

Kirklees Libraries Consultation Results 'Your Library your voice'

April 2013



Your Library, Your Voice

We want to continue to offer you:

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- Access to IT and support for improving IT skills
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 Kirklees
COUNCIL

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Kirklees Libraries Consultation Results

'Your Library your voice'

1.0 Introduction

This report represents the findings of the consultation 'Your Library, Your Voice' and sets out what those who took part told us. The final section highlights what we will be doing with the information.

It is worth noting that not everyone who took part completed all the exercises. The percentage calculations which relate to the quantitative questions are based on the total number of people who completed the survey questionnaire which is 2,100 and referred to as survey respondents. Whilst we are pleased that so many survey respondents chose to participate, we are disappointed that this only reflected 3.28% of our users. In total there were 7 free text questions included in the consultation questionnaire, one of which gave respondents the opportunity to add further ideas, suggestions and comments. These comments, along with those collected from additional comments sheets, form the basis of the user satisfaction and user recommendations results.

4.1 of the results section of this report refers to information collected with reference to preferred opening hours. For the purpose of the report *Central Library* is Huddersfield Central library, *Town Library*, refers to branch libraries situated in town areas; Batley, Birstall, Cleckheaton, Dewsbury, Heckmondwike, Holmfirth and Mirfield and *Local Library* refers to branch libraries situated in a local area; Almondbury, Birkby Fartown, Chestnut Centre, Denby Dale, Golcar, Greenwood Centre, Honley, Kirkburton, Kirkheaton, Lepton, Lindley, Marsden, Meltham, Rawthorpe Dalton, Shepley, Skelmanthorpe, Slaithwaite, and Thornhill Lees.

Any personal data given for the purposes of feedback such as names, postal or email addresses have been stored on a separate database from the consultation questions, and will remain confidential.

2.0 Background

Tasked with maximizing efficiency and making economies, we agreed to look at the way we deliver our service. We know that in the future, we will not have the same level of funding as we have now. We therefore consulted on how we change our library services to make them fit and affordable for the future and meet people's aspirations and circumstances across Kirklees

Early indications from the village library consultation showed varying levels of interest from members of the public to support their LIC by volunteering.

In order to further explore this and involve the community in shaping their future library service we carried out a series of open days at all 26 library and information service points across Kirklees. All staff members were involved in conversations with the public, gathering opinions and feeding back results.

In addition to the topic of Volunteers and Friends of the Library groups, we gathered opinion on:

- preferred library opening times,

- library locations
- ideas for Income generation.

3.0 Consultation Methodology

The consultation took place during September and October of 2012

The Consultation Instruments

Each of the four topics, opening hours, income generations ideas, locations and Friends of Groups and Volunteers, were given their own exercise.

- Firstly for opening hours people were asked to indicate their preference by marking on a chart of days and times.
- Secondly post it notes were used to record participant suggestions for income generation.
- Thirdly a jig saw game, depicting the library offer, provided the basis for a discussion about Kirklees library services, affording an opportunity for people to register interest in volunteering at each location or forming an interest group or Friends Of the library Group (FOG).
- Lastly a paper survey form was produced which asked people for their opinions on the location of each service point. 3.000 survey forms were distributed amongst 26 libraries.
- Following the consultation day at each location, the questionnaires, comments sheets, post it notes for income suggestions and the opening hours exercise were displayed for a further 3 weeks to allow those who had not been able to comment on the day to have their opportunity to take part. They could also leave their contact detail should they wish to be involved in volunteering, forming a friends group or putting their ideas forward for a particular interest group.

3.1 Who Did We Consult With?

The consultation invited library users to take part in Open Days across Kirklees in order to collect a variety of views and opinions.

4.0 Summary of Survey Results.

The results of the survey are reported in 6 sections:

- 4.1 Preferred opening hours,
- 4.2 Investigating the ease of access to library location in relation to local community,
- 4.3 Respondents recommendations for the service to improve their customer experience,
- 4.4 Library user satisfaction,
- 4.5 Registering an interest in forming FOGs, interest groups or volunteering to add value to the service,
- 4.6 Making our library service more efficient by generating income. Each section provides a summary of what respondents told us. This is followed by an overview of what the service is already doing and what we have been able to implement in support of customer comments.

A total of 2,100 people completed the survey questionnaire. (See fig 1)

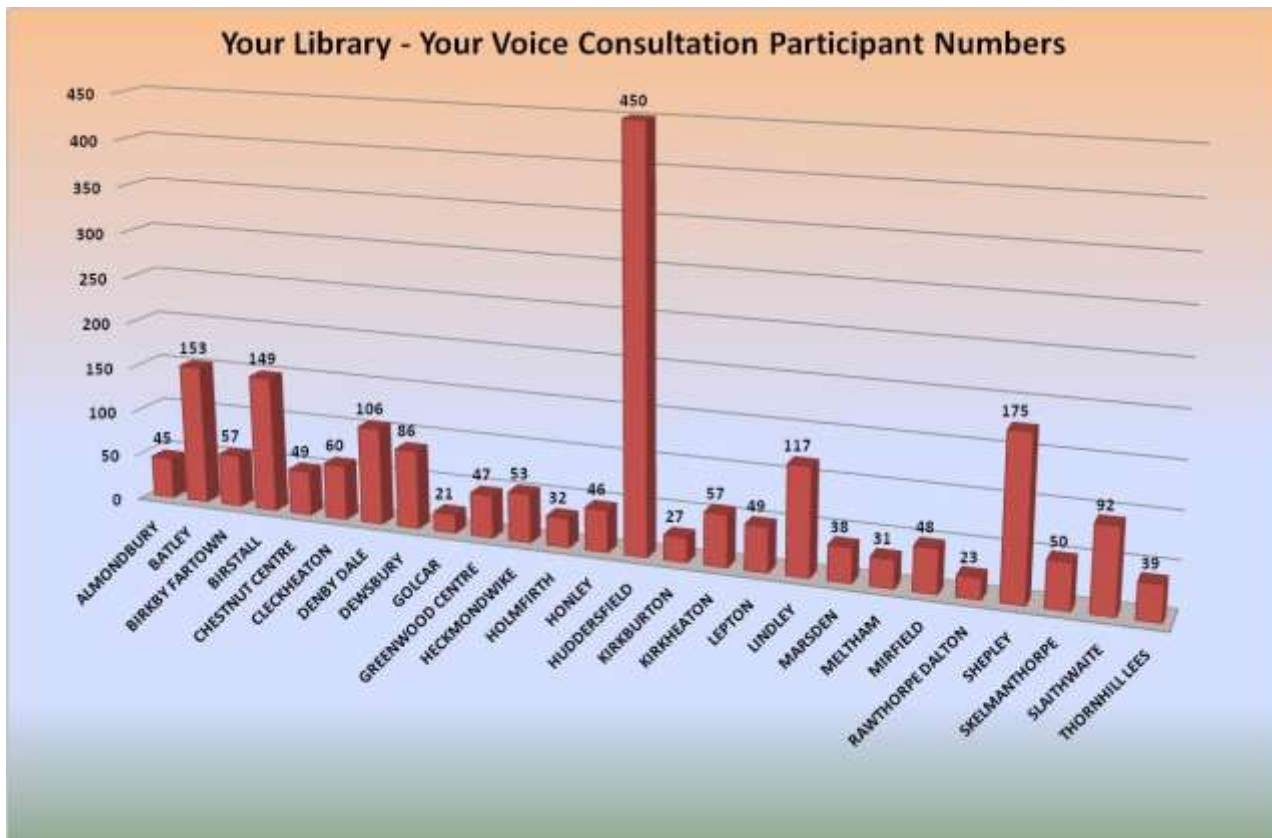


Fig 1

There are 64065 active card users across the 26 Library locations. Fig 2 shows a breakdown of percentage user participation across all locations for the consultation. Taking this into account, overall participation averaged 3.28%.

