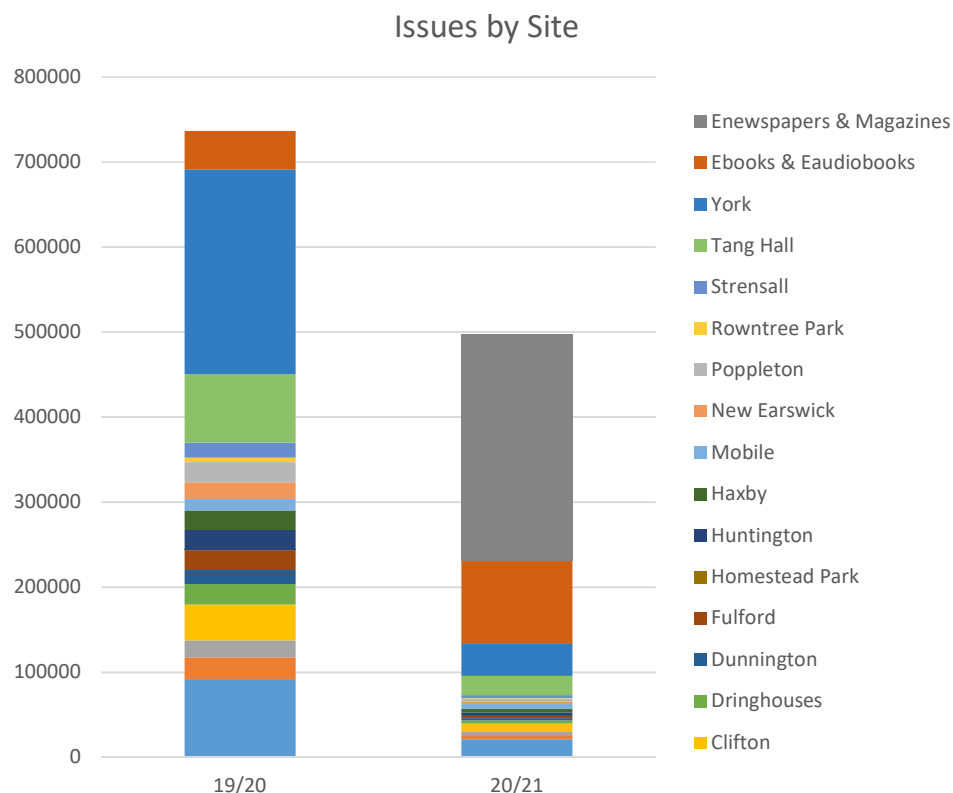


## 20/21 Explore Performance Annex



### Summary

In 20/21 issues were only -32% down on 19/20 in spite of the pandemic. Physical issues were vastly reduced (-81%), but the online offer went quite some way to offset this: ebook and eaudiobook issues were more than double last year (+115%) and the new PressReader service added over 265,000 issues of emagazines and newspapers.

All sites were open for limited opening hours in October, but otherwise every month was effected by lockdown to a greater or lesser degree, so naturally October was the highest issuing month. Only the E-Library remained opened throughout. For the majority of the year, issues of physical items were restricted to customers collecting pre-ordered items at the door - this usage fell neatly into equal halves: reservations of specific titles, and lucky dips.

Since Lucky Dips and Press Reader were both successful new offers, these are explored in more detail below.

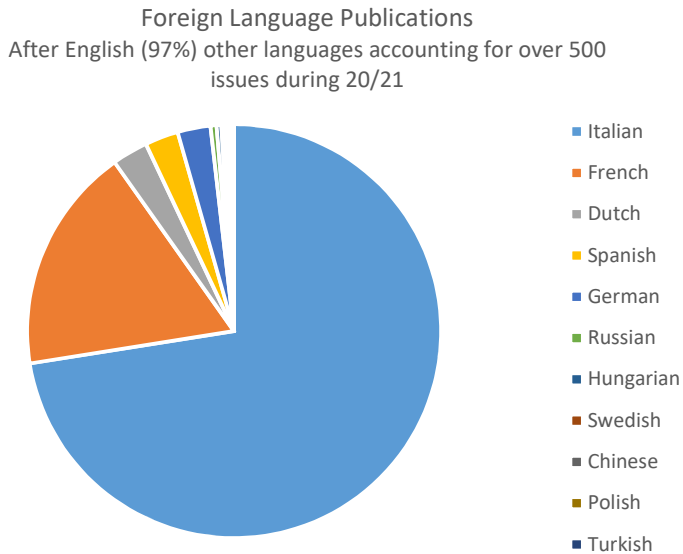
### Explanatory Notes

Renewals usually account for around a third of physical issues, but were not required for most of 20/21 due to the pandemic causing us to use longer due dates. In fact October was the only full month in 20/21 where renewals were required.

