

# **LIBRARY SERVICE CONSULTATION 2012**

Report, October 2012



## **EXECUTIVE SUMMARY**

For four weeks between Monday 25 June and Friday 27 July 2012, the City Council's Library Service consulted library users and non-users to measure support for an outline vision of a future library service.

We defined a "library user" as someone who had used one or more of our services in person or online during the previous twelve months. A "library user" did not need to be a formal member of the library service, or to have borrowed anything.

Officers from the Library Service and Chief Executive's Unit developed a questionnaire which described the proposed new or enhanced services and asked people to rate their level of support for each. There were also questions about the use of current services, opening hours and levels of satisfaction.

The new or enhanced services fitted into the proposed transformation of libraries to become "community hubs". They also included current work to mainstream Health and Social Care information and support within the library service.

We asked non-users why they don't use the service, their level of interest in proposed services, and for suggestions about what would encourage them to use the library service.

Respondents completed 1,624 questionnaires.

The results show that:

- Over 90 per cent of respondents think that the library plays a vital role and is an asset within their local community.
- There is wide variation in the level of agreement for proposed activities.
- Many people are still unaware of the full range of services provided by the library service, and that this should continue to inform the service's marketing strategy.

## SECTION I – INTRODUCTION

### 1.1 Objectives

Public consultation on an outline vision of a future library service took place between Monday 25 June and Friday 27 July 2012.

The objectives of the consultation were:

- to measure the level of satisfaction with current services;
- to gauge the level of support for proposed new or enhanced services, and;
- to explore why some people don't currently use libraries in Plymouth.

### 1.2 Method of consultation

The questionnaire was in two sections, one for "library users" and one for non-users.

We defined a "library user" is someone who had used one or more of our services in person or online during the previous twelve months. A "library user" did not need to be a formal member of the library service, or to have borrowed anything.

Respondents could use comment boxes at every stage to express further views.

We asked **everyone**:

- for their comments on the vision;
- for their preferred opening hours;
- if they had access to the Internet at home;
- if they thought that the library played a vital role, and was an asset, within their local community; and
- about themselves including their age, gender, ethnic origin, disability, sexual orientation, employment status and if they were carers.

We asked **library users**:

- why they had used a library service;
- which libraries they used regularly;
- how satisfied they had been with the existing services; and
- if they agreed with the proposed new and enhanced services.

We asked **non-users**:

- why they hadn't used library services;
- if any of the proposed new or enhanced services would encourage them to become library users, and;
- for comments on anything else they would like to see in the future which would encourage them to start using a library.

The questionnaire was available online through Plymouth City Council's consultation portal, with printed copies were available in all libraries, First Stop reception, and at a range of community venues. Advertisement postcards were circulated to libraries and community venues promoting the consultation to a large number of users and non users.

Library staff also engaged with these groups:

- Secondary Inclusion Programme (programme for young people)
- HeadSpace (teenage group at Efford library)
- Visually-Impaired Readers Group
- Highbury Trust - day care, residential care and social and vocational activities for adults with learning disabilities
- Dove Project – day care, residential care and social and vocational activities for adults with learning disabilities
- St George's Community Resource Centre for people with learning disabilities
- Plymouth PLUSS – providing employment for adults with learning disabilities
- WRVS housebound service clients
- Readers' Groups at Tothill, Plympton, Ernesettle, North Prospect, West Park, Plymstock, Stoke Libraries
- Friendship Groups at Plympton, North Prospect, Plymstock Libraries
- Plympton Library Film Group
- Plympton Library Craft Club
- Rhymetime session parents at Plympton Library
- Take A Part / Vision / Grow Efford (Efford community projects)
- Thames Gardens Residents Association
- Credit Union – Stoke
- Photography Group – Stoke Library
- The Zone youth support service
- Youth Parliament
- PatLib clients (users of the Intellectual Property service)

The British Red Cross distributed information about the survey to support organisations on their mailing list.

Library staff pro-actively encouraged library visitors to complete the questionnaire.

Library staff and volunteers visited a number of venues to encourage non users to take part. These included:

- Asda, Estover
- Morrisons, Plymstock
- Plymouth City Centre
- Local shops, Elburton
- Local shops, Glenholt
- Local shops, Tamerton Foliot
- The Barn, Barne Barton
- Local shops, Chaddlewood
- Lidl, Union Street

- Jobcentre Plus

### 1.3 Communication and engagement

A Communications Plan set out the required materials, branding together with opportunities for advertising and promoting the consultation.

**Table 1 - Communication channels**

<b>Audience</b>	<b>Channel</b>
Staff	Team meetings
Library users	Posters, postcards in libraries Message on People's Network public PCs Email alert
General public and non-users	Press release Postcards distributed in local communities Direct engagement with library staff in communities Social networking – Facebook, Twitter PCC website, Libraries page, Staffroom
Library user groups	Library staff to attend meetings organised during consultation period Mailshot to Plymouth Reading Network members
Partner organisations and stakeholder groups	Letters, email, phone calls
Media	Press releases Radio interviews

## SECTION 2 - WHO RESPONDED?

### 2.1 Number of responses

We received 1,624 responses during the period the consultation was open. Of these, 95% were from “library users” and 4% from non-users. Fifteen people (1%) did not indicate either way.