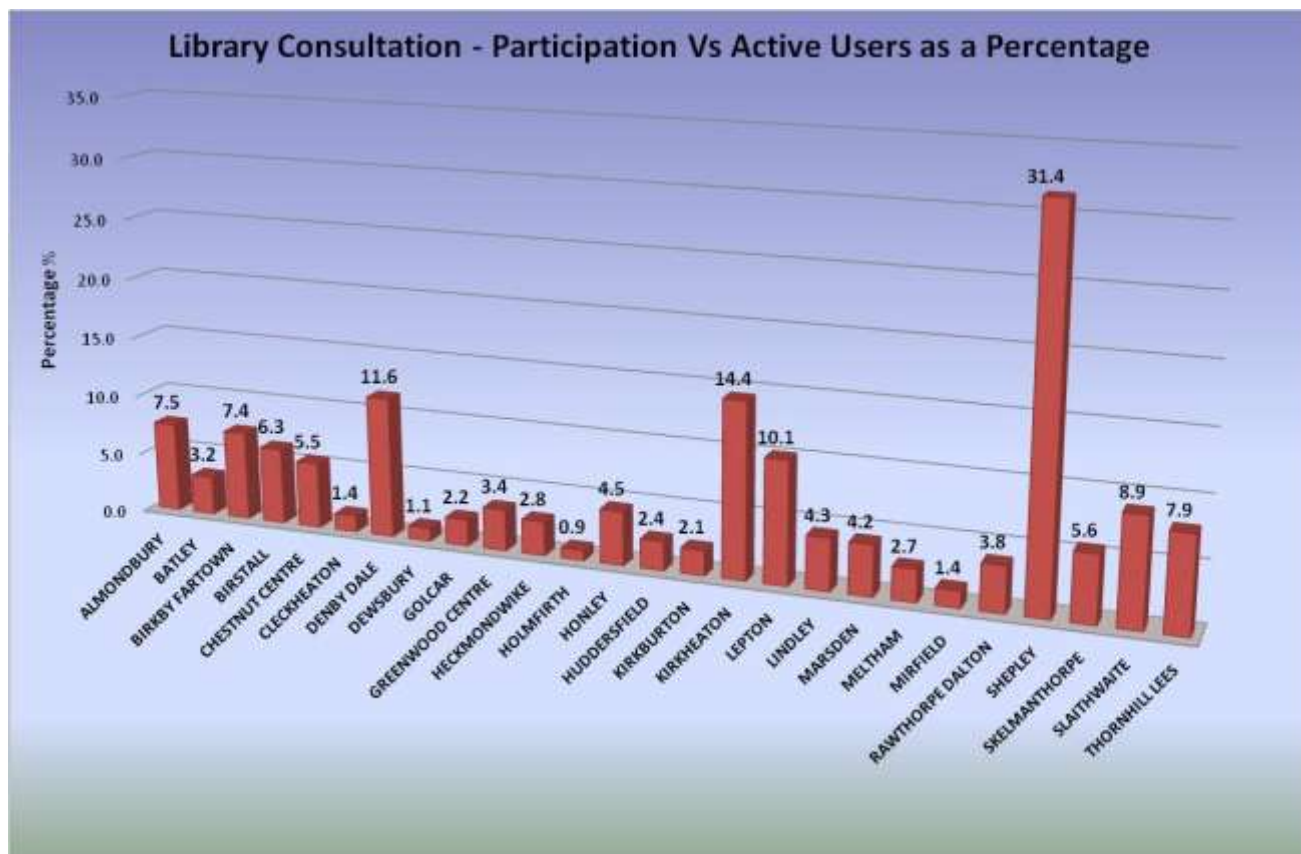


Fig 2

4.1 Preferred Opening Hours

The consultation asked ‘*When do you most want your library to be open?*’ Respondents were each given three stars to place on a wall chart to indicate their preferences.

We learned that each service point, of which we have 26, has very different needs. At our central library there is a want for us to open on a Sunday but this is not appropriate or needed every where (**See Fig 3, Fig 4 and Fig 5**).

A piece of work needs to be done looking at preferences but also linking in to our own statistics which shows when the library is most used at the moment. (**Survey data Appendix 1, 2 and 3**)

It was found that on Saturday’s there seems to be a pattern whereby there is higher demand for Saturday openings in local libraries in the morning whereas there is a greater demand for Saturday opening times in town libraries in the afternoon.

In local libraries, the demand for lunchtime opening appears to be quite low. It should however be noted that there have been a number of instances throughout this consultation where users expressed their frustrations that local libraries were not accessible to them who worked in the vicinity who would have wished to access the services during their own lunch period.

Overall, the demand for library openings peaked during the week in mid morning and mid afternoon.