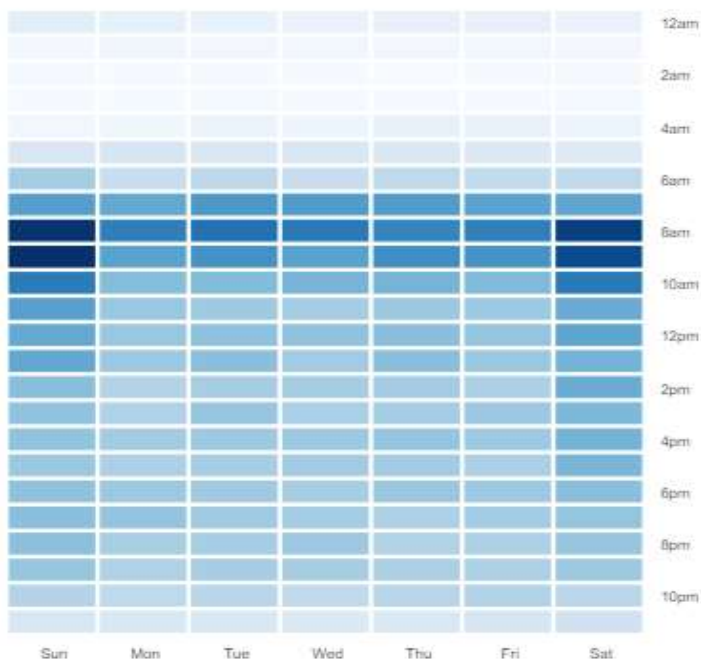
## 20/21 Explore Performance Annex

### PressReader

PressReader was introduced on Friday 17 April 2020, using lockdown-related external funding. It has been a huge hit, attracting positive comments and accounting for 54% of the year's issues. Explore have identified the budget to be able to renew this resource for 21/22.



Average reads by time of day



Press Reader 30 Most Popular Titles	
Publication	Issues
The Daily Telegraph	1,228,265
Daily Mail	1,160,555
Daily Express	481,367
The Guardian	461,858
Daily Mirror	305,284
The Mail on Sunday	282,175
Yorkshire Post	232,122
The Independent	181,956
Daily Star	181,205
The Sunday Telegraph	172,951
BBC Good Food	124,159
Business	112,082
Good Housekeeping (UK)	106,185
The Observer	104,093
Sunday Express	76,234
Daily Mail Weekend Magazine	71,452
Woman & Home	63,825
Auto Express	62,309
Gardeners World	59,940
Corriere della Sera	57,294
Sunday Mirror	46,821
TV Times	46,465
What Car?	44,516
House Beautiful (UK)	43,248
Prima (UK)	42,632
Woman (UK)	42,488
Closer (UK)	38,997
Heat (UK)	38,330
Rail (UK)	37,158
Computer Active (UK)	37,053

## 20/21 Explore Performance Annex

### Lucky Dips

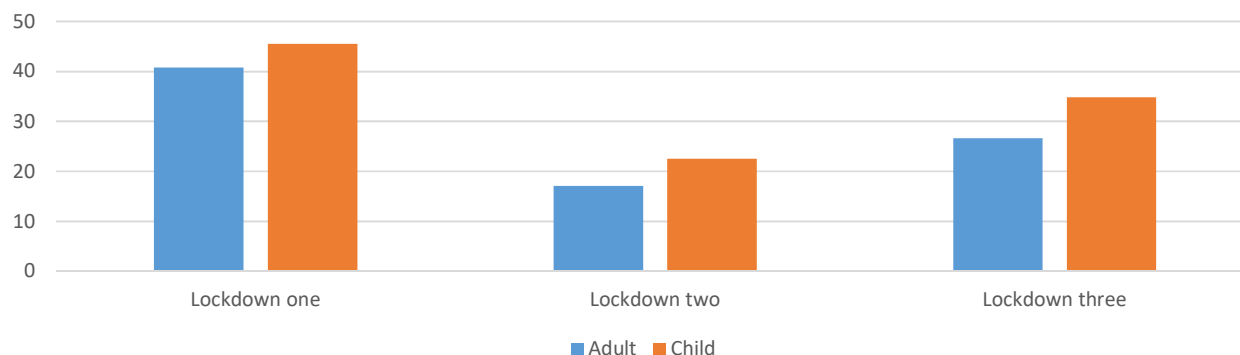
The lucky dips offer was created to make up for the lack of at shelf browsing during the pandemic. Not all customers have specific titles in mind, so placing reservations on specific titles isn't the right offer for all customers. The online lucky dip form enabled customers to summarise their reading preferences for staff to pick a suitable collection for them.

We handled 1,648 lucky dip requests in total across all three lockdowns, usually for 6 or 10 books in a dip (customer chose).

Children's lucky dips accounted for a greater proportion (55%) of the total than adults (45%)

	From	To	Adult	Child
<b>Lockdown one</b>	Sat 4 Jul 2020	Wed 2 Sep 2020	347	387
<b>Lockdown two</b>	Wed 4 Nov 2020	Mon 30 Nov 2020	60	79
<b>Lockdown three</b>	Tue 5 Jan 2021	Wed 7 Apr 2021	336	439
			<b>743</b>	<b>905</b>
			<b>1648</b>	

