

REPORT TO: NEIGHBOURHOOD RESOURCES AND DEVELOPMENT COMMITTEE

REPORT ON: INTRODUCTION OF A DVD (DIGITAL VIDEO DISC) LENDING FACILITY

REPORT BY: DIRECTOR, NEIGHBOURHOOD RESOURCES & DEVELOPMENT DEPARTMENT

REPORT NO: 677-2001

1.0 PURPOSE OF REPORT

1.1 To seek approval to introduce a DVD (Digital Video Disc) lending facility in the Central Library.

2.0 RECOMMENDATIONS

2.1 It is recommended that the Committee approve the purchase of DVDs to lend from the Central Library as from January 2002.

3.0 FINANCIAL IMPLICATIONS

3.1 The initial purchase of approximately £3000 of DVD stock can be met with the existing resource budget. Although income of £6,000 is anticipated from the introduction of this service based on 4,000 issues at a hire charge of £1.50 per night there will be a reduction of income from video hire. However the budgeted income is still expected to be achieved.

4.0 LOCAL AGENDA 21 IMPLICATIONS

4.1 Local needs will be met locally.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 To allow access to the citizens of Dundee to information and recreational material in a variety of formats.

6.0 BACKGROUND

6.1 In a recent study of current users of the Central Library Video Department, 72% expressed an interest in borrowing DVDs.

6.2 DVDs provide a sharper, clearer picture and are more durable than videos.

6.3 New release DVDs cost approximately £17 whereas the equivalent in video format cost £50. Investment in DVDs will represent better value for money.

6.4 Once the DVD service is established within Central Library, the level of take-up will be monitored over a 12month period. If results show a viable level of hires, the service will be extended incrementally to the Neighbourhood Libraries.

6.5 The new DVD lending facility would not supercede the video lending service, which continues to be a popular facility within Central Library. It would supplement this service providing library users with an enhanced choice of format, as well as satisfying a growing demand.

7.0 CONSULTATION

7.1 Consultation has taken place with the Directors of Finance and Support Services.

8.0 BACKGROUND PAPERS

8.1 No background papers as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

Signed

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Director : Neighbourhood Resources & Development Department

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Date