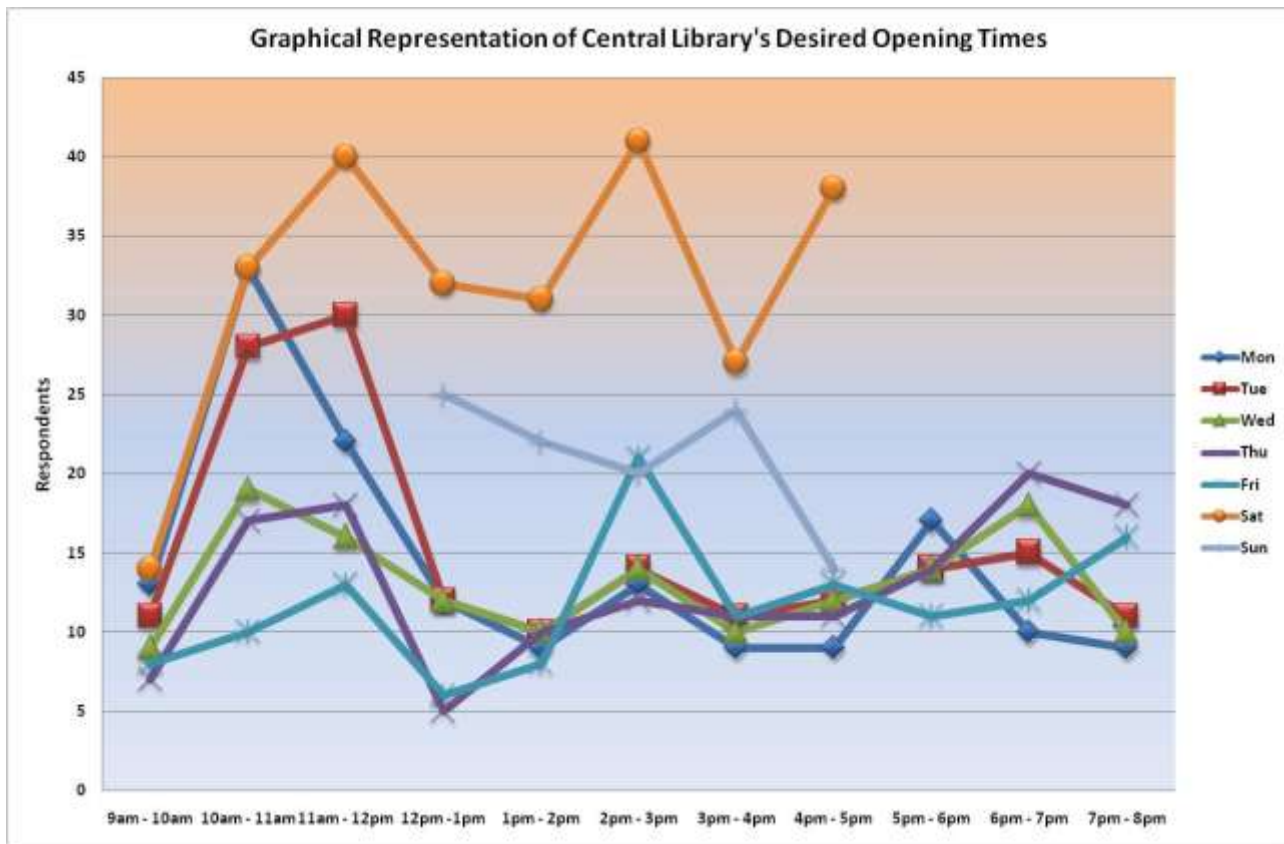


Fig 3

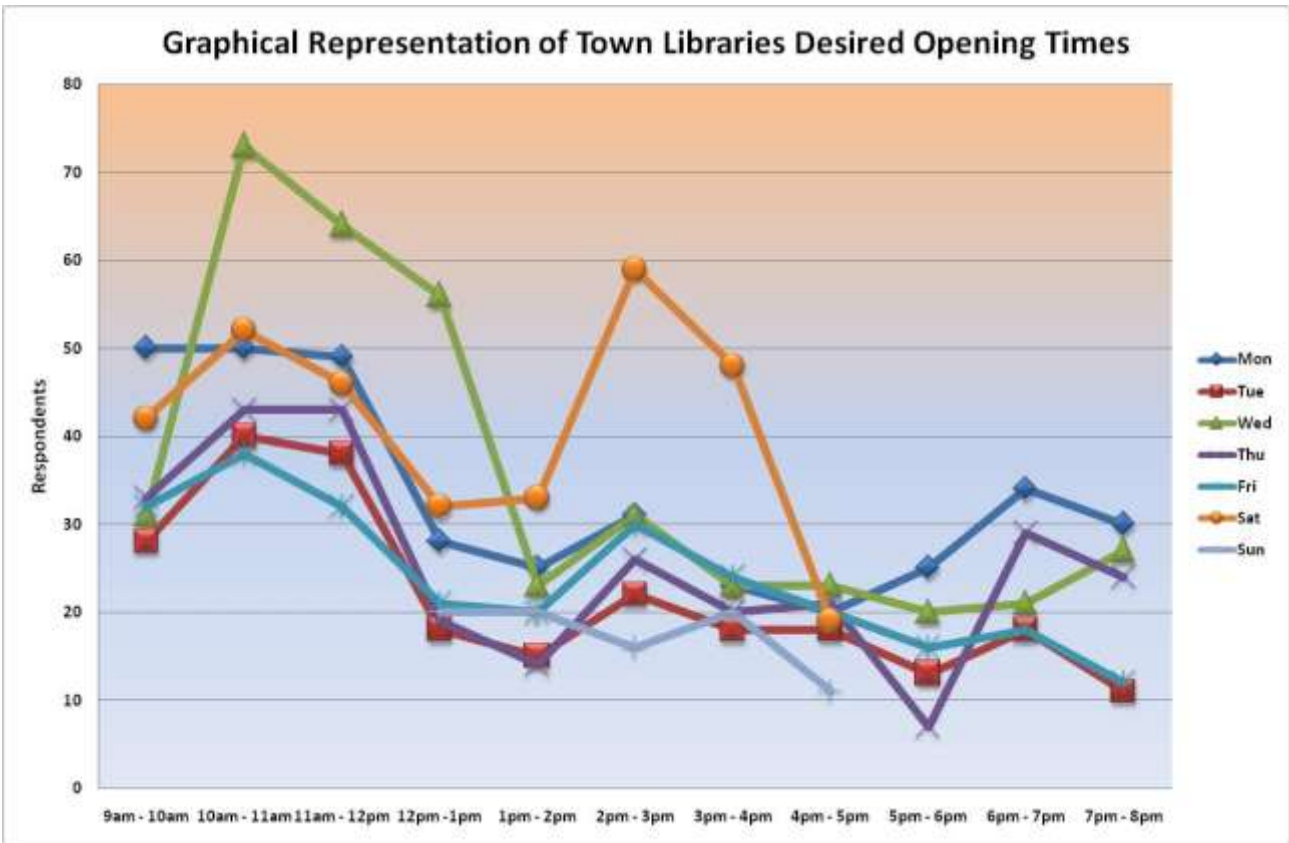


Fig 4

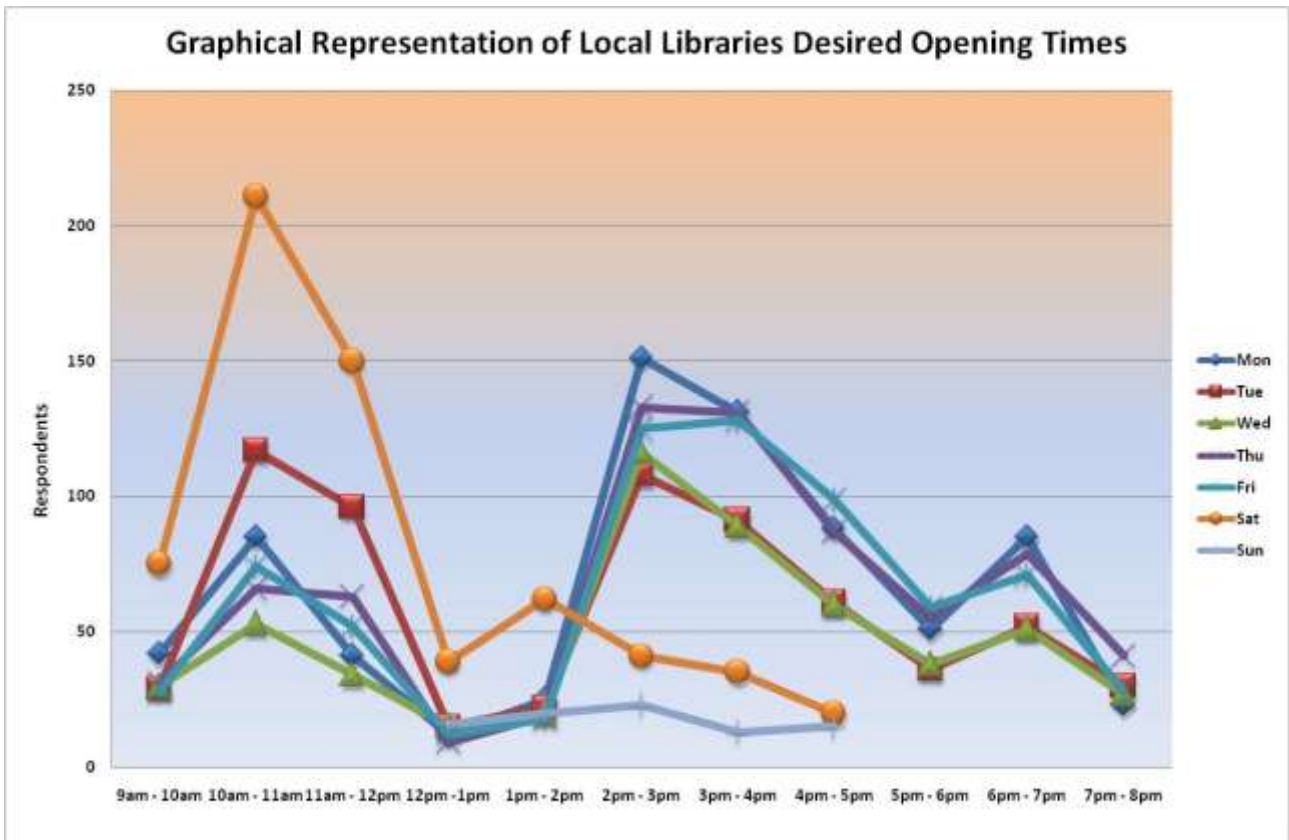


Fig 5

4.2 Investigating the Ease of Access to Library Location in Relation to Local Community.

Most people surveyed found their LIC easily accessible. 72. % said, when asked, that they had no difficulty getting to their library. (See fig 6)