Average number of lucky dip bags requested per week

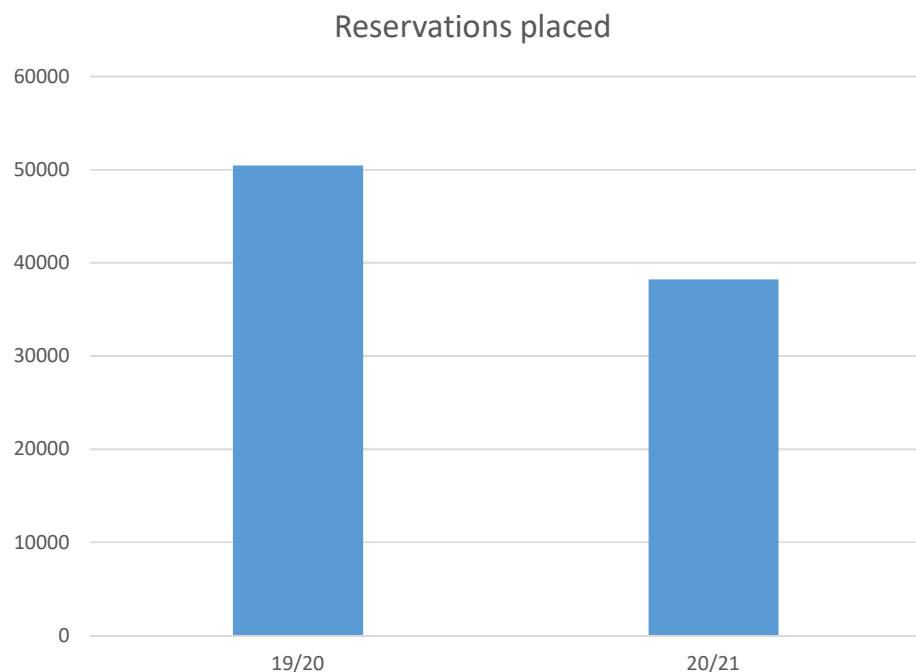


In all three lockdowns, the number of requests for lucky dips fell dramatically at the end of the period when libraries were due to re-open soon. So while it was a much appreciated offer, this evidence suggests that most customers prefer to wait and browse themselves when browsing is soon to be available.

"I recommend Explore Acomb Library Learning Centre. Lovely service & great selection of children's books using the online lucky dip request form. Socially distanced pickup and one happy little reader."

"Massive shout out to @YorkExplore for their 'lucky dip' service. My mum filled out a form about what she wants and got a bag of fifteen books to read. Great idea. 🙌🙌🙌"

## 20/21 Explore Performance Annex



### Summary

The number of reservations placed in 20/21 was -32% down on 19/20.

Reservations were more key this year than ever, because at shelf browsing was unavailable for most of the year so reservations really came into their own. However broader pandemic factors (limited libraries being open, sheilding, public transport, confidence in sharing tangible assets, etc.) meant that reservations were lower than normal regardless.

The highest month for reservations was July, following the first and only full lockdown, i.e. when customers had three months to make up for.

### Explanatory Notes

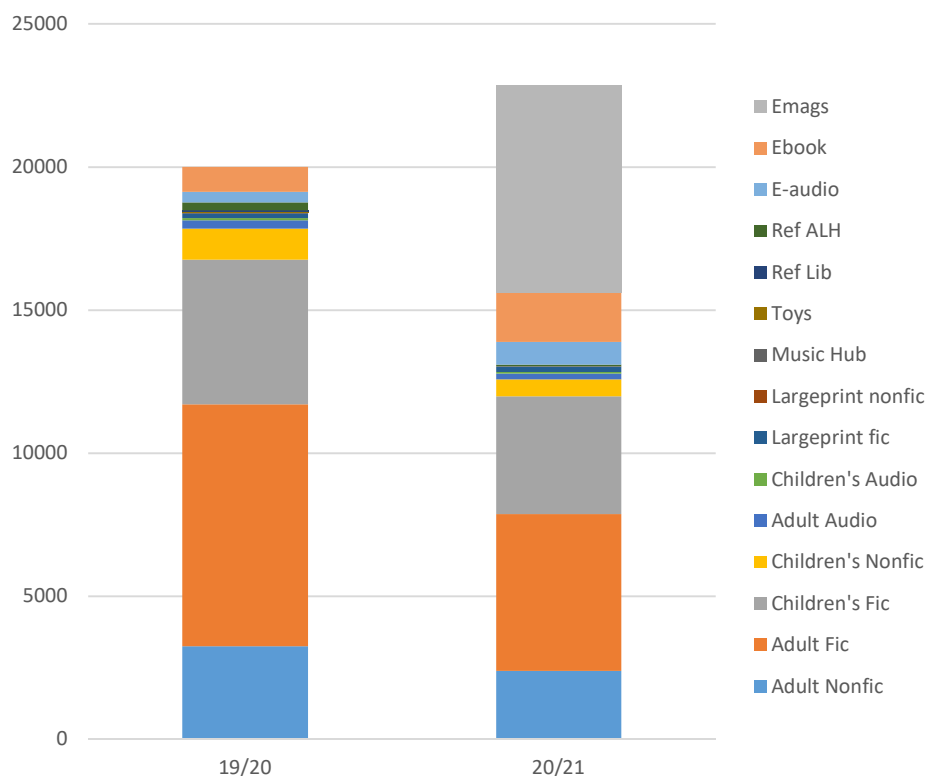
During Click & Collect reservations form the main part of how libraries lend books. The other part of the click and collect offer is Lucky Dips, which are not are not classed as reservations.

