South Chingford profile

Active Borrowers Map for South Chingford Library
### South Chingford profile

<table>
<thead>
<tr>
<th>Category</th>
<th>Results</th>
<th>Notes</th>
</tr>
</thead>
</table>
| **Community profile**         | • Situated in north of borough  
• Population density is lower than in the middle and south of borough  
• North of the borough is less ethnically diverse than south  
• Situated in area surrounded by low levels of Council Housing Stock  
• Situated in Valley ward, with significant active borrowers in Larkswood and Endlebury wards |                                                                                                                                                                                                 |
| IMD 2010                      | Majority of users situated in areas rating least deprived, but with elements of deprivation in south of Valley ward / north of Higham Hill.                                                                  |                                                                                                                                                                                                 |
| Public transport accessibility 2011 | 2 (bordering 3)                                                                                                                                                                                        | 0 is lowest, 6b is highest                                                                                                           |
| Car park available?           | This venue does not have its own car park. There is a car park for public use within 200m (approx). The name of the car park is Hall Lane Car Park. The car park is located on Hall Lane opposite the venue. On street marked Blue Badge bays are not available. Clearly signed and/or standard on street marked bays are available. Standard marked parking bays are located on Hall Lane. |                                                                                                                                                                                                 |
| Nearest alternate borough library | Hale End: 1.1 miles  
North Chingford: 1.4 miles                                                                                                                  |                                                                                                                                                                                                 |
| Buses                         | **From Chase Lane School:**  
385 (Chingford Station to Salisbury Hall Sainsbury’s)  
444 (Turnpike Lane Bus Station to Chingford Station)  
**From Chingford Mount:**  
158 (Chingford Mount to Stratford Station)  
W16 (Chingford Mount to Leytonstone Station)  
397 (Chingford Station to Yardley Hall Estate)  
**From Hall Lane:**  
97 (Chingford Station to Millias Road)  
215 (Lee Valley Campsite to Walthamstow Bus Station)  
357 (Chingdale Road to Whippys Cross Outpatients)  
657 (Salisbury Hall Sainsburys to Whitehall Road / Bancroft’s School) |                                                                                                                                                                                                 |
| Trains                        | Highams Park railway station: 1.5 miles  
Chingford railway station: 2.1 miles                                                                                                           |                                                                                                                                                                                                 |
| Adapted toilets               | There are adapted toilets within this venue designated for public use.                                                                                                                                  |                                                                                                                                                                                                 |
| JSA claimant rate Jan 2011    | Valley: 7.2%  
Larkswood: 6.2%  
Endlebury: 4.9%  
10% and over = highest rates in borough Cathall (11.9%)  
highest rate in borough Chingford Green lowest rate in borough (4.2%) |                                                                                                                                                                                                 |
| Male life expectancy 2007     | Valley: 76.7  
Larkswood: 77.1  
Endlebury: 78.4  
Up to 75 years = lowest rates in borough  
77 years and over = highest rates in borough                                                                                           |                                                                                                                                                                                                 |
| Female life expectancy 2007   | Valley: 79.9  
Larkswood: 81.1  
Endlebury: 83.7  
Up to 80 years = lowest rates in borough  
82 years and over = highest rates in borough                                                                                           |                                                                                                                                                                                                 |
| Opening hours 2011            | 49.3 hrs per week  
Ranked joint 6th in borough (out of 10, 1st is best)                                                                                                                                           |                                                                                                                                                                                                 |
| Age profile 2011              | 0-4: 8%  
5-15: 39%  
16-65: 43%  
65+: 10%                                                                                                                                           | Out of 1932 (excludes further 351 with no date of birth recorded)                                                                         |
| Gender profile 2011           | Female: 63%  
Male: 36%  
Unknown: 1%                                                                                                                                         | Out of 2329 (no data excluded)                                                                                                        |
| Ethnicity 2011                | White: 54%  
Asian / Asian British: 19%  
Black / African / Caribbean / Black: 21%                                                                                                           | Out of 607 (excludes further 1722 with no ethnicity recorded)                                                                         |
### South Chingford profile