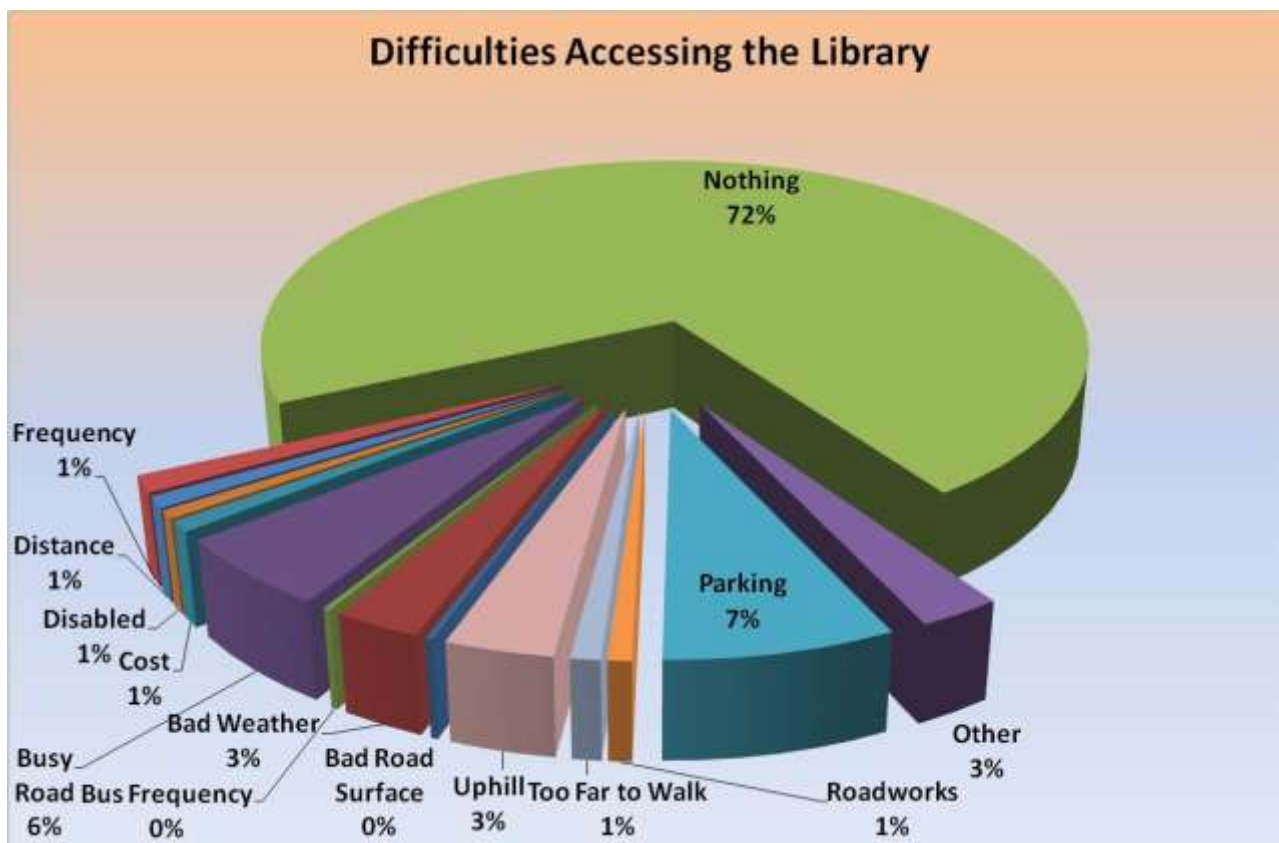


Fig 6

42% of those surveyed said that they regularly walked, 27% travelled by car, 12% said that they either walked or used their car, 10% travelled by bus. The remainder of the respondents varied their method of transport.

We have had a few comments around ambience of our buildings, but the majority have concentrated on the service we provide, rather than where we provide it from. People have commented on the helpfulness of staff, the resources we provide and the importance of that particular resource to them, in some cases that the service is a lifeline to them. (See fig 7)

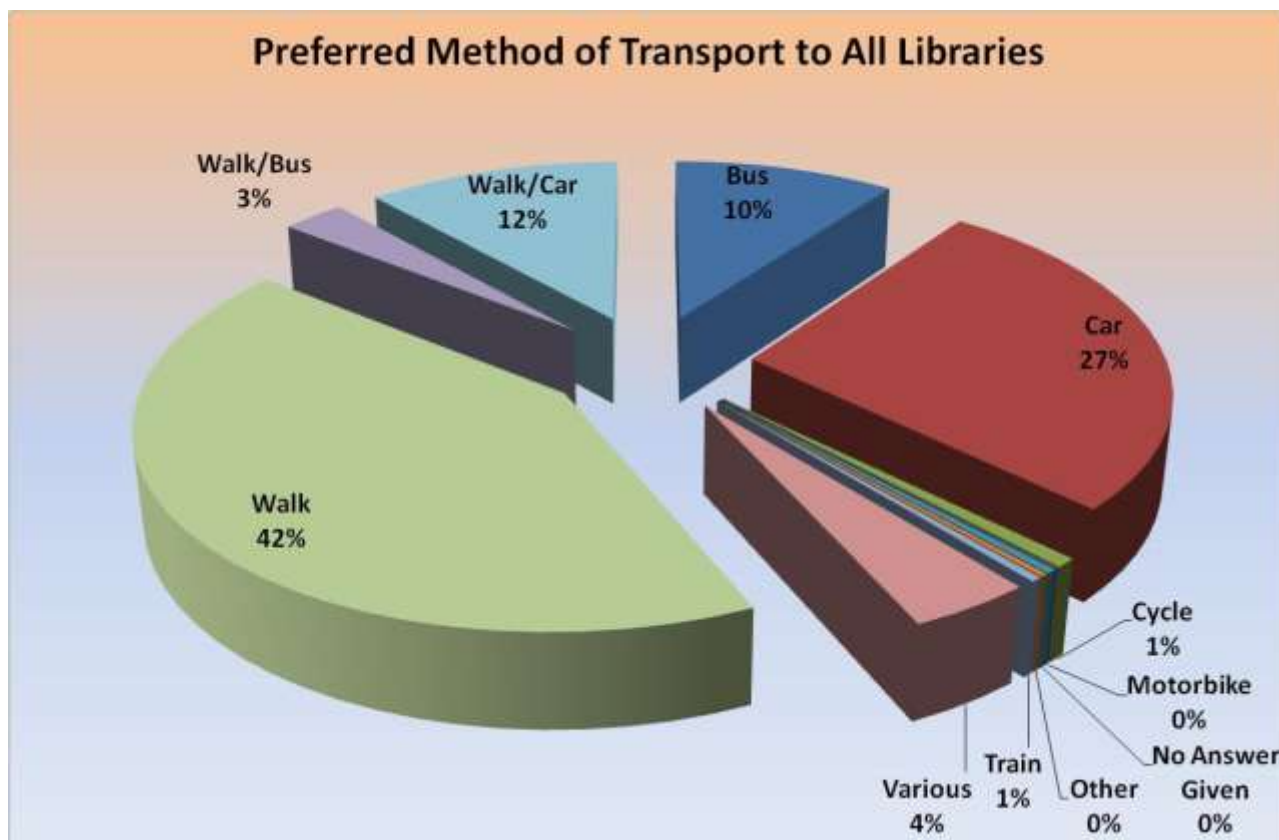


Fig 7

(A copy of the questionnaire can be found at Appendix 4)

4.3 Respondent's Recommendations for the Service to Improve Their Customer Experience.

In general those who took part in the consultation were extremely complementary about the service; adult and children's events and facilities in all locations. Others recommendations referred to opening times 170, stock suggestions 262 and requests for Wi-Fi access 129. Each location has received an individual location report and is in the process of acting on suggestions and implementing some of the more easily achievable recommendations. **(See fig 8)**

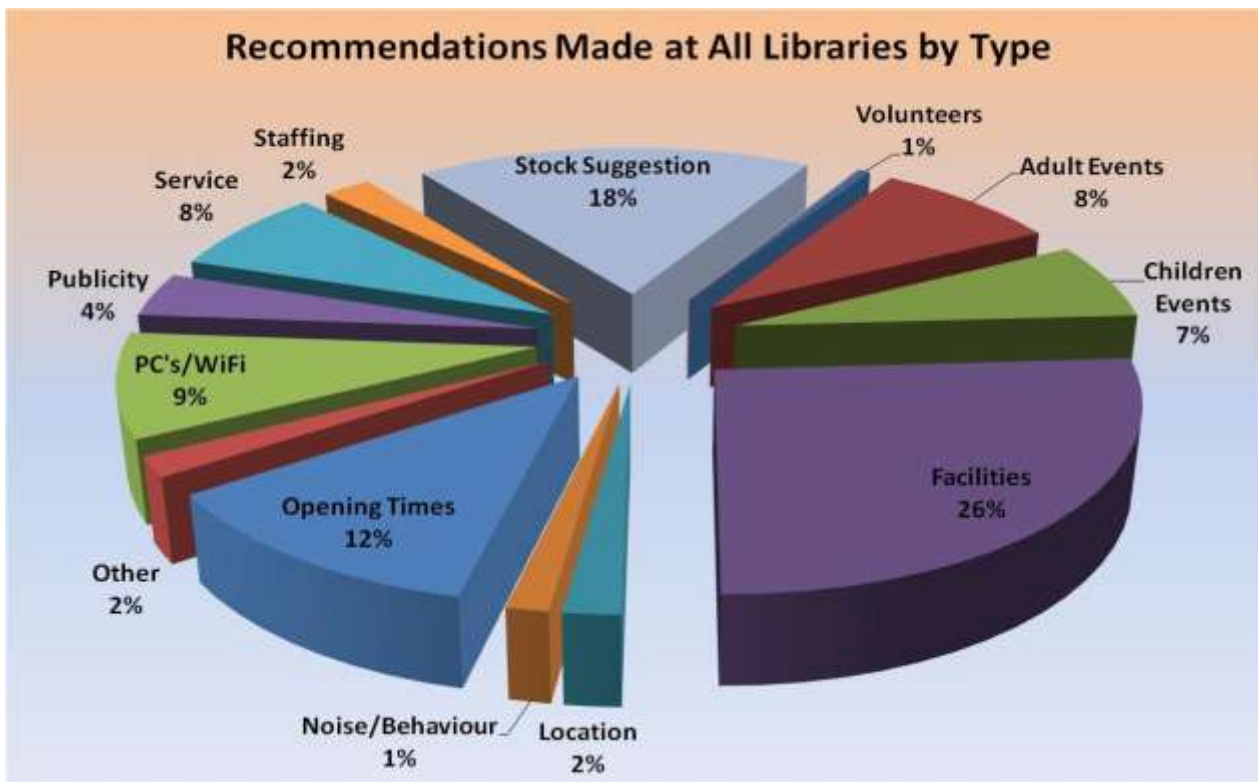


Fig 8

The recommendations were taken from customer comments forms.
(A copy of the form can be found at Appendix 5)