The normal 25p reservation fee was waived for most of 2020 (i.e. April to 28 Sep and then again 5 November 2020 to end April 2021).

Reservations were permitted for most of the pandemic. All through the first lockdown any reservations could be placed, just on the understanding that those for closed branches would take a long time to supply. However during second lockdown (specifically 5 Nov to 1 Dec) and third lockdown (specifically, 7 Jan to 6 Apr) reservations were not permitted for closed branches.

## 20/21 Explore Performance Annex

### Explore Items Added to Stock



#### Summary

In 20/21, the number of items added to stock was 14% higher than in 19/20, due to in large part to e-library acquisitions.

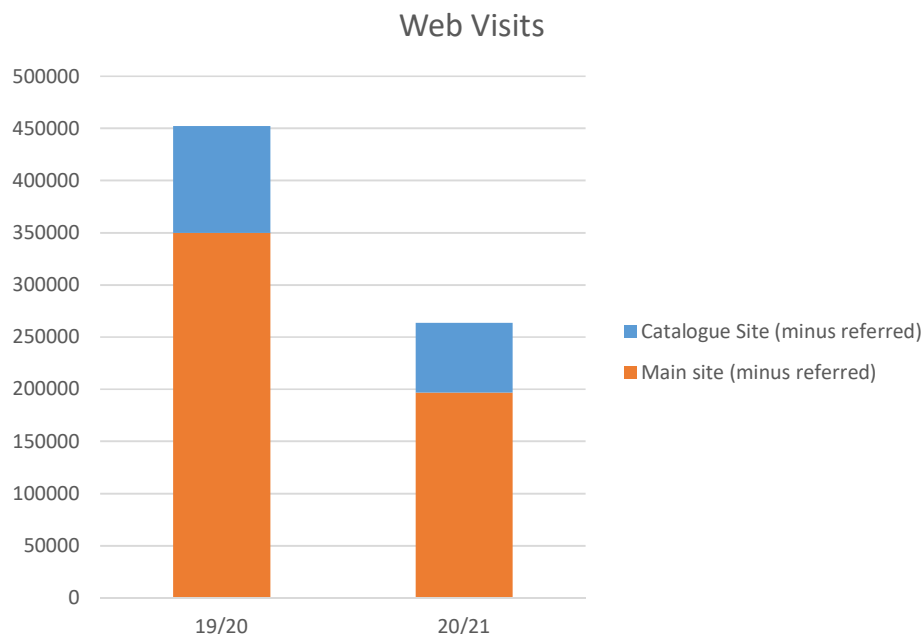
We added over 7000 online magazine and newspaper titles in one big batch in April 2020, plus throughout the year we doubled the ebook (+96%) and eaudiobook (+116%) acquisitions compared to last year.

The physical items added to stock were affected greatly by the pandemic, and the associated closure of our main book supplier. Early in the year there were some months where no physical items were accessioned. By the end of the year, we have caught up on new publications. However we have accepted far fewer donations due to the pandemic, and therefore physical items added to stock ends the year at -30% on last year.

#### Explanatory Notes

These figures include donations (of which there have been a reduced number during the pandemic, for risk management reasons), and occasionally retrospective cataloguing of older material. Paid for acquisitions are by far the greatest proportion of the figure (97% this year).

## 20/21 Explore Performance Annex



### Summary

Web visits in 20/21 were well down (-72%) on 19/20. There is a reduction in visits to both the catalogue site and the main site, but it's a heavier reduction in the main site.

Since one quarter of our web visits normally originate from the public network PCs in libraries, where the Explore Website is the homepage, a large part of the drop can be accounted for simply by the fact that the PC offer was so much reduced.

The usage was lowest in Q1, when the libraries were completely closed, and highest in October when all libraries were open.

During normal times web visits have previously been most frequently about supporting face to face library usage - we know from the pages people visit that they are usually looking into getting a YorkCard, attending an event, or checking opening hours and addresses to arrange a visit. Whereas during 20/21 the use of the website has been less about supporting face to face use, and more about online services - some of the most heavily visited pages are about online services.