Four paper questionnaires were returned late and were not included.

### 2.2 Demographics

In spite of the efforts made to engage them, there was a low response rate from young people. But parents were active in telling us their views about the services available and proposed for young people.

The following tables present the demographic breakdown of those who responded.

**Table 2a – Age**

	Number	%
Under 16	33	2
17 - 18	16	1
19 - 30	143	9
31 - 40	210	14
41 - 50	277	18
51 - 60	322	21
61 - 70	367	24
71 - 80	117	7
81 or over	61	4
<b>Total</b>	<b>1,546</b>	

**Table 2b – Gender**

	Number	%
Female	921	59
Male	584	38
Prefer not to say	26	2
Transgender	8	1
<b>Total</b>	<b>1,539</b>	

**Table 2c - Employment status**

	Number	%
No	814	54
Yes, full-time	418	27
Yes, part-time	289	19
<b>Total</b>	<b>1,521</b>	

**Table 2d - Carer for relative or friend**

	<b>Number</b>	<b>%</b>
No	1,241	82
Yes	268	18
<b>Total</b>	<b>1,509</b>	

**Table 2e – Disabled**

	<b>Number</b>	<b>%</b>
No	1,228	81
Yes	205	14
Prefer not to say	88	6
<b>Total</b>	<b>1,521</b>	

**Table 2f - Sexual orientation**

	<b>Number</b>	<b>%</b>
Heterosexual/straight	1194	82
Prefer not to say	185	13
Other	27	2
Bisexual	21	1
Gay man	17	1
Gay woman/lesbian	7	1
<b>Total</b>	<b>1451</b>	

**Table 2g – Ethnicity**

	<b>Number</b>	<b>%</b>
White British	1,328	89
White other	58	4
Other ethnic group	28	2
White Irish	19	1
Any other mixed background	18	1
Asian or Asian British	15	1
Black or black British	8	1
Chinese	7	1
White Gypsy or traveller	4	1
<b>Total</b>	<b>1,485</b>	

## SECTION 3 – THE LIBRARY VISION

3.1 Question 1 explored reactions to a vision of a future library service. We expressed the vision as:

### **OUR VISION**

It's an exciting time for libraries in Plymouth. Our vision is to provide a place in the community for local people to get a wide range of information including information about council services, health and social care. We want to provide a space where people can meet, socialise, learn, relax and have fun with helpful staff on hand to guide and assist you when you visit the library.

3.2 Fifty-nine per cent agreed with the vision. Of those who agreed, 81% agreed outright while 19% agreed but with some reservations which are outlined below.

3.3 Twenty respondents agreed, but expressed concern over what current services would be lost and how smaller libraries would be able to provide the range of activity:

*"It all sounds quite exciting. What service is it going to replace?"*

*"If it secures the core library services, then that's fine. More information about services is ok, but a socialising/meeting place will interfere with the functioning of the library. (Particularly in some of the smaller premises). This might mean me using the library less often."*

3.4 Eighty-nine respondents agreed with the vision and emphasised the importance to them of the traditional library role:

*"Very admiral [sic] but do not loose sight of the fact that libraries are first and foremost for books"*

*"Good, but please do not lose sight of a library's central function to provide diverse reading material, expert advice, reference support, a quiet urban space and most importantly, the porthole through which kids get into the magic of reading"*

3.5 Two respondents agreed, but commented on delivering council services in libraries:

*"I agree with your vision. Libraries are non-demographical, unlike a lot of community focus points with a religious or political leaning. Although they are funded by government, it is not regarded as trying to control or influence in the same way a local authority might be viewed."*

*"Fine. I probably would not use the library for info re council services etc, preferring to use various websites as needed. I support the second part of the vision more."*

3.6 Five respondents agreed with the vision, but had reservations about health services:

*"Very admirable. I am concerned that Libraries will turn in to drop-out and drug rehabilitation centres. I go to the Library to select books."*

*"It sounds like a good idea and might encourage more people to use the library. Would library staff be expected to advise people on health care and council issue? If so, this seems like a lot to ask"*

3.7 Nineteen respondents agreed with the vision, but had reservations about staffing. The comments ranged from concern that library staff would have too much to do, to concerns over staff skills and experience to deliver the new services.

*"Very good - as long as staff numbers are increased to deal with any new 'business' - so that existing staff members are not stretched to their limit - especially if opening hours are increased."*



*“Sounds good, but hinges on staff being appropriately trained and of the right personality to rise to the challenge.”*

3.8 Fifty respondents agreed, but with reservations inferences they noise.

*“It would be useful to have a one-stop-shop for information as mentioned and to tie this in with an area to socialise and relax and have fun would be good. To have separate zones for the different users would be vital i.e. a noisy area for small children and a quiet area for studying”*

*“I like the idea of what is being suggested, but it does sound rather busy , some library users like the library to be fairly peaceful.”*