4.4 Library User Satisfaction

Across all 26 libraries user satisfaction was high. 92.5% of those surveyed commented favourably. Areas identified for comment included library staff, services, the range of book stock and buildings and variety of services available at all library locations. **(See fig 9)**

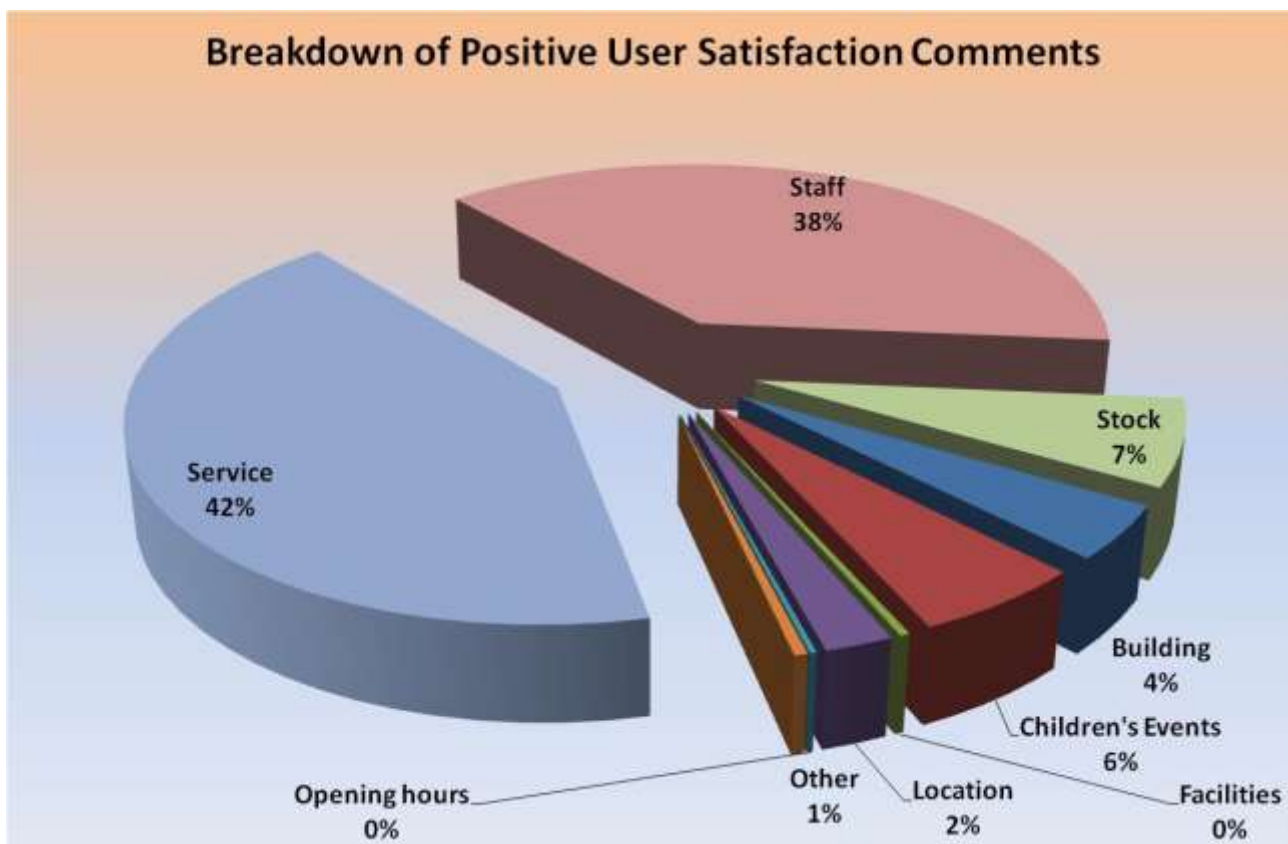


Fig 9

The User Satisfaction information was taken from customer comments forms.
(A copy of the form can be found at Appendix 5)

4.5 Registering an Interest in Forming FOGs, Interest Groups or Volunteering to Add Value to the Service

240, 11% of those surveyed left details to be contacted at a later date; of these 31 people were interested in Friends of Groups e.g. A constituted group with a bank account, treasurer etc. We would need a strong SLA/MOU so that for instance a strong voice in the group didn't decide we were just going to buy Local History books, because that was their interest. However, the community engagement team would support us in this.

41 expressed an interest in self run interest groups e.g. helping at coffee mornings or knit and natter groups, running reading groups... This already happens at our service points.

51 were interested in becoming Volunteers e.g. people helping with a defined purpose as agreed with the LIC service. This could be someone running a job club or a homework club. (See fig 10)

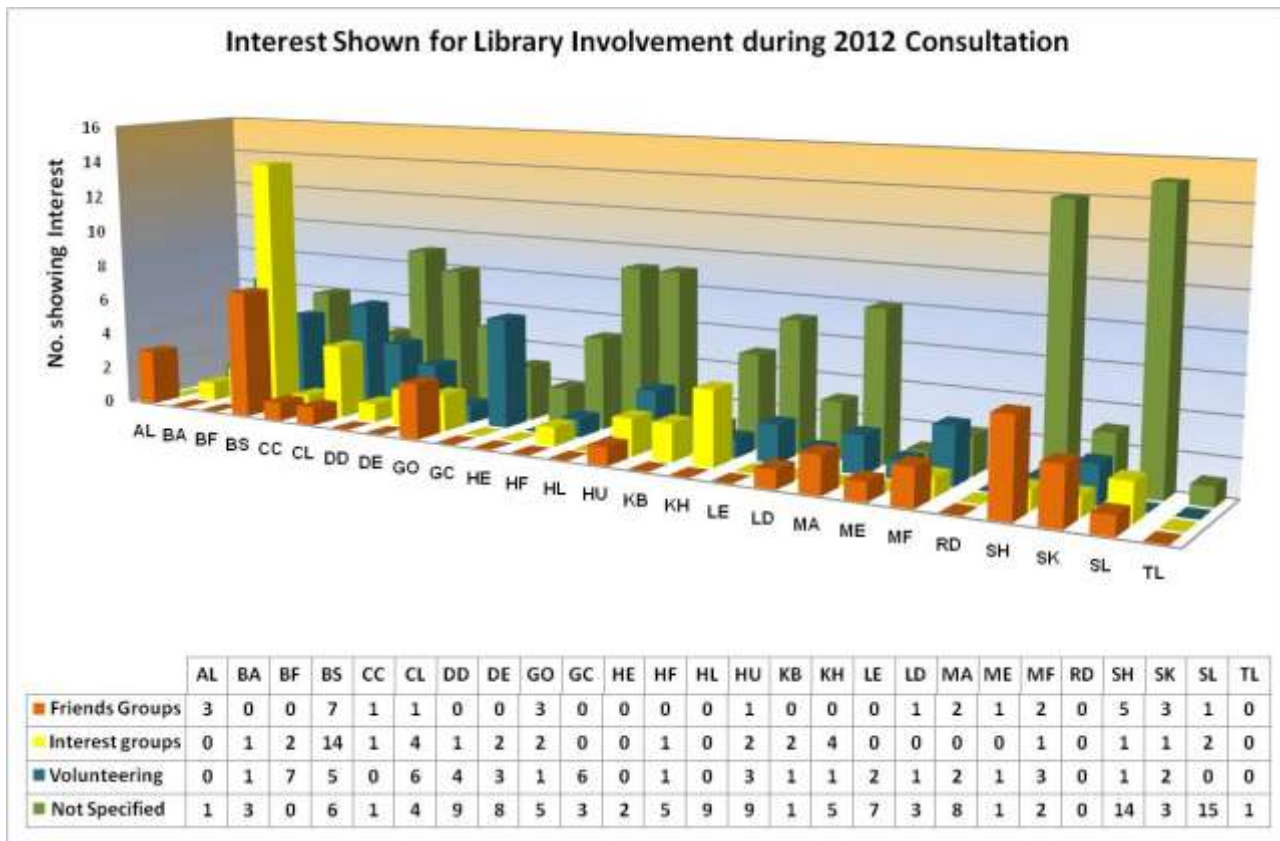


Fig 10

(A copy of the Library Offer jigsaw game can be found at Appendix 6)

