

Transforming Libraries Consultation Analysis



City of Wolverhampton - Transforming Libraries Consultation Survey Analysis

A 12-week consultation about the future of the libraries of Wolverhampton took place from 27 February to 21 May 2017. This report summarises the responses across three surveys which took place, a general survey on all aspects of the proposed libraries strategy, a survey for Home Library Service users which specific questions on the service they receive, and a survey for users of the Education Library Service.

1. General Survey

The key lines of enquiry cover five separate topics which were part of the consultation:

- Satisfaction with the service, Vision, and Strategic Aims
- Opening Hours
- Location of Bilston Library
- Desire for and uptake of Digital materials
- Fees & Charges.

1.1 General - Analysis of respondent profile

1.1.1 Location of respondents

635 responses were received to the General Survey. Of those 635, 514 (80.9%) were from residents in Wolverhampton. The wards from which the greatest numbers of responses were received were Park, Tettenhall Wightwick, and St Peter's. The full table is shown below.

Ward	Total	%
Bilston East	34	6.6
Bilston North	30	5.8
Blakenhall	19	3.7
Bushbury North	14	2.7
Bushbury South and Low Hill	26	5.1
East Park	22	4.3
Ettingshall	22	4.3
Fallings Park	17	3.3
Graiseley	24	4.7
Heath Town	19	3.7
Merry Hill	33	6.4
Oxley	21	4.1
Park	53	10.3
Penn	22	4.3
Spring Vale	14	2.7
St Peter's	39	7.6
Tettenhall Regis	35	6.8
Tettenhall Wightwick	42	8.2
Wednesfield North	15	2.9
Wednesfield South	13	2.5
Grand Total	514	

1.1.2 Library usage

Most visited library is Central (18%, 114 respondents) followed by Bilston (12.8%, 81 respondents) and Tettenhall (7.7%, 49 respondents).

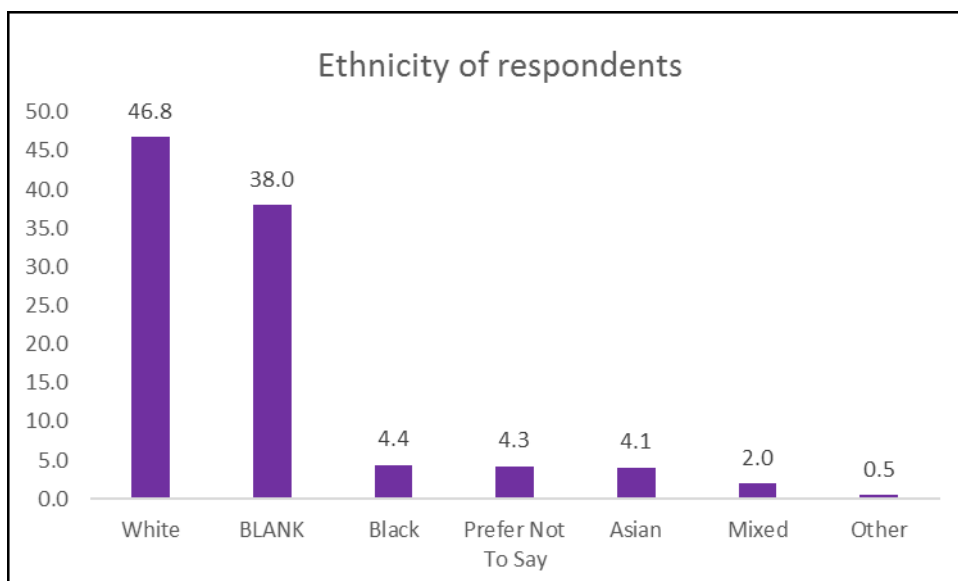
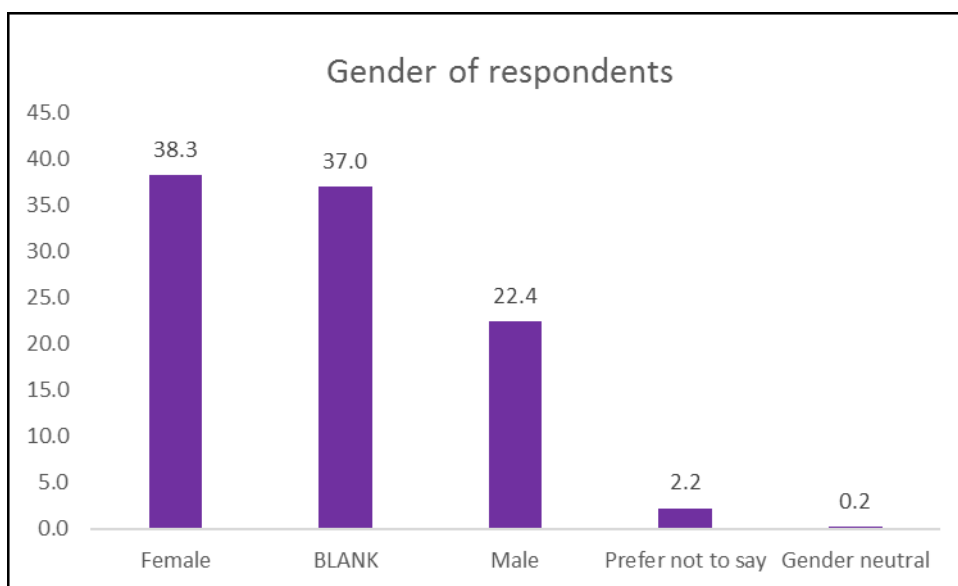
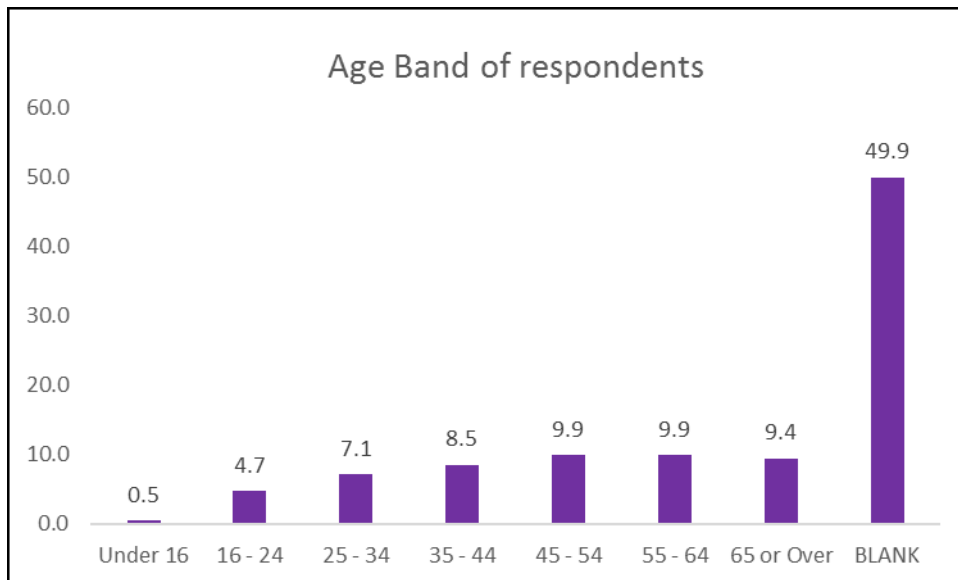
Which library do you use most often?	Total	%
BLANK	141	22.2
Central	114	18.0
Bilston	81	12.8
Tettenhall	49	7.7
Finchfield	35	5.5
None of the above	34	5.4
Wednesfield	32	5.0
Penn	22	3.5
A library outside of Wolverhampton	21	3.3
Warstones	17	2.7
Pendeford	14	2.2
Spring Vale	14	2.2
Ashmore Park	13	2.0
East Park	12	1.9
Low Hill	12	1.9
Whitmore Reans	11	1.7
Long Knowle	5	0.8
Bob Jones Community Hub	5	0.8
Collingwood at Broadway Gardens	3	0.5
Grand Total	635	

