



NATIONAL INDICATOR 9: USE OF PUBLIC LIBRARIES

Introduction

The template defining NI 9 is included within the National Indicator Set Handbook of Definitions published by CLG on 1 April 2008. These can be found at <http://www.communities.gov.uk/localgovernment/performanceframeworkpartnerships/nationalindicators/>

This note is intended for use by Government Offices in LAA negotiations and supplements the template and Target Negotiating Brief issued by DCMS on 1 April 2008.

What does it Measure?

Government Offices should note that NI 9 measures the percentage of local residents who have used a public library service. Use is not restricted to those public libraries within the resident's local area.

NI 9 will measure use of public libraries for leisure purposes, including informal education/learning and studying or research for personal interests. Use as part of paid work, formal education or volunteering are out of scope.

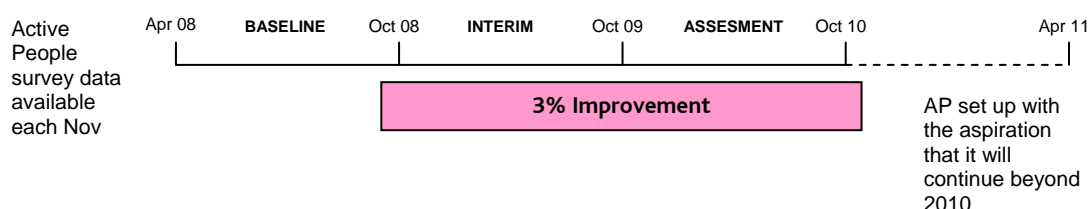
Methodology

General approach:

For the purposes of this round of LAAs, NI 9 will be measured by Sport England's Active People Survey, but with some variations to the sample size and reporting period.

- Data will be collected from April 2008 – October 2010;
- The first 6 months from April 2008 will be used to establish a baseline, which will be reported in November 2008;
- Data will then be collected as part of the normal Active People Survey cycle until Oct 2010;
- October 2009 – October 2010 will be the assessment year, with final figures reported in November 2010.
- NI 9 will therefore have three data points; baseline, interim and final assessment.

Active People data collection for NIs 9, 10 & 11



We have chosen this approach to take into account the fact that we are joining the Active People data collection cycle mid-way through the first year of the 2007 survey. Therefore we have designed a sample which will establish a baseline as quickly as possible. The Active People survey will run until at least October 2010. Therefore, at this point we can only guarantee two and half years of data collection for the cultural indicators. We have designed the most robust methodology we can put in place to ensure realistic and achievable targets given this restraint.

NI 9 as a designated improvement target:

Where a local authority includes NI 9 as one of their 35 improvement targets within an LAA then the following approach will be used to measure the indicator:

- The survey sample will be boosted to at least 2,000 for the first six months to establish a robust baseline;¹
- The survey sample will also be boosted in the final assessment year Oct 2009 – Oct 2010 to 2,000;
- This increased sample size will allow a statistically significant change of at least 3 percentage points from October 2008 to October 2010 to be measured;²
- Baselines will be available in November 2008;
- This is summarised as follows:

Reporting Year	Dates	Sample Size
Baseline	Apr 08 - Oct 08	2,000
Middle year	Oct 08 - Oct 09	500
Assessment year	Oct 09 - Oct 10	2,000

NI 9 as a local target:

Where NI 9 is included in a LAA as a local indicator (i.e. not as part of the 35 improvement priorities) then the following approach will be used:

¹ Minimum of 2,000 in each upper tier.

² Based on a best estimate baseline of 60%.

- The survey sample will be boosted to at least 500 for the first six months to establish a baseline;³
- Data will then be collected as part of the normal Active People cycle until October 2010;
- This increased sample size will allow a change of 6 percentage points from October 2008 to October 2010 to be measured;⁴
- Baselines will be available in November 2008;
- This is summarised as follows:

Reporting Year	Dates	Sample Size
Baseline	Apr 08 - Oct 08	500
Middle year	Oct 08 - Oct 09	500
Assessment year	Oct 09 - Oct 10	500

Performance Levels

As a designated improvement target:

A minimum increase of 3 percentage points from October 2008 – October 2010

Where NI 9 is included in an LAA as one of the 35 improvement targets then by October 2010 we would expect usage of libraries to have improved by at least 3 percentage points from the baseline. (Note: Active People will not be able to measure any change of less than 3 percentage points).

As a local target:

A minimum increase of 6 percentage points from October 2008 – October 2010

Where NI 9 is included in an LAA as a local indicator then by October 2010 we would expect usage of libraries to have improved by at least 6 percentage points from the baseline. (Note: Active People will not be able to measure any change of less than 6 percentage points).

³ Minimum of 500 in each upper tier.

⁴ Based on a best estimate baseline of 60%.

Setting LAA Targets

As NI 9 is a new indicator in the National indicator Set there is some flexibility towards establishing baselines and setting targets. Government Offices can take one of two approaches:

- Where new indicators do not have any local data to inform target setting, as is the case for NI 9, then local areas may wish to decide to set a target against the indicator, but wait until the first annual review before they do so;
- Alternatively, a target phrased as a certain percentage increase over baseline can be set, with the baseline formally confirmed at the first annual review.

We would recommend the second approach, but recognise that this might not be acceptable to all areas. Therefore, it is for the Government Office to agree the most appropriate approach for a particular area.

Please note that as NI 9 is a new indicator so targets do not have to be over a 3-year trajectory with a target for each year of the LAA.

NI 9 as a designated improvement target:

We recommend that the target is recorded in the LAA as a 3% increase over the baseline. The baseline should be confirmed with the local authority at the annual review.

NI 9 as a local target:

We recommend that the target is recorded in the LAA as a 6% increase over the baseline. The baseline should be confirmed with the local authority at the annual review.

Further guidance on target setting is available at:

<http://www.communities.gov.uk/documents/localgovernment/pdf/736441.pdf> (CLG Local Performance Framework FAQs)

<http://www.communities.gov.uk/publications/localgovernment/laaoperationalguidance> (CLG Operational Guidance November 2007)

Setting Designated Improvement Targets at Different Spatial Levels

The CLG LAA Operational Guidance (pg. 18-19) states that local authorities may choose to break down data to levels below that of the national indicator to cover key equalities strands including age, gender, disability, ethnicity, religion, sexual orientation, vulnerable people, and socio-economic classification, alongside data for small area geographies.

The following applies in relation to setting improvement targets at different spatial levels:

- Targets can be set for an individual District or number of Districts within a Shire County area;

- Targets cannot be set for small geographical areas (e.g. wards) within District, Unitary and Metropolitan authorities unless there was a sufficient boost in the sample over the survey period;

The following applies in relation to setting improvement targets for different population sub-group levels:

- Targets cannot be set in Unitary and Metropolitan authorities for different sub-groups in the population unless there was a sufficient boost across the survey period;
- Within Shire Counties, targets can be set for different sub-groups in the population at County wide level without any requirement for a boosted sample size. Sub-groups might include males/females, age groups, socio-economic groups, disability and ethnicity.

Annex

ACTIVE PEOPLE SURVEY QUESTIONS

Below are the questions to be used by Ipsos-MORI subject to any minor changes which may be made following the completion of testing. Surveying will begin on 14 April 2008:

Cultural questions are introduced as follows: I'm going to ask you a few questions about activities you have done in your leisure time, that are not part of paid work, formal education or volunteering.

- [ASK ALL]**
Q1. I'm going to ask you a few questions about activities you have done in your leisure time, that are not part of paid work, formal education or volunteering.

During the last 12 months, have you attended a museum or gallery at least once?

1. Yes
2. No
3. Don't know

- [ASK ALL]**
Q2. During the last 12 months, have you used a public library service at least once?

1. Yes
2. No
3. Don't know

- [ASK ALL]**
Q3. Have you attended any creative, artistic, theatrical or musical events in the last 12 months?

1. Yes
2. No
3. Don't know

- [ASK IF Q3 = 1]**
Q4. How many events have you attended?

INTERVIEWER INSTRUCTION:
READ OUT IF NECESSARY. SINGLE CODE.

1. One
2. Two
3. Three or more
4. Don't know (DO NOT READ OUT)

[ASK ALL]

Q5. Have you spent time actually doing any creative, artistic, theatrical or musical activities in the last 12 months?

1. Yes
2. No
3. Don't know

[ASK IF Q5 = 1]

Q6. How many times have you done any of these activities?

INTERVIEWER INSTRUCTION:
READ OUT IF NECESSARY. SINGLE CODE.

1. One
2. Two
3. Three or more
4. Don't know (DO NOT READ OUT)