4.6 Making our Library Service More Efficient by Generating Income.

783 - 37.3% of those who took part in the open days offered ideas for income generation. The most popular at every service point was the provision of refreshments. This has ranged from coffee machines to cafes in some of our bigger service points. Some smaller ideas have been around increasing charges for services e.g. photocopying and faxing, service developments, events and fundraising activities. **(See fig 11)**

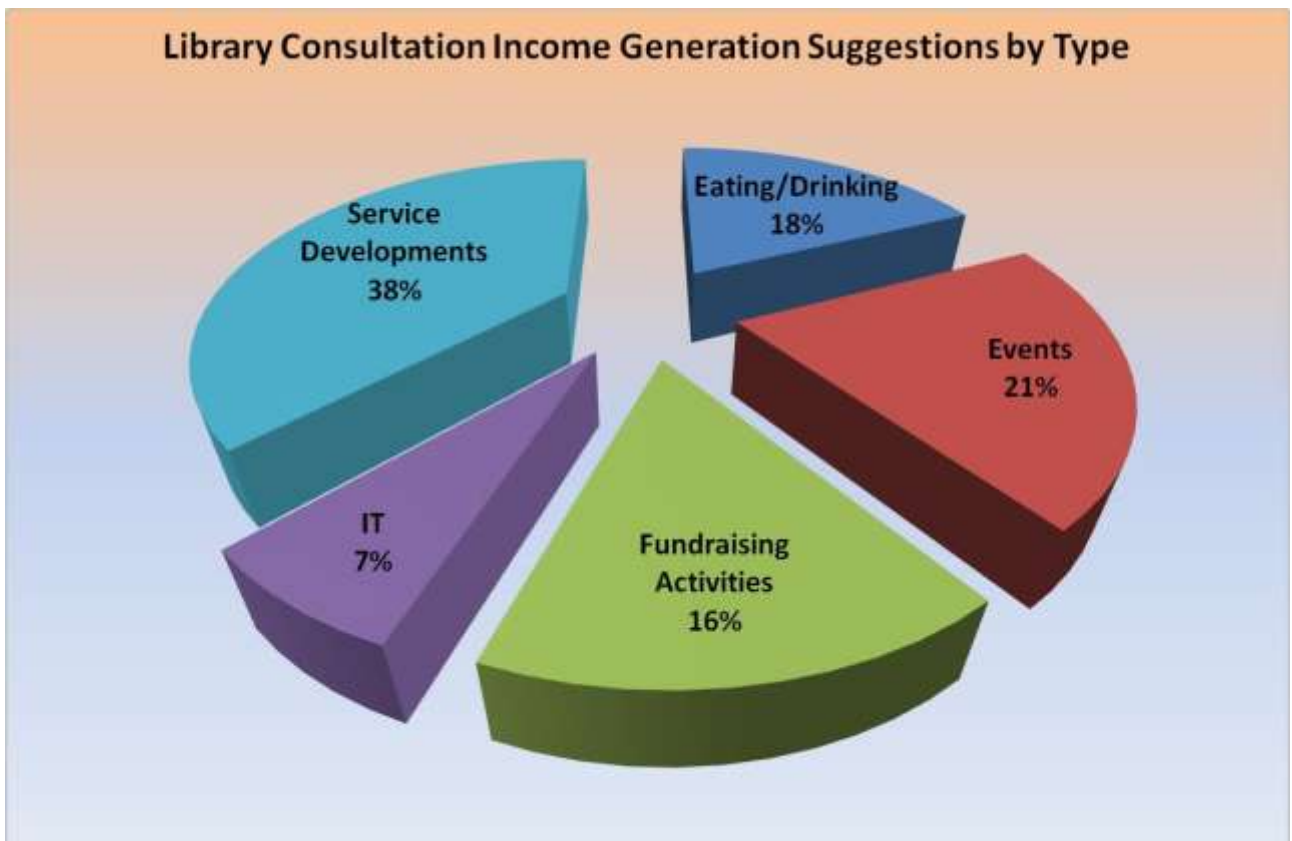


Fig 11

5.0 'Our Voice' Young People's Survey

Alongside the adult consultation IYCE carried out a young people's survey.

13 young volunteers consulted with 46 young people, 26 males and 20 females, aged between 12 and 19 of differing ethnicities from open access youth clubs in Holmfirth, Slaithwaite, Netherton, Skelmanthorpe, Central Huddersfield and Batley using a 'mood board' activity created by the volunteers and Kirklees Voice and Influence workers.

Suggestions for change included better publicity of what is on offer, sell food and drinks, introduction of free Wi-Fi, hold more 'social activities' and developing young people's volunteering opportunities.

276 young people were also consulted about opening times. Saturday and Sunday were the most popular choices. Other choices were Tuesday Wednesday and Thursday evenings from 4pm-5pm the majority of the results were collected by students from Batley Girls High School. The full report can be found here.

<http://www2.kirklees.gov.uk/involve/publisheddoc.aspx?ref=yc7n8ktj&e=428>

6.0 Children's Consultation

Further to the adult consultation and the young people's survey, we also consulted with children between the ages of 6 and 14. They worked with a visual artist and project manager to give their ideas and suggestions on what they would like to see in the library of the future.

85 children took part at 10 locations. These were 4 schools; Cumberworth CE (VA) First School, Chickenley Community J I and N School, Overthorpe CE Academy at Thornhill Lees and Littleton J I and N School at Liversedge. The artist also held workshops at the Watershed creative arts mill situated in Slaithwaite and 5 LICs, Mirfield, Birstall, Honley, Heckmondwike and Huddersfield.

The children were asked to write their thoughts on paper and then discuss with the artist. Suggestions were transferred to post it notes which were in turn attached to a cardboard model of a future library. The artist then used time lapse photography to document the process and later produced DVDs for the service and participants.

The DVD can be accessed at <http://www.youtube.com/watch?v=uPTOyd-ukjc>

Amongst the comments relating to library buildings children wanted a place to display art work, overhead piped music and a designated quiet area to work. Art, drawing, comic clubs, puppet shows and film clubs featured amongst the comments relating to library activities for children. Amongst the comments relating to library décor children asked for "What's on this Week" boards or posters, kid's drawings on the wall and sculptures. Earphones in chairs for listening to music, bean bags and cushions were mentioned under furniture suggestions and "recommended reads sections for kids" and surprisingly "less computers and more books" were expressions listed under stock suggestions. **(See Fig 12)**