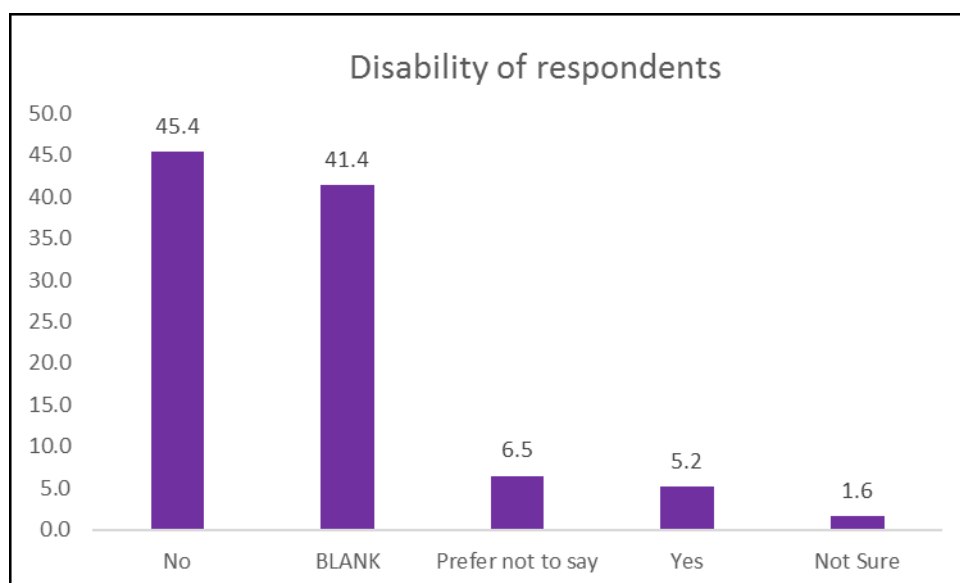
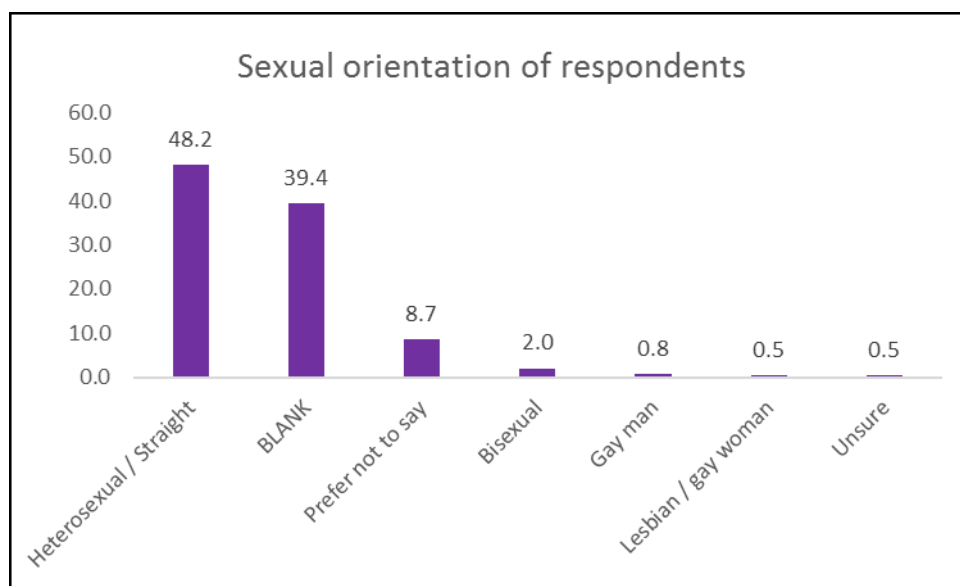
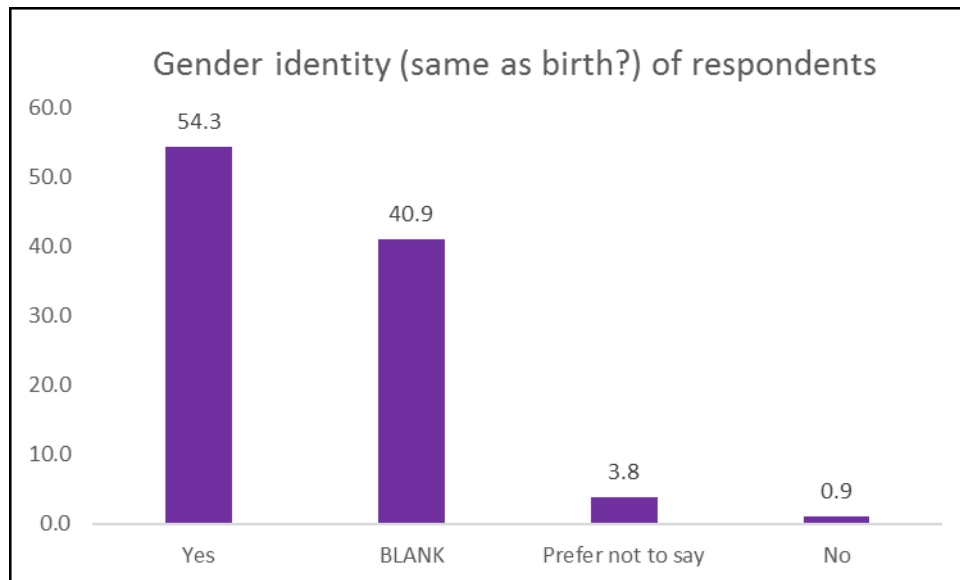
48 (7.6%) respondents visit the library daily, 162 (25.5%) respondents visit the library at least once a week, and 158 (24.9%) respondents visit the library at least once a month. This means 58.0% of respondents visit the library at least monthly or more frequently.

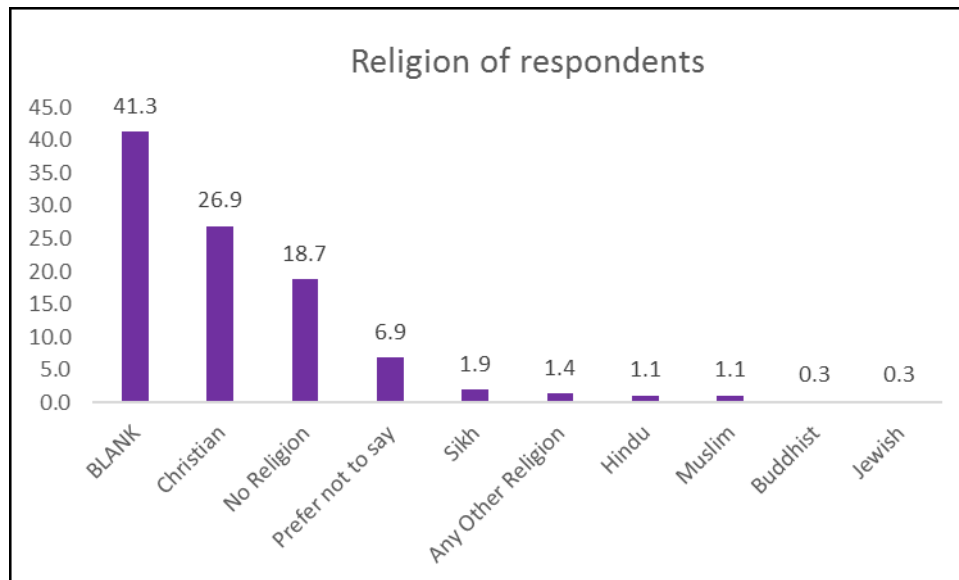
380 (59.8%) respondents use the service and have a current membership cards, and a further 72 (11.3%) use the service but do not have a current membership card; a further 29 (4.6%) have used the service, but not within the past 12 months. Therefore, 75.8% of respondents say they have used the library service in Wolverhampton (this is probably an undercount, considering that another 14% of respondents left this question blank).

1.1.3 Equalities

The equalities profile of the respondents is affected by the large number who either left the questions blank or stated they would “prefer not to say”. As a result, drawing conclusions about respondents based on protected characteristics may be potentially misleading, given that demographic information about many respondents (around 40% for some of the protected characteristics) does not exist. Nonetheless, the breakdown of respondent by protected characteristic is provided below.



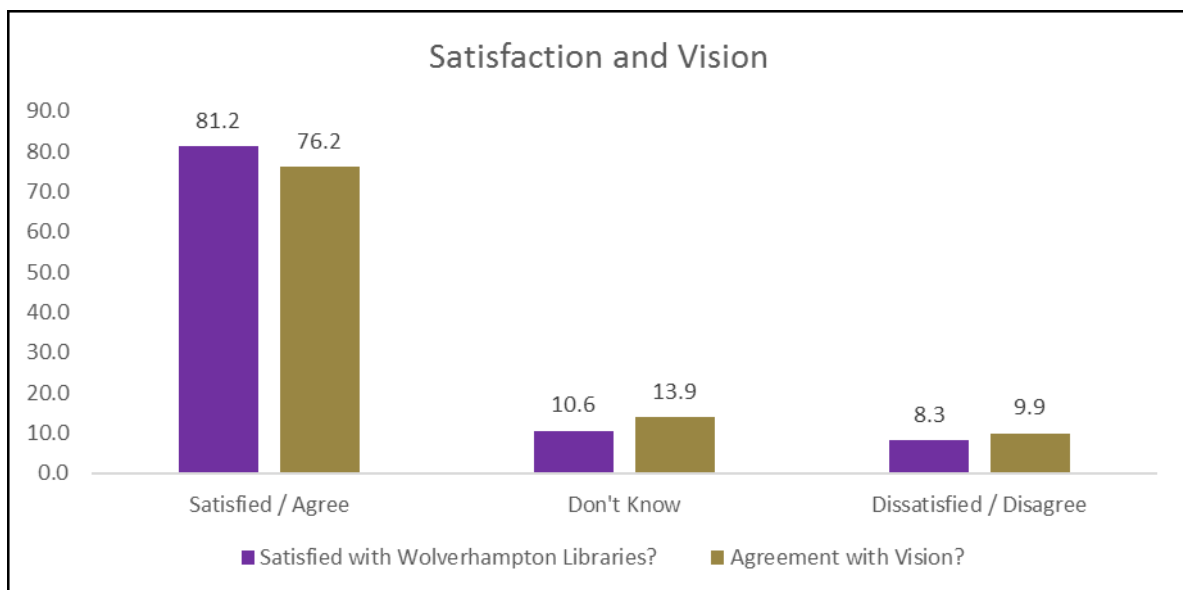




1.2 General Survey - Analysis of findings by theme

1.2.1 Satisfaction, Vision, and Strategic Aims

81.2% of respondents are satisfied with the current service provide, and 76.2% of respondents agree or strongly agree with the proposed vision statement.



