new Archives Online Catalogue has launched, and as of 24th March Google began monitoring visitor figures, reporting 13,398 visits in just 19 days.

Further details



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. With effect from 2021/22, the heritage sites included within this count has changed and no longer includes figures from Gainsborough Old Hall but Free Castle Grounds Visitor numbers have been added within the About the target range

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

About benchmarking

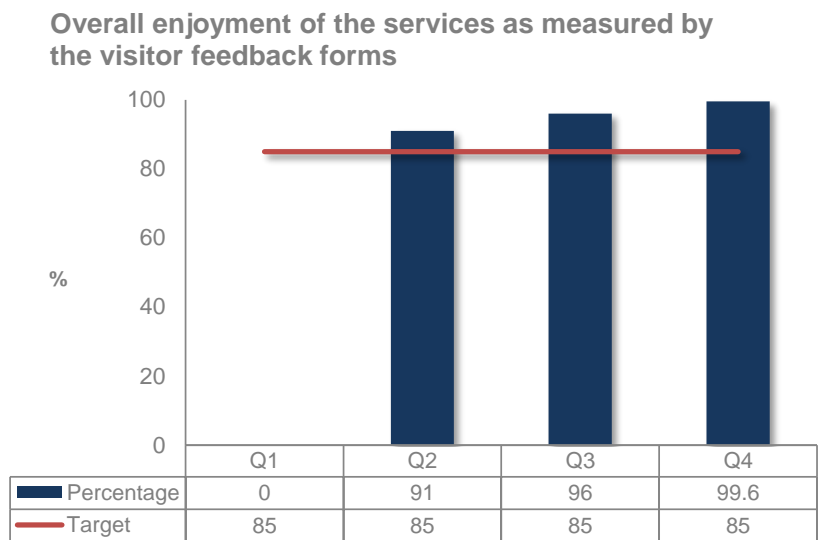
This measure is local to Lincolnshire and therefore is not benchmarked against any other area.

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.

Exceeds

99.6
%
Cumulative Actual as at March 2022
85
%
Cumulative Target for March 2022

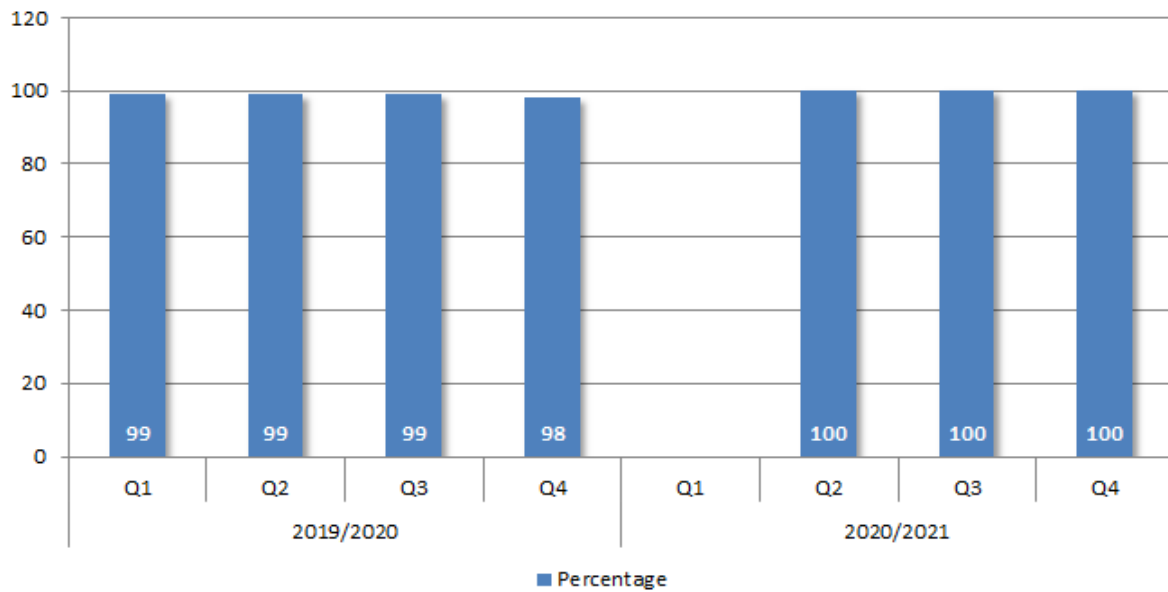


About the latest performance

This quarter, the average rating for 'Good/Very Good' overall enjoyment across our sites reached 99.6%, exceeding the target of 85%, and our highest rating for overall enjoyment for this financial year. As covid measures have gradually reduced, and with the increase in visitors, we have seen an increased number of completed visitor forms across our sites. Due to the pandemic, we ceased collating visitor forms for quarter one and two, but as we reintroduced visitor forms across some of our sites in quarter three, the increased confidence of our visitors has enabled us to fully integrate these forms across all our sites once again, leading us to increase our target for FY22/23 to 88% for Good/Very Good overall enjoyment

Further details

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.