

Councillor Chris Holley  
Convener  
Service Improvement and Finance Scrutiny  
Performance Panel

**BY EMAIL**

*Please ask* Councillor Robert Francis-  
*for:* Davies

*Direct Line:*

*E-Mail:* Cllr.Robert.Davies@swansea.gov.uk

*Our Ref:* RFD/CM

*Your Ref:*

*Date:* 25 June 2018

Dear Councillor Holley,

Thank you for your letter of 30<sup>th</sup> May 2018 and I would respond as follows to the questions raised:

**WPLS QI9 – Appropriate Reading Material – provision of Welsh language materials**

It was reported in the 2011 census that 11.4% of the population of Swansea recorded that they speak, read and write in Welsh. Swansea Council Libraries reported that 1.4% of the materials budget was spent on Welsh language materials – the target for this quality indicator is 4%. In 2016/17, Welsh language material issues represented 1.3% of the total material issues for the library service. The spend on Welsh language materials was concentrated on children's stock, Welsh learners' materials and placed within the main Welsh speaking communities such as Pontarddulais, Clydach, Gorseinon and Morriston, as well as Central Library.

**WPLS Q10 – Online access – total number of networked public access computers**

Swansea Council Libraries reported that the total number of networked public access computers in libraries was 7.14 per 10,000 resident population - the target for this quality indicator was 9 per 10,000 resident population. It was reported in the WPLS return to Welsh Government that the library service was unlikely to meet this target due to the high population of Swansea and space restrictions in our smaller libraries. It was also reported that all libraries now provided Wi-Fi internet access and this had allowed customers to bring their own devices to libraries.

**Marketing of library services**

The library service has a marketing strategy that utilizes social media, community partnerships and outreach activities. The service has nearly 11000 followers across 3 social media platforms, with 73265 views of their profiles in the last year. All events are posted across social media, on the libraries' event page on the council's website and also marketed by staff in the libraries. The service undertakes outreach marketing through school and class visits, attendance at multi-agency events and participation in national schemes. Library staff also use partners in the community to cross market services and events. Posters and leaflets are distributed in high areas of traffic in the community such as doctors' surgeries, schools and local shops. The library service will ensure that it takes all opportunities to market its services and events as far as possible, including taking

advantage of forthcoming initiatives such as Libraries Week (8<sup>th</sup> – 13<sup>th</sup> October 2018), which this year concentrates on the value of libraries in supporting wellbeing in their communities.

Reciprocally we will be grateful if Ward Members and colleagues across the Council actively reference the contribution of our Library Service and staff in delivering the Corporate Priorities of the Authority, supporting wellbeing, digital inclusion, information – advice and guidance and offering support for those most disadvantaged in the community. Without this mutual point of reference, recognition and support, we will struggle to ensure the wider community and Council are aware of the breadth of activities we facilitate and enable, from homework clubs through to ICT support, which helps us make the case for continued resourcing, despite the financial challenges we face as an authority.

Thank you for recognising this and for your continued support and kind words about the service.

I am copying in Councillor June Burtonshaw as the Cabinet Member with responsibility for Libraries, following the recent Cabinet re-organisation of duties.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Robert Francis-Davies', written in a cursive style.

Councillor Robert Francis-Davies

**CABINET MEMBER FOR INVESTMENT, REGENERATION & TOURISM**

**COPY TO: COUNCILLOR JUNE BURTONSHOW**