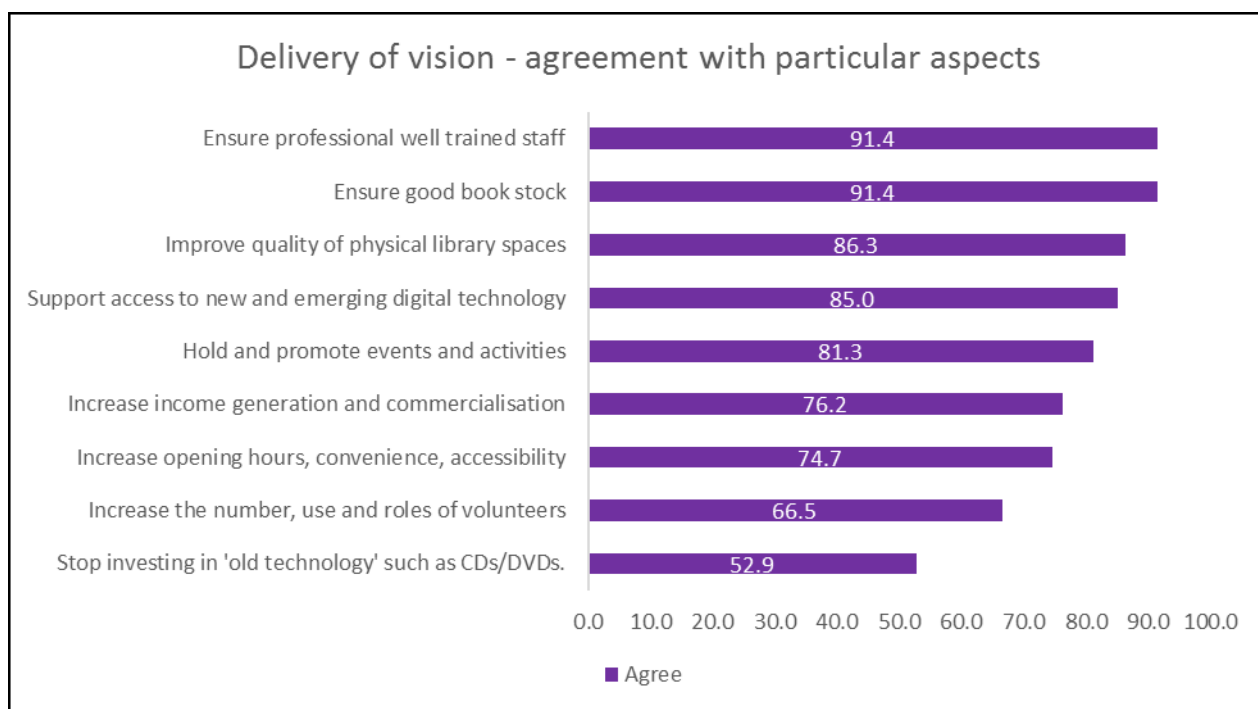
Responses to this pair of questions are highly correlated: 489 respondents replied to both questions, and 331 (67.7%) of them chose agree/satisfied as a pair.

Conversely, 12 respondents (2.5%) chose disagree/dissatisfied as a pair.

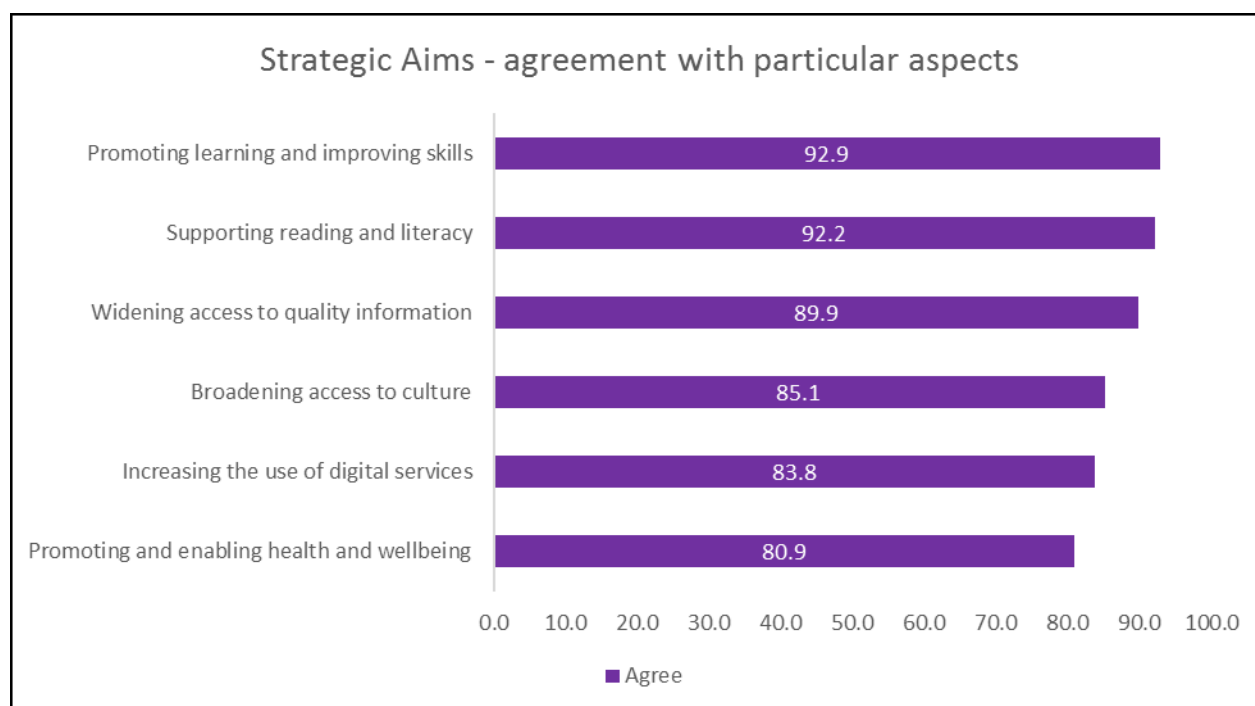
In terms of particular aspects of the vision to be delivered, respondents were asked if they agreed or disagreed (or didn't know) if they supported each element mentioned. The two aspects with the greatest agreement concerned ensuring professional well trained staff, and ensuring a good book stock. The two with the lowest agreement – although each favoured by over half of all respondents – were to stop investing in CDs/DVDs, and to increase the role and use of volunteers.

81.3% of respondents agreed with the idea to “hold and promote events and activities”. Respondents were invited to suggest different “events and activities” suitable for libraries, the most

commonly-suggested being cultural & arts events, history, reading groups, learning another language, children and family events.



All of the particular aspects of the Strategic Aims were approved by more than four-fifths of respondents, with the most support for 'promoting learning and improving skills' and 'supporting reading and literacy'.



1.3 Opening Hours

Respondents were invited to specify which time of day was most suitable for opening hours for each library. Responses for each site have been separated into weekday and weekend groups, then split by time of day for opening hours. For instance, Ashmore Park's weekday figures tally to 100% from the 3 choices of morning-afternoon-night, and the most popular of those 3 choices is highlighted.

On a weekday, morning opening was only the favoured choice at Ashmore Park, with the respondents for all other libraries favouring afternoon opening or evening opening. On the weekend, morning opening was favoured at 11 of the 16 sites, with afternoon opening favoured at the other 5.

Library	Weekday Morning	Weekday Afternoon	Weekday Evening	Weekend Morning	Weekend Afternoon	Weekend Evening
Ashmore Park	36.5	31.1	32.4	43.3	40.0	16.7
Bilston	32.0	36.6	31.4	35.6	43.8	20.6
Blakenhall	25.6	32.6	41.9	37.2	44.2	18.6
Central	29.2	35.5	35.2	39.8	39.1	21.1
Collingwood	23.3	46.7	30.0	48.1	40.7	11.1
East Park	34.0	36.2	29.8	42.2	37.8	20.0
Finchfield	33.0	37.5	29.5	45.0	40.0	15.0
Long Knowle	23.7	44.7	31.6	50.0	38.9	11.1
Low Hill	25.8	37.1	37.1	43.9	40.4	15.8
Pendeford	24.7	35.6	39.7	38.9	37.5	23.6
Penn	30.8	37.4	31.9	39.8	38.8	21.4
Spring Vale	32.7	38.2	29.1	41.8	40.0	18.2
Tettenhall	33.1	37.2	29.7	45.5	39.0	15.4
Warstones	29.4	35.3	35.3	38.4	44.2	17.4
Wednesfield	28.1	32.3	39.6	35.7	41.8	22.4
Whitmore Reans	25.0	36.8	38.2	35.5	40.3	24.2

1.4 Bilston Library

Respondents were asked if they had an opinion on the site of Bilston Library and Gallery. Overall, 21.7% of respondents favoured moving the site, 26.3% favoured keeping it where it is, and 4.1% favoured moving it to another location (of those alternate sites, the most frequently-mentioned were Bert Williams Leisure Complex, South Wolverhampton & Bilston Academy, Bilston Urban Village, or to convert a shop frontage on Bilston High Street shop).