### Most visited pages (main website) 20/21

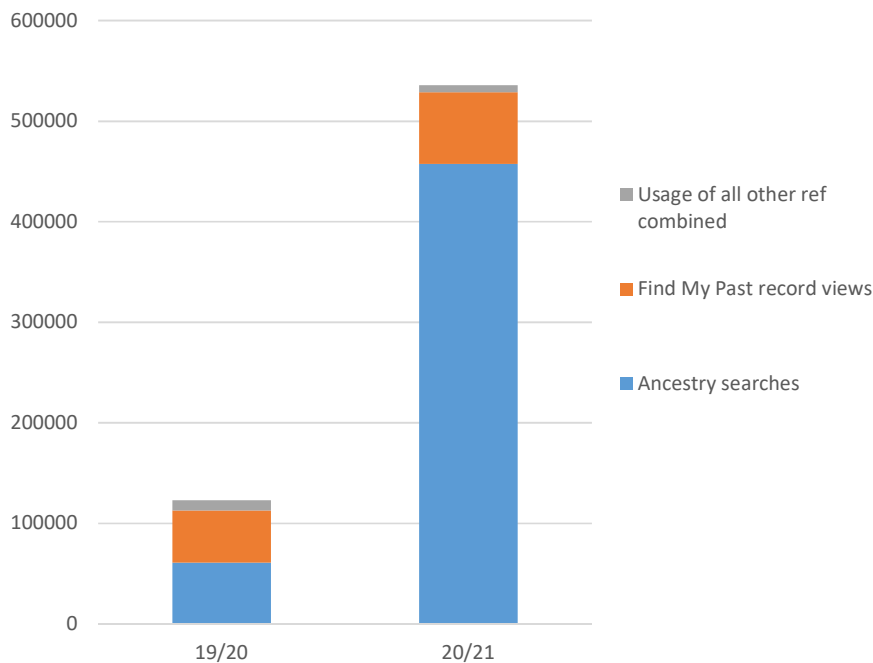
- 1 <Home>
- 2 We're Back
- 3 Libraries
- 4 York Explore
- 5 e books
- 6 Online reference
- 7 <Search>
- 8 e magazines
- 9 Explore during lockdown
- 10 Getting a library card or yorkcard

### Explanatory Notes

'Minus referred' means that we aim to only count people once per session, not if they navigate from one site to the other

## 20/21 Explore Performance Annex

### Searches of Online Reference Sources



#### Summary

Genealogy has been a big lockdown hit, and has attracted some very positive customer feedback. 'Ancestry' use was 7.5 times higher than 19/20, as customers responded well to being able to use it from home temporarily, where normally it is an on site only offer. The rise in 'Find My Past' is less pronounced (+37%) due to there being a usage cap in place keeping it more in line with previous use, and usage of the other combined resources has fallen (-29%).

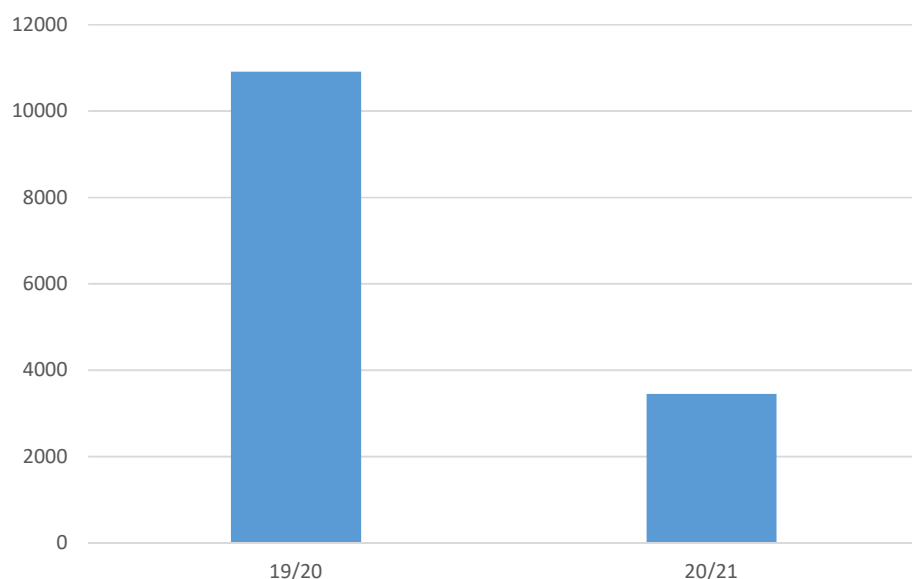
#### Explanatory Notes

Most reference sites are either always available from home, or were temporarily made so during lockdown ('Ancestry', 'British Newspaper Archive', 'Find My Past'). Only 'Which' and 'Access to Research' were unavailable from home throughout lockdown, but these form a negligible part of our reference suite.

The only month where non-genealogy reference sites had a visible spike was April, and this was likely related to a staff training exercise.

## 20/21 Explore Performance Annex

### New Members at Explore Libraries



#### Summary

For most of the year, the number of people joining as library members was around half its pre-pandemic levels, but Q4 was lower, so the end of year figure was -68% on 19/20.

We continue to attract new members throughout lockdowns, including the full lockdown of Spring 2020, due people being attracted by our substantial online offer.

The poorer performance in Q4 was largely just in comparison with the previous Q4 rather than being low in its own right. Previously we used to get a lot of new members during the residents festival due to issuing combined Library cards and YorkCards. This spike didn't occur this year because the residents festival didn't take place (or not in a normal way) and also because residents can now buy a YorkCard without becoming a library member if they choose.

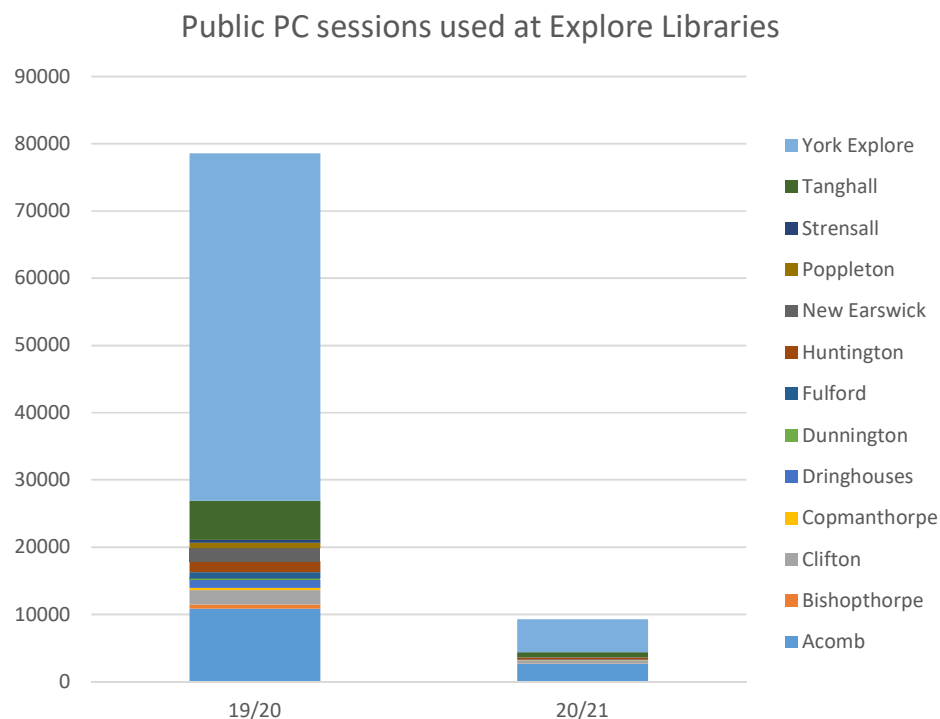
#### Explanatory Notes

People can join online 24/7 and start borrowing ebooks etc. immediately without needing libraries to be open.

The new YorkCard launched in December enables people to get a YorkCard without necessarily joining the library. This is a positive step forward in terms of customer service, but also means that it's not inevitable to get a large peak in library joining whenever YorkCard sales are high.



## 20/21 Explore Performance Annex



### Summary

PC sessions in 20/21 were -88% on 19/20, due to reduced capacity caused by the pandemic. If comparing the used sessions with this year's capacity, rather than with previous performance, during lockdowns we tended to run at near capacity at York, but slightly less than capacity at Acomb and Tang Hall. There were 1,213 unique users compared to 5,933 the year before.

In October, when all the libraries were open all month, Huntington and Clifton got the closest to normal performance (i.e. half the normal number of sessions in line with having half their normal number of PCs).

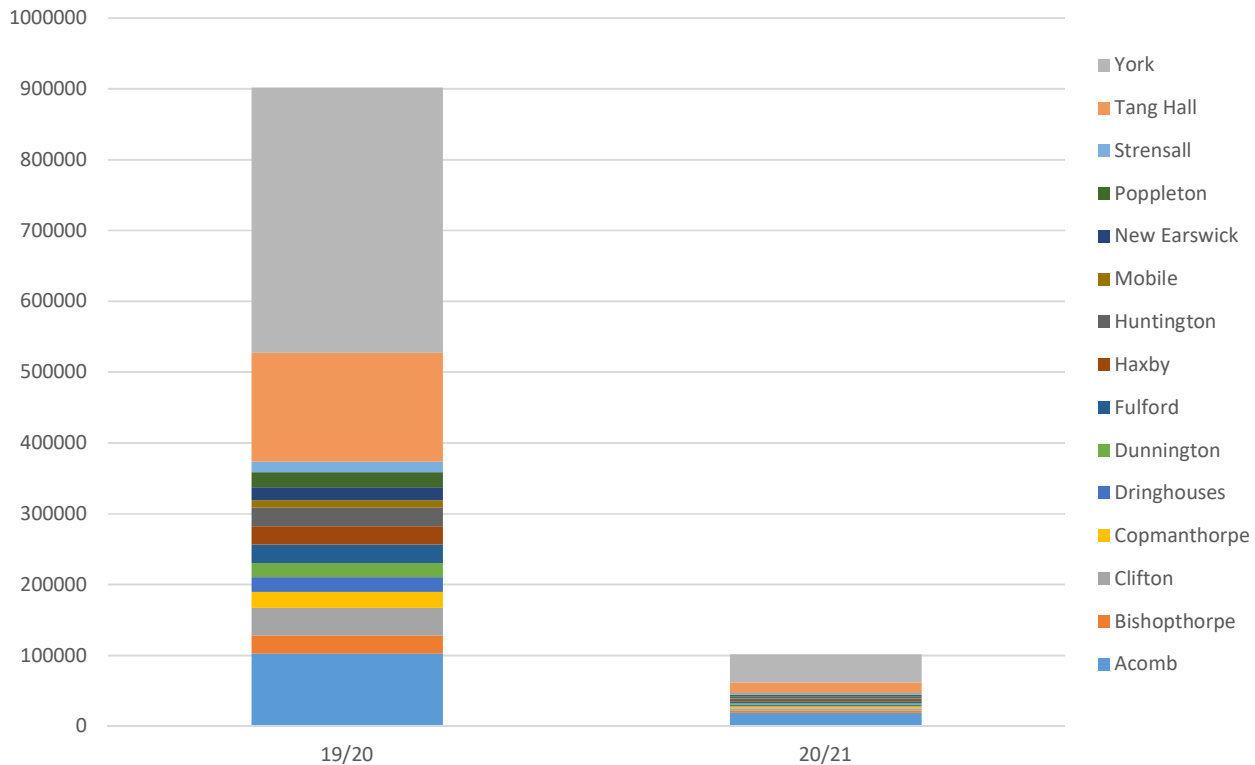
### Explanatory Notes

Due to social distancing, in 20/21 we tended to offer either 14 or 29 PCs, depending on the level of lockdown, out of 73 normally offered.

Dunnington and New Earswick are the only branches who normally offer PCs but who were not able to offer them in 20/21 due to social distancing.

## 20/21 Explore Performance Annex

### Physical Vists to Explore Libraries



#### Summary

Footfall to libraries in 20/21 was 11% of that seen in 19/20, due to all the opening hours and capacity restrictions caused by the pandemic. None of the libraries achieved over 20%.

A lot of usage went online, as seen in other parts of this report. Physical visits to the buildings tended to be transaction based, picking up a book or using a PC, whereas in normal times customers are able to spend time in the buildings for many other reasons, such as attending a class or just wanting to feel part of a wider community.

#### Explanatory Notes

For the purpose of CYC monitoring, we use the CIPFA definition of libraries, which excludes Explore's reading cafes. This has the benefit of making reporting more stable, since the reading cafes are subject to big fluctuations caused by weather and flooding.

## 20/21 Explore Performance Annex

### Explore Online Events 20/21

Date	Event	Attendees	Audience
04/04/2020	Online lego club via Facebook	1	Children and Families
11/04/2020	Online lego club via Facebook	1	Children and Families
18/04/2020	Online lego club via Facebook	3	Children and Families
25/04/2020	Online lego club via Facebook	0	Children and Families
02/05/2020	Online lego club via Facebook	1	Children and Families
06/05/2020	BBC book club	4	Adult
09/05/2020	Online lego club via Facebook	1	Children and Families
16/05/2020	Online lego club via Facebook	1	Children and Families
23/05/2020	Online lego club via Facebook	2	Children and Families
30/05/2020	Online lego club via Facebook	0	Children and Families
06/06/2020	Cutout Poetry with #FoundFiction Zoom workshop	40	Adult
06/06/2020	Online lego club via Facebook	1	Children and Families
10/06/2020	Blackout Poetry with #FoundFiction Zoom workshop	40	Adult
13/06/2020	Online lego club via Facebook	1	Children and Families
20/06/2020	Online lego club via Facebook	0	Children and Families
24/06/2020	BBC book club	3	Adult
27/06/2020	Online lego club via Facebook	0	Children and Families
04/07/2020	Online lego club via Facebook	1	Children and Families
11/07/2020	Online lego club via Facebook	1	Children and Families
18/07/2020	Online lego club via Facebook	0	Children and Families
20/07/2020	Robert Powell: Notes from a Border River	72	Adult
25/07/2020	Online lego club via Facebook	0	Children and Families
01/08/2020	Online lego club via Facebook	0	Children and Families
08/08/2020	Online lego club via Facebook	0	Children and Families
15/08/2020	Online lego club via Facebook	1	Children and Families
22/08/2020	Online lego club via Facebook	0	Children and Families
29/08/2020	Online lego club via Facebook	0	Children and Families
05/09/2020	Online lego club via Facebook	0	Children and Families
12/09/2020	Online lego club via Facebook	1	Children and Families
16/09/2020	SRC Make a crocodile video	47	Children and Families
16/09/2020	SRC Colouring sheet	55	Children and Families
16/09/2020	SRC Do at home craft - crocodile	55	Children and Families

## 20/21 Explore Performance Annex

16/09/2020	SRC Do at home craft - penguin	55	Children and Families
16/09/2020	SRC Create your own Silly Squad character	32	Children and Families
16/09/2020	SRC Operation Supercreature video	95	Children and Families
19/09/2020	Online lego club via Facebook	0	Children and Families
22/09/2020	BBC book club	3	Adult
24/09/2020	Finding the Words	55	Adult
26/09/2020	Online lego club via Facebook	1	Children and Families
30/09/2020	Poetry launch Carole Bromley & Di Slaney	118	Adult
01/10/2020	WTUD poetry workshop	3	Adult
01/10/2020	WTUD doodle workshop	5	Adult
03/10/2020	Tiny Fun Palace Pick up a pencil and Alphabet sketch!	5	Adult
03/10/2020	Tiny Fun Palace We Are Our Memories Origami	1	Adult
03/10/2020	Online lego club via Facebook	0	Children and Families
04/10/2020	Tiny Fun Palace One picture, one story	4	Adult
04/10/2020	Tiny Fun Palace Turning Recycled Materials into Textile Art Treasure	7	Adult
05/10/2020	Libraries Week Reading Together at Home	9	Adult
06/10/2020	The Girl and the Snake with Jan Blake	25	Adult
07/10/2020	WTUD poetry workshop	4	Adult
07/10/2020	York College Fashion Design and Product Innovation students re using archives	15	Adult
08/10/2020	Joanne Harris/Orfeia	43	Adult
09/10/2020	Writing for Calm and Relaxation workshop	6	Adult
09/10/2020	Creative Recycling Jessica Grady	9	Adult
09/10/2020	York St John's Liberal Arts online 'virtual visit' to ALH and intro to archives	30	Adult
12/10/2020	WTUD doodle workshop	4	Adult
17/10/2020	Online lego club via Facebook	0	Children and Families
17/10/2020	How the jellyfish lost his bones	42	Children and Families
19/10/2020	WTUD poetry workshop	10	Adult
22/10/2020	Finding the Words	41	Adult
24/10/2020	Online lego club via Facebook	0	Children and Families
24/10/2020	The Twits story telling with John Kirk. Live session	20	Children and Families
27/10/2020	Tidalik Under 5s session	30	Children and Families
28/10/2020	York St John's Civil War to Civil Society module taught session	7	Adult