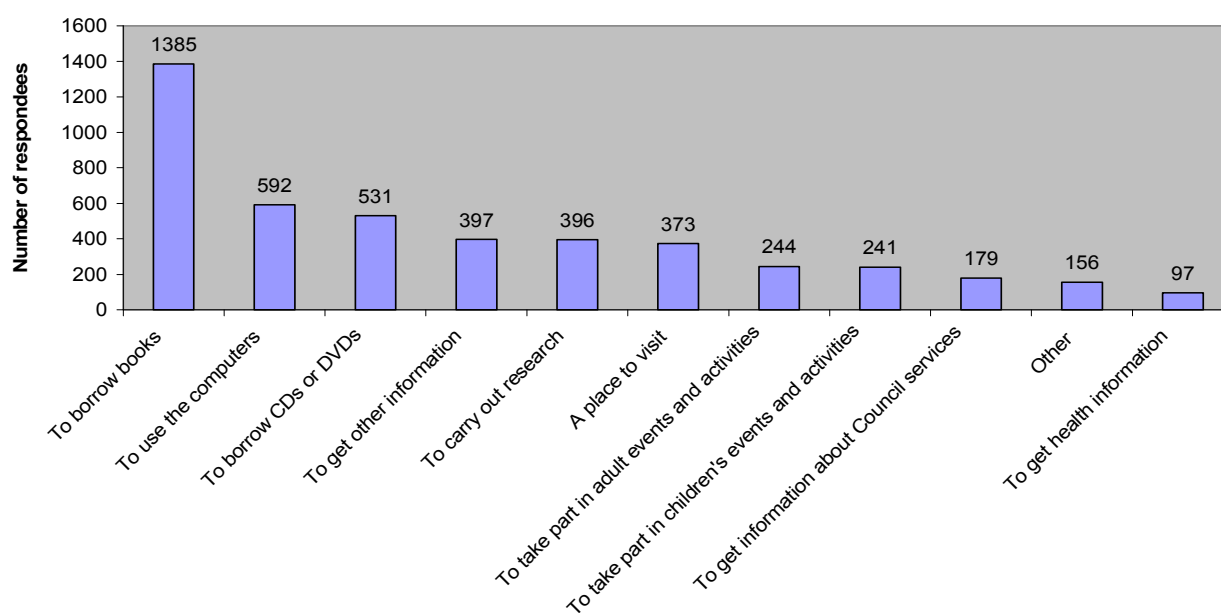
## SECTION 4 - SUMMARY RESULTS

### LIBRARY USERS

#### Current library use

4.1 Question 3 asked library users which of our core services they were using. The survey listed all our current core services and asked respondents to tick all that applied.

**Table 4a - Current use of the library**

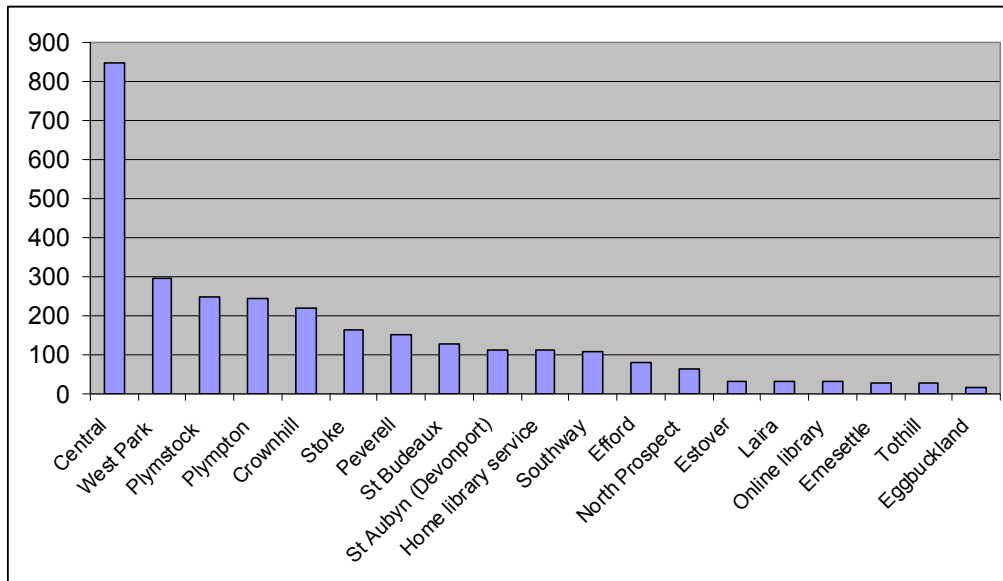


4.2 The results show that borrowing books is currently the main reason why people visit the library.

4.3 Question 4 listed all our libraries (including the online library service and the Home Library Service) and asked respondents to select which libraries they currently use. Only the people who said they use a library (1,540) were included as part of this question analysis.