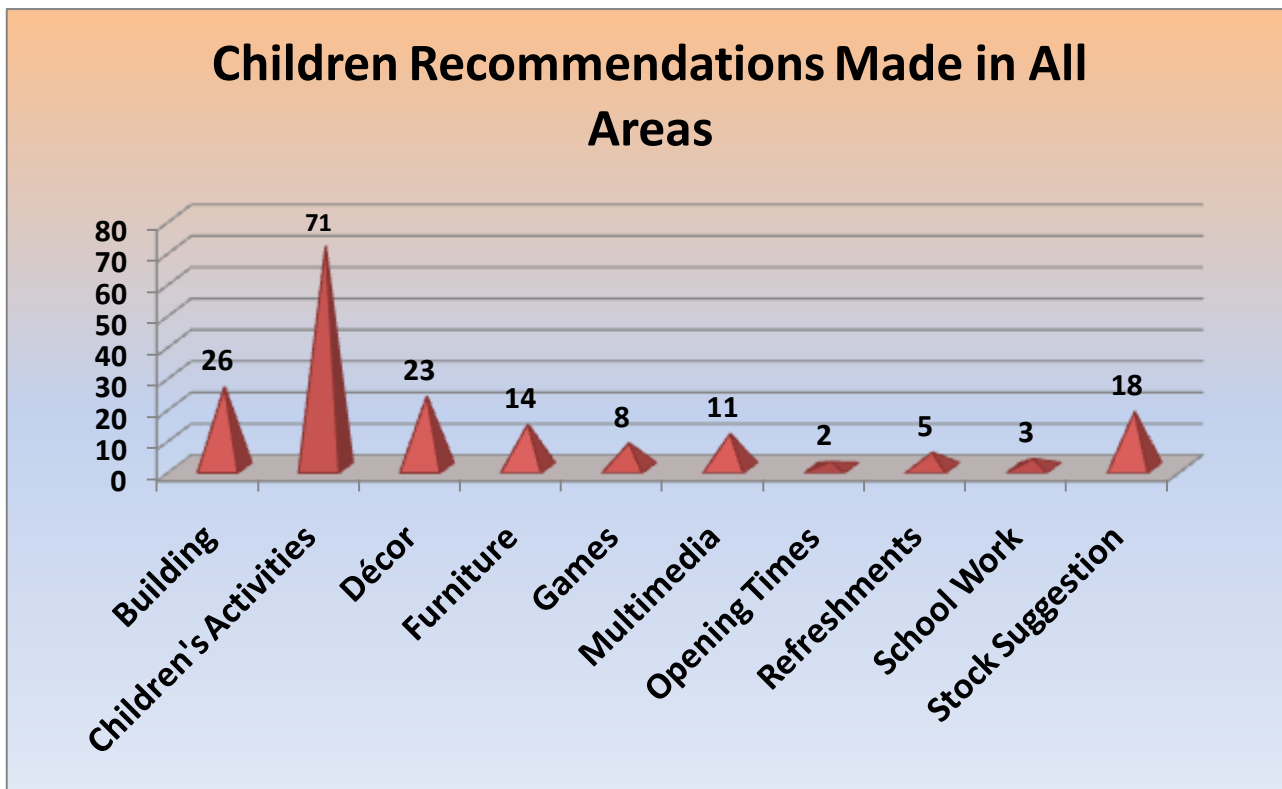


Fig 12

7.0 Mobile Libraries Consultation

In February of 2012, as part of the LIC's review, Kirklees Mobile Library Service underwent a number of changes. The 'Your Voice' Consultation presented an opportunity to consult with service users to collect opinion and gauge customer satisfaction on the current offer. Further to this Mobile vans parked at various locations in Kirklees and members of staff canvassed non users, by means of a questionnaire survey, to raise awareness of the service and ask what could be done to encourage non users to access the service.

The vans parked in the car park at Morrison's supermarket in Waterloo Huddersfield, outside the Head of Steam pub in St Georges Sq Huddersfield, in the grounds of Tolson Museum in Ravensknowle Park Huddersfield and at Morrison's supermarket in Heckmondwike.

7.1 Methodology

The consultation took place during September of 2012

Two questionnaires were produced, each had 3 questions. Question 1, on the service user sheet, determined whether the new schedule was suitable for their requirements. Question 1 on the non user sheet determined whether the respondent currently used the service. Questioners 2 and 3 were the same on both sheets. Question 2 sought to identify a preference for a morning, afternoon, evening or weekend service. Question 3 asked respondents if they would use a service which stopped at central locations such as retail parks, local schools, sports venues or supermarket car parks.

Both surveys allowed respondents to make comments.

7.2 Results of User Survey

In total 203 users of the mobile library service were surveyed. 88% of those felt that the time and location for the current library stop suited their requirements. (See Fig 13)

User satisfaction was high. People commented positively that they do not live near a static library and were grateful for the service and would be very sorry if it were to be discontinued. There were also many positive comments that spoke highly of the Mobile Library Driver CSOs; describing them as courteous, efficient, knowledgeable, helpful and friendly.

Figures for a service on Saturday and Sunday were low when compared to the rest of the week.

62.2% of respondents said that they would use a mobile library service if it were to stop outside a school. The second most popular location was a supermarket car park, 22.6% (See Fig 14)

(A copy of the questionnaire can be found at Appendix 7)

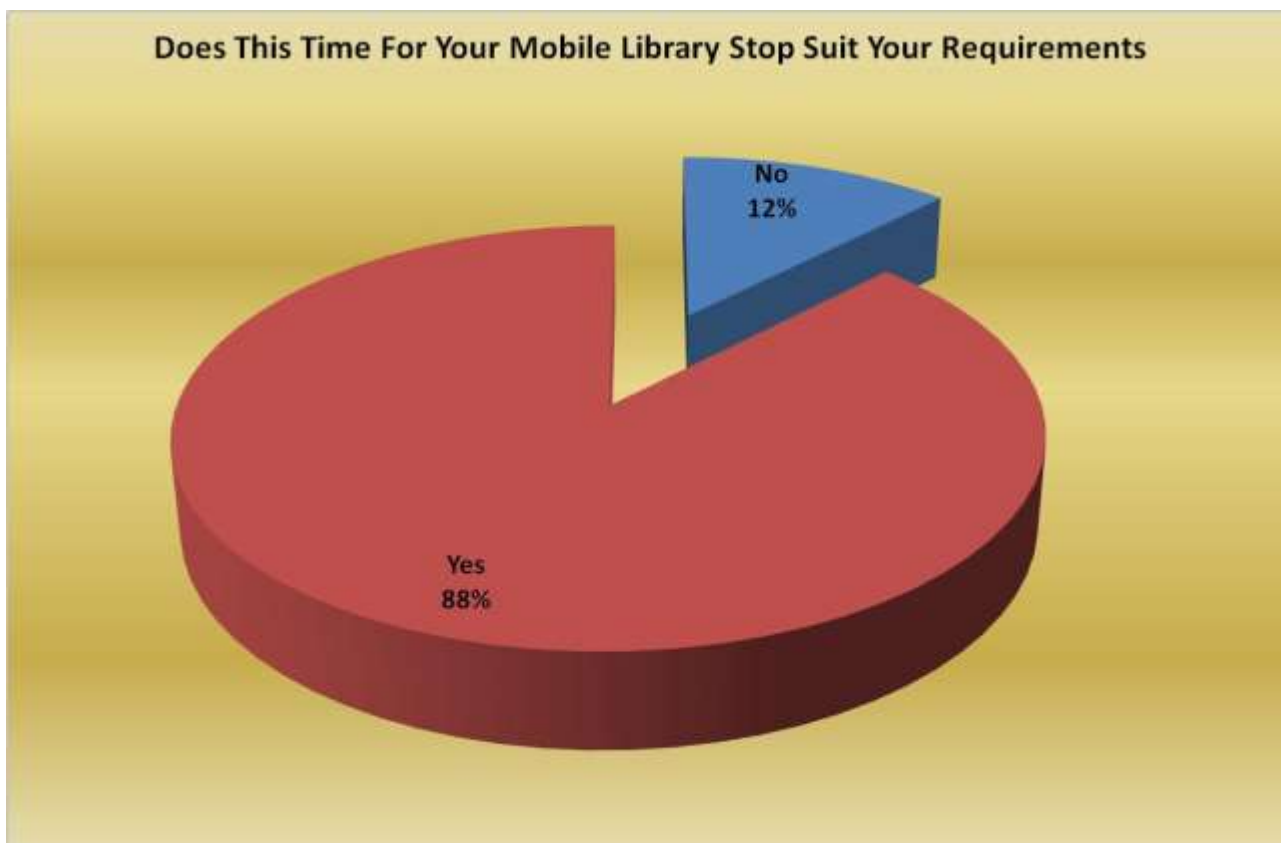


Fig 13

7.2 Results of Non User Survey

A total of 145 non users' were consulted. Of the 145, 105 commented on why they do not use mobile libraries. One third of those who responded said that they already use the static library locations or are serviced by the Home Service delivering department. The second highest response was that they were unaware of where, or at what time, the mobile library van visited their area. **(See Fig 14)**

The non user figures reflected those of the user figures with regard to question 2, showing little interest for a service on Saturday and Sunday.

