

Mobile Pen Portrait

The Vehicle

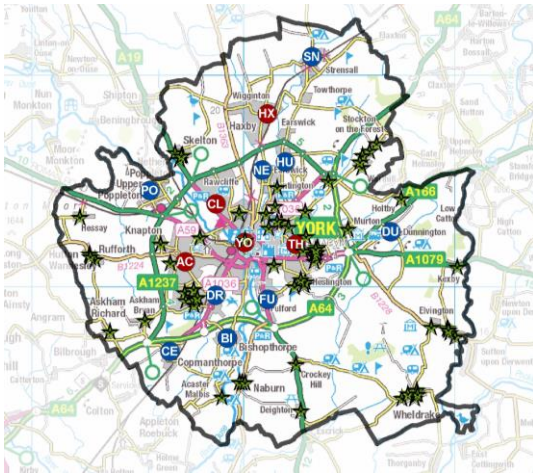
The vehicle is at least 15 years old and is increasingly costly to keep on the road, with frequent mechanical faults. It is now owned outright by CYC, having come to the end of its lease.

It has some accessible features including a lift, but no toilet.

It goes out on its rounds 9 days per fortnight, not including any evenings or weekends apart from in the cases of special events like York Pride or Rowntree Park Birthday party.



Community Assets



The Mobile library is in the same category as Explore Gateway. It is a 7.5 tonnes vehicle and naturally there is a limit to the amount of community engagement it can reasonably offer. For example, unlike most static libraries it has no reading group, craft group or weekly storytime. However, the visit from the Mobile Library is the only social activity some customers experience, and feedback has shown that just interacting with other people on board and getting them access to books and information can be a lifeline for some isolated individuals. It offers the summer reading challenge which contributes towards children's literacy.

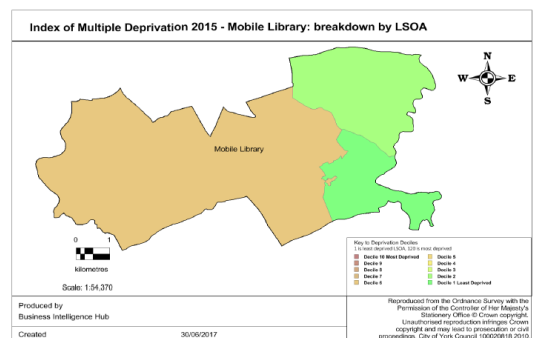
The Mobile Library has some volunteering opportunities, aiming to strengthen community resilience. The Mobile library has strong links with some schools & pre-schools, hosting book exchange visits from Stockton on the Forest Primary; St. Mary's CE Primary; Burton Green Primary; Elvington Primary; Tiddlywinks Day Nursery and Stickyfingers Tiny School.

There is a small display space where partner and community organisations can advertise their services and activities, and residents can come to the Mobile Library to take part in consultations, promoting active citizenship.

Some of the neighbourhoods visited by the Mobile Library have other community venues whilst others are more isolated. For example, Deighton has very few facilities, not even a church or post office, whereas Woodthorpe and Huntington are well provided for. The two communities which get the biggest portion of the Mobile Library's time are Elvington and Wheldrake, which get one day each on the fortnightly timetable. Focussing on these, Elvington has Elvington Village Hall, Lower Derwent Sports and Social Club which hosts various clubs; Holy Trinity Church which hosts some social drop ins, and the Grey Horse pub which has a farmer's market. Wheldrake has Wheldrake Village Hall hosting events such as the village show, scouts & guides, dance classes and a community cinema, and St Helen's Church offering a toddler group, quizzes and social groups.

Population profile

For the purpose of this portrait, the catchment area is defined as Wheldrake ward, which contains a significant proportion of the Mobile stops including the two big ones Elvington and Wheldrake, plus Naburn, Deighton and Crockey Hill, which between them account for a third of the Mobile's time. This is not an accurate portrait of all the communities served, but is a reasonable estimate of the villages. It must be assumed that the suburban stops in places like Heworth and



Woodthorpe are not described by this portrait.

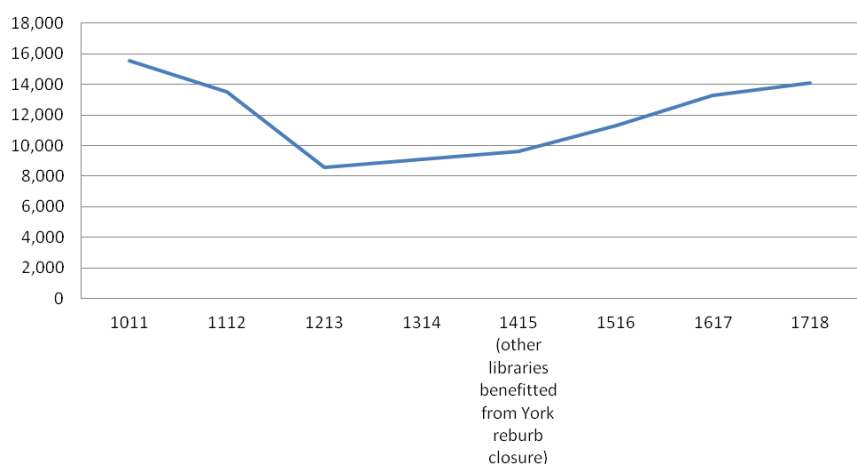
Wheldrake ward is relatively affluent in the east (Wheldrake and Elvington) and less so at the west (Deighton and Naburn) according to the Index of Multiple Deprivation 2015, but this relative deprivation is more about access to services rather than poverty. Indeed, across the ward, all measures normally associated with deprivation including child poverty rates, anti-social behaviour and premature mortality are all better in this ward than across York as a whole.

The ethnicity profile the ward is not very diverse, with 96% of residents identifying as White British in the 2011 census. The age profile is dominated by children and older adults, with relatively few residents in their 20s and 30s.

Community cohesion appears to be good, with 90% feeling that they “belong to their local area” and 90% being satisfied with “their local area as a place to live”, in a CYC residents survey.

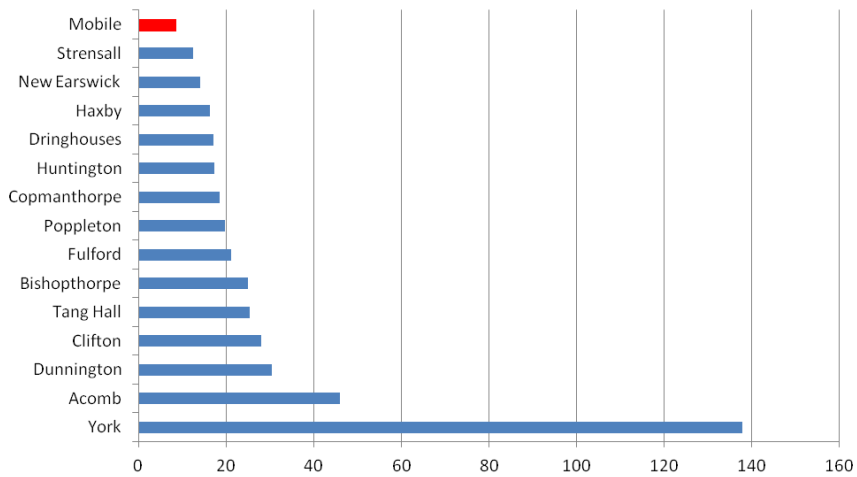
Current Usage

Physical Visits to the Mobile Library over time



Visits including Reading Cafes		1718
1	York	426440
2	Acomb	109785
3	Rowntree Park	93253
4	Tang Hall	55352
5	Homestead Park	42693
6	Clifton	40212
7	Bishopthorpe	28397
8	Huntington	25734
9	Haxby	25337
10	Fulford	25322
11	New Earswick	24544
12	Copmanthorpe	23164
13	Poppleton	23137
14	Dringhouses	22924
15	Dunnington	20404
16	Mobile	14091
17	Strensall	13129
18	Sycamore House	255

Library visits per opening hour during half terms



(Used half term figures to exclude anomalies caused by classroom use of libraries at New Earswick and Fulford)

The Mobile Library was not included in the October 2016 user survey which informs Explore's user profiles. However, a small sample of library database logs indicates that the user profile of the Mobile Library tend to be long term users, 77% having used us for more than 3 years compared to 66% across all libraries. They are 65% female which is disproportionate, but in line with the Explore average. And 62% of them are aged 60+ which is again disproportionate, but in this case more disproportionate than the library average.