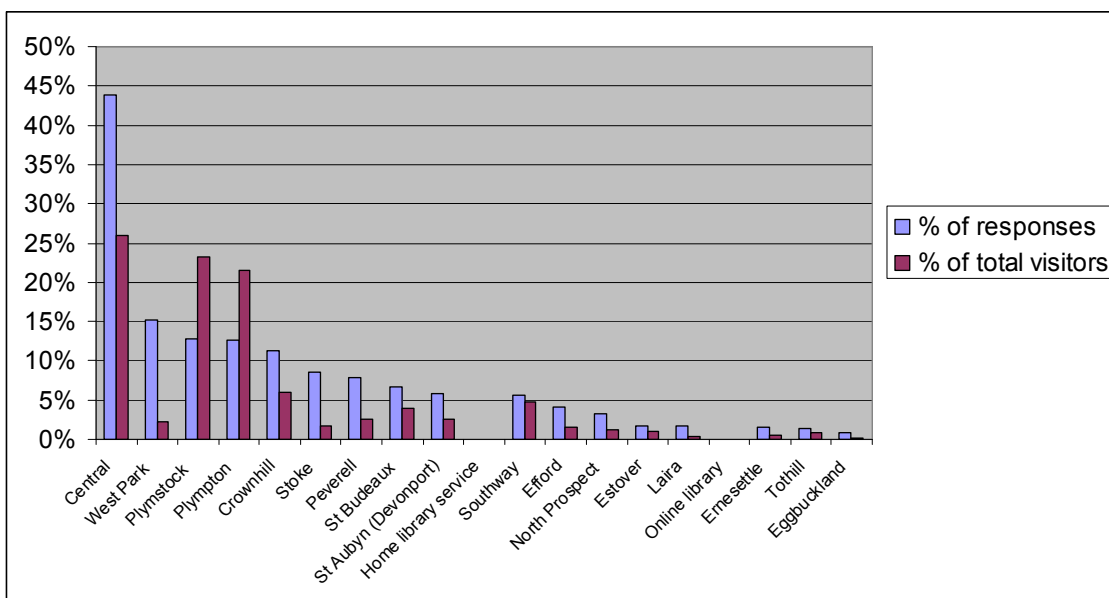
4.4 The Central Library generated a significantly higher response than the other libraries. Egguckland Library generated the lowest response.

**Table 4b – How libraries are being used**



4.5 Table 4c shows the relationship between actual visitor numbers to each library during the period compared with the number of survey responses. *These responses may reflect the level of promotion of the consultation within each library.* It seems that the responses from Plymstock and Plympton libraries were not in proportion to the customers and that Central Library and West Park Library attracted a particularly high response rate.

**Table 4c Response rate compared to customer count**

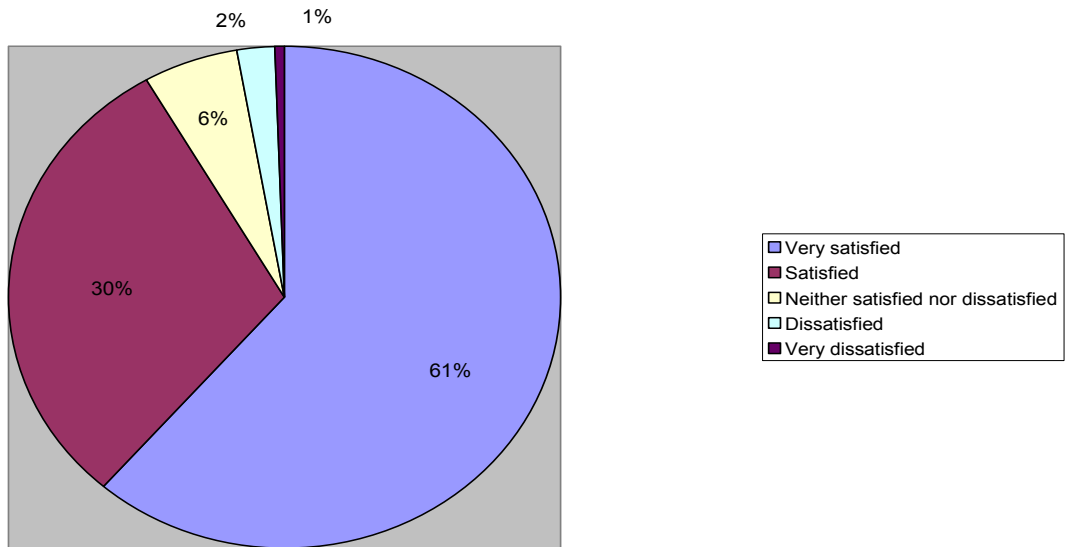


**Satisfaction levels**

4.6 Question 5a asked about satisfaction with the current service. Ninety-one per cent of library users indicated that they were satisfied with the current library service, of which 61% were “Very Satisfied” and only 3% were “Dissatisfied”.

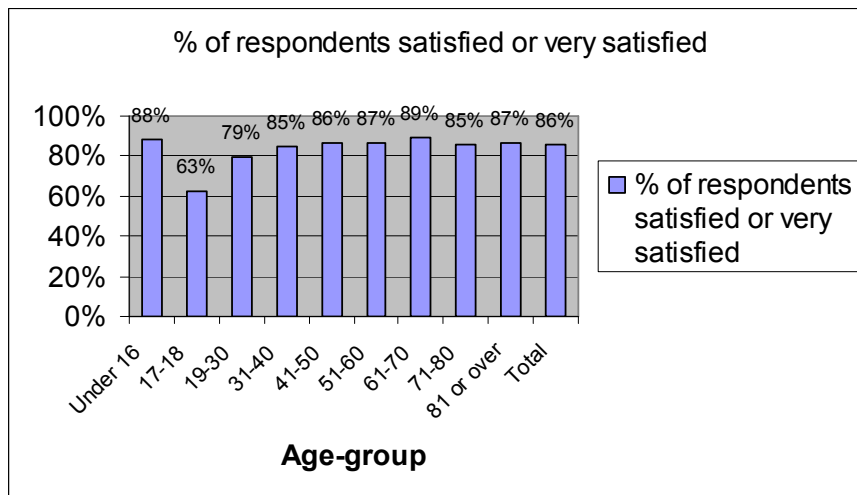
**Table 4d**

**Satisfaction levels**



4.7 Further analysis of the Very Satisfied and Satisfied responses reveals that satisfaction with the current service is uniformly high across age groups. There is a dip in satisfaction for 17 and 18 year olds, with only 63% indicating they were satisfied. To put this in perspective - this does only equate to sixteen respondents.