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>British</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Mixed / Multiple Ethnic Groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Disabled / Blind borrowers 2011</td>
<td>Registered disabled borrowers 122</td>
<td>2nd</td>
</tr>
<tr>
<td>Active disabled users</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Registered blind borrowers</td>
<td>40</td>
<td>4th</td>
</tr>
<tr>
<td>Active blind borrowers</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Active borrowers within 1.5 miles of branch</td>
<td>2100 (93% of total active borrowers for branch)</td>
<td>7th</td>
</tr>
<tr>
<td>Active borrowers within 1.5 miles of branch</td>
<td>3.05%</td>
<td>4th</td>
</tr>
<tr>
<td>Visits by branch (2010-11): projected</td>
<td>68067</td>
<td>9th</td>
</tr>
<tr>
<td>Issues (2009-10)</td>
<td>Issues Adults 20280 pa</td>
<td>6th</td>
</tr>
<tr>
<td></td>
<td>Issues Children’s 18758 pa</td>
<td></td>
</tr>
<tr>
<td>Cost per issue 2010-2011</td>
<td>£5.70 2010-2011</td>
<td>7th</td>
</tr>
<tr>
<td>Cost per borrower 2010-2011</td>
<td>£10.57 2010-2011</td>
<td>8th</td>
</tr>
<tr>
<td>Cost per visit 2010-2011</td>
<td>£4.33 2010-2011</td>
<td>9th</td>
</tr>
<tr>
<td>Investment 2010</td>
<td>Requires £0.53m minimum</td>
<td></td>
</tr>
<tr>
<td>Co2 / m2 2010</td>
<td>8.7 tonnes per m2 pa</td>
<td>6th</td>
</tr>
<tr>
<td>Building condition code 2010</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Use of other libraries BMG survey 2010 2011</td>
<td>32% of South Chingford users use other libraries, against average of 53%</td>
<td>9th</td>
</tr>
<tr>
<td>Length of time visiting this library BMG survey 2010</td>
<td>3% less than a month 10% 1-11 months 7% 1-4 years 19% 5-10 years 60% over 10 years</td>
<td>3rd</td>
</tr>
<tr>
<td>Distance travelled to library BMG survey 2010</td>
<td>90% less than a mile 10% 2-3 miles 0% more than 3 miles</td>
<td></td>
</tr>
<tr>
<td>Usual visiting time by library BMG survey 2010</td>
<td>21% morning 62% afternoon / evening 17% varies each time</td>
<td></td>
</tr>
<tr>
<td>Length of visit BMG survey 2010</td>
<td>2% less than 15 min 17% 15-30 min 33% 31-60 min 20%1 min-2 hours 28% more than 2 hours N/A it varies each time</td>
<td></td>
</tr>
</tbody>
</table>
### Main reasons for visiting
**BMG survey 2010**

- 52% to follow up interests
- 43% for pleasure apart from following up interests
- 17% in connection with studies

2nd highest scores for “to follow up interests” and “for pleasure apart from following up interests”. Joint highest score for “to find out information about other Council or public services” (7%).

### Top three services used on visit
**BMG survey 2010**

- 62% borrow and return books
- 37% read magazines or newspapers
- 25% use the internet

2nd highest score for “read magazines or newspapers”

### Reasons for visiting other libraries – top three reasons at each branch
**BMG survey 2010**

- 53% equally convenient for me to get to
- 47% wider range of books
- 32% close to where friends / family live

2nd highest “wider range of books” and “close to where friends / family live” scores

### Satisfaction with library
**BMG survey 2010**

- 97% satisfied
- 3% neither satisfied nor dissatisfied

Joint 3rd highest satisfaction score

### Satisfaction with opening hours
**BMG survey 2010**

- 27% more than sufficient for my needs
- 62% about right
- 12% not enough for my needs

### Satisfaction with customer care
**BMG survey 2010**

- 98% satisfied
- 2% neither satisfied nor dissatisfied
- 0% dissatisfied

3rd Joint highest score for satisfaction with customer care

### Additional notes
**BMG survey 2010**

- Retirees most likely to be found at South Chingford (38%)
- Second highest % of visitors who are members of the library service (95%)