77.4% of respondents said that they would use a mobile library service if it were to stop in a supermarket car park. The second most popular location was outside a school, 37.8%. **(See Fig 15)**

Suggestions made within the 'Other' category showed some demand for a mobile van to visit Tolson Museum and outside the Head of Steam pub. This was from those surveyed at those locations.

(A copy of the form can be found at Appendix 8)

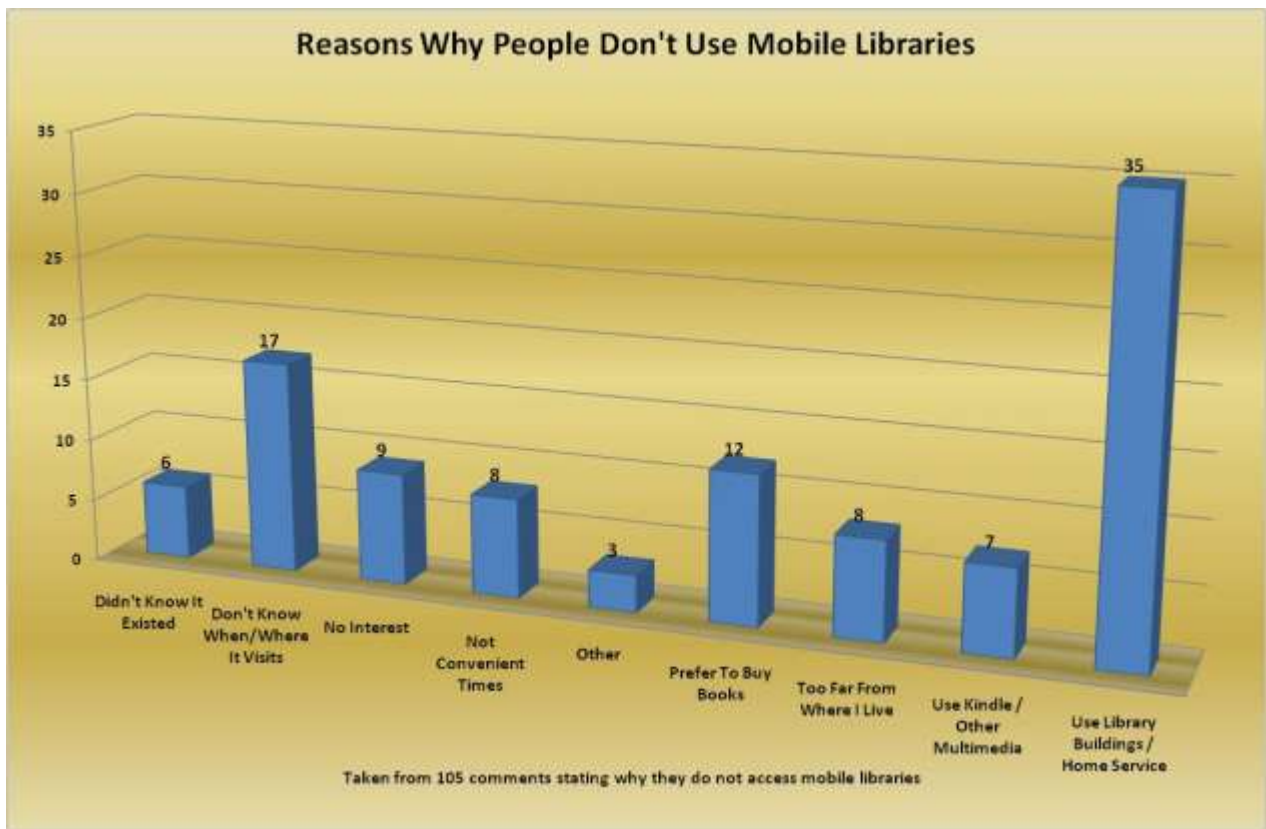


Fig 14

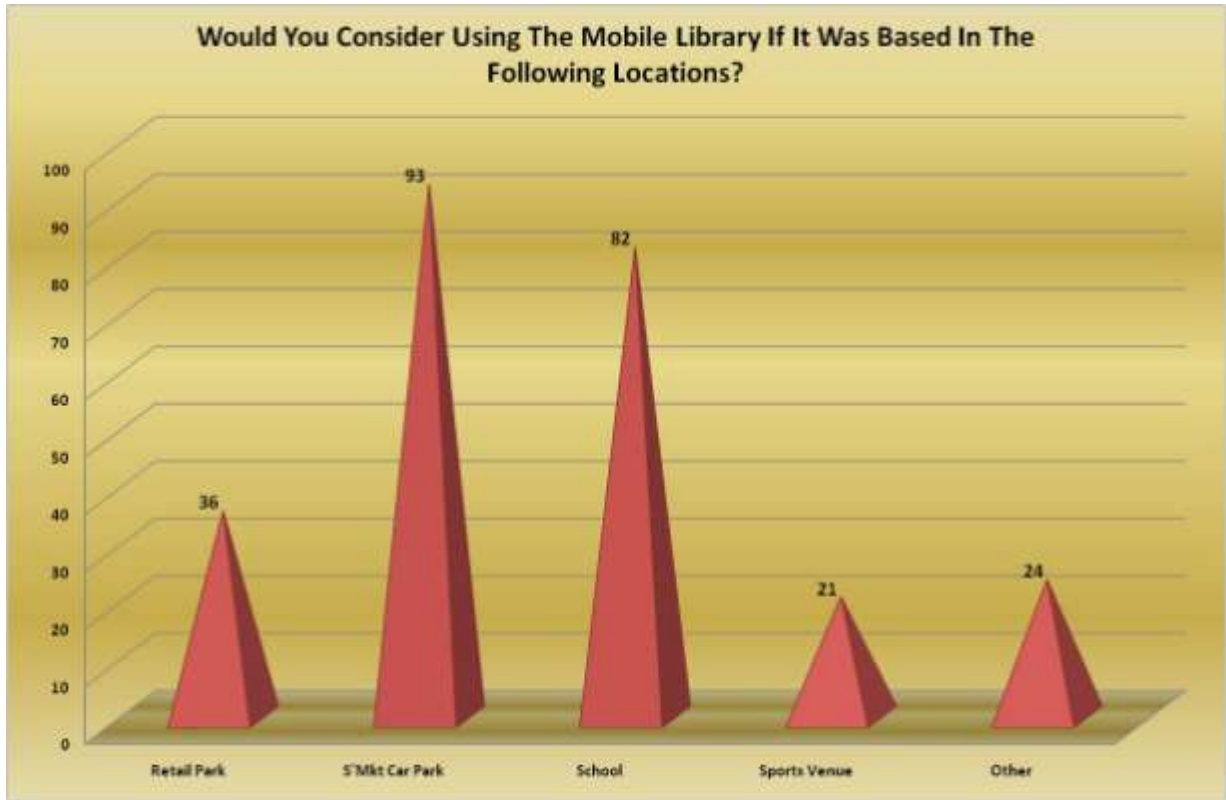


Fig 15

8.0 Next Steps

Proposals for the future of the library service will be developed giving due consideration to the consultation results. Feedback received will help support the council's work on the Comprehensive Spending Review.

We have however been able to feedback user recommendations to each LIC. Many changes have already taken place and each location has created a 'You Said, We Did' display documenting the changes.

These include:-

- Introducing coffee mornings or afternoons at several locations including Holmfirth LIC
- Organising author, story telling and poetry events for adults at Almondbury LIC, and The Greenwood Centre
- Refreshing and repositioning large print displays with new lighting at Dewsbury LIC
- Working together with Golcar Councillors and residents to support a Friends of Golcar Library Group, setting up a quilting group, and organising children's storytime walks in partnership with Surestart Children's Centre at Golcar LIC
- Setting up a sewing/craft group at Birkby Fartown LIC
- Holding a *Rappaman* poetry event in partnership with YPS, at the Greenwood Centre, allowing young people to work on their own literary creations.
- Increasing IT sessions at Holmfirth LIC
- Beginning work on a seating area for teens at Honley LIC and worked in partnership with Tourist Information (TIC) to better display local visitor information. Also introduced an under fives regular weekly storytime.
- Employing an A frame board outside Marsden LIC to better promote the library. Also introducing a blind to the door allowing the opening times displayed there to be read more easily. Introducing a self issue machine to allow users to carry out routine library tasks without waiting for staff and to free up staff to answer customer enquiries. To accommodate this, the library space has been re-configured prompting many positive comments from users.
- Re-introