

Explore Performance 21/22

Through 21/22, libraries became busier as we emerged from the pandemic. For the first eleven days of the year, the pandemic was very much still in effect: we only had three branches open with very reduced hours, no at-shelf browsing and no events. This turned around into a full opening and in-person events by the end of summer. While usage picked up fairly steadily as the year progressed, there was a dip in usage around December and January with the omicron variant affecting people's behaviour. Usage picked up again in February & March and the year ended on a very positive note in March 2022 with footfall being at 76% and physical issues at 95% of their pre-pandemic levels.

Library Visits (excluding outlets and cafes)

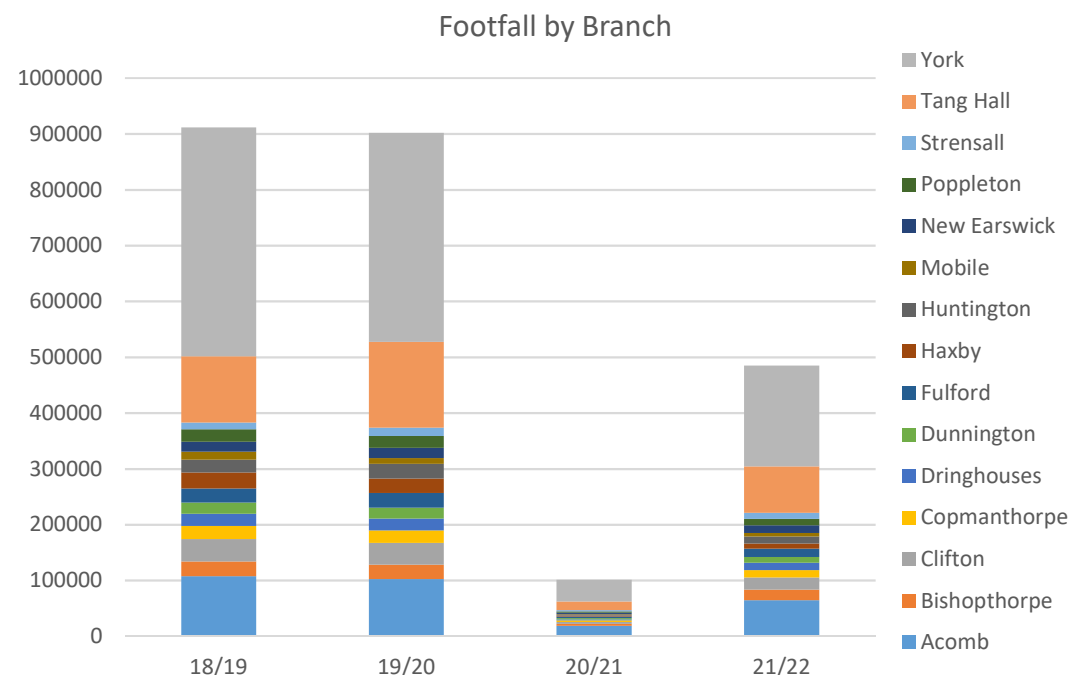
Across the whole year, footfall was just over half that of the most recent complete pre-pandemic year, 18/19. The level grew from 24% at the start of the year to 76% at the end.

Visits by Branch

Performance varied widely between the libraries, with Strensall and New Earswick closest to their former level of business and Haxby furthest away.

One of the libraries which has a relatively long way to go to get back to pre-pandemic footfall is York Explore. With the UK population being more likely to work from home and engage in culture locally, it makes sense that York Explore's footfall is taking longer to bounce back than the footfall at the local libraries.

Library	18/19	19/20	20/21	21/22	21/22 as % of 18/19
Acomb	107442	102475	18806	64474	60%
Bishopthorpe	26789	25878	3255	19322	72%
Clifton	39709	39031	3592	21622	54%
Copmanthorpe	23446	22258	2549	13169	56%
Dringhouses	22086	20952	2154	13257	60%
Dunnington	20312	19742	2098	10024	49%
Fulford	25220	26335	2813	15163	60%
Haxby	28302	25653	1856	9149	32%
Huntington	23224	26577	2343	12812	55%
Mobile	14149	10083	656	5977	42%
New Earswick	17509	18744	1983	14006	80%
Poppleton	22471	21276	2578	11002	49%
Strensall	12111	14955	2318	11085	92%
Tang Hall	119008	153294	15162	83347	70%
York	409646	374576	39254	180564	44%
Total	911424	901829	101417	484973	53%



Evening Visits

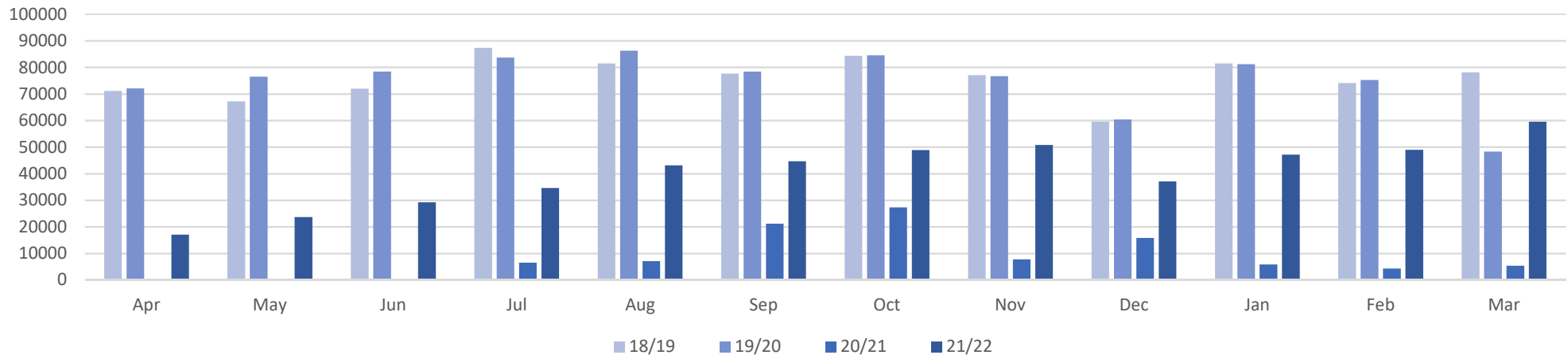
Evening footfall has been slower to recover than daytime footfall. At the end of the year, evening footfall was increasing, but was still not at half of its former level. It remains to be seen whether evening usage will reach its former levels with a move to more working from home - some people who used to pop in on their commute may now have different working patterns, so the same users may not return, and we may need to adapt our evening offering. We continue to monitor this situation closely.

Direction over the Year

Throughout 21/22, library footfall has been building steadily, both in absolute terms and as a % of its former levels. This pattern was broken in December and January with the omicron variant and associated measures, but in the final couple of months the upward trend returned.

Library Visits	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
18/19	71112	67228	72015	87353	81439	77638	84315	77104	59547	81439	74116	78118
19/20	72065	76511	78403	83689	86249	78443	84567	76680	60433	81201	75249	48339
20/21	0	0	0	6521	7144	21210	27341	7782	15843	5873	4345	5358
21/22	17105	23688	29198	34575	43172	44675	48879	50831	37143	47187	49005	59515
21/22 as % of 18/19	24%	35%	41%	40%	53%	58%	58%	66%	62%	58%	66%	76%

Footfall month by month

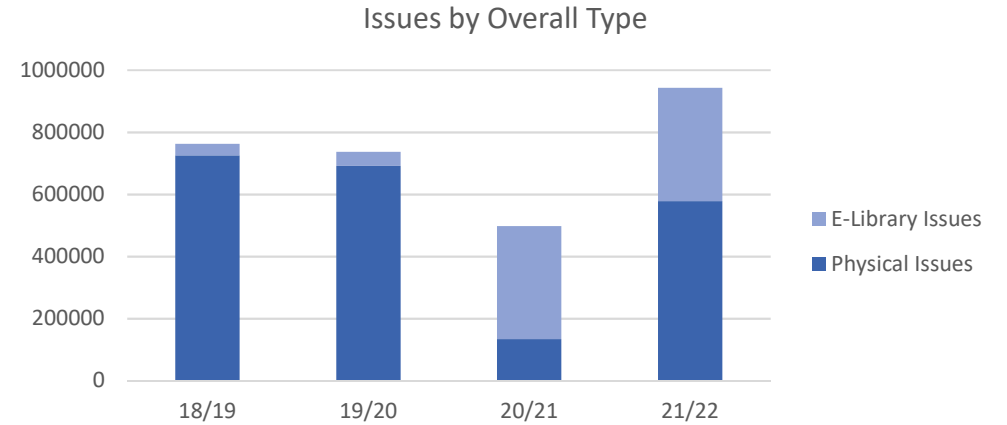


Issues

Overall Issues

Issues tended to be ahead of footfall in the post-pandemic recovery. 21/22 issues were much higher than pre-pandemic issues, a +24% increase on 18/19, due to the successful expansion of the E-Library.

Type	18/19	19/20	20/21	21/22	21/22 as % of 18/19
Physical Issues	725808	691469	133536	578379	80%
E-Library Issues	36626	45147	363844	364517	995%
Total Issues	762434	736616	497380	942896	124%

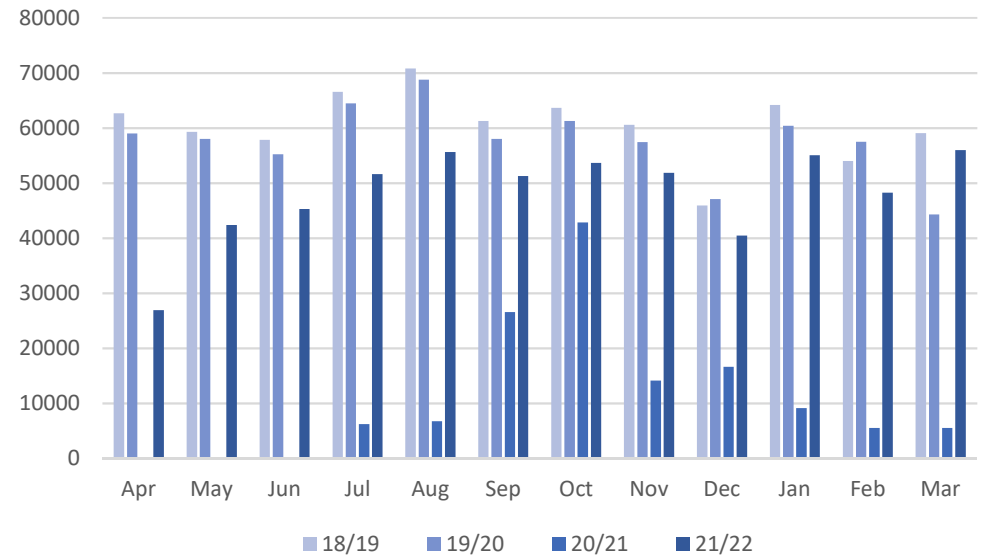


Physical Issues - Direction over the Year

Physical issues were just -20% down on 18/19, climbing from -57% in April to -5% in March, which compares well with the national picture, and with our own experience of other types of service usage like footfall and PC use.

Monthly Physical Issues	18/19	19/20	20/21	21/22	21/22 as % of 18/19
Apr	62678	59015	0	26943	43%
May	59267	58033	150	42360	71%
Jun	57844	55238	0	45266	78%
Jul	66533	64441	6208	51631	78%
Aug	70820	68739	6751	55658	79%
Sep	61296	58039	26545	51287	84%
Oct	63678	61246	42861	53647	84%
Nov	60568	57424	14142	51845	86%
Dec	45934	47069	16643	40431	88%
Jan	64166	60417	9142	55059	86%
Feb	53987	57487	5554	48261	89%
Mar	59037	44321	5540	55991	95%

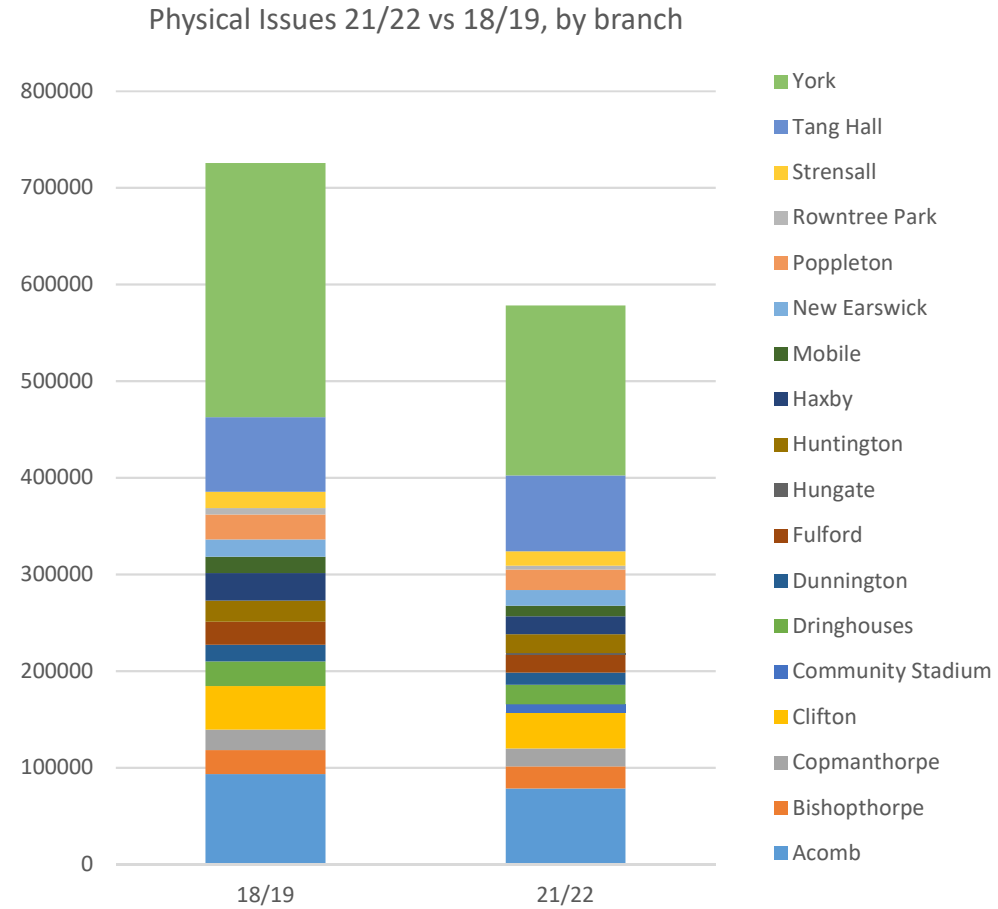
Physical Issues Comparison Month on Month



Physical Issues - by Branch

Overall, physical issues for 21/22 were 80% of previous. The libraries furthest away from pre-pandemic physical issues were Rowntree Park (60%), Haxby (64%) and Mobile (64%), but Tang Hall exceeded their 18/19 physical issues.

Location	18/19	21/22	21/22 as % of 18/19
Acomb	93294	78578	84%
Bishopthorpe	24971	22926	92%
Copmanthorpe	21269	18334	86%
Clifton	44838	37398	83%
Community Stadium	0	8317	NA
Dringhouses	25506	20396	80%
Dunnington	17256	12460	72%
Fulford	23890	18735	78%
Hungate	0	1532	NA
Huntington	21792	19559	90%
Haxby	28716	18491	64%
Mobile	16812	10732	64%
New Earswick	17982	16282	91%
Poppleton	25809	21255	82%
Rowntree Park	6571	3945	60%
Strensall	16959	14994	88%
Sycamore House	175	0	0%
Tang Hall	76886	78401	102%
York	263082	176044	67%
Total Physical Issues	725808	578379	80%

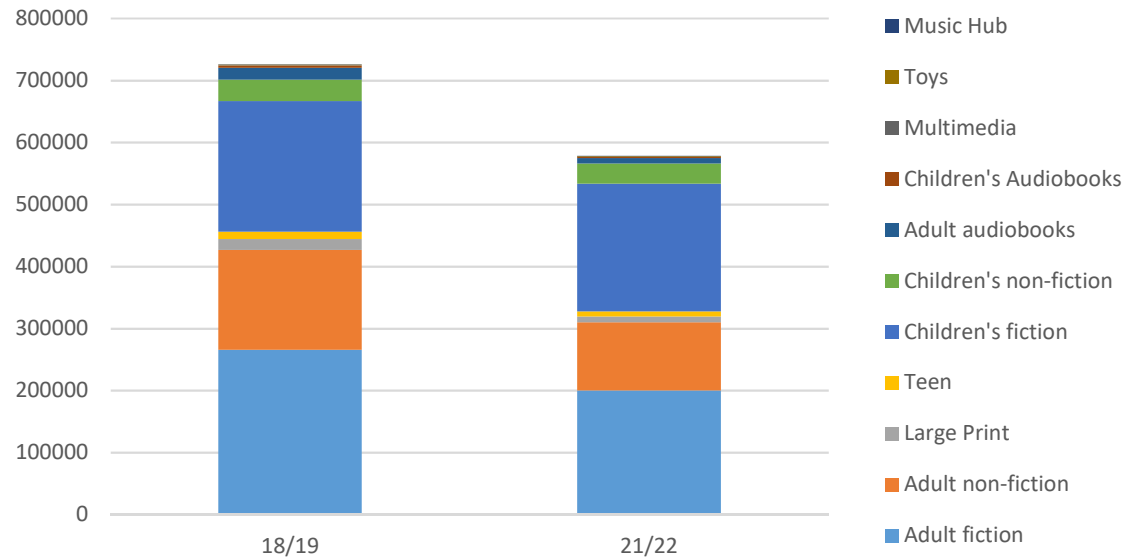


Physical Issues - by Item Type

As we saw above, overall physical issues in 21/22 were 80% of previous. The figures below are similar, but broken down by item type instead of library. On the positive side, some collections are getting the same or higher issues than before the pandemic, particularly children's fiction and toys. Collections which are further away from pre-pandemic issues are Audiobooks, Large Print and Multimedia. These have been on a downwards trend for several years, whilst the inherently accessible e-library expands. Explore does not expect large print and audio issues to return to pre-pandemic levels, and our stock acquisitions reflect this.

Physical Item Type	18/19	21/22	21/22 as % of 18/19
Adult fiction	265809	200278	75%
Adult non-fiction	160837	109800	68%
Large Print	17894	9119	51%
Teen	11445	8699	76%
Children's fiction	210617	205658	98%
Children's non-fiction	34865	32408	93%
Adult audiobooks	18923	9093	48%
Children's Audiobooks	3900	1954	50%
Multimedia	419	131	31%
Toys	670	888	133%
Music Hub	429	351	82%
Total Physical Issues	725808	578379	80%

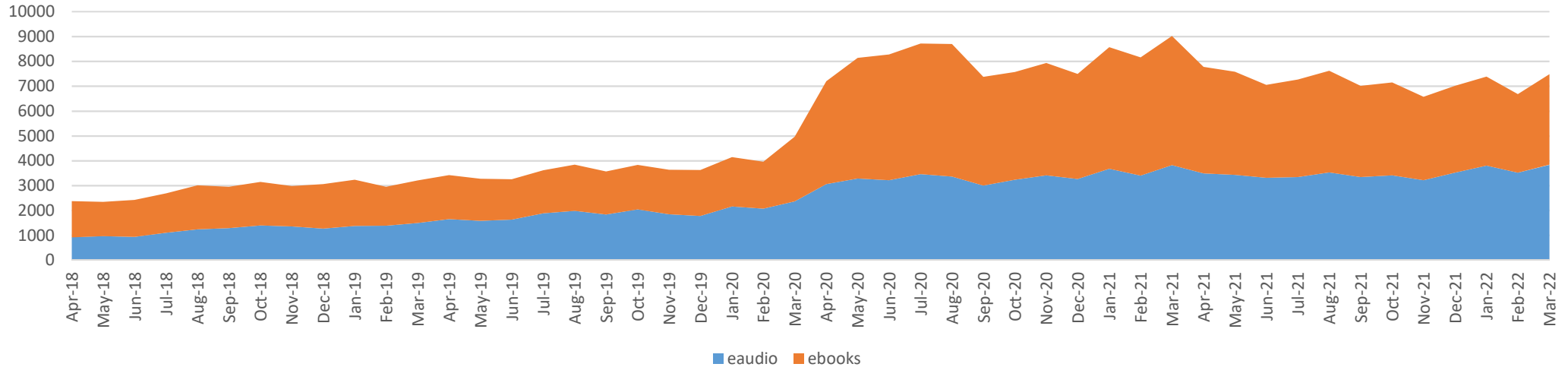
Physical Issues 21/22 vs 18/19, by Item Type



E-Book and E-Audiobook Issues

Ebook and E-Audiobook issues have been on a gradual upwards trend since we introduced them 11 years ago. During the pandemic the issues more than doubled, and have since decreased a little, such that 21/22 issues were +92% compared to 19/20. There is no reason to think that ebook and eaudiobook issues will fall to pre-pandemic levels, they just seem to be finding their new post-pandemic level, which is common across other library services too.

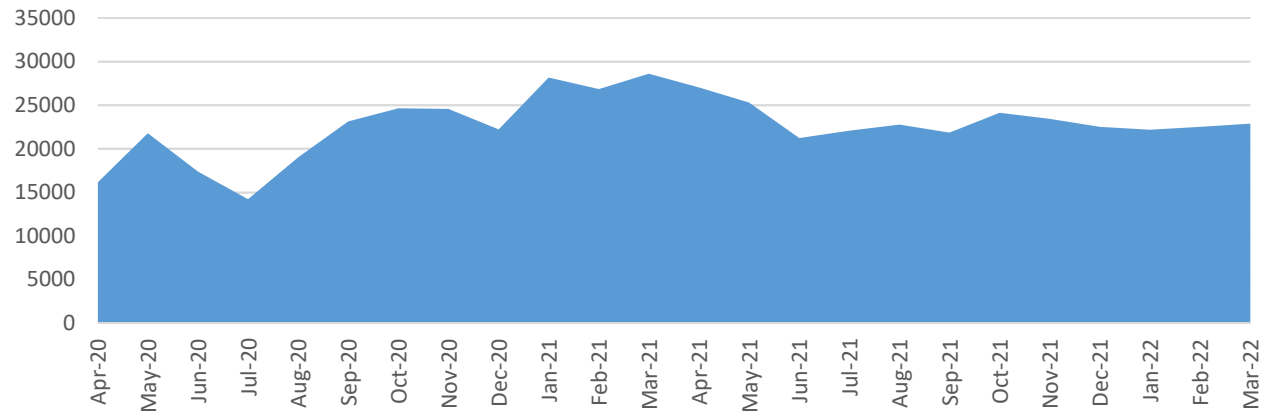
E Library Issues, Month by Month



E-magazine and Newspaper Issues

PressReader usage was relatively stable for most of the year, after a particularly heavy April and May. Figures settled at around 22,500 issues per month, or around 750 issues per day. The most popular titles were the Daily Mail and the Daily Telegraph. Typical behaviour seems to be to log on most days, reading for around 13 minutes and opening two publications during the session. With such high use the resource works out at just 3p - 4p per use.

PressReader Issues, Month by Month



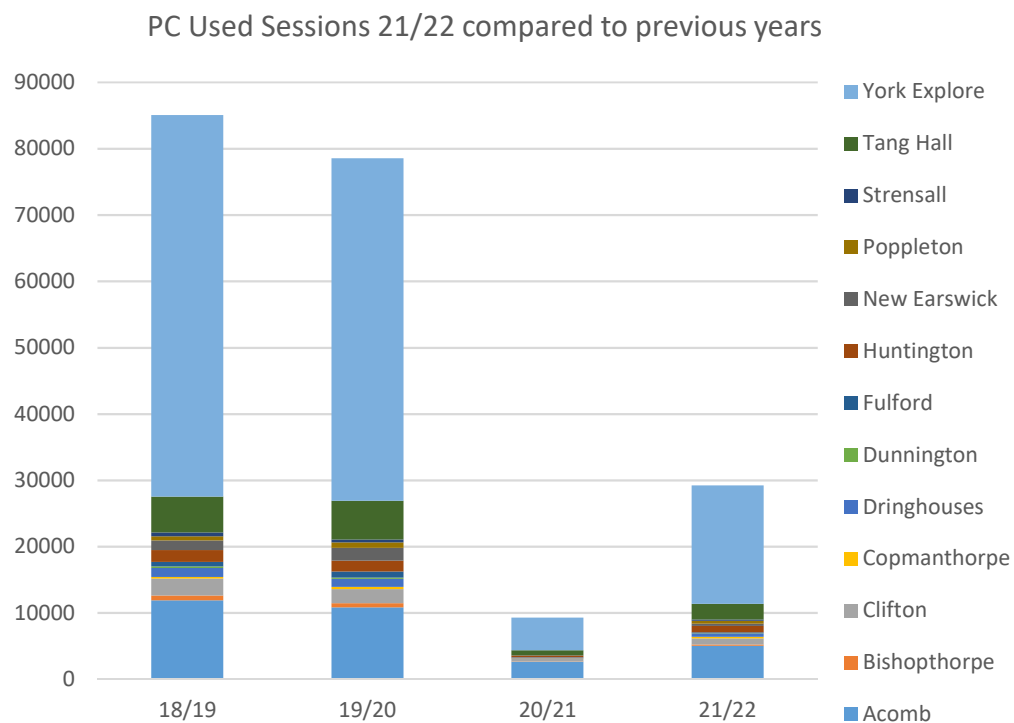
PC Usage - Sessions

The number of sessions used on public PCs in 21/22 was at 34% of pre-pandemic levels across the whole year, but usage increased throughout the year. PC use has been slower to return to previous levels than borrowing and footfall.

At the start of the year some PCs were switched off due to social distancing measures, but by the end of the year all but one were back in use.

There is some variation between the libraries, with Copmanthorpe and Poppleton being almost back to normal by the end of the year, while Fulford and Dunnington are furthest away from their old usage.

Library	18/19	19/20	20/21	21/22	21/22 as % 18/19
Acomb	11895	10849	2657	5032	42%
Bishopthorpe	723	630	26	210	29%
Clifton	2567	2093	464	937	37%
Copmanthorpe	266	359	23	206	77%
Dringhouses	1348	1212	110	571	42%
Dunnington	235	200	0	28	12%
Fulford	661	911	20	112	17%
Huntington	1795	1645	223	964	54%
New Earswick	1421	1944	0	325	23%
Poppleton	648	777	79	437	67%
Strensall	591	442	29	194	33%
Tang Hall	5393	5855	736	2339	43%
York Explore	57537	51653	4913	17895	31%
Total	85080	78570	9280	29250	34%



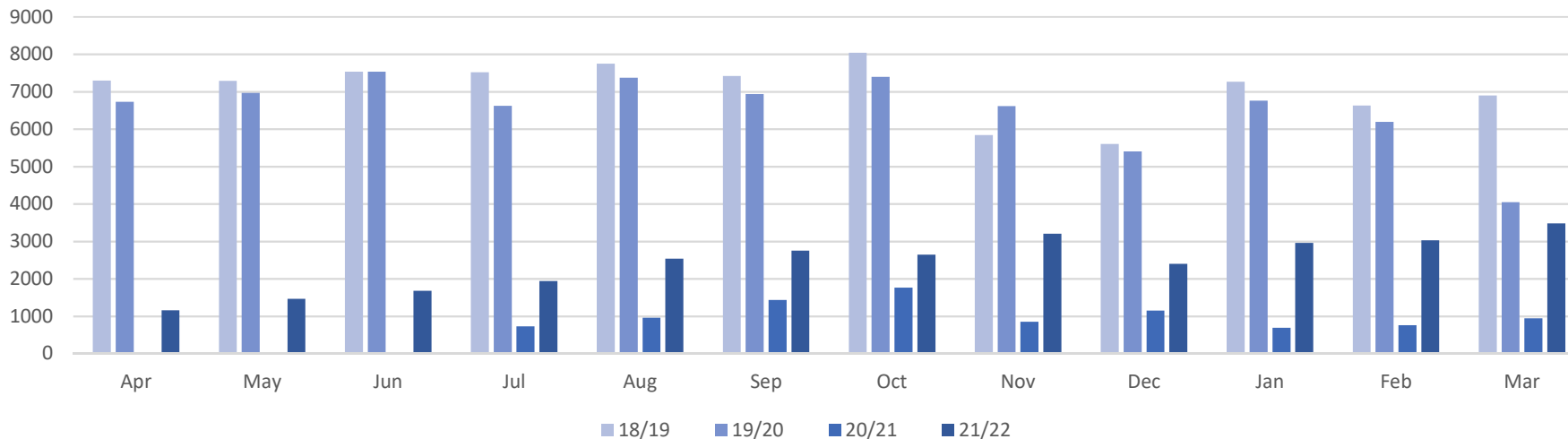
Direction over the Year

The number of PC sessions per month has been increasing throughout 21/22, but took a dip over December and January when the omicron variant was prevalent.

Explore does not necessarily expect PC use to return to its pre-pandemic level. PC use in libraries has been on a downwards trend for many years, so arguably 80% would constitute a full post-pandemic recovery. In a survey of our PC users just before the pandemic, 40% said that one of their main reasons for using library PCs were that they did not have a computer &/or internet connection at home. Some of that audience, where they had the means, may have been forced to find alternative solutions during the full lockdown. The library PCs are still a very important offer to which Explore is committed, but we are not assuming that usage will return to its former levels.

Used sessions	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
18/19	7297	7287	7537	7518	7746	7419	8039	5841	5602	7266	6628	6900
19/20	6727	6968	7531	6626	7372	6937	7399	6612	5400	6760	6192	4046
20/21	0	0	0	732	956	1436	1760	852	1153	689	760	942
21/22	1158	1464	1682	1941	2537	2755	2648	3205	2396	2958	3025	3481
21/22 as % of 18/19	16%	20%	22%	26%	33%	37%	33%	55%	43%	41%	46%	50%

Used PC Sessions Month by Month



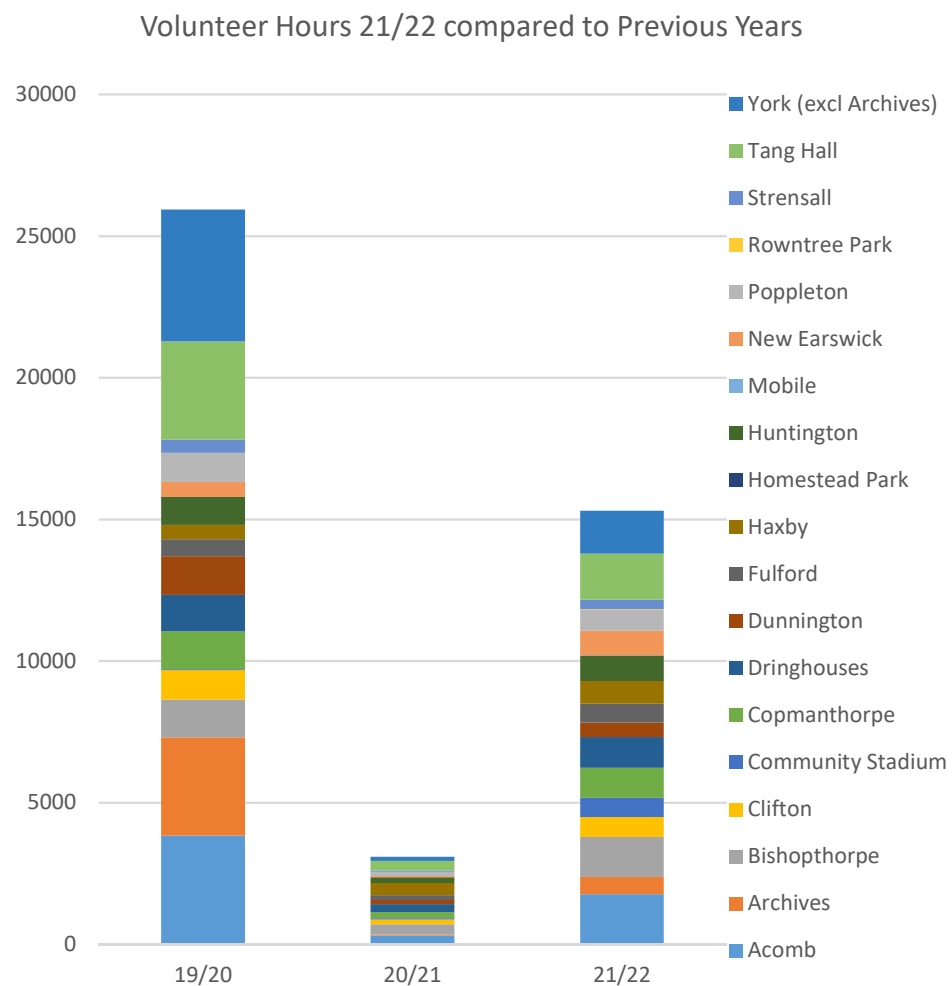
Volunteer Hours

In 21/22 the number of volunteering hours was 59% of the level in 19/20.

The proportion varies considerably between libraries with several libraries getting considerably more volunteer hours than before the pandemic.

In 22/23 Explore will be paying close attention to volunteering, aiming to establish a more consistent level of volunteering across the service

Branch	19/20	20/21	21/22	21/22 as % of 19/20
Acomb	3832	302	1766	46%
Archives	3465	43	611	18%
Bishopthorpe	1341	354	1415	105%
Clifton	1030	176	693	67%
Community Stadium	42	39	681	1620%
Copmanthorpe	1328	224	1063	80%
Dringhouses	1285	277	1087	85%
Dunnington	1367	142	507	37%
Fulford	609	170	668	110%
Haxby	504	432	798	158%
Homestead Park	1	0	2	230%
Huntington	984	209	905	92%
Mobile	2	0	3	150%
New Earswick	527	36	870	165%
Poppleton	1030	150	754	73%
Rowntree Park	1	0	10	950%
Strensall	461	44	334	72%
Tang Hall	3471	346	1627	47%
York (excl Archives)	4657	140	1508	32%
Total	25937	3083	15299	59%

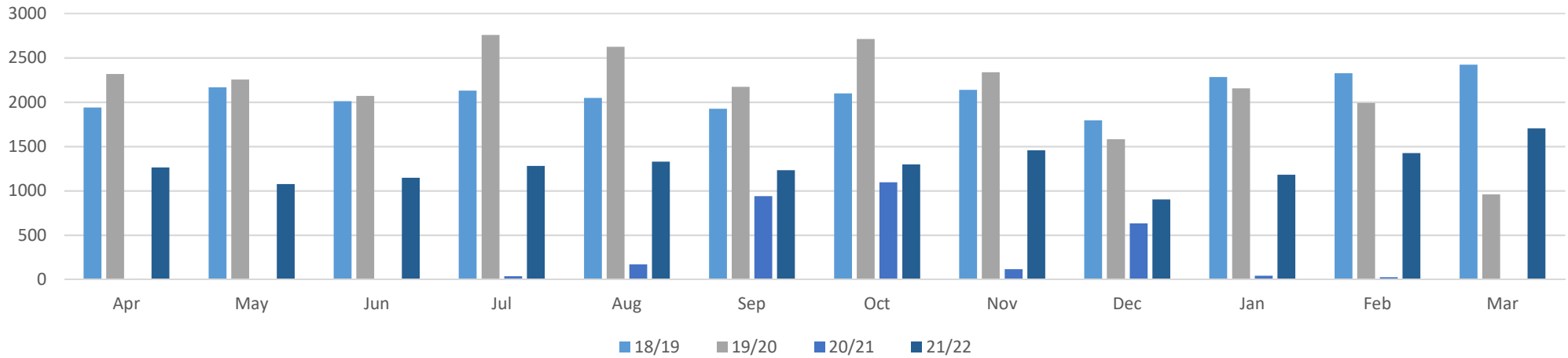


Volunteer Hours - Direction over the Year

The number of volunteer hours each month during 21/22 has tended to be around 60% of the same month in pre-pandemic years.

Volunteer Hours	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
18/19	1939	2166	2012	2131	2047	1925	2100	2138	1796	2283	2326	2424
19/20	2316	2255	2071	2759	2625	2171	2713	2337	1582	2156	1991	961
20/21	12	4	0	38	170	939	1095	117	632	42	27	9
21/22	1264	1076	1148	1280	1330	1232	1298	1456	902	1182	1426	1705
21/22 as % of 18/19	65%	50%	57%	60%	65%	64%	62%	68%	50%	52%	61%	70%

Volunteer Hours Month by Month



New Stock

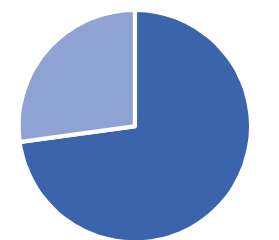
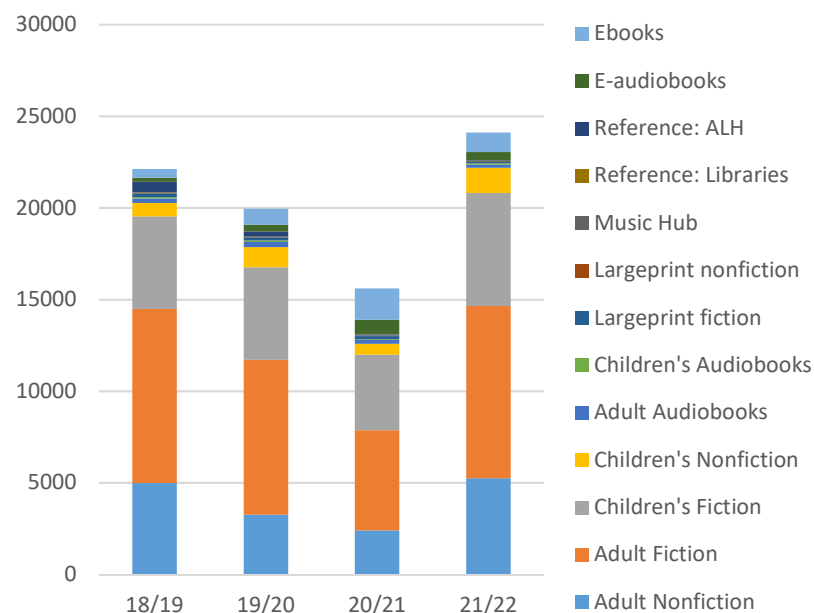
In 21/22 we added 24,180 new items to stock, which is the higher than in any of the previous three years.

These figures include donations, and this year there were generous donations both from the public and from partner organisations who donated Reading Well books, Ebooks, Wellcomm packs, and Children's Braille.

In terms of paid-for items, besides regular acquisitions we also bought a large set of OS maps, some new reading group sets, and started buying new stock for Haxby's re-opening in 22/23.

Type	18/19	19/20	20/21	21/22	21/22 as % of 18/19
Adult Nonfiction	4993	3259	2397	5257	105%
Adult Fiction	9501	8450	5472	9396	99%
Children's Fiction	5037	5057	4126	6152	122%
Children's Nonfiction	738	1085	585	1378	187%
Adult Audiobooks	243	288	207	185	76%
Children's Audiobooks	76	78	45	63	NA
Largeprint fiction	209	161	177	102	49%
Largeprint nonfiction	7	6	18	5	NA
Multimedia	1	0	0	15	NA
Music Hub	0	30	13	2	NA
Toys	0	54	0	48	NA
Reference: Libraries	42	16	0	33	NA
Reference: ALH	569	277	54	35	6%
E-audiobooks	241	369	796	439	182%
Ebooks	469	874	1711	1070	228%
Total	22126	20004	15601	24180	109%

New Stock 21/22 compared to previous years



■ Acquisitions ■ Donations

Web Visits

Web visits in 21/22 were at 94% of the level we saw in 18/19. Since one quarter of our web visits used to originate from the public network PCs in libraries, where the Explore Website is the homepage, and given that PC usage is down, web visits being just -6% down on pre-pandemic times could be considered a success.

Throughout 21/22 we have done some work to re-structure the main website, and to make it more accessible.

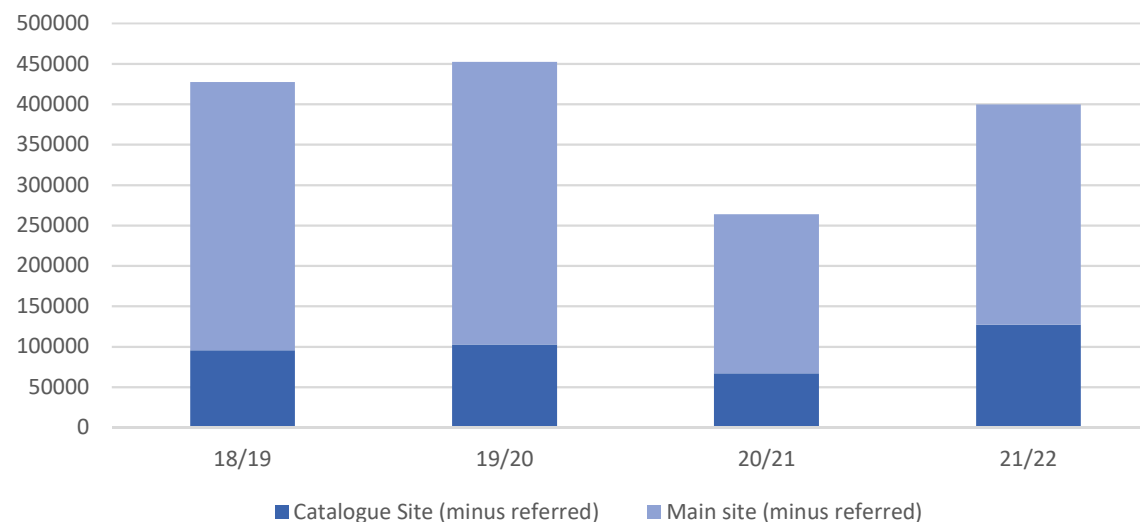
The catalogue website had 34% more usage than before the pandemic, including customers doing more self-service renewals and reservations.

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

Site	18/19	19/20	20/21	21/22	21/22 as % of 18/19
Catalogue Site (minus referred)	95364	102480	66886	127319	134%
Main site (minus referred)	331872	349834	196743	272471	82%
	427236	452313	263629	399790	94%

Top 10 pages 21/22	Pageviews
<homepage>	264,691
/libraries/	19,406
/york-explore/	17,056
/search/	11,685
/getting-a-library-card-or-yorkcard/	10,992
/acomb-explore/	7,878
/jobs/	6,746
/cafes/rowntree-park-reading-cafe/	6,677
/whats-on/	6,398
/tang-hall-explore/	6,264

Web visits 21/22 compared to previous years

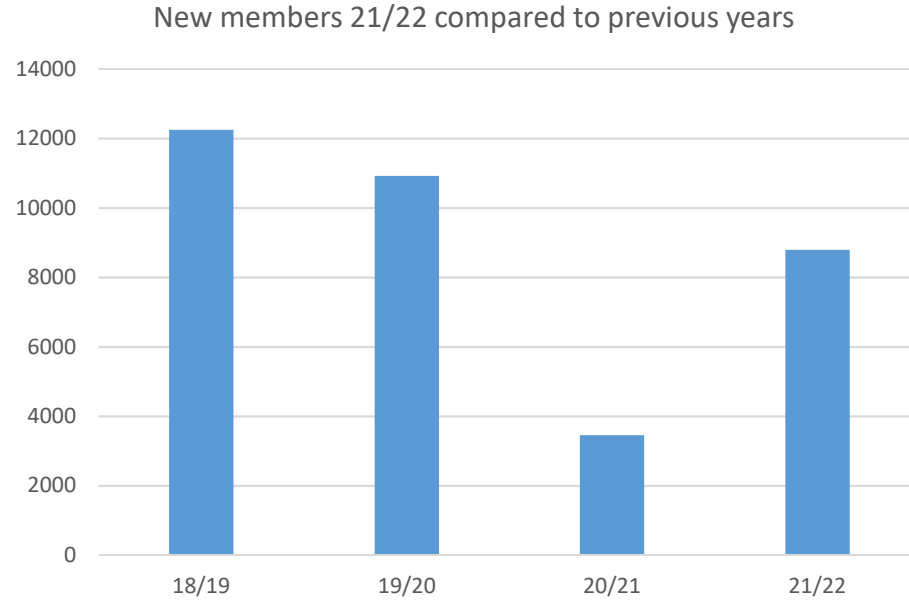


New Members

The number of new members in 21/22 was 80% of 18/19

Since the separation of the YorkCard in December 2020, people no longer need to join the library to get the YorkCard, so our new members now only reflect people joining for library purposes. None-the-less, we still saw a spike in joining in January, as people make resolutions to start new habits, and as some people chose to also join the library when buying their YorkCard.

18/19	19/20	20/21	21/22	21/22 as % of 18/19
12251	10918	3453	8787	80%



Events

In 21/22 there were 1303 public events with a total of 14,907 attendees.

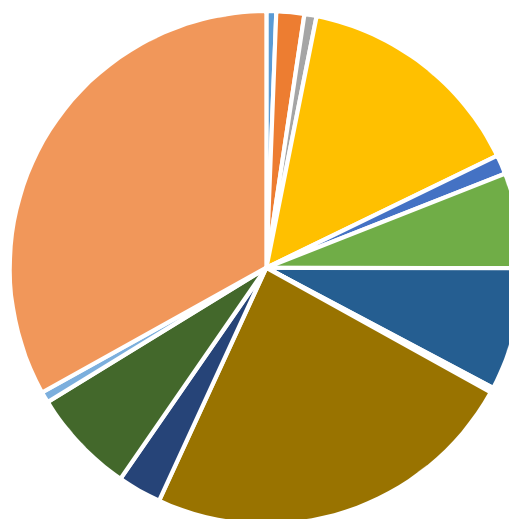
The events programme returned during the first half of the year, so attendance built up gradually as the year went on. Explore has not simply returned to the pre-pandemic events programme but is developing new activities and partnerships.

As normal, storytimes are the events we run most often, making up a third of our events.

Explore ran some successful online events during the pandemic, and even though in-person events returned during 21/22, at the end of 21/22 we were still running some online or hybrid events, as these still have a role in Explore's offer.

Category	Events	Attendees
Adult: Archives	8	269
Adult: Authors	23	709
Adult: Coffee Mornings	10	236
Adult: Craft Groups	191	1298
Adult: Digital	16	19
Adult: Misc	78	1092
Adult: Reading Groups	101	661
Adult: Talks	3	36
Families: Archives	1	47
Families & Children: Over5s	310	3363
Families & Children: Playgroups	36	330
Families & Children: Schools	86	3418
Families & Children: Teen	9	30
Families & Children: Under 5s	431	3399
Total	1303	14907

Events run in 21/22 by Category



- Adult: Archives
- Adult: Authors
- Adult: Coffee Mornings
- Adult: Craft Groups
- Adult: Digital
- Adult: Misc
- Adult: Reading Groups
- Adult: Talks
- Families: Archives
- Families & Children: Over5s
- Families & Children: Playgroups
- Families & Children: Schools
- Families & Children: Teen
- Families & Children: Under 5s

Archives and Local History

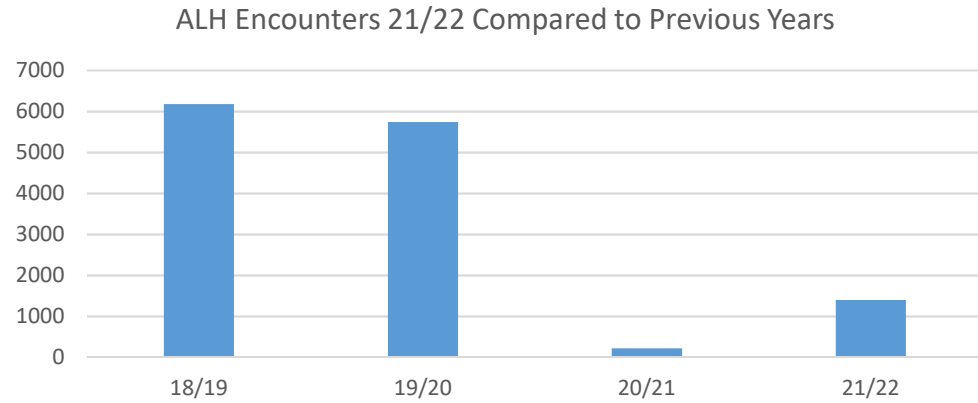
Encounters

The number of ALH encounters we had in 21/22 was 23% of the number recorded in 18/19

July and January were the highest months for ALH encounters, thanks to some very well-attended outreach events at Rowntree Park, the Stadium, York Explore, and Millthorpe School.

This PI covers encounters with Archives, including users of the reading room plus attendees at on-site and off-site events

18/19	19/20	20/21	21/22	21/22 as % of 18/19
6178	5739	219	1396	23%



Researchers

The number of researchers in the reading room was at 44% of its pre-pandemic levels this year.

18/19	19/20	20/21	21/22	21/22 as % of 18/19
1073	843	57	467	44%