## 20/21 Explore Performance Annex

30/10/2020	WTUD doodle workshop	3	Adult
31/10/2020	Stories for Halloweenies with John Kirk Live session	12	Children and Families
31/10/2020	Stories for Halloweenies with John Kirk Video	47	Children and Families
02/11/2020	Online lego club via Facebook	0	Children and Families
03/11/2020	The Twits story telling with John Kirk. Video	44	Children and Families
03/11/2020	Lion and Jackal Under 5s session	8	Children and Families
06/11/2020	WTUD poetry workshop	5	Adult
07/11/2020	Online lego club via Facebook	1	Children and Families
07/11/2020	Enormous crocodile live with John Kirk	17	Children and Families
07/11/2020	Enormous crocodile with John Kirk video	48	Children and Families
10/11/2020	Liv Torc - Haiflu Ever After	40	Adult
10/11/2020	Firebird	48	Children and Families
12/11/2020	WTUD doodle workshop	4	Adult
14/11/2020	Online lego club via Facebook	1	Children and Families
21/11/2020	WTUD poetry workshop	3	Adult
21/11/2020	Big Bad Wolfs Tale live	17	Children and Families
21/11/2020	Online lego club via Facebook	2	Children and Families
24/11/2020	Explore Gothic - Trick or Trash A Connoisseur's Guide to Terrible Movies	65	Adult
24/11/2020	Owl of Colwyd Coomb	24	Children and Families
25/11/2020	Time to Read video		Children and Families
26/11/2020	Finding the Words	26	Adult
26/11/2020	The Nuisance Inspector podcast - full audio drama	120	Adult
27/11/2020	Tim Murgatroyd Book launch	36	Adult
28/11/2020	WTUD doodle workshop	4	Adult
28/11/2020	Online lego club via Facebook	0	Children and Families
01/12/2020	Rabbit and the Moon Man	24	Children and Families
02/12/2020	The War on Disabled People – Author Talk by Ellen Clifford	30	Adult
02/12/2020	The Unlikely History of Disability Arts	35	Adult
02/12/2020	Art & Disability Exhibition	19	Adult
02/12/2020	Unlikely History of Disability Arts video presentation	43	Adult
03/12/2020	Big Bad Wolf's Tale video		Children and Families
05/12/2020	Online lego club via Facebook	0	Children and Families
17/12/2020	Finding the Words	35	Adult
17/12/2020	The Nuisance Inspector podcast - teaser	52	Adult

## 20/21 Explore Performance Annex

12/01/2021	Managing Your Sporting Heritage Workshop: session 1	5	Adult
19/01/2021	Managing Your Sporting Heritage Workshop: session 2	3	Adult
26/01/2021	Managing Your Sporting Heritage Workshop: session 3	5	Adult
27/01/2021	Facilitated session for IPUP core module 2	18	Adult
28/01/2021	FtW Sarah Wimbush launch	54	Adult
28/01/2021	Facilitated session for University of York music undergrad students	11	Adult
04/02/2021	Andrew Martin - Powder Smoke	59	Adult
10/02/2021	Zebu with Jan Blake	25	Adult
10/02/2021	Facilitated talk for Bridging the Digital Gap students (cohort 3)	9	Adult
17/02/2021	Bloodaxe author event	12	Children and Families
25/02/2021	Finding the Words	57	Adult
05/03/2021	Facilitated talk for York St John's Photography students re using archive collections	14	Adult
11/03/2021	Talk for the new Clifton Local History Group re how the archives can support them.	22	Adult
25/03/2021	Finding the Words	47	Adult
25/03/2021	Talk for ARA Northern Region on the future of audience engagement	23	Adult
30/03/2021	Tidalik Under 5s session	300	Children and Families
30/03/2021	Lion and Jackal Under 5s session	130	Children and Families
30/03/2021	Firebird	60	Children and Families
30/03/2021	How the jellyfish lost his bones	65	Children and Families
30/03/2021	Owl of Colwyd Coomb	20	Children and Families
30/03/2021	Rabbit and the Moon Man	90	Children and Families
30/03/2021	Views of the Schools video	34	Children and Families