**Table 4e Satisfaction levels by age-group**



4.8 Results also showed that 5% more women than men are satisfied with the current service provided, and that satisfaction levels for customers in full-time employment is slightly less than those in part-time or no employment.

4.9 Of the 268 library users who indicated that they were carers, 85% were either Satisfied or Very Satisfied and 84% of respondents with a disability were Satisfied or Very Satisfied with the service they currently receive.

4.10 The second part to this satisfaction question invited library users to comment further if they said they were dissatisfied or very dissatisfied with the service currently provided. Many of the comments give a clear indication of areas for review. Forty-seven people gave reasons which broadly fell into the following categories:

4.10.1 Resources:

*“Not enough contemporary novels or reference books. The books are outdated and too general and populist. I would like to see some critically engaged art and photography books.”*

4.10.2 Introduction of self-service machines:

*“Too much automation and self service. Please return to a desk staffed with real people, and stop replacing librarians (with their significant knowledge of the collection) with machines.”*

4.10.3 Staff attitude:

*“Today my daughter of 4 took back her first 2 books for the New Story Lab, as she is desperate for a medal. We joined yesterday and have already read 4 of the books. The staff member who listened to her today was half hearted.”*

4.10.4 Opening hours:

*“The library just never seems to be open when we need to use it, primarily Sundays when the children are getting round to homework. Also later in evenings as we both work”.*

**The future of libraries**

4.11 Question 6a invited library users to comment on specific proposals for the future of the library service. Respondents were asked to what extent they agreed or disagreed with the proposed new or enhanced services.

4.12 Easy Read materials (for adults with learning and visual impairments) were the top proposal for expansion (84%). Document scanning and the introduction of Wi-Fi were also popular proposals. Providing access to games consoles was the least popular proposal with only 22% cent of library users agreeing.

**Table 4f – Library users response to proposed new or enhanced services**

Proposed new or expanded services	% who Strongly Agreed or Agreed
Easy Read material, etc	84
Document scanning	76
Wi-Fi	75
Information about council services	73
Health and social care information and advice	71
Café or refreshment facilities	70
Materials / projects specifically for diverse communities	46
Council payment and transactions	46
Access to games consoles	22

4.13 We have significant concerns that some proposals were not phrased in a way which was totally clear.

Some people understood “Easy read facilities” (materials for people with visual and learning impairments) to mean ‘light’ fiction or ‘easy to read’ books.

Many people inferred that “Access to games consoles” meant arcade games in the library and games for hire, rather than providing Wii Fit machines in libraries as part of health initiatives.

4.14 Further analysis of responses to these proposals reveals that there was little difference between the different demographic groups in respect of their level of agreement for the proposals.

### Document scanning

4.15 This was a more popular proposal with library users aged thirty and over. There was a marginal increase in the level of agreement for document scanning facilities between those who indicated that they were employed and those who were not.

**Table 4g - Document scanning by employment status**

	No	Yes, full-time	Yes, part-time
% Agree	69	71	76

### Wi-Fi

4.16 There was a high level of agreement across all age groups over the introduction of Wi-Fi. However there was a large drop in levels of agreement for the respondents aged over seventy. Comments suggest that many in this older age group did not understand what Wi-Fi is. There is very little difference between levels of agreement for male and female respondents and again, library users who are employed full time or part time are slightly more likely to agree with the introduction of Wi-Fi than those who indicated that they were unemployed.

**Table 4h – Wi-Fi by age**

	Under 16	17-18	19-30	31-40	41-50	51-60	61-70	71-80	81 or over
% Agree	97	75	79	81	77	73	72	49	32

**Table 4i – Wi-Fi by employment status**

Employment status	No	Yes, full-time	Yes, part-time
% Agree	67	78	81

### Information about Council Services

4.17 Almost three-quarters of respondents (73%) agreed with this proposal. In more detail, results show that those who indicated that they were a carer for a relative or friend were more

likely to support this than non-carers. However, those who indicated that they were disabled were *less* likely to support this proposal than people who indicated that they were not disabled.

**Table 4j - Information about Council Services by carer**

Carer	Not a carer	Carer
% Agree	69	75

**Table 4k - Information about council services by disability**

Disability	Not disabled	Disabled
% Agree	71	66

**Health and social care information and advice**

4.18 Carers were also more likely to agree with the proposal to enhance Health and Social Care information and advice than non-carers. There was very little difference in the level of agreement between library users who indicated that they were disabled and those who indicated that they were not disabled. There was variation in the results by age group with those aged between 19 – 30 and 31 – 40 being less likely to agree with this proposal. Those aged over seventy were also less likely to agree.

