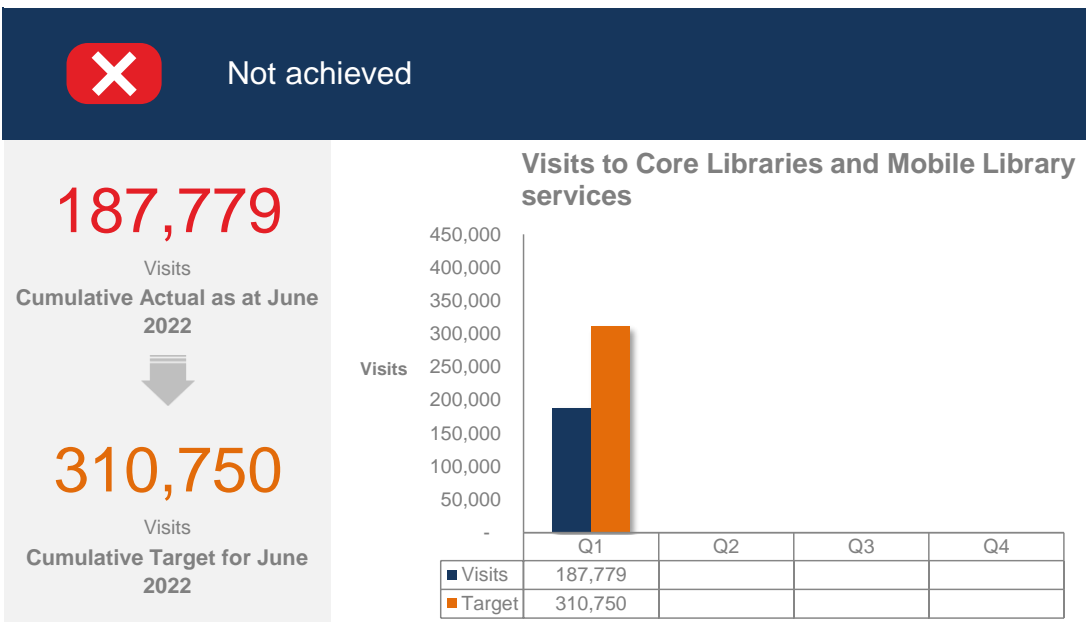# Visits to Core Libraries and Mobile Library services

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.
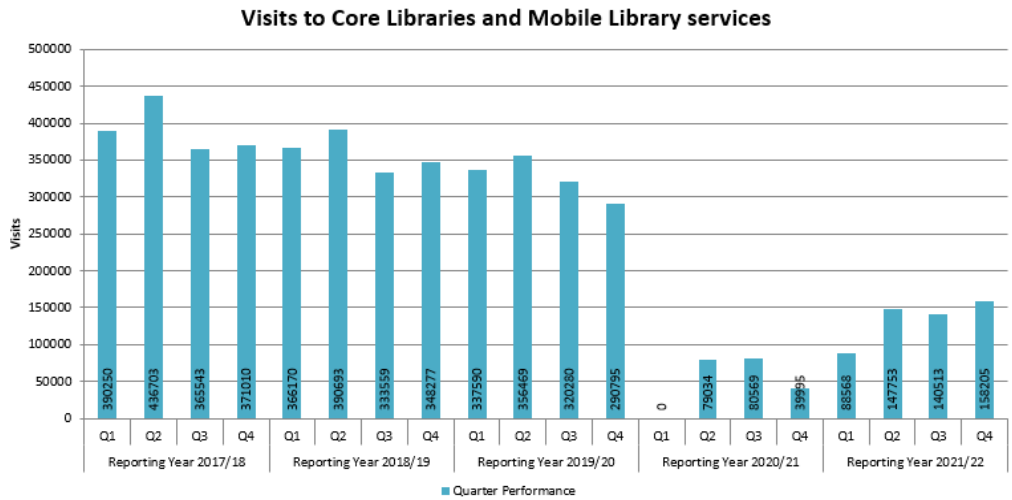
A higher number of visits to core libraries and Mobile Library services indicates a better performance.

❌ **Not achieved**

187,779
Visits
Cumulative Actual as at June 2022

⬇

310,750
Visits
Cumulative Target for June 2022

Visits to Core Libraries and Mobile Library services

	Q1	Q2	Q3	Q4
■ Visits	187,779			
■ Target	310,750			

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. This is a national trend. Alongside this, 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 SKDC. 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

Visits to Core Libraries and Mobile Library services

Reporting Year 2017/18: Q1 390250, Q2 436703, Q3 365543, Q4 371010
Reporting Year 2018/19: Q1 366170, Q2 390693, Q3 333559, Q4 348277
Reporting Year 2019/20: Q1 337590, Q2 356469, Q3 320280, Q4 290795
Reporting Year 2020/21: Q1 0, Q2 79034, Q3 80569, Q4 39995
Reporting Year 2021/22: Q1 88568, Q2 147753, Q3 140513, Q4 158205

■ 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, 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

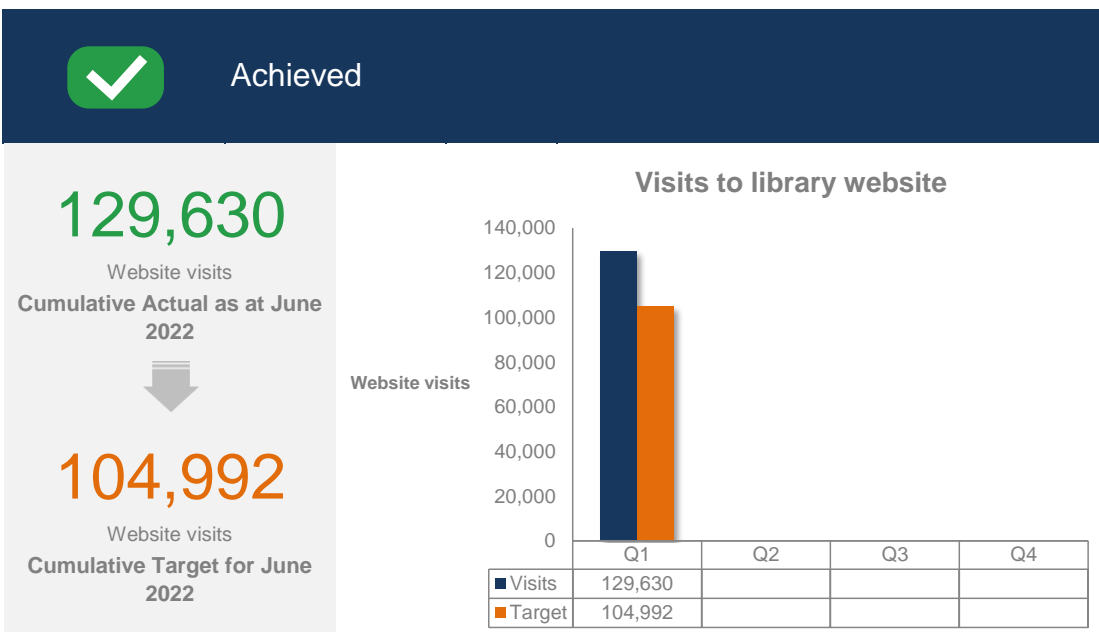No target range has been set for this measure.

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) no longer count Lincolnshire County Council library web-page visits, the data is captured solely from GLL library web-page visits. Library web-pages 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

129,630

Website visits
Cumulative Actual as at June 2022

104,992

Website visits
Cumulative Target for June 2022

Visits to library website

	Q1	Q2	Q3	Q4
Visits	129,630			
Target	104,992			

Further details

Visits to the Library Website

Visits to the Library Website — bar chart showing Quarter Performance by reporting year.

Reporting Year	Q1	Q2	Q3	Q4
2017/18	106627	113140	107305	116948
2018/19	114371	118070	122402	126515
2019/20	125882	130937	125242	191765
2020/21	87990	132712	132638	119894
2021/22	132132	129632	118836	122671

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.

Achieved
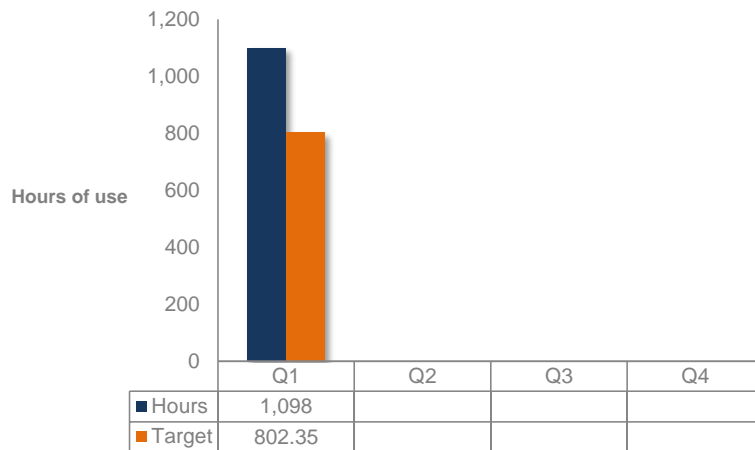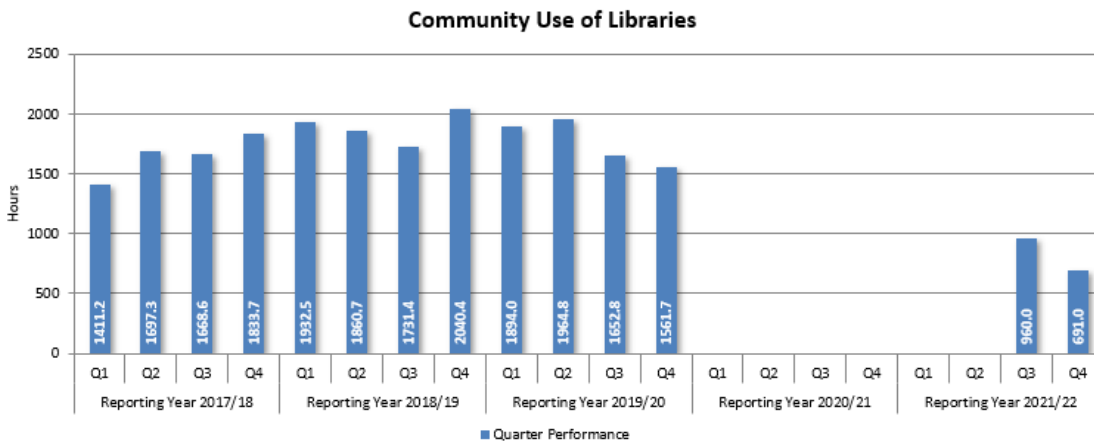
1,098
Hours of use
Cumulative Actual as at June 2022

802.35
Hours of use
Cumulative Target for June 2022

Community use of libraries

	Q1	Q2	Q3	Q4
Hours	1,098			
Target	802.35			

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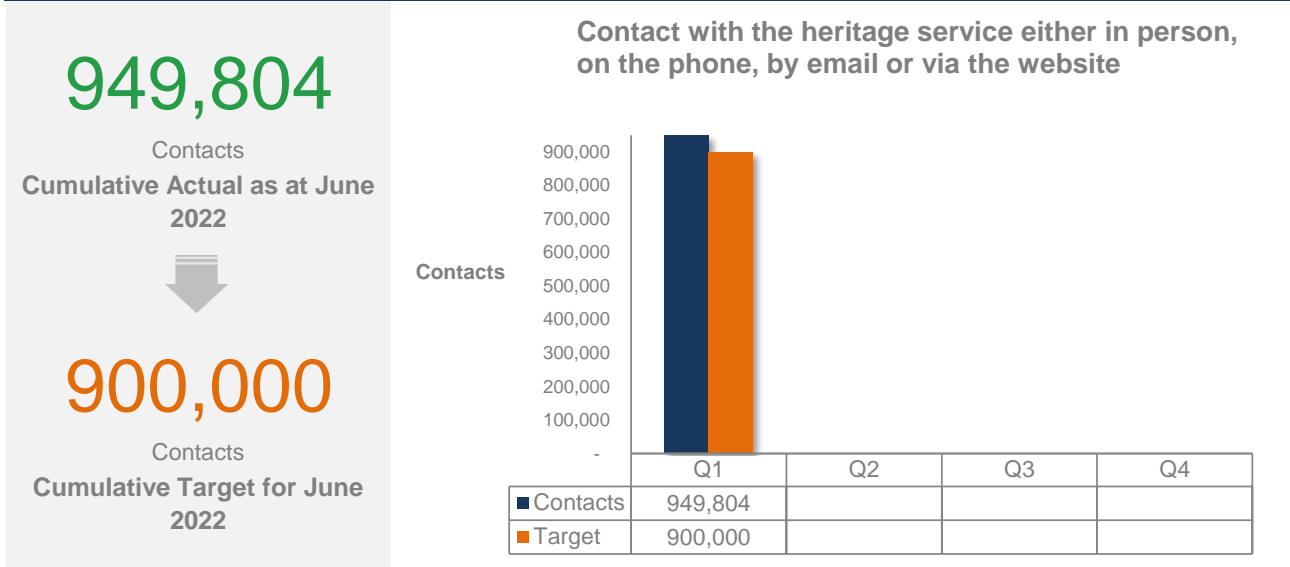
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Contact with the heritage service either in person, on the phone, by email or via the website

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

A higher number of contacts with the heritage service indicates a better performance.
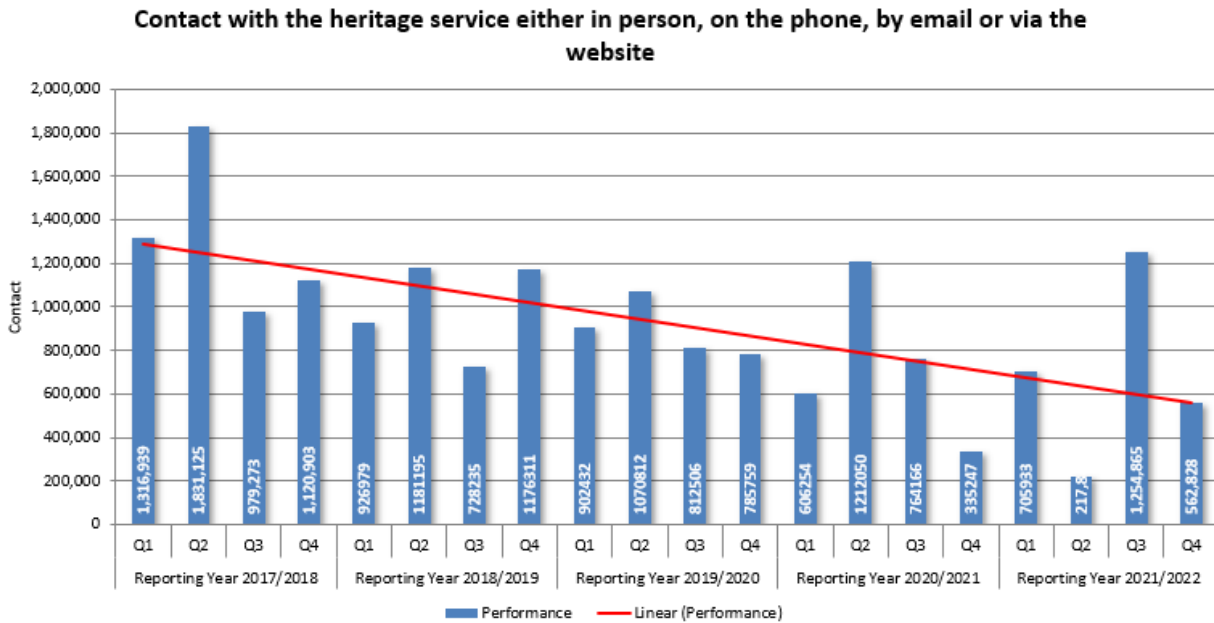
Exceeds

949,804

Contacts

Cumulative Actual as at June 2022

⬇

900,000

Contacts

Cumulative Target for June 2022

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

	Q1	Q2	Q3	Q4
■ Contacts	949,804			
■ Target	900,000			

About the latest performance

Q1 has seen a significant increase in interactions with the Culture service, with 949,804 interactions, including in person, via phone, email or via the website and social media. Our increase in social media presence throughout lockdown provided a connection with our heritage sites at a time when physical presence on site was limited. The public responded with huge positivity to the increase in our online presence and the use of different social media platforms, and although physical visits can now take place, the service will continue online engagement and hope to see sustained audience reach as a result. The Castle, Archives, Collection & Usher Gallery, and the Museum of Lincolnshire Life all have a regular online presence, but the introduction of our new Battle of Britain Visitor Centre Facebook page in Q2 will see more interactions with this particular part of the cultural offer, increasing online visibility, enhancing collaboration across our sites and bringing in more visitors to our sites.

Further details

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

Chart data (bar labels):

Reporting Year	Q1	Q2	Q3	Q4
2017/2018	1,316,939	1,831,125	979,273	1,120,903
2018/2019	926979	1181195	728235	1176311
2019/2020	902432	1070812	812506	785759
2020/2021	606254	1212050	764166	335247
2021/2022	705933	217,8	1,254,865	562,828

Legend: 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. 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 calculations.

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.
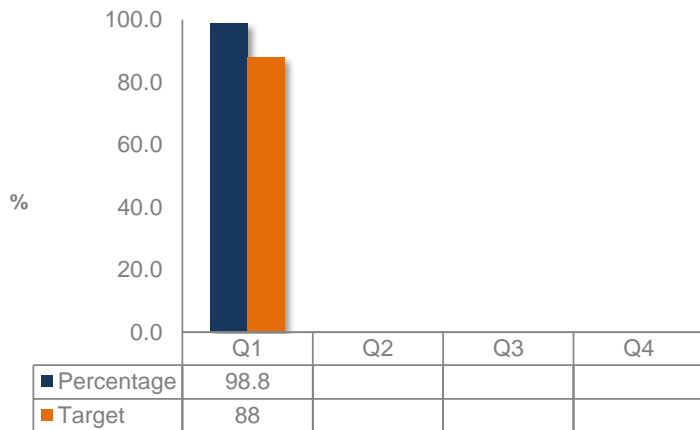
✔ Exceeds

98.8 %

Cumulative Actual as at June 2022

⬇

88 %

Cumulative Target for June 2022

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

|	Q1	Q2	Q3	Q4
■ Percentage	98.8			
■ Target	88			

About the latest performance

The increase in visits across our sites for Q1 has resulted in the highest volume of feedback forms received since before the pandemic began. Of these feedback forms, 98.8% of visitors rated their overall enjoyment across our sites as Good or Very Good, exceeding our recently increased target of 88%, and highlighting the consistently high-quality visitor experience across our cultural offer. With a full summer events programme, we hope to build on this excellent feedback, providing the highest quality visitor experience for all who engage with our services and events.

Further details

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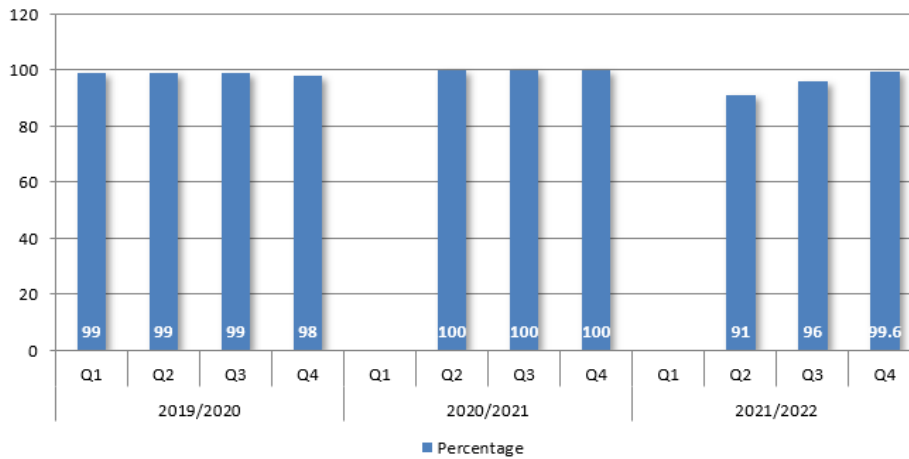
About the target

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.