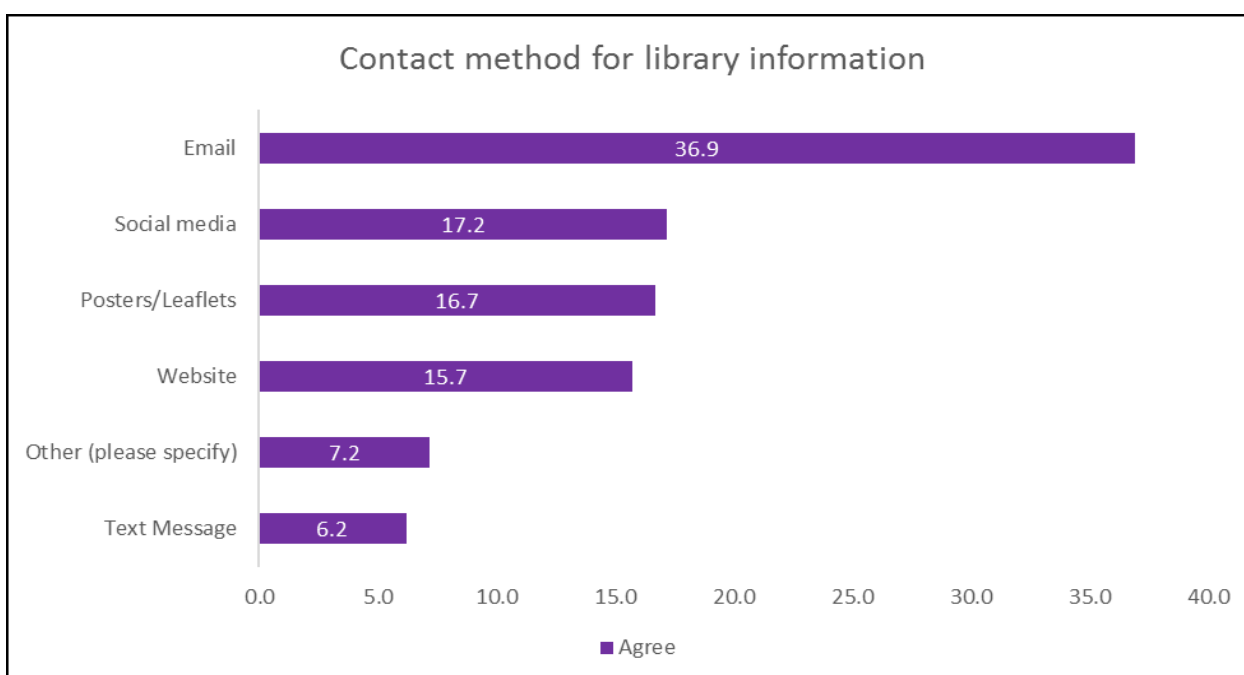
There were many respondents (196) who left the question blank, and a further 108 who had no opinion. In the table below, to deal with apparent lack of interest among many respondents in the overall sample, the fourth and fifth columns show the opinions of respondents for whom Bilston is their most-used library. For those respondents, 70.4% wanted the library to remain where it is.

Best option for Bilston Library?	Total	All Respondents %	Bilston	Bilston %
Option 1 - Move to Bilston Town Hall	138	21.7	5	6.2
Option 2 - Remain where it is	167	26.3	57	70.4
Option 3 - Move to another location	26	4.1	3	3.7
No opinion	108	17.0	2	2.5
BLANK	196	30.9	14	17.3
Grand Total	635	100.0	81	100.0

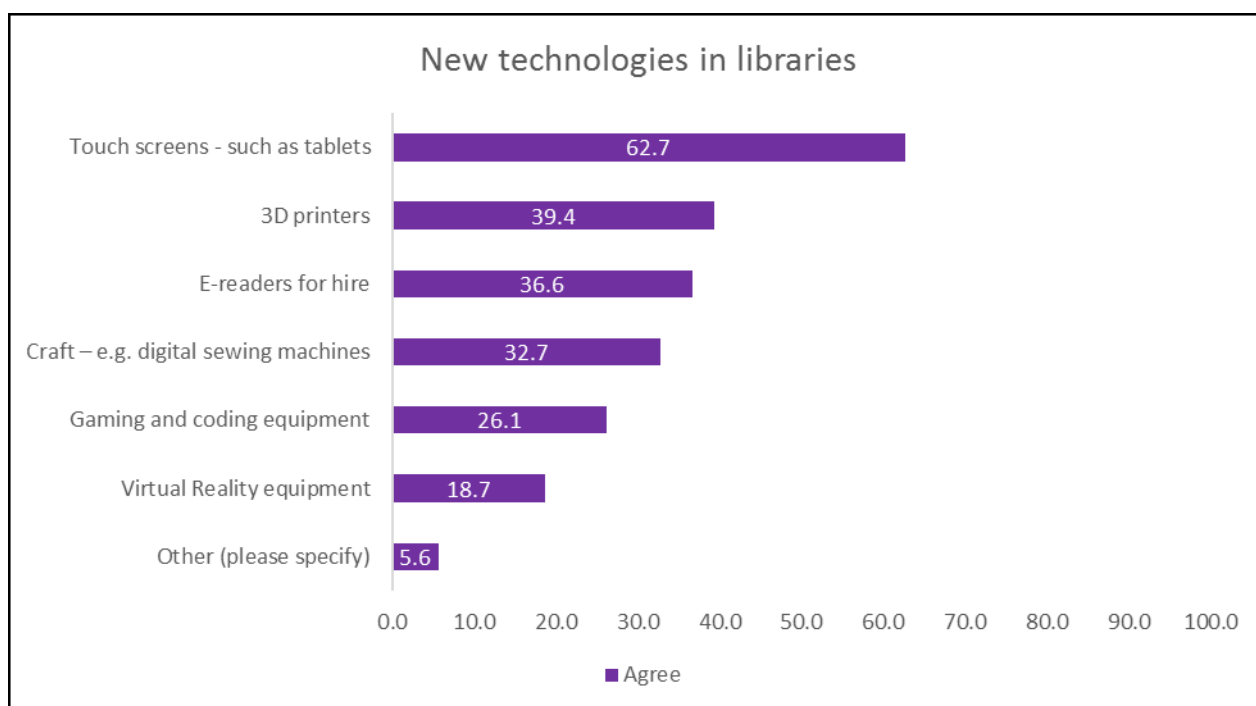
There were 81 respondents for whom Bilston was their most-used library, 29 of those submissions were submitted in the final fortnight of the consultation process: 16 of the 29 came from repeated IP addresses. There were also spikes throughout the consultation process on certain days - for instance, there were 15 survey completions by Bilston Library users on 19 May, of which 11 supported keeping the library where it is, and only 1 which supported moving the library. Another example is from 20 April, where 6 respondents (all from the same IP Address) supported the library remaining at its present location. In total, 40 of the 81 responses came from 9 individual IP Addresses. Additionally, four Bilston Library respondents filled in the survey twice (their name was the same on each occasion).

1.5 Desire for and uptake of Digital materials

When asked how best to communicate about library information, email was the clear preference. It is important to note this question was not set as being multiple-choice, and so this forced the respondent to pick their main contact method (as some respondents noted in comments that they were open to more than one method). 36.9% of respondents would prefer to receive library information via email. Social media, posters/leaflets, and website were close together, but email was the most frequently-chosen option.



Questions also enquired about respondents' feelings about the presence and type of new technology in the library environment. Of the selected options about new technologies in libraries, 62.7% of respondents would like to use touch screen devices, 39.4% of respondents would like to use a 3D printer, and 36.6% of respondents would like to hire an e-reader.



With regard to current rather than new technology, 44% of respondents have used wi-fi within libraries, and of the 319 respondents who said they owned a smartphone, 46.7% had used free wi-fi in the city's libraries.

Have you used the free wi-fi in Wolverhampton Libraries?	Respondents who own a smartphone	%
No	165	51.7
Yes	149	46.7
BLANK	5	1.6
Grand Total	319	100.0

32% (130) of respondents own their own e-readers. 74.6% of those e-book owners use Amazon to download books, and 5.4% of respondents access the Libraries e-book collection.

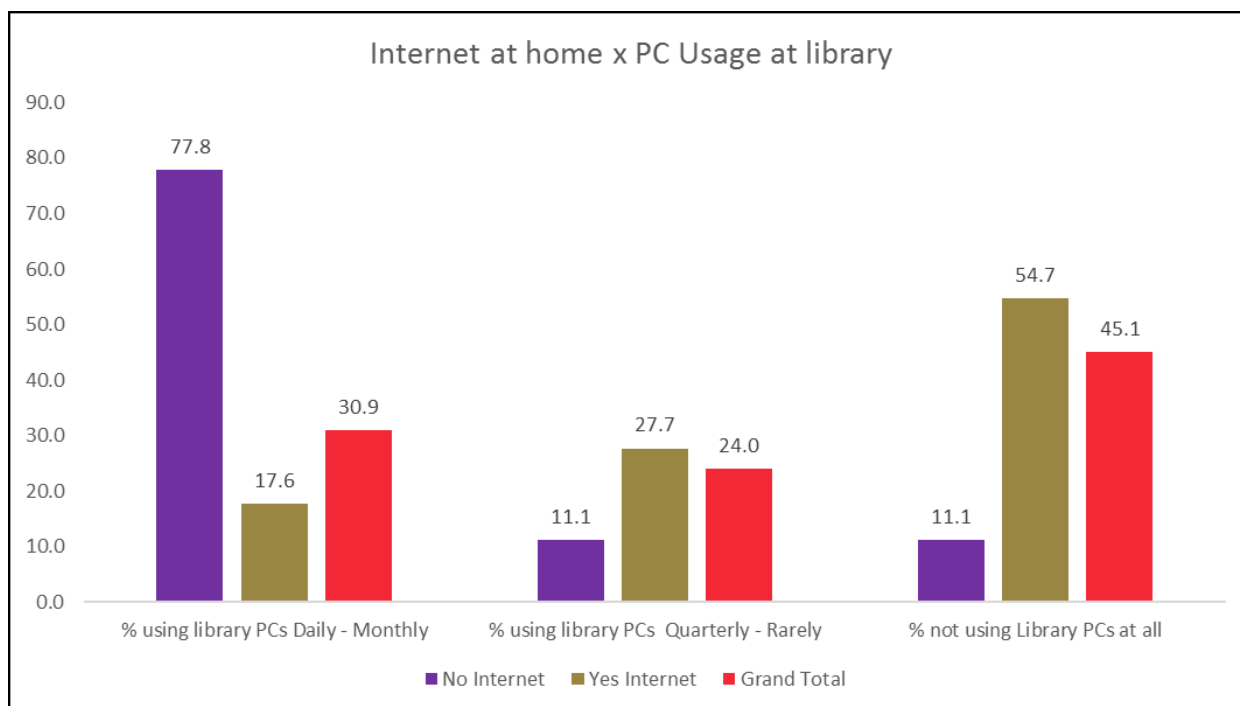
If you own an e-book reader where do you download your e-books?	Respondents who own an e-reader	%
Amazon Kindle Service	97	74.6
Other (please specify)	8	6.2
Kobo Store	8	6.2
Library e-book collection	7	5.4
Google Play Store	5	3.8
BLANK	5	3.8
Grand Total	130	100.0

Whether a respondent uses the internet at home is a key determinant of their likelihood of using library PCs. Although there are fewer respondents without internet access than those who have it, respondents who lack internet access at home are much more likely to use PCs at the library.

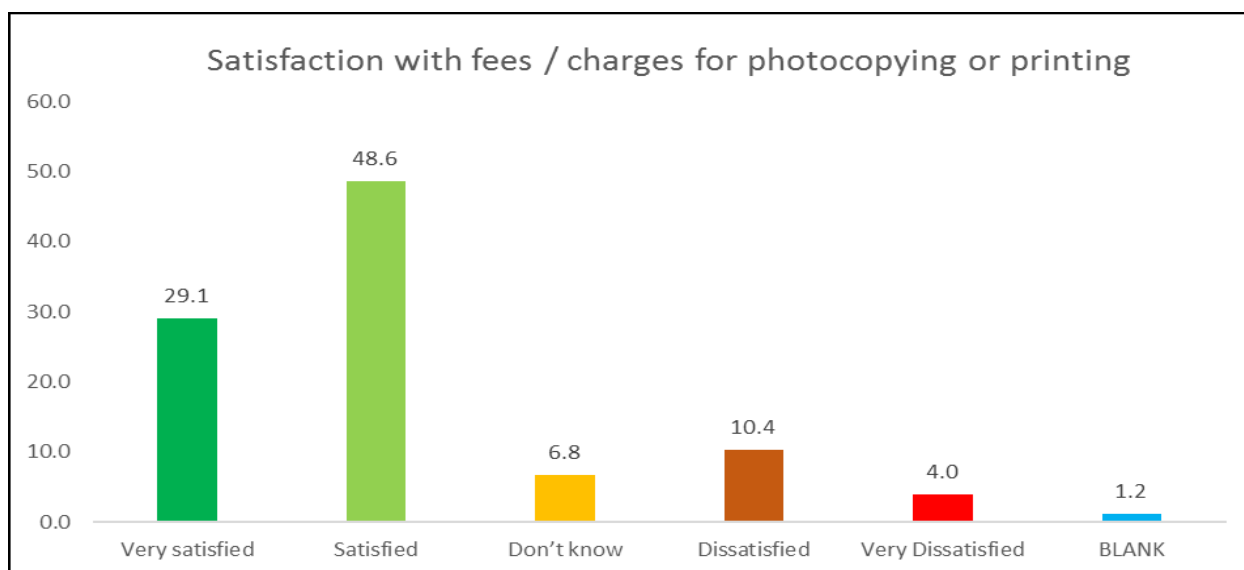
PC Usage at Library - Frequency	Internet Usage at Home?		Grand Total
	No	Yes	
Daily	31	7	38
Weekly	34	25	59
Monthly	5	24	29
Quarterly	3	16	19
Rarely	7	72	79
I don't use PCs in libraries	10	174	184
Grand Total	90	318	408

Frequency of PC usage is heavily correlated to having internet at home. 77.8% of respondents without internet at home used library PCs daily, weekly, or monthly; in contrast, the corresponding figure for respondents with internet at home was only 17.6%. The table and chart below, which shows the data grouped into “most frequent”, “less frequent”, and “not at all” categories, demonstrates this split.

PC Usage at Library - Frequency	Internet Usage at Home?		Grand Total
	No	Yes	
Most: % using library PCs Daily - Monthly	77.8	17.6	30.9
Less: % using library PCs Quarterly - Rarely	11.1	27.7	24.0
% not using Library PCs at all	11.1	54.7	45.1



1.6 Fees & Charges



Respondents were asked whether they were satisfied with fees/charges for photocopying or printing. 251 of the 635 total respondents (39.5%) said they used printers or photocopiers at the library. 77.7% were either Very Satisfied or Satisfied, and 14.4% were either Very Dissatisfied or Dissatisfied, with the remainder either Don't Know or having left the satisfaction question blank.

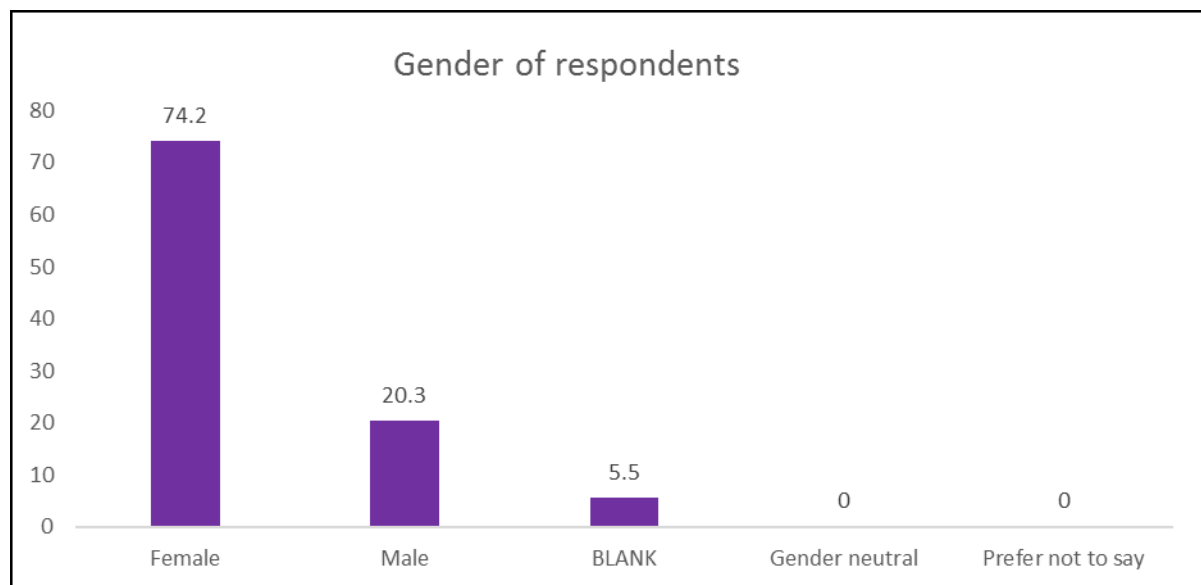
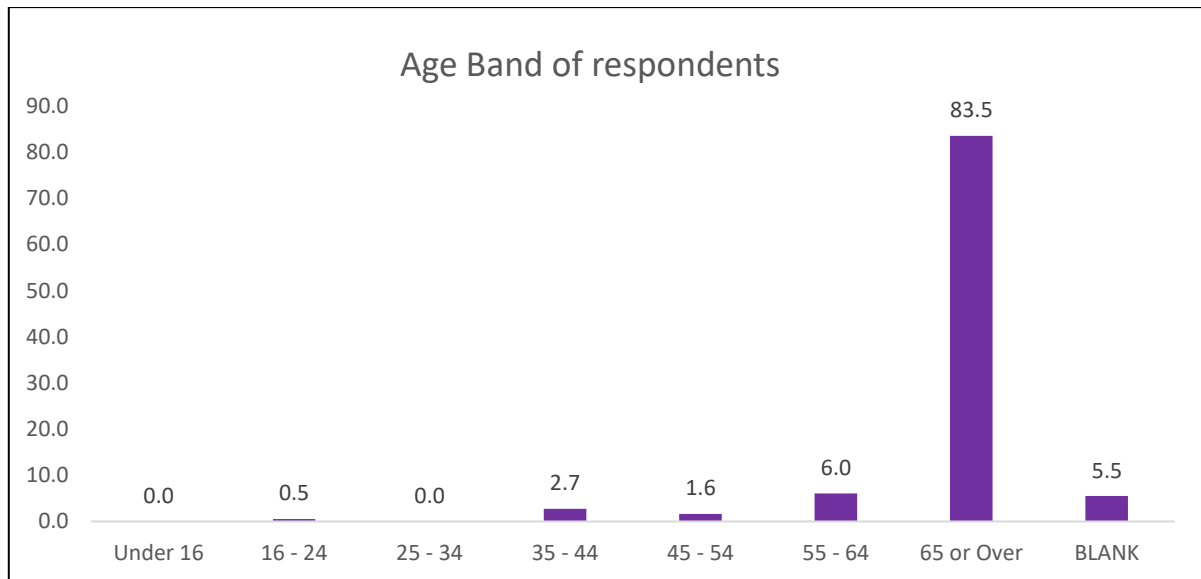
Unlike photocopying or printing at the library, using the PCs is currently free. Respondents were asked two questions: how long should someone be able to use a PC without cost, and how much should a charge for PC usage be if introduced.

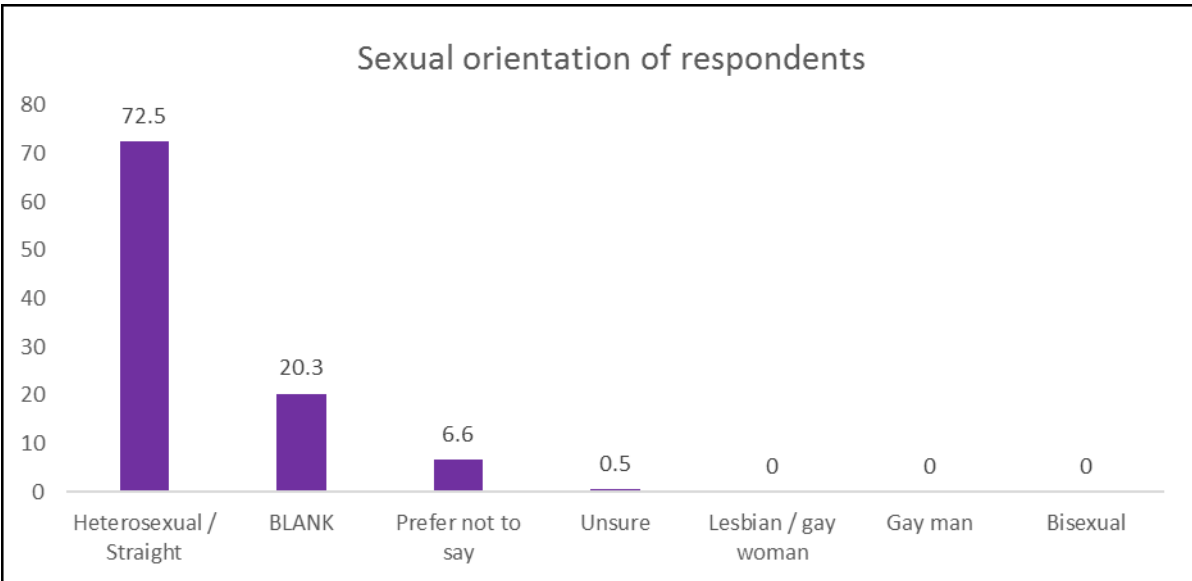
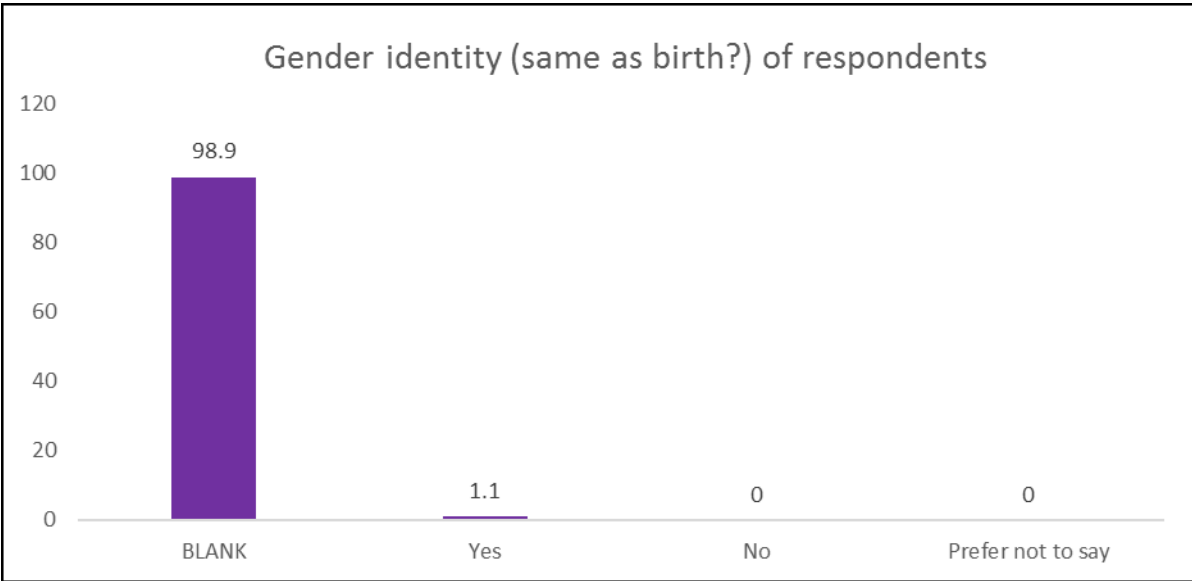
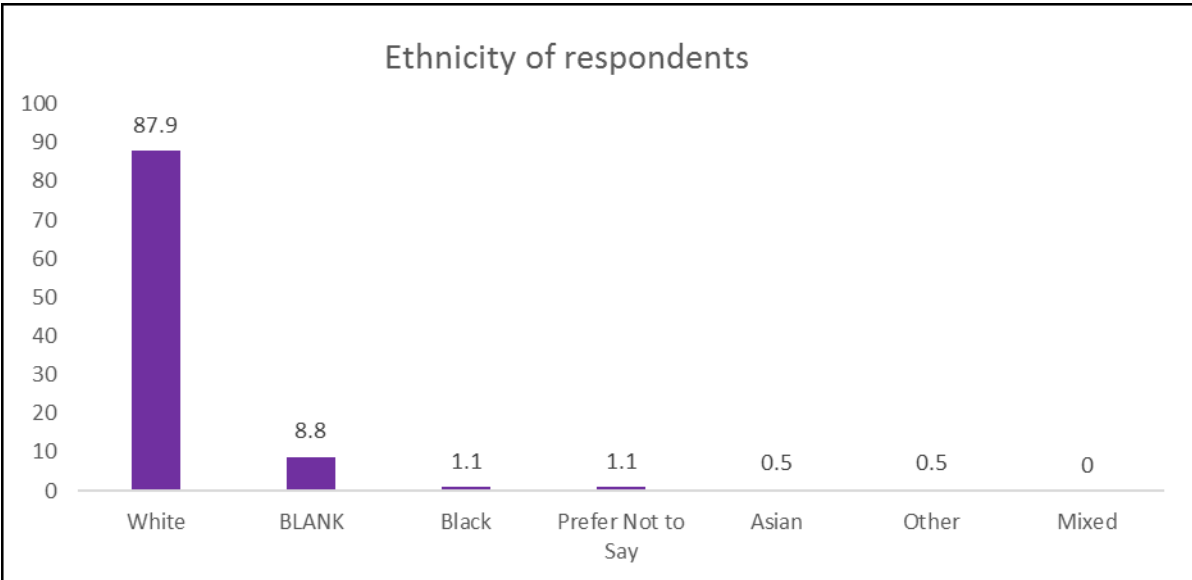
Considering only respondents who answered both questions, 7.4% felt that PC usage should be free for up to 1 hour. The most-chosen combination of time and cost was “up to 1 hour free and a £1 charge per hour thereafter” which was chosen by 73 respondents (16.0%). The second most-chosen combination was for “unlimited time on the PC at no cost”, chosen by 63 respondents (18.5%).

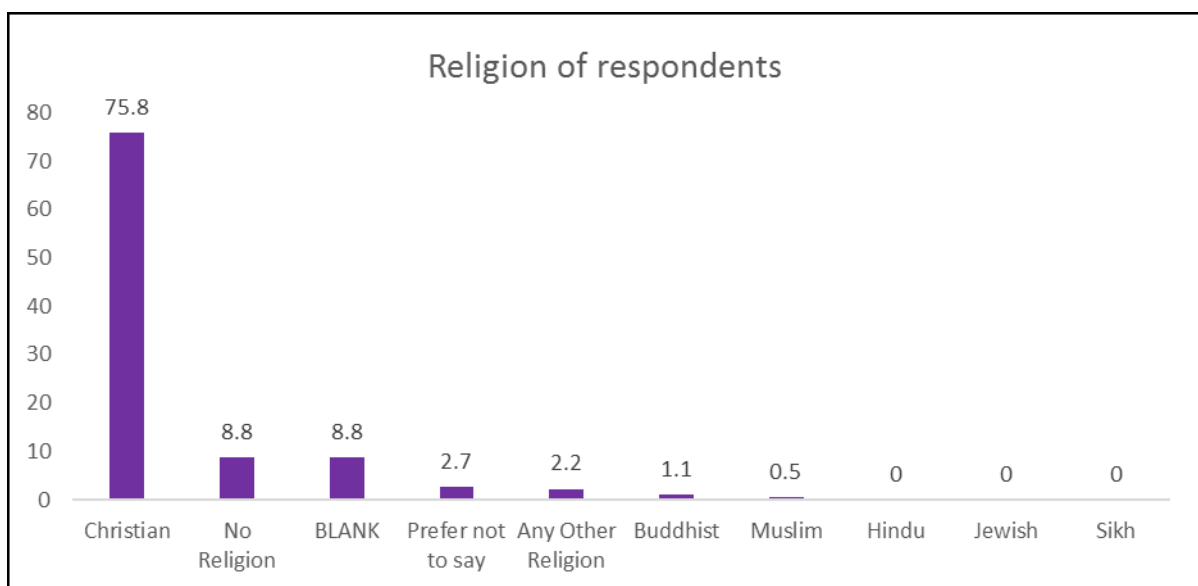
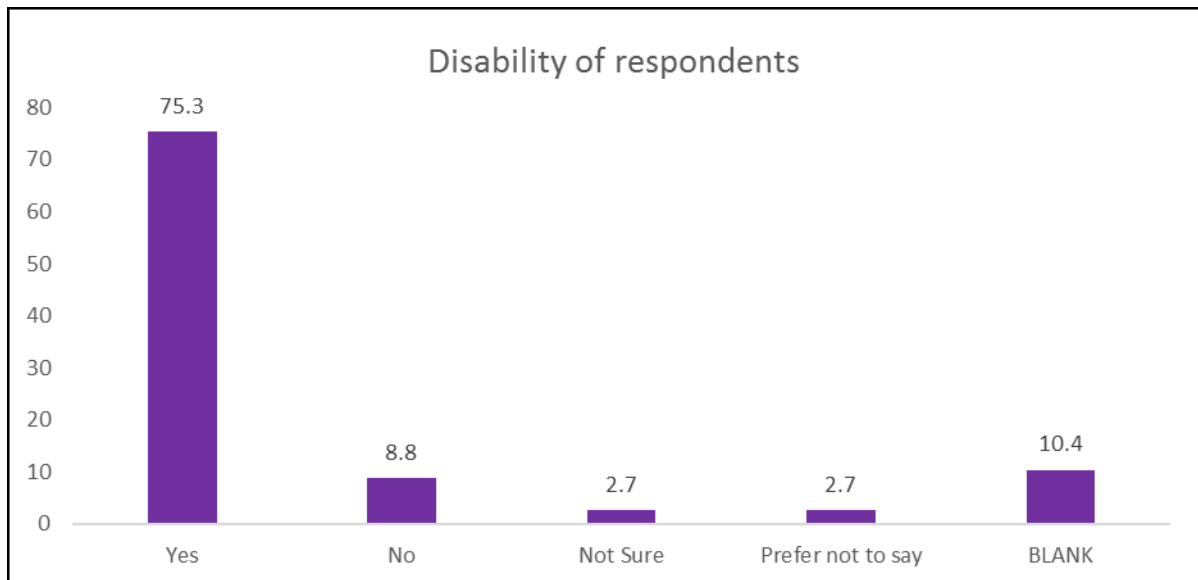
Time without cost x price	If charge for PC access, how much?					Grand Total	%
	No charge	£1 p/h	£2 p/h	£3 p/h	Other		
Unlimited	63	10	0	0	0	73	18.5
Up to 3 hours	35	5	0	1	3	44	11.2
Up to 2 hours	35	27	8	2	4	76	19.3
Up to 1 hour	22	73	10	0	7	112	28.4
30 minutes	7	31	13	2	8	61	15.5
Should not be free	8	14	3	1	2	28	7.1
Grand Total	170	160	34	6	24	394	100.0
%	43.1	40.6	8.6	1.5	6.1	100.0	

2. Home Library Service (HLS)

The home library service survey had 182 respondents. The equality profile of the respondents tends to be an older white Christian female. Respondents tended to have used the HLS for several years - 28.4% had used it for between 2-4 years, and 48.3% had used it for over 4 years.

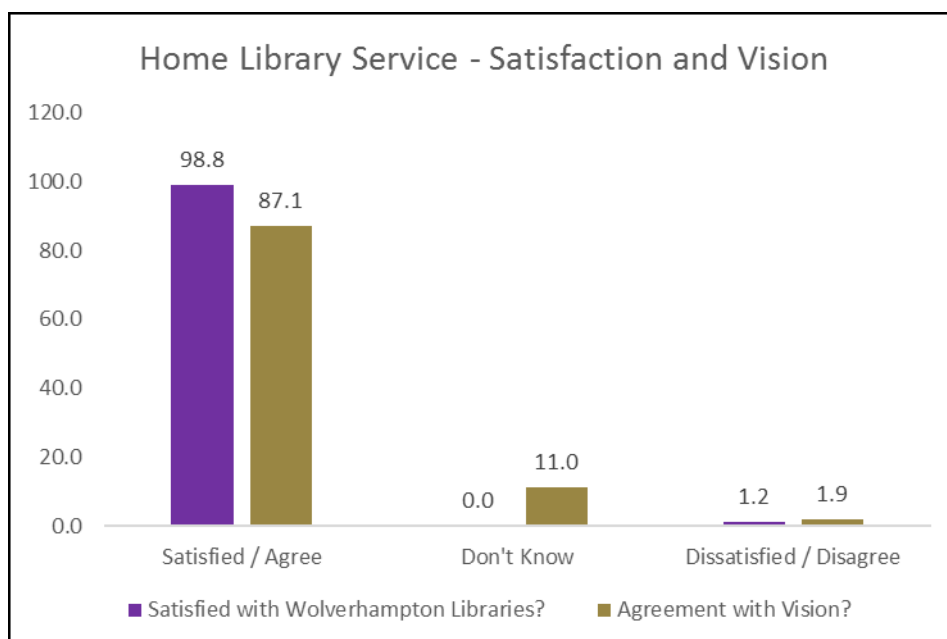




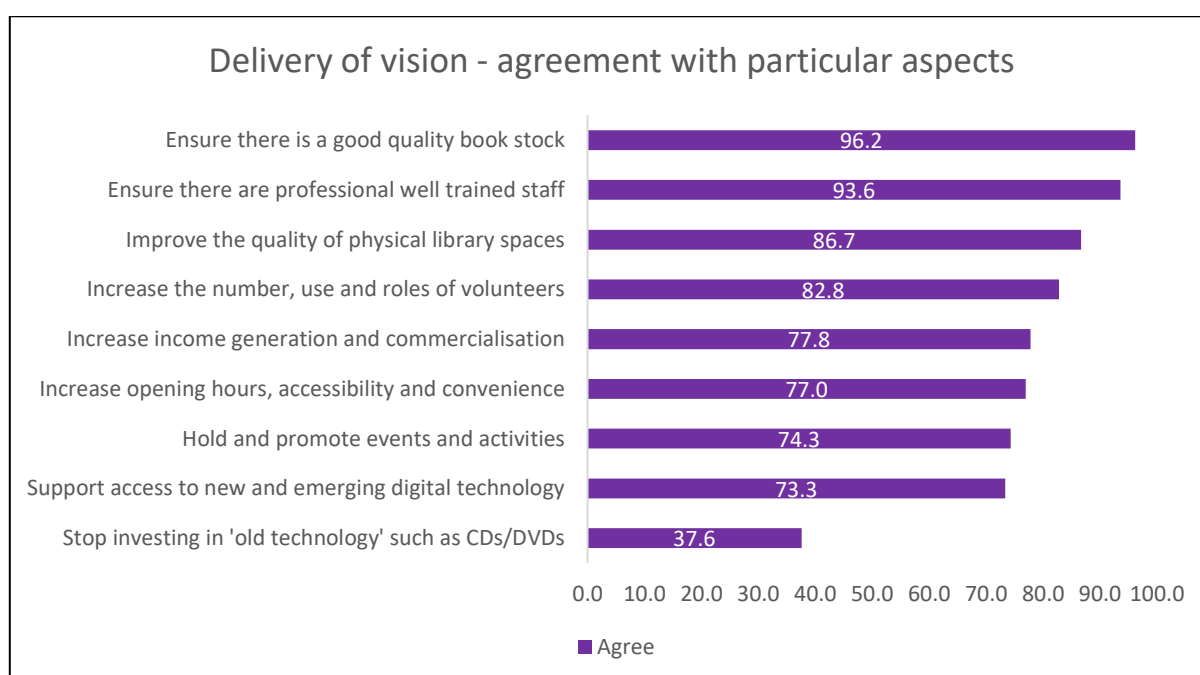


2.1 Satisfaction, Vision, and Strategic Aims

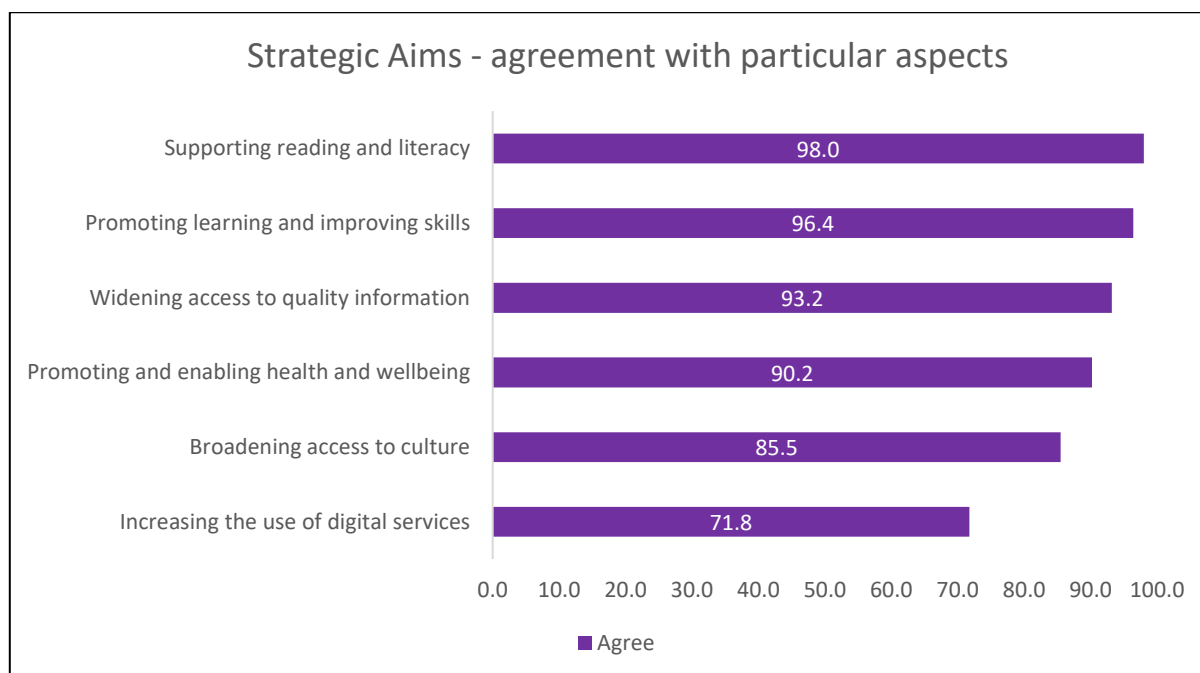
98.8% of respondents are satisfied with the current service provided, and 87.1% of respondents agree or strongly agree with the proposed vision statement. These figures are both higher than for the General Survey.