**Table 4l - Health and social care information by carer**

Carer	Not a Carer	Carer
% Agree	65	76

**Table 4m - Health and social care information by age**

	Under 16	17-18	19-30	31-40	41-50	51-60	61-70	71-80	81 or over
% Agree	70	75	55	62	70	71	69	59	66

**Café or refreshment facilities**

4.19 This is a popular proposal with all age groups of library users, particularly with lower age groups. There was no variation between those who indicated that they were disabled and those who were not, however more female library users were very supportive of this proposal compared to their male counterparts.

**Table 4n - Café/refreshments by age**

	Under 16	17-18	19-30	31-40	41-50	51-60	61-70	71-80	81 or over
% Agree	97	75	67	78	68	66	63	54	63

**Table 4o - Café/refreshments by disability**

	Not disabled	Disabled
% Agree	67	67

**Table 4p - Café/refreshments by gender**

	Female	Male	Prefer not to say	Transgender
% Agree	73	58	65	57

**Materials/projects specifically for diverse communities.**

4.20 Overall there were lower levels of agreement for this proposal, however member of the Asian community, bisexuals and gay men were more likely to agree.

**Table 4q - Materials / projects specifically for diverse communities by ethnicity**

	Any other mixed background	Asian or Asian British	Black or black British	Chinese	Other ethnic group	White British	White Gypsy or traveller	White other
% Agree	53	67	17	43	22	44	25	41

**Table 4r - Materials / projects specifically for diverse communities by sexuality**

	Bisexual	Gay man	Gay woman/ lesbian	Heterosexual /straight	Other	Prefer not to say
% Agree	65	50	20	45	46	36

**Council payment and transactions**

4.21 Library users were asked about how they felt about making council payments and other carrying out other transactions in libraries. There was a lower level of agreement for this proposal than for the others. This was seen across the age groups with the only majority being shown by those aged 17 – 18 years. People in employment agreed slightly more, but there was no variation in the response received from disabled and non-disabled library users.

**Table 4s - Council payment and transactions – by age**

	Under 16	17-18	19-30	31-40	41-50	51-60	61-70	71-80	81 or over
% Agree	45	58	46	43	48	42	41	39	27



**Table 4t - Council payment and transactions – employment status**

	<b>Not working</b>	<b>Yes, full-time</b>	<b>Yes, part-time</b>
% Agree	40	46	45

**Table 4u - Council payment and transactions – disability**

	<b>Not disabled</b>	<b>Disabled</b>
% Agree	42	43

4.22 The second part of this question invited comments if library users Disagreed or Strongly Disagreed with the introduction or expansion of any of the proposed activities and facilities. The comments below are a selection of those provided.

4.22.1 Wi-Fi

*“Free WiFi would encourage more in and free up some computers.”*

*“I do not believe the cost of providing Wi-Fi and more computers should be borne by the cash strapped library services.”*

4.22.2 Information about council services

*“As written above, libraries are for encouraging literacy and learning they are not meant to be a glorified community centre. Focus on raising the literacy standards of the city down helping to lower them. More books, and a greater focus on learning not this nonsense.”*

*“Facilities already exist to provide assistance in those fields. Please do not try to do too much and become overwhelmed. Again, do not dumb down and remain a professional library book lending service.”*

4.22.3 Document scanning facility

*“Scanning - long overdue”*

*“I would prefer a library to be strong in it's own core services before taking on other responsibilities and diluting everything.”*

4.22.4 All council payment and transaction services

Comments indicate that this would be an unpopular development for libraries. However, no explanation spelt out the benefits this would have for customers reducing the need, for example, to travel to the city centre.

*“Council payment. There are plenty of places for this. I don't want to come here with crowds paying bills. It's not what a library is for.”*

*“The civic centre/town hall should be the go-to place for Council information and payments to be made - this should not become the libraries role.”*

#### 4.22.5 Materials/projects specifically for diverse communities

*"I think that materials/project specifically for diverse communities seems to be exclusive rather than inclusive, things should be for everyone, so audiobooks for example are inclusive because everyone can use them even if they are dyslexic or visually impaired, other material in a minority language would be exclusive because we couldn't all access it and therefore I don't think that we all should be paying for it."*

#### 4.22.6 Access to game consoles for all ages

*"Having consoles in libraries is totally incongruous and would be a waste of money. You want to encourage people to read, not create somewhere where they can play video games."*

*"Games consoles - potentially noisy; redirect funds from books and electronic media."*

It should be noted that it was clear from the comments that many respondents were not absolutely clear what this question meant. The comments demonstrate that this is not a popular development for Plymouth libraries

#### 4.22.7 Health and social care information and advice

*"Like it to stay a library not a health clinic"*

*"Health and social care information should be provided by specialist council workers."*

#### 4.22.8 Café or refreshment facilities

*"It is a place to read, there are too many places with cafes and this only adds to the cost and you get people just coming in for a coffee and not reading books, which is the purpose of a library."*

*"Cafe - books and food and drink do not mix."*

4.23 Question 7 asked library users for any further comments about the existing service or what they would like to see in the future. Respondents were very keen to share their thoughts on future library services. The responses were broken down roughly into the following themes and a selection of representative comments has been presented;

##### 4.23.1 Existing and future services

The majority of these comments were very positive, demonstrating high satisfaction levels with the service we provide and support for our proposals for the library service of the future.

