

## **Appendix 2**

### **Individual Feedback Forms/Reports**

The following pages comprise feedback from each of the 16 authorities that participated in the Phase 2 roll out of Every Child a Library Member.

As mentioned previously, there are different levels of response from just the feedback form through to comprehensive evaluations reports.

The analysis of the surveys that were returned online and by post is included in Section 7.

The collated feedback of all the forms can be viewed in section 8.

## ECALM – LOCAL AUTHORITY FEEDBACK FORM Aneurin Leisure (Blaenau Gwent)

Information Required	Figures		Comments
• Number of primary schools targeted	24 = 100%		During the whole academic year
• Number of schools signed up	12 = 50%		This is the figure to date, should be higher by the end of academic year
• Number of Year 4 pupils in authority	798		Estimated figure.
• Number of Year 4 pupils issued with new cards	460 = 58%		Approx. Figure as till in the process of registering children
• Number of opt-out children recorded	0		No children at present, but not all completed
• Number of any additional children targeted (in mixed classes)	150		Some Year 5 children that were not reached last year, as well as mixed classes
• Number of year 4 children who are already library members	357		Total figure including mixed classes
• Number of issues to children with new cards	Unable to retrieve this information at present		
• Use LMS records to compare usage of children's material against the same period last year	Last year Jan – March 11,919	This year Jan – March 13,644	
• Percentage increase in membership compared to the same period last year	Last year Jan – March 245	This year Jan – March 342 = 29%	
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 6	Schools 11 of the already signed up 22 Total	

## ECALM – LOCAL AUTHORITY FEEDBACK FORM BRIDGEND

Information Required	Figures		Comments
• Number of primary schools targeted	[Please record as X out of Y and give the % reached] <b>44 primary schools targeted.</b>		
• Number of schools signed up	[Please record as no. and %] <b>39 schools signed up - 89%</b>		
• Number of Year 4 pupils in authority	<b>1505</b>		
• Number of Year 4 pupils issued with new cards	[Please record as no. and %] <b>1253 - 83%</b>		Cards were given to all children attending events and recorded as ECALM on LMS. Many were already members.
• Number of opt-out children recorded	101		
• Number of any additional children targeted (in mixed classes)			
• Number of year 4 children who are already library members	1194		Children aged 8-9 as recorded September 2014.
• Number of issues to children with new cards			
• Use LMS records to compare usage of children's material against the same period last year	Last year	This year	
• Percentage increase in membership compared to the same period last year	Last year	This year	
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries	Schools 14	

## ECALM – LOCAL AUTHORITY FEEDBACK FORM - CARMARTHENSHIRE

Information Required	Figures		Comments
• Number of primary schools targeted	101 out of 101 by email 100% reached 61 out of 101 by phone 60% reached		2 schools listed were Nursery only and one school was in the process of closing down.
• Number of schools signed up	[Please record as no. and %] 36 = 36%		
• Number of Year 4 pupils in authority	1958		
• Number of Year 4 pupils issued with new cards	627 = 32%		
• Number of opt-out children recorded	2		
• Number of any additional children targeted (in mixed classes)			
• Number of year 4 children who are already library members	268		
• Number of issues to children with new cards	1629		
• Use LMS records to compare usage of children's material against the same period last year	Last year Jan – Jun 50678	This year Jan – Jun 37755	
• Percentage increase in membership compared to the same period last year	Last year 92403	This year 94891 = 2.69% increase	
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 01	Schools 10	

## **ECALM project in Conwy libraries - progress report April 2015**

### **1. Introduction**

In Conwy, the first phase of the ECALM project took place in October 2014 – March 2015. The aim of the project tied in very well with our wish to extend library membership to as many children as possible coupled with an increase in schools requesting class visits with joining the library as a part of the session. We have worked with schools to distribute a letter to parents explaining the scheme with an opportunity for them to sign a letter for their child to opt out prior to the visit so that we were able to issue library cards. This worked very well. 18 families returned a completed opt out form, 12 of who were already members. As a service we were already accustomed to contacting schools for a number of events including the Summer Reading Challenge which involved staff visiting primary schools twice a year to promote the challenge and present certificates.

With Ecalm however the timing of the visits at the beginning of the spring term was new for us but with 47 out of 50 schools (94%) staff did succeed in arranging class visits to the library for year 4 pupils and some year 3 and 5 pupils in mixed classes. We hope that the remaining 3 schools will be able to visit us before the end of the school year because the reasons they have not come are mostly due to other commitments. Library staff have commented that there was more time and energy to spend on the project in the spring compared to the busyness of the summer holidays and they were very pleased with the children's enthusiasm for visiting the library and choosing books. The number of books borrowed by children with an Ecalm card between January and March 2015 was 5601.

During the visit each child was given an Ecalm bag together with a pencil and a child's library registration card to enable their parents to take them to the library to sign them up as a full member. There was also a letter to parents explaining the scheme again and telling them how to sign their child up for full membership of the Library.

### **2. Class visits**

We found that most schools were enthusiastic about the project and once the decision had been made to visit, they were very keen to make the most of the time to cover specific parts of their curriculum, e.g. a particular subject, e.g. transport, Victorians, or to make the most of the local resources to explore the local history of their area. Staff found that the children enjoyed browsing the collections of newspapers on microfilm in Colwyn Bay and Llandudno.

For some rural schools arranging transport to the nearest library was a challenge and so the mobile library proved to be a great asset in being able to use the stop on a particular day to visit the school and allow the children on board to choose their books.

A member of library staff would visit the school first beforehand to distribute the Ecalm cards and explain the practicalities and then the children would visit the mobile to choose their books. We found that nearly every child who visited did borrow 2 books and seemed to find this aspect very enjoyable. It was very pleasing to see that several teachers also took the opportunity to join, which was a great role model for the children.

A child in Penrhyn Bay Library commented "When you borrow a book you can read the book and get another one", also "I like going to the library because I can read". Overall 53 class visits took place, either to a library or the mobile and several schools

with large classes visited more than once. Several visits took place in smaller libraries while they were closed, which worked well for larger classes. Library staff reported that some very good links have been made with schools who have not visited a library for quite a while.

See appendix 1 - class visits to the mobile library: appendix 4 – Class visits

### **3. Practical aspects of the scheme**

In Conwy libraries we ask parents to act as a guarantor for a child under 16 to join. Before the start of the scheme discussions were held to work out the best method to allow children to join without parental consent and it was decided to put in place some safeguards. These mostly comprised setting the borrower type to "Child" which would not permit the children to use the public PCs, which does need parental consent as part of our safeguarding mechanism in libraries and limiting the number of books borrowed to 2. It was hoped that this would encourage families to return to the library with their child to sign them up as full members with all the wider facilities at their disposal.

### **4. Membership**

After 47 schools visited a library it was apparent that the scheme had been a great success. As a member of staff wrote "children and parents know where the library is now".

1851 Ecalm library cards were issued altogether to 1039 year 4 pupils and 812 to year 3 and 5 pupils in mixed classes. Almost 500 of the year 4 pupils had never had a card before, which was very encouraging and 643 children were already members but did still receive an Ecalm card with their existing borrower details and the option for them to choose which card to use.

The issue figures for children's loans in Welsh and English from January – March in 2015 were 27135 compared to 22293 in the same period in 2014, which is an increase of 21 %.

Anecdotally, libraries did see many new families visiting the library after the visits to enrol siblings and themselves. The figures for new members in the libraries showed an increase compared to the previous year without counting the Ecalm library cards, which would bear this out.

See appendix 2 & 3

### **5. Communication**

We tried to keep parents informed about the scheme with a letter home before and during the project, with the opportunity to opt out of the scheme.

Feedback from library staff is that although they have seen several new families visiting the library to enrol all their children some have been confused about what is happening. The fact that most of the opted out children were already library members shows that we need to review the wording of the letter to clarify the situation. There have also been isolated examples of parents returning books borrowed by the child during the school visit because of a worry about fines. Better communication with parents will need to be looked at. A member of staff has suggested that we hold information sessions for parents on a Saturday near the time of the school visits to explain the process and engage their support. This will need to be considered before the next phase.

A series of briefing documents were produced for all staff throughout the process to ensure everyone was fully up to date with the scheme.

## 6. Feedback

Children's Survey – (see Appendix 5).

32 forms were returned by Conwy school children so although the sample is very small, the results are interesting. Out of the 32 responses, 30 children chose books as the main reason they visited from a list of 4 choices, including computers, meeting friends and activities. 20 children mentioned that other family members had joined the library as 12 children who had not visited a library before receiving their Ecalm card agreed that they now enjoy using the library.

## Parent Survey

10 forms were returned by parents. See results below.

They made several comments asking for more library activities, stating that it was cheaper to use the library than buy books for their children and asking for schools to maintain better contact with the library in future.

There was some confusion about the scheme and where the books should be returned to but all 10 parents listed books as the main reason for visiting the library.

When asked what the library meant to parents one answered:

"Having the chance to have more books for my children to read".

Q 3 What have you used the library for since joining?			
Books <b>10</b>	Classes	Events <b>1</b>	E-zines
Computers <b>2</b>	Free internet <b>1</b>	E-books	
Q 4 Do you feel that you have benefitted from using the library?			
Yes <b>9</b>	No <b>0</b>		
Q 5 If yes, how?			
Saving money <b>3</b>	Learning something new <b>4</b>	Taking part in events <b>3</b>	Meeting people <b>1</b>
Q 6 Would you recommend the library to friends and family?			
Yes	<b>9</b>	No	<b>0</b>

## Staff Survey

A member of staff observed that customers had not known what was on offer at the library and would now be visiting regularly. A young mum had told a member of staff that although she and her family had not been in for a while, they would be visiting more often from now on.

A member of staff at a community library reflected on the positive effect of having more children visit on visitor numbers and on the age profile of the library, which is used by an older population:

"The area we're in is home to a high percentage of older residents and it has often been commented that the key to the library's survival is an increase in use by younger readers. Hopefully this is the beginning of that".

All staff have reported improved links with local schools leading to more class visits in all areas.

## **7. Conclusions and recommendations**

Overall the first phase of the project has proved to be very effective in Conwy with almost all schools taking part. Statistics for issues and new members seem to bear this out, although it is much too early to make any long term predictions.

Library staff worked hard and went out of their way to accommodate the needs of the class visits and a spin off was that some staff helped with classes for the first time and found it quite enjoyable, which will extend our capacity for hosting visits in the future.

The children were very enthusiastic about the visits and we are seeing new Ecalm members continuing to use our libraries and bringing the family in to join. The figures for Ecalm members coming back to join as full members were not as high as we would have hoped but we feel that as the visits were still going on until the end of February, it is still very early days in terms of seeing an increase yet. (See appendix 2) We hope that as the children get used to using the library they and their families will decide to become full members.

After a very successful project we would like to build on the good relationships we have working with the schools and are looking forward to the next phase of Ecalm later in the year.



## ECALM – LOCAL AUTHORITY FEEDBACK FORM

Information Required	Figures		Comments
• Number of primary schools targeted	50 (all eligible Conwy schools) 100%		
• Number of schools signed up	47 out of 50 - 94%		
• Number of Year 4 pupils in authority	1125		
• Number of Year 4 pupils issued with new cards	1034		1124 minus 85 for 3 schools not visited and 6 opt outs not members.
• Number of opt-out children recorded	18		12 were already library members.
• Number of any additional children targeted (in mixed classes)	702		Years 3, 5 and 6.
• Number of year 4 children who are already library members	545		
• Number of issues to children with new cards	5061		01.01.15-27.03.15
• Use LMS records to compare usage of children's material against the same period last year	Last year 22293	This year 27135	21% increase
• Percentage increase in membership compared to the same period last year	Last year Jan – Mar 2014 New Junior members 350	This year 390 new junior members plus 1282 Ecalm members = 1672 390 = 11% increase on 2014 1672 = 377% increase	(1851 cards issued minus 545 who were already members = 1306)
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 4	Schools 18	Colwyn Bay, Kinmel Bay, Abergele Llandudno libraries.



### Appendix 1 - ECALM Visits to Mobile

YSGOL	NUMBERS	TIME/DATE OF VISIT
Dolwyddelan	16	15.01.15
Llanefydd	15	16.01.15 1-2pm
Betws y Coed	9	21.01.15 11.25am
Bro Aled (Llansannan)	14	22.01.15 2.40-3.40pm
Ysbyty Ifan	16	23.01.15 11.30am
Pentrefoelas	8	23.01.15 - 2.00pm
Capel Garmon	10	27.01.15 - 2.50pm
Llanddoged	10	27.01.15 - 1.30pm
Eglwysbach	12	27.01.15
Penmachno	19	29.01.15
Llanfairtalhaiarn	26	04.02.15
St George (Ysgol San Sior)	19	5.2.15 2.15-3.00pm
Bro Cernyw	29	10.02.15 2.30pm
Tal Y Bont	15	10.25
Dolgarrog	12	10.02.15
Glan Conwy	22	11.02.15 2.50pm
Deganwy	85	12.02.15 10am
Llangelynnin(Henryd)	27	23.02.15 2pm
Ysgol Trefriw	15	21.01.2015
Ysgol Cystennin	15	25.03.2015

## Appendix 2 New members.

Fig 1 Junior new members January - March 2013 -2015

	Jan-13	Jan-14	Jan-15	Feb-13	Feb-14	Feb-15	Mar-13	Mar-14	Mar-15
Abergele	13	8	29	17	9	17	21	10	17
Cerrig	0	0	17	0	0	1	1	0	0
Colwyn Bay	19	25	24	13	27	47	19	20	40
Conwy	0	3	6	7	0	2	15	10	2
Kinmel Bay	0	4	0	1	7	3	1	4	7
Llandudno	27	15	19	25	49	58	23	78	58
Llanfairfechan	36	0	0	3	0	0	0	2	0
Llanrwst	5	3	3	7	9	3	0	6	3
Penmaenmawr	1	5	0	0	0	0	3	1	0
Penrhyn Bay	0	1	1	4	0	11	1	0	3
Mobile	1	39	6	4	7	9	0	8	4
	102	103	105	81	99	151	84	139	134

Fig 2 New junior members by year.

	Jan-13	Feb-13	Mar-13	Total
Abergele	13	17	21	51
Cerrig	0	0	1	1
Colwyn Bay	19	13	19	51
Conwy	0	7	15	22
Kinmel Bay	0	1	1	2
Llandudno	27	25	23	75
Llanfairfechan	36	3	0	39
Llanrwst	5	7	0	12
Penmaenmawr	1	0	3	4
Penrhyn Bay	0	4	1	5
Mobile	1	4	0	5
	102	81	84	267

	Jan 14	Feb 14	Mar 14	Total
Abergele	8	9	10	27
Cerrig	0	0	0	0
Colwyn Bay	25	27	20	72
Conwy	3	0	10	13
Kinmel Bay	4	7	4	15
Llandudno	15	49	78	142
Llanfairfechan	0	0	2	2
Llanrwst	3	9	6	18
Penmaenmawr	5	0	1	6
Penrhyn Bay	1	0	0	1
Mobile	39	7	8	54
	103	108	139	350

2015	Jan-15	Feb-15	Mar-15	Total
Abergele	29	17	17	63
Cerrig	17	1	0	18
Colwyn Bay	24	47	40	111
Conwy	6	2	2	10
Kinmel Bay	0	3	7	10
Llandudno	19	58	58	135
Llanfairfechan	0	0	0	0
Llanrwst	3	3	3	9
Penmaenmawr	0	0	0	0
Penrhyn Bay	1	11	3	15
Mobile	6	9	4	19

### Appendix 3 Ecalm library cards

No of Ecalm cards given out during library visits	
Abergele	179
Cerrig	20
Colwyn Bay	449
Conwy	132
Kinmel Bay	112
Llandudno	245
Llanfairfechan	78
Llanrwst	68
Penmaenmawr	86
Penrhyn Bay	80
Mobile	402
<b>Total</b>	<b>1851</b>

Children with Ecalm cards becoming full members				
	Jan-15	Feb-15	Mar-15	Total
Abergele	26	6	3	35
Cerrig	0	2	0	2
Colwyn Bay	3	7	7	17
Conwy	4	5	0	9
Kinmel Bay	0	0	7	7
Llandudno	2	26	16	44
Llanfairfechan	0	0	3	3
Llanrwst	1	2	0	3
Penmaenmawr	0	0	0	0
Penrhyn Bay	1	9	3	13
Mobile	6	9	4	0
	<b>43</b>	<b>66</b>	<b>43</b>	<b>152</b>

## Appendix 4 Class Visits

Fig 1 – Number of class visits to libraries for Ecalm.

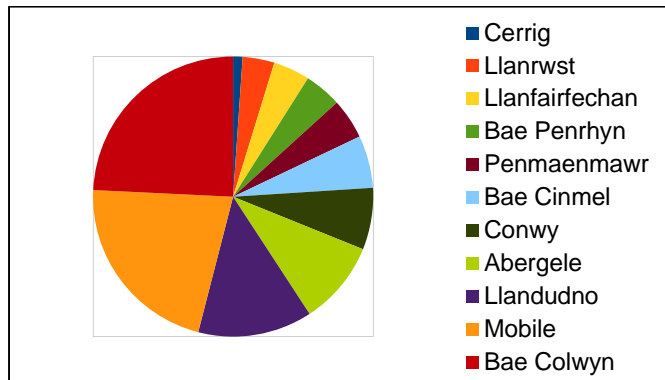


Fig 2 – Ratio of new and existing members.

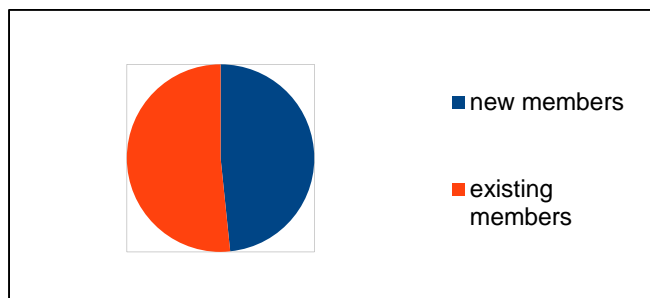


Fig 3 – Ratio of opted out children.

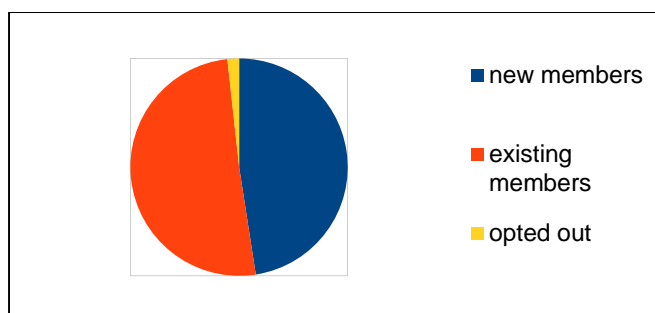
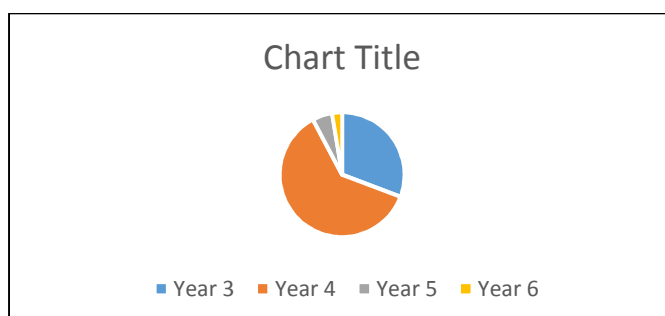


Fig 4 – Age breakdown of children who visited libraries



**Conwy Ecalm Children's Survey  
results April 2015**

	Q1	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
	M	F	Library	Did you go to library before your new card?	Did you enjoy using the library?	What do you like best?	Do you like reading more now?	Has anyone else in the family joined?	Anything else?
1		Y	Llandudno	Yes	Y	bks, PCs acts			
2		Y	Llandudno	Yes	Y	bks, acts	Yes	No	No
3		Y		no	Yes	bks, acts	Yes	No	I love reading
4	Yes		Llandudno	Yes	Yes	bks,	Yes	brother	
5		Yes	Llandudno	no	Yes	bks	Yes	Thomas	
6		Yes		Yes	Yes	bks, friends	No	Daddy	
7		Yes	Llandudno	no	Yes	bks	Yes	Mummy	It is the best libery ever
8		Yes	Cerrig	Yes	Yes	bks, pcs	Yes	mam a chwaer	
9	Yes		Cerrig	Yes	Yes	bks, PCs	Yes	mam a chwaer	
10	Yes		Abergele	Yes	Yes	bks	Yes	mum, dad, uncle	
11		Yes	Penrhyn Bay	Yes	Yes	bks, PCs	Yes	No	Easy to get to
12		Yes	Penrhyn Bay	no	Yes	bks PCs	Yes	2 sisters	
13		Yes	Penrhyn Bay	Yes	Yes	bks	Yes	mum and brother	When you buy a book you read it once and I don't read it again so it's just a waste of money but when you come here you only read it once.
14	Yes		Llandudno	no	Yes	activities	Yes	sister	
15	Yes		Llandudno	Yes	Yes	books	Yes	Yes	
16		Yes	Llandudno	Yes	Yes	bks, PCs, friends	Yes	Yes	
17	Yes		Penrhyn Bay	Yes	Yes	bks, activities	Yes	Mum	I like going to the library...
18		Yes	Penrhyn Bay	Yes	Yes	bks, friends	Yes	Mum	When you buy a book you can read the book and get another book
19		Yes		no	Yes	books	Yes	Emily, Erin, Isi and me	
20	Yes		Llandudno	Yes	Yes	friends	Yes	cousin	It's a good library
21		Yes	Llandudno	no	Yes	pcs, friends	No	Clarie, Grace	I like the library because the books are tidy. I love it.
22		Yes	Llandudno	Yes	Yes	pcs, friends	Yes	Mum	It is cool



23	Yes		Llandudno	no	Yes	pcs, friends, bks	Yes		
24	Yes		Llandudno	no	Yes	Bks	Yes	sister	it is great
25		Yes	Llandudno	Yes	Yes	all	Yes		
26	Yes		Llandudno	no	Yes	all	Yes	brother, sister	
27	Yes		Llandudno	no	Yes				
28		Yes	Llandudno	no	Yes	bks	Yes	No	Nice
29		Yes	Llandudno	Yes	Yes	bks	Yes		
30		Yes	Llandudno	no	Yes	bks	Yes		
31		Yes	Cerrig	Yes	Yes	bks	Yes	brawd, chwaer mam	Fy hoff llyfrau l ydi Jaqueline Wilson
32		Yes	Penrhyn Bay	Yes	Yes	bks, activities	Yes	mam fi	Dw l'n hoffi mynd l'r llyfrgell achos dwi yn cai heddwch

## ECALM – LOCAL AUTHORITY FEEDBACK FORM **Denbighshire**

Information Required	Figures		Comments
• Number of primary schools targeted	47 out of 47 (100%)		
• Number of schools signed up	32 (68%)		Some schools signing up in Summer term
• Number of Year 4 pupils in authority	1542		There are approx 1000 pupils in Y4 but we included pupils from other Years taught with Y4 pupils – all were included in the target.
• Number of Year 4 pupils issued with new cards	1034 (67%)		Cannot split into Y4 and other Years
• Number of opt-out children recorded	4 (est)		Opted out because they were already members and didn't want a new card!
• Number of any additional children targeted (in mixed classes)	Included above		
• Number of year 4 children who are already library members	844		Again includes other Year groups taught with Y4
• Number of issues to children with new cards	190		Again includes other Year groups taught with Y4
• Use LMS records to compare usage of children's material against the same period last year	Last year Jan-Mar 14 33,220	This year Jan-Mar 15 31943	
• Percentage increase in membership compared to the same period last year	Last year Jan-Mar 14 1435	This year Jan-Mar 15 1543	Includes adults and children
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 2	Schools 5	

## ECALM – LOCAL AUTHORITY FEEDBACK FORM **Flintshire**

Information Required	Figures		Comments
• Number of primary schools targeted	[Please record as X out of Y and give the % reached] 67 schools		
• Number of schools signed up	[Please record as no. and %] 67- all schools received a letter, follow up visits to deliver bags made to approx. 50 schools as at 1.7.15		
• Number of Year 4 pupils in authority	1678		
• Number of Year 4 pupils issued with new cards	[Please record as no. and %] 1678 cards issued in bags. Approx 1500 delivered to schools		
• Number of opt-out children recorded	None, but children were not signed up until they chose to visit the library and activate their new card.		
• Number of any additional children targeted (in mixed classes)	None		
• Number of year 4 children who are already library members			Statisitcs not yet available
• Number of issues to children with new cards			Statisitcs not yet available
• Use LMS records to compare usage of children's material against the same period last year	Last year: 2013-14 all J cats issues 247449	This year: 2014-15 all J cats issues 228900	
• Percentage increase in membership compared to the same period last year	Last year: 2013-14 all J cats 22969 reg (active 8129)	This year: 2014-15 all J cats 24470 (active 7962)	

<ul style="list-style-type: none"> <li>Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.</li> </ul>	<p>Libraries: 3          Flint, Holywell and Queensferry within CF area          + 3 Serving CF cluster areas:          Connahs Quay, Mold, Mancot,</p>	<p>Schools          Greenfield          Croes Atti, Flint          Gwynedd Primary, Flint          Bryn Gwalia, Mold          Golftyn, Connahs Quay          Queensferry CP          Sealand          Shotton          Sandycroft</p>	
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## Gwynedd Library Service – Evaluation Report

### Every Child a Member – 2014/15

#### Report by – Nia Gruffydd

We decided to launch the campaign at the beginning of the year in 2015, thus taking advantage of the message New Year – new start – i.e. joining the Library. In contrast to last year, we decided upon a variety of approaches in order to assess effect and value.

Out of 97 Primary schools in Gwynedd, we targeted 93 Primary schools aged 3-11, which was the maximum number of possible schools with Yr4 [pupils] we could have targeted.

According to our rough estimate, we distributed around 1230 cards.

Here is a description of the various approaches we undertook from the start of the period until the end of March 2015.

Method	Description	Number of Schools	Statistics/Notes
Method A	Sending leaflets with Library cards to each headteacher asking for them to be distributed to Yr 4 pupils only. These were 'inactive' Membership cards to be completed when the children visited their Library for the first time.	39	Estimated number of cards distributed – 660  Number of new members – 30
Method B	Sending leaflets with Library cards to each headteacher asking for them to be distributed to KS2 pupils only. These were 'inactive' Membership cards to be completed when the children visited their Library for the first time. We targeted very small schools where there were few Yr 4 children.	10	Number of books borrowed for the period – 75  Children who are more likely to want to use their Library with their new card. Children not receiving a new Library card because they are already members
Method C	Sending a letter inviting schools to take part in this campaign to get Yr 4 pupils to join. We asked for each Yr 4 child's name, address and date of birth, and sent a new, full (active) card, a door hook we specially designed, a leaflet with opening times for Gwynedd libraries and a pen for each School which responded positively.		139 new members  Number of books borrowed for the period – 70  Children receiving Library card automatically.

	i) Schools not responding at all to the invitation	15	
	ii) Schools agreeing but weren't willing to release children's names. We decided to use Method A with these.	2	
	iii) Schools taking part in the campaign	27	
	Schools Total	93	

Although we were relatively happy with the response to Method C, we had to send a number of reminder messages to get the headteacher to agree to send us details of Yr 4 children. Analysing the data received directly through Method C, we clearly saw we had already succeeded in registering quite a high percentage of children, and brand new members accounted for around 24%. However, it is clear that even those children who were already Library members, that a large number of them had ceased to be 'active' borrowers and we think this campaign has been beneficial to these children receiving new Library cards, to replace lost cards, possibly.

Method	Number Already Members	Number of New Members	Total
Method C	436	139 (24%)	574

As already mentioned, we decided to target all KS2 pupils in those small schools which didn't have large numbers of Yr 4 children.

Method	Number of Children targeted in KS2 apart from Yr 4	Number of Yr 4 Pupil	Total
Method B	251	80	331

We also decided to use visits by authors to target Method C schools. Some of these schools were large, which would be suitable for visits and shows from authors to KS2, in addition to the target year, Yr 4.

Here is an analysis of the activity undertaken.

Date	Author/Description	Schools receiving a session	Cost
29 Jan 2015	Michael Harvey – storyteller	Ysgol Pen-y-Bryn, Bethesda (Flying Start Area)	£610.00
30 Jan 2015		Ysgol Bro Lleu, Penygroes	
		Ysgol Eifion Wyn, Porthmadog	
		Ysgol Llanrug	
		Ysgol Llanberis	
		Ysgol Bontnewydd	
17 March 2015	The Two Steves – books show	Ysgol Maenofferen, Blaenau Ffestiniog (Communities First Area)	£737.50

18 March 2015		Ysgol Cymerau, Pwllheli  Ysgol Hirael, Bangor Ysgol Maesincla, Caernarfon (Communities First Area)	
17 March 2015	Michael Harvey - storyteller	Ysgol Waunfawr Ysgol Rhosgadfan Ysgol Talysarn (Communities First Area)	£1680.00
18 March 2015		Ysgol Y Faenol, Bangor Ysgol Llanbedr	
		Total	£3027.50







Yr 4 children Ysgol Maenofferen, Blaenau Ffestiniog, flocking to borrow books after receiving their Library cards following a visit by The Two Steves to Blaenau Ffestiniog Library



Year 4 children from Ysgol Maenofferen at Blaenau Ffestiniog Library with The Two Steves



Overview of the Every Child a Member campaign data in 2014/15.

Number of cards distributed	Number of brand new members	Number of loans 01/01/15-31/3/2015	Number of schools
660 'inactive'	30	75	51
574 'active'	139	70	27
	169	145	78

The highest number of loans amongst new members was seen in Bangor, Caernarfon and Pwllheli Libraries.

## Results

1. It's a big effort to get so few new members who are active borrowers.
2. The message about the importance of being a Library member isn't reaching home.
3. There are a number of schools which are very supportive of the plan, yet more who don't see the importance of the campaign.
4. Large urban schools relatively close to libraries should be targeted rather than all Schools in the authority in order to make more of an impression with limited resources e.g. budget and staffing capacity.
5. We need a TV marketing campaign to support libraries.
6. It is increasingly difficult to sustain children's borrowing levels year on year. Cuts to library events budgets make it more difficult to organize events to attract children through the door.
7. There is not a large demand for the bags.
8. An average of around 75% of Yr 4 children are already Library members but possibly they are not active users.

Nia Gruffydd 5/5/2015

## ECALM – LOCAL AUTHORITY FEEDBACK FORM **Gwynedd**

Information Required	Figures		Comments
• Number of primary schools targeted	93 out of 93		97 Primary schools in Gwynedd but 4 of these are Infant schools.
• Number of schools signed up	27 schools have sent children's names (29%) 51 received cards to distribute (55%) 15 not taken part (16%)		
• Number of Year 4 pupils in authority	1312		
• Number of Year 4 pupils issued with new cards	169 - New members (13%)		
• Number of opt-out children recorded	0		
• Number of any additional children targeted (in mixed classes)	251		
• Number of year 4 children who are already library members	436 – Already members but have had new cards through this scheme		Unable to get a total through LMS as the data isn't based on date of birth.
• Number of issues to children with new cards	145		
• Use LMS records to compare usage of children's material against the same period last year	Last year 47597	This year 43916	
• Percentage increase in membership compared to the same period last year	Last year	This year	Unable to get children's membership total through LMS as the data isn't based on date of birth.
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 1 Communities First and Flying Start	Schools 5	Communities First – 3 areas Flying Start – 5 areas

ECALM – LOCAL AUTHORITY FEEDBACK FORM: **Merthyr Tydfil**

Information Required	Figures		Comments
• Number of primary schools targeted	[Please record as X out of Y and give the % reached] <b>23/23 (100%)</b>		
• Number of schools signed up	[Please record as no. and %] <b>23/23 (100%)</b>		
• Number of Year 4 pupils in authority	<b>655</b>		
• Number of Year 4 pupils issued with new cards	[Please record as no. and %] <b>648 (98.93%)</b>		
• Number of opt-out children recorded	<b>7</b>		
• Number of any additional children targeted (in mixed classes)	<b>N/A</b>		
• Number of year 4 children who are already library members	<b>388</b>		
• Number of issues to children with new cards	<b>260</b>		
• Use LMS records to compare usage of children's material against the same period last year	Last year <b>16942</b>	This year <b>14298</b>	
• Percentage increase in membership compared to the same period last year	Last year <b>418</b>	This year <b>720</b>	<b>72.24% increase</b>
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries <b>4</b>	Schools <b>23</b>	

## ECALM – LOCAL AUTHORITY FEEDBACK FORM **Monmouthshire**

Information Required	Figures		Comments
• Number of primary schools targeted	[Please record as X out of Y and give the % reached] 31		Stil trying to fix dates with some schools
• Number of schools signed up	[Please record as no. and % ] 20 64.5%		
• Number of Year 4 pupils in authority	861		
• Number of Year 4 pupils issued with new cards	[Please record as no. and %] 520 60.4		
• Number of opt-out children recorded	0		
• Number of any additional children targeted (in mixed classes)	9		
• Number of year 4 children who are already library members	447		
• Number of issues to children with new cards	10603		
• Use LMS records to compare usage of children's material against the same period last year	Last year 163, 275	This year 164,880	
• Percentage increase in membership compared to the same period last year	Last year - -1.63	This year 3.467	Have had regular purge of records prior to data collection so comparison not strictly comparable
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 1	Schools 4	

## ECALM – LOCAL AUTHORITY FEEDBACK FORM **Neath Port Talbot**

Information Required	Figures		Comments
• Number of primary schools targeted	63/63 100%		
• Number of schools signed up	42 66%		We are still contacting schools who haven't taken up the offer. Many have commented that all their children are already library members.
• Number of Year 4 pupils in authority	1531		
• Number of Year 4 pupils issued with new cards	555 36%		
• Number of opt-out children recorded			We were advised to use opt-in so n/a
• Number of any additional children targeted (in mixed classes)	59		
• Number of year 4 children who are already library members			Unable to supply figures at present
• Number of issues to children with new cards	891		
• Use LMS records to compare usage of children's material against the same period last year	Last year 48955	This year 43196	9 of our libraries were taken over by volunteers in Apr 2014. We are not able to include them in issue statistics. This obviously skews our results as we can only include the 8 remaining branches in this year's statistics. Sample periods used 01/12-30/04 for 2013/14 & 2015/15
• Percentage increase in membership compared to the same period last year	Last year 8852	This year 9961 12.53% increase	

<ul style="list-style-type: none"><li>Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.</li></ul>	Libraries 7 out of 8 remaining libraries 5 out of 9 volunteer libraries	Schools 20	
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## ECALM – LOCAL AUTHORITY FEEDBACK FORM

Information Required	Figures		Comments
• Number of primary schools targeted	12		We targeted the top 12 schools in Pembrokeshire for percentages of free school meals
• Number of schools signed up	12 – 100%		Each school visited twice
• Number of pupils targeted	1354		We targeted <u>all</u> children aged between 8 and 11 in the 12 schools
• Number of pupils issued with new cards	1354 – 100%		This is number given out not how many were activated
• Number of opt-out children recorded	None		No opt-out slips were returned
• Number of any additional children targeted (in mixed classes)	None		Included in total above
• Number of children who are already library members	272 (of 538) 265 were brand new members		I.E approx 50% of ECALM members
• Number of issues to children with new cards	1793		This includes children who were already members but now have ECALM cards
• Use LMS records to compare usage of children's material against the same period last year (Feb and March)	Last year 16,888 incl AV material	This year 16, 309 incl AV material	A 3% drop but our overall loan figures dropped considerably more over the same 2 months
• Percentage increase in membership compared to the same period last year (Feb and March)	Last year 173 new junior members	This year 362: an increase of over 200%	
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 4	Schools 8	

## ECALM – LOCAL AUTHORITY FEEDBACK FORM - POWYS

Information Required	Figures		Comments
• Number of primary schools targeted	89/89	100%	
• Number of schools signed up	[Please record as no. and %]		
• Number of Year 4 pupils in authority	1800		
• Number of Year 4 pupils issued with new cards	390		
• Number of opt-out children recorded			Once again this year Powys operated an opt-in system
• Number of any additional children targeted (in mixed classes)			
• Number of year 4 children who are already library members			Of those who opted in to the scheme 250 were existing members
• Number of issues to children with new cards	366		
• Use LMS records to compare usage of children's material against the same period last year	Last year 13,095	This year 12,968	General drop in issues across the board and not just with children's material
• Percentage increase in membership compared to the same period last year	Last year Approx. 23%	This year Approx. 21%	
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries	Schools	

















## ECALM – LOCAL AUTHORITY FEEDBACK FORM

Information Required	Figures		Comments
• Number of primary schools targeted	[Please record as X out of Y and give the % reached] 19 out of 103 – 18%		Due to extensive library closures in 2014, we decided to target specific libraries and the schools in their catchment area.
• Number of schools signed up	[Please record as no. and %] 13 = 12.6% of total no. of schools; 68% of target group		
• Number of Year 4 pupils in authority	2658		
• Number of Year 4 pupils issued with new cards	[Please record as no. and %] 338 – 13%		
• Number of opt-out children recorded	11		
• Number of any additional children targeted (in mixed classes)	145		
• Number of year 4 children who are already library members	132		
• Number of issues to children with new cards	282		
• Use LMS records to compare usage of children's material against the same period last year	Last year  5206	This year  4275	2014-15 has been a period of extensive changes in the library service in RCT. Some of the libraries selected for the project were chosen as we identified concerns over junior usage and limited take-up of the Summer Reading Challenge. It is too early to see any appreciable results of the ECALM project.  One noticeable increase was in issue figures for the mobile library compared to the previous year (552%), where we targeted schools in areas where their local library had been closed and a new evening & weekend mobile service has been introduced.
• Percentage increase in membership compared to the same	Last year	This year	

period last year			
<ul style="list-style-type: none"> <li>Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.</li> </ul>	<b>Libraries</b> 2 (target group) 8 (Total no.)	<b>Schools</b> 10 (target group) 63 (Total no.)	

Sorry for the delay but I've been waiting on some figures from our IT dept. In fact I'm still waiting for the membership figures but I thought I'd send the figures we have collected.

Unfortunately the issue figures show a decrease from last year but the service has been through unprecedented changes in 2014-15 which has affected every branch not just the ones that have closed. Also some of the branches we chose to pilot the project were selected because we looked at the issue figures, attendance at children's events and take-up of the Summer Reading Challenge and recognized that they needed extra promotional activity there. It's still early days and some of the branches have only had ECALM up and running for just over a month so we may see an upturn over a period of time.

We intend to continue and extend ECALM beyond the original target group over the next year and will keep monitoring ECALM issues & usage.

Thanks for all your help,  
Wendy

Wendy Cole  
Llyfrgellydd Gwasanaethau Ieuenctid  
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## ECALM – LOCAL AUTHORITY FEEDBACK FORM **Swansea**

Information Required	Figures		Comments
• Number of primary schools targeted	77 out of 77 – 100%		
• Number of schools signed up	77 – 100 %		
• Number of Year 4 pupils in authority	2517		
• Number of Year 4 pupils issued with new cards	888		
• Number of opt-out children recorded	6		
• Number of any additional children targeted (in mixed classes)	332		
• Number of year 4 children who are already library members	1948		
• Number of issues to children with new cards	923		
• Use LMS records to compare usage of children's material against the same period last year	Last year – Jan-May 126,961	This year – Jan – May 120,496	
• Percentage increase in membership compared to the same period last year	Last year – Jan – May 1,813	This year – Jan – May 1,825 (1% increase)	
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 8	Schools 19	

This year schools have said that they don't want to take part again this year. They have said that it's not compulsory! However, needless to say I've spoken to those schools and have made sure that once again we have signed up all 77 schools in the authority that have Year 4 children. This year we dealt with mixed classes, but again this did cause problems, as last year I was given a complete list of all Year 4 children (names

and date of birth) within Swansea, so that we could check against our database. This year because we were dealing with mixed classes we had to rely on the schools giving us the names etc., which did cause problems. I have now decided that next year we will just do Year 4 so that I can have the complete list again, and that if a school wants to have mixed classes also taking part, then it is up to them to give us the names of the pupils involved, this way we can get on with sorting out numbers etc., and put the onus on the school for getting back to us with the information required for the others. I will say that others have been very eager to join up the whole school.



## ECALM – LOCAL AUTHORITY FEEDBACK FORM TORFAEN CBC

Information Required	Figures	Comments
<ul style="list-style-type: none"> <li>Number of primary schools targeted</li> </ul> <p>We are targeting all 27 primary schools in Torfaen on a rolling programme.</p>	<p>[Please record as X out of Y and give the % reached]</p> <p><b>24 out of 27 schools (89%)</b> had signed up <i>and attended</i> a promotional session at their local library, which includes the opportunity to borrow books.</p> <ul style="list-style-type: none"> <li>95% of the cards made out to children in classes whose visit has taken place have been used to borrow books (659 out of 696). Some children would not have been in school on the day of the visit - the cards and bags would have been given to teachers to be handed out on return.</li> <li><b>1</b> school has provided pupil details ready for their visit in April. A further <b>3</b> schools have agreed dates in April/May for their visits but not yet provided pupil details.</li> <li><b>This brings the confirmed primary school participation rate up to 74%.</b></li> <li><b>5</b> schools have either not yet been approached as part of the rollout, or have yet to confirm dates.</li> <li>To date, of those schools so far approached, only <b>1</b> school has declined to participate and <b>1</b> has completely failed to respond to all telephone calls /e-mails and is assumed to be a non- participant in the project.</li> </ul>	<p>Our approach in Torfaen is to roll out ECALM- opt out letters are only sent out a couple of weeks before an introductory visit to the library, during which cards and bags are issued and books are borrowed. Children are given <b>full</b> borrowing rights straight away without requirement for parents to visit with proof of address. Borrowing during the class visits is normally restricted to 2 books.</p> <p>Grant expenditure has been allocated to subsidise school transport to encourage schools to visit. Some schools have not yet been approached as the roll out will extend into May/June. Rhys Jones is scheduled to visit on 18 May and will form the introductory visit for targeted schools.</p> <p>Our philosophy is to try to ensure that books are borrowed on every card issued.</p> <p>We are currently focussing on preserving this approach, but may need to resort to visiting schools to issue cards if any are unable</p>

		/unwilling to visit us. We will invite the school that declined to participate on this basis at a later date.
• Number of schools signed up	<b>17</b>	In addition to this 3 schools scheduled to attend. 5 schools not yet approached or yet to confirm.
• Number of Year 4 pupils in authority	<b>1084</b>	
• Number of Year 4 pupils issued with new cards	<b>680 (62.7%)</b>	Still in progress.
• Number of opt-out children recorded	<b>4 (to date)</b>	2 of these come from a school which required parents to confirm permission. Project still in progress.
• Number of any additional children targeted (in mixed classes)	<b>74</b> Year 3 and 5 pupils now have ECALM cards. <b>Target: 167</b>	The target is slightly lower than indicated at the ordering stage as 2 schools with mixed classes elected to involve just Year 4 pupils, separating them from their classes for the library visit. Still in progress.
• Number of year 4 children <i>and children in mixed Year groups</i> who are already library members	<b>420 children who were already members have received branded cards</b> <b>334 new members via scheme to date.</b>	Mixed Year classes have not provided pupil details by Year- this figure includes Year 3 and 5 pupils in mixed classes. Many existing members were lapsed customers.
• Number of issues to children with new cards <b>(Issues 1/11/14-22/3/15)</b>	<b>3366</b>	<b>919</b> of these are to children who are new customers. It should be remembered that the programme is still being rolled out. Our first visit did not take place until the middle of November. 265 cards were only handed over in

			March, and a further 58 are made out ready to be given out at a visit in April.
<ul style="list-style-type: none"> <li>Use LMS records to compare usage of children's material against the same period last year <b>This comparison relates to the period: 01 December- 22 March.</b> All service points including mobile library</li> </ul> <p>Static libraries only</p>	<p>Last year</p> <p><b>25493</b></p> <p><b>22582</b></p>	<p>This year</p> <p><b>25849 (up 1.4%)</b></p> <p><b>25849 (+14.5%)</b></p>	<p>In 2013-2014 Torfaen Libraries operated a mobile library which provided a dedicated service to schools and playgroups etc for 2 weeks out of a 3 week rota. It was lost as part of our department savings for 14-15. A more meaningful comparison excludes this service point.</p> <p>The full impact has not yet been felt as a large number of visits only took place in March. Libraries that have made more progress with their local schools have recorded significantly higher increases</p>
<ul style="list-style-type: none"> <li>Percentage increase in membership compared to the same period last year.</li> </ul>	<p>Last year</p>	<p>This year</p>	<p>To follow. Problems getting accurate data.</p>
<ul style="list-style-type: none"> <li>Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.</li> </ul>	<p>Libraries <b>1</b></p>	<p>Schools <b>9</b></p> <p>An <i>additional 11</i> schools have between 20% and 33% of pupils on roll claiming FSM.</p>	<p>Torfaen has 3 libraries. One is geographically located within a Communities First area. The other 2 include Communities First primary schools in their catchment- in the case of Blaenavon exclusively.</p>

# ECALM – LOCAL AUTHORITY FEEDBACK FORM Wrexham

Information Required	Figures		Comments
• Number of primary schools targeted	[Please record as X out of Y and give the % reached] 57 out of 58 (98%)		Via phone calls, emails, face to face conversations
• Number of schools signed up	[Please record as no. and %] 38 66%		Failed to get some schools to make the links with their local library, and confirm dates to visit. I think this will be easier next year, teaching staff will have this on their academic calendar.
• Number of Year 4 pupils in authority	2,182		
• Number of Year 4 pupils issued with new cards	[Please record as no. and %] 1118		All children issued with a new card, all want to be the same
• Number of opt-out children recorded	Only a handful for various reasons		All issued with a bag, to keep the project inclusive.
• Number of any additional children targeted (in mixed classes)	923		
• Number of year 4 children who are already library members	494		(roughly a third, in some classes 50% of children library members, in other classes only a handful of children)
• Number of issues to children with new cards	3429		
• Use LMS records to compare usage of children's material against the same period last year	2013/14 107,679	2014/15 98,586	Sept - July
• Percentage increase in membership compared to the same period last year	1477	2453	66% increase
• Number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.	Libraries 0 ML does visit CF locations	Schools 4 = CF schools 9 = Primary Schools with high % of children	Free schools meals = usually not always means family are in poverty / work poverty

		receiving free schools meals	
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