In terms of particular aspects of the vision to be delivered, respondents were asked if they agreed or disagreed (or didn't know) if they supported each element mentioned. The two aspects with the greatest agreement concerned ensuring professional well trained staff, and ensuring a good book stock. The aspect with the least support was to "stop investing in 'old technology' such as CDs/DVDs: only 37.6% supported this, with many respondents stating in the comments section that materials on CD/DVD such as audiobooks were valuable to them and should not be discontinued.



All but one of the particular aspects of the Strategic Aims were approved by more than four-fifths of respondents, with the most support for 'promoting learning and improving skills' and 'supporting reading and literacy'. The exception was the strategic aim concerning increasing the use of digital services (71.8%, compared to 83.8% in the General Survey for the same question).



User satisfaction with their service was very high in all of the aspects.

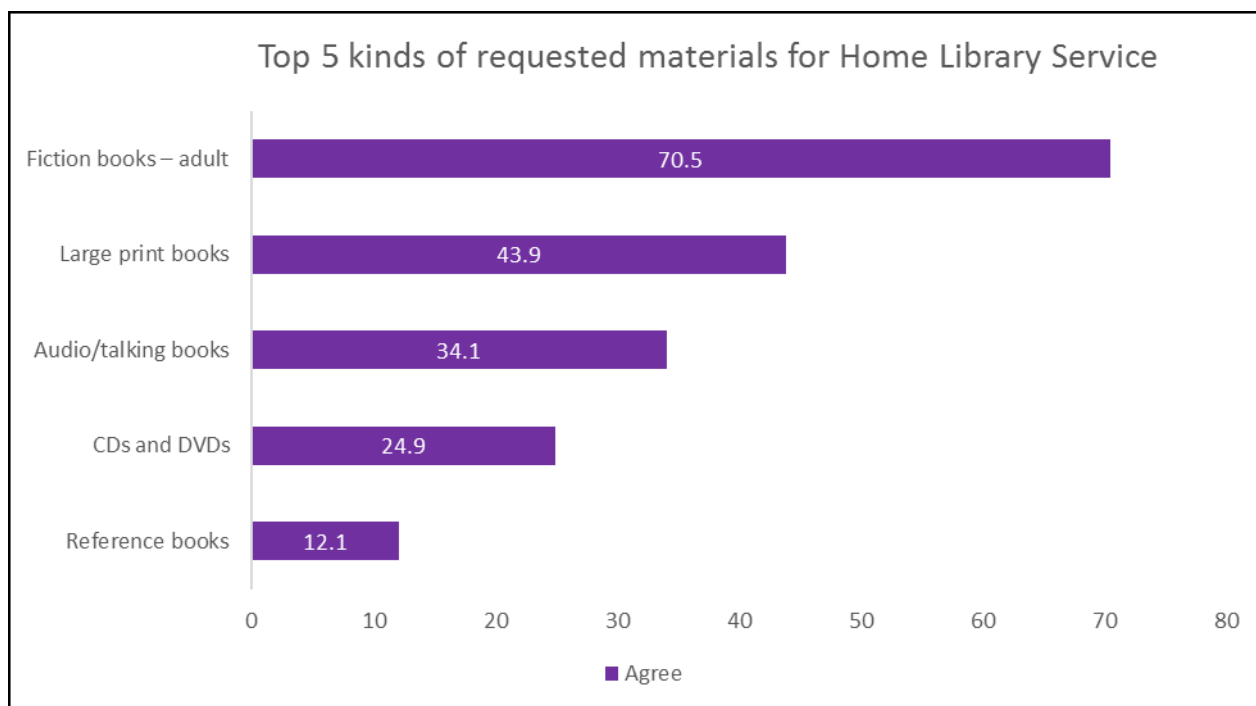


Respondents were asked a range of questions about their own habits, borrowing frequency, and desired material. 6.5% of respondents have an e-book reader, and 18.0% have a tablet or smartphone. 10.0% of respondents would like support to access digital resources via the HLS. 79.1% of respondents accessed the HLS in their own home, and a further 16.4% accessed it in a deposit collection in their shared/sheltered housing.

Respondents were evenly split (49.6% Yes versus 50.4% No) when asked if “residential care homes in Wolverhampton should contribute to the costs of transporting materials from the library to them”. Concerning visit frequency (currently every 4 weeks), 96.5% of respondents felt it was “about right”.

There was an invitation for respondents to specify what type of material interested them: adult fiction and large print books were the most popular. Respondents also favoured audio/talking

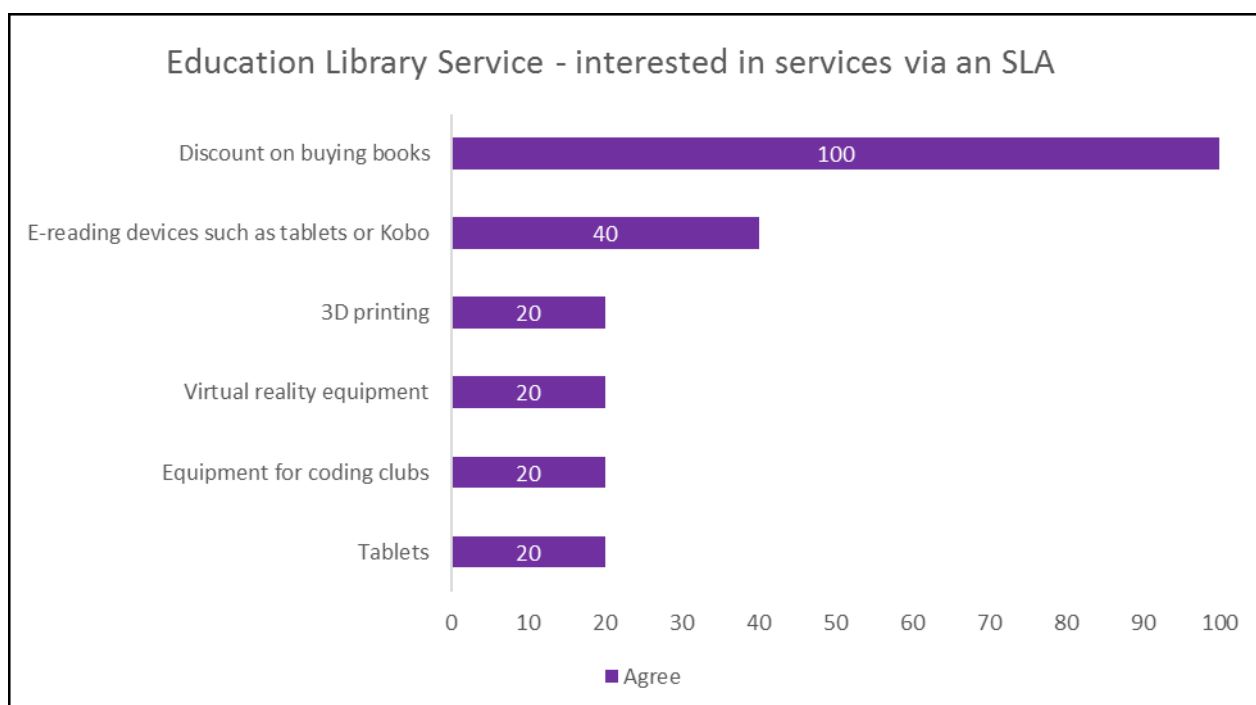
books and CDs and DVDs (3rd and 4th most popular choices), and a separate question in the survey found 32.7% of respondents used audio books, all of which explains low levels of agreement with the Delivery of Vision aim to “stop investing in ‘old technology’”.



3. Education Library Service (ELS)

15 respondents – seven from primary schools in Wolverhampton and eight from other interested parties such as parents or Governors – filled in the survey concerning the Education Library Service (ELS). Six of the primary schools entered details about their satisfaction with certain aspects of the service, with 100% saying they were either “satisfied” or “very satisfied” with the service. The three aspects of the service with 100% satisfaction (with no Don’t Know responses) were the “project box loans” of fiction and non-fiction, the fiction sets and play scripts for group reading at KS2, 3 and 4, and the transport/delivery of learning materials. Only one question had any dis-satisfaction – one respondent was dis-satisfied with the “Specialist advice from professionally qualified library staff” – but no other question had any dis-satisfaction recorded.

83.3% of the six respondents asked felt the ELS was influential in school attainment, and in a separate question 83.3% of the six respondents said the service provided value for money. The greatest level of interest was in securing service using a Service Level Agreement (SLA) – of the five respondents, all agreed with securing a discount on buying books, and 40% were interested in a SLA for discounted e-readers.



Schools were offered the choice of different subscription packages apart from the current annual membership, and could select multiple answers. 80% of the five respondents opted for a tiered membership tailored to the wishes of their particular school. 40% wanted an option to buy multi-year membership at a discounted price, and 20% wanted a pay-as-you-go service.

The physical location of the ELS at Parkfields was not felt to be a bar to accessing materials: of the 6 respondents, 83.3% were satisfied with accessing material at that location. Schools felt that evening opening in the week, and morning opening at weekend, were the most convenient times to access the service. Regardless of the opening times and location of the ELS, respondents want an online catalogue and ordering system: there was unanimity amongst the six respondents to the question.