

Total Membership

Dec 07 – 861
Dec 08 – 980
Dec 09 – 1,091

Total membership has increased, but this does not mean members are active. Indeed the Library Service only 'cleans' the database every few years to remove, so consequently the total membership will always continue to grow until old records are removed.

Active Borrowers

Dec 07 – 533
Dec 08 – 539
Dec 09 – 555

Jan 10 - 543

Active borrowers is based on a customer having used a library in the past year and therefore is just a snapshot at that time. It is a more accurate representation of library customer usage than total membership. So while membership has continued to grow the active borrower level has at best remained static – indeed the latest information shows a small drop. The highest number of active borrowers ever achieved at Wilford is 568 in one year (July 2008).

Wilford has the smallest number of active borrowers compared to other libraries.

Usage is not just based on these factors but several other indicators:

Visits

Recent visit information (Jan 2010) shows that visits have dropped 2% at Wilford Library. Nine years of visit information is available which shows that the past few years have shown a small decline in visits after a peak in 2007-08. 2003-04 and 2004-05 were particularly popular years for Wilford Library.

2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10 estimate	% recent change
12,636	13,000	19,136	17,056	14,716	14,573	16,237	14,989	14,647	-2%

In terms of visits Wilford is ranked 18th out of 19 libraries for the number of visits based on the latest information, just above Bakersfield (9,429). Although Bakersfield has seen a 9% increase in visits this year to date.

Loans

Loan information indicates poor take up in this current year, particularly in the loan of books. Loans of audio-visual materials have increased slightly this year, but generally it is only a small proportion of total loans. Overall loans have been fairly

steady over the past few years, however as all categories of books having declining loans it has given rise for concern.

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10 cumulative	2009-10 progress
Total Books	21,078	24,756	22,602	25,405	24,449	14,855	-14%
Total Audio-Visual Items	832	995	817	660	598	602	+26%
Total Loans	21,910	25,751	23,419	26,065	25,047	15,457	-13%

Wilford is ranked 17th based on the number of total loans to date, but is one of the worst performers this year. Bakersfield has marginally lower loans of 15,347 but has seen a 12% increase this year.

Use of the reservation service had been increasing over recent years but this has also decreased in the past year, and is one of two libraries with poor performance in the reservations service.

2005-06	2006-07	2007-08	2008-09	2009-10 cumulative	2009-10 progress
644	900	1,282	1,702	1,180	-6%

New members

New member data is a recent area for monitoring and indicates a decrease this year.

2007-08	2008-09	2009-10 cumulative	2009-10 progress
105	118	75	-7%

Wilford Library is ranked 19th out of 19 libraries for the cumulative number of new members for 2009-10 and has one of the worst performance's this year to date compared to other libraries.

Computer use

Wilford Library has one computer and on average it is used for only 30% of the time that this is available. This has decreased from 40% a few years ago. Wilford has the lowest take up of computer time compared to other libraries – the average for the service is 58%.

2005-06	2006-07	2007-08	2008-09	2009-10 progress
38%	40%	26%	31%	30%

Enquiries

The number of enquiries had improved last year, but this seems to have been above the norm for Wilford and enquiries have been falling.

2003-04	2004-05	2005-06	2006-07	2007-08 estimate	2008-09 estimate	2009-10 progress
2,212	2,371	2,688	1,663	2,584	4,055	-15%

Wilford has one of the smallest number of enquiries in the service and is one of the worst performing libraries this year to date.

Activities

The library service does monitor the types and number of activities that take place. Wilford has host the lowest number of adult activities and is just below the service average of 10 people attending per event. Wilford is ranked 18th for the number of children's activities hosted and is just below the service average of 12 children attending per event.

	Adult Inside Library events			Children's Inside Library events		
	Events	Number of adults	adults per event	Events	Number of children	children per event
Total 2008-09	11	94	9	66	320	5
Apr-Jun	3	25	8	12	87	7
Jul-Sept	2	16	8	13	139	11
Oct-Dec	3	25	8	11	67	6
Jan-Mar						
Cum. 2009-10	8	66	8	36	293	8