*"I love having the local library and would be extremely sad if we were to lose it."*

*"It is already a good service that must not be eroded at any cost".*

*"Can I access staff with knowledge about benefits and also some of your partner organisations eg. CAB"*

*Great to diversify, but be careful not to lose track of your core service"*

*"I just agree with the vision and would like to see more library services available."*

*"I think that one of the library service's strengths is its programme of social events. The branch libraries that I know provide a really valuable sense of community for their customers."*

*"I think the library is a valued part of the community and my family would be lost without it just like the post office I think it may be nice to see some other thing"*

*"It would be lovely to be able to buy a coffee/refreshments and then sit down with a book in a comfy seat and while away a few hours! Or indeed meet with friends. I love being surrounded by books and think it's a calming atmosphere, whether you're reading or not. I like the automatic service, but would definitely not wish for staff to disappear. They are still important for service provision."*

#### 4.23.2 Existing and future resources

Comments ranged from requests for ebook provision, requests for more books and different ideas for the display of stock.

*"I enjoy reading books but would also like to be able to access books from the library onto an e reader"*

*"More books. A free inter-library loan service, at least between, say, all the Devon libraries. An easy way to suggest new books. Better shelving of fiction, so that there is a genre split with popular genres such as SF&Fantasy and Crime shelved separately, like in bookshops (There is a typical library adherence to Dewey which suits only Librarians). A proper Library Users' Forum meeting regularly and providing feedback to the Library and the Council. More lending facilities for Local Interest, most of which seems to be classified as Reference Only - Not for Loan. The Virtual Library with access to the DNB, OED, etc is excellent and needs better promotion and expansion."*

*"I think the book lending service is excellent, I use it extensively"*

*"I'm sure it has everything to do with budget but it is highly irritating to be on a waiting list for months simply because there are only 5 copies of a book available. More copies of popular book are required!!!!"*

#### 4.23.3 Staffing in the future

*"I like the automation of the checking books out service but do feel that it seems like the number of staff have been cut. The other day I had to wonder around to find someone to help me"*

*"Please remember that your excellent staff are your most valuable asset in providing the service!"*

*"Sad that there are less librarians in the library would rather have them than a machine!"*

*"I love the library - use it often. Staff always incredibly helpful and friendly. It's a very important part of the local community."*

*"I dont think staff stand around talking to each other is a good idea. Some are not very customer focused and are unapproachable. More Customer training for them"*

*"The staff make all the difference. Each library has its own unique atmosphere"*

#### 4.23.6 Existing and future buildings

There were numerous references to cafes, toilets, parking, re-decoration and more space to house all the extra activities we plan.

*"I would really like to see some provision for refreshments even if it was only a water machine obviously not anywhere near the computers though. Also a toilet would be very useful..... as I am often there for 2 hour+"*

*"The condition of the buildings needs to be improved."*

*"In order for these activities to take place, the library would have to be extended."*

*“The Council has really excelled in its newer libraries - toilet, coffee machine, seating, TV etc. The longer these facilities are open for each day, the better.”*

## SECTION 5 - SUMMARY RESULTS

### Non-users

#### Reasons for not using the current library service

5.1 Question 8 asked non-users, of which there were sixty-nine, why they didn't use the service.

5.2 There were fifty-seven responses. Many confirm that the service needs to better advertise what is already on offer. Others show that people are using alternative avenues to get information and reading material. Many of the responses suggest further actions needed by the service.

*"Am always at work"*

*"Didn't know I could use the service online, not at all well publicised. Physical sites are not the easiest to get to and park at. Also, hours don't suit my working arrangements."*

#### The future of libraries

5.3 Question 9 asked non-users what new or expanded services would encourage use.

**Table 5a - Non-user response to proposed new or expanded services**

Proposed new or expanded services	% Yes or Maybe
Café or refreshment facilities	80
Information about council services	77
Health and social care information and advice	76
Easy read facilities and other accessible materials / facilities	75
Wi-Fi	75
Document scanning	73
Council payment and transactions	64
Materials / projects specifically for diverse communities	56
Access to games consoles	44

5.4 Café or refreshment facilities were most likely to encourage library use in the future. Information about council services. Health and Social Care information and advice, Wi-Fi and easy read facilities would all draw in new users.

5.5 Question 10 invited further comments about what would encourage them to start using the library. There were forty-five responses many of which demonstrate the potential to attract more users with targeted marketing and promotion. The examples below support our library vision.

*"Fun things like live sports games on tv in the library, games to play, things like that"*

*"Some sort of Networking of local groups and volunteer activities to encourage people to mix/do something worthwhile"*

*"Making payments there would be great because then i wouldn't have to go to the post office or the civic centre. although what would happen to my local housing office?"*

*"Maybe topics/talks of interest. Group activities for all ages. Integrating younger and older people."*

*“They need to look better and be more modern inside”*

*“Having Wi-Fi in a café or refreshment area is crucial in boosting numbers, I think. So too would the development of a mailing list where customers can sign up and receive updates on books, digital media, events etc.”*

*“Maybe being open weekends and evenings”*

*“It is imperative that we provide as many libraries as possible throughout the city. They have to be accessible and fun. They have to be inclusive. They need to help tackle literacy for all ages, the young and adult”*

*“They need to look better and be more modern inside”*

## SECTION 6 - SUMMARY RESULTS

### Users and non-users

#### Opening hours

6.1.1 Question 11 asked both users and non-users to indicate their preferred library opening days and times.

6.2 There was most support for weekday opening.. Saturday opening was almost as popular, with Sunday less so.

**Table 6a - Preferred opening days**

	%
Monday	16
Friday	16
Tuesday	16
Thursday	16
Wednesday	16
Saturday	13
Sunday	7

6.3 The preferred period of time during the day to visit the library is in the afternoon, although visiting in the morning has also generated a high response. Opening during the early (17:00 until 19:00) and later evening (19:00 until 21:00) was less popular.

**Table 6b - Preferred opening times**

	%
Morning	33
Afternoon	34
Early evening	23
Later evening	10

6.4 Combining the responses to preferred days and times demonstrates that Saturday morning is the most popular opening time, followed by weekday afternoons then weekday mornings. Saturday afternoon opening is more popular than late weekday evenings and, from those who responded, there is surprisingly little support for Sunday opening.

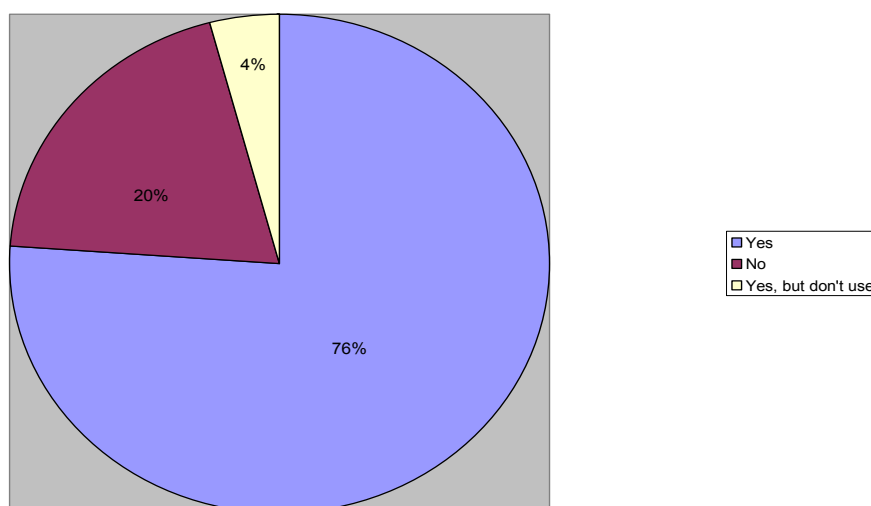
**Table 6c - Preferred opening days and times**

% preference							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Morning</b>	16	15	15	15	15	17	8
<b>Afternoon</b>	16	16	15	15	15	15	9
<b>Early evening</b>	18	17	17	17	18	9	4
<b>Later evening</b>	16	16	17	17	18	10	6

**Internet access**

6.5 Question 12 asked both users and non-users whether they have access to the Internet at home. Although 76% of respondents have Internet access at home, three-quarters of users and non-users also want to see the introduction of Wi-Fi and development of computing facilities in libraries.

**Table 6d - Access to the Internet at home**



6.6 Further analysis of this question reveals that respondents aged between 71 – 80 years is the age group which is most likely to ‘not have access’ or ‘doesn’t use’ internet at home. The results also show that disabled respondents are far more likely to not have access to, or use the internet at home than non-disabled respondents. This appears to also be the case for those who indicated that they were unemployed at the time of the consultation.

**Table 6e - No internet access at home or don't use internet at home - by age**

	Under 16	17-18	19-30	31-40	41-50	51-60	61-70	71-80	81 or over
% Access	12	31	22	15	8	2	0	50	4



**Table 6f - No internet access at home or don't use internet at home - by disability**

	<b>Not disabled</b>	<b>Disabled</b>
% Access	19	38

**Table 6g - No internet access at home or don't use Internet at home - by employment status**

	<b>Not working</b>	<b>Yes, full-time</b>	<b>Yes, part-time</b>
% Access	33	11	11

### **Role of the library in the community**

6.7 Question 13 asked users and non-users if they thought that the library plays a vital role and is an asset within their local community. An overwhelming 95% of respondents, both users and non-users supported this.

## **SECTION 7 – CONCLUSIONS**

- 7.1 A majority of people agreed with the outline vision for the future of library services in Plymouth, providing we continue to offer a reading-based service as well.
- 7.2 There is overwhelming support for, and satisfaction with, existing library services among people who use them.
- 7.3 There were a relatively low number of responses from non-library users despite efforts to engage them. The information they did provide gives a clear indication of what would encourage greater library use and generated innovative ideas for improvements.
- 7.2 People would like libraries to be open every weekday and on Saturdays. There is less support for Sunday opening but it is still significant. Support for early evening opening is surprisingly high, but this may have been influenced by the time of year when the consultation was run. Further research is required during the winter months.
- 7.3 There is particular interest in Wi-Fi access, scanning facilities, health information and café or refreshment facilities. Despite the majority of respondents having access to the Internet at home, there is considerable support for the development of ICT services in the library. This reflects the important role libraries already have in supporting people to use services which are increasingly delivered online.
- 7.4 There is a lack of awareness of many of the services already on offer which reflects the service's historically low levels of investment in marketing. This supports the need for a robust marketing campaign and improvements in communication and engagement with customers.