

EVIDENCE OF DEMAND

THE COMMUNITY

- Brent is within the 15% most deprived boroughs in the country. Levels of deprivation are increasing in 19 of the 21 wards in Brent, including Kensal Green.
- Brent is one of the most densely populated Outer London Boroughs. The Kensal Green ward has above-Borough average rates of single parents, divorced couples, and separated parents, which can all compound deprivation and low incomes.
- Brent is the second most ethnically diverse London Borough, with 71 per cent of the population from an ethnic group other than White British. **The Kensal Green ward in particular is characterised by an above Borough-average population of Caribbean residents.**
- At least 10% of the respondents to Brent's survey did not have internet access at their home. The numbers of people without access to the internet are highest for those aged 55-64 years (14%) and those in social grades D (13%) and E (19%).

THE IMPORTANCE OF A LOCAL LIBRARY

- 98% of our local community believe access to a local library is essential for children, disabled and older people and 96% believe having no local library will impact upon children and families in the area.
- 71% of local residents have decided against a trip to the library because of the extra distance to travel since Kensal Rise Library has closed. 43% of residents have had to buy books or DVDs they otherwise have loaned from the library. 21% say they now have nowhere local to go to spend time with others.
- One in three children in London don't own a book of their own, one in four 11-year-olds cannot read properly, and one million adult Londoners are functionally illiterate
- 78% of 5-10 year olds use libraries and that children's book borrowing has risen year on year for six years
- 70 per cent of pupils permanently excluded from school have difficulties in basic literacy; 25 per cent of young offenders have the reading age of a six-year-old; and 48 per cent of prisoners have the reading level of a seven-year-old or younger.

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- The total cost to society of our inability to teach children to read is estimated at £2billion a year (relating to exclusion from school, reduced employment opportunities and increased risk of involvement in crime).
- The Museums Libraries and Archives Council (MLA) mapped English public library activity in the areas of health and well-being and found strong evidence of a diversity of health and well-being activity in public libraries, and strategic areas of opportunity for libraries to play a key role in mental health promotion and addressing health inequalities.

THE FKRL COMMUNITY SURVEY: 280 residents highlighted what they would like to see in their local library service

WHAT SERVICE WOULD YOU LIKE TO SEE?	DEFINITELY	POSSIBLY
Book and DVD rental	221	42
Local news and history	137	95
Childcare, play and nursery services	89	27
Internet access and computer courses	83	77
Lifelong learning and skills	75	96
Homework clubs	60	45
Careers advice	46	59
Family learning courses	45	64
Advice about starting up a business	41	79
Groups for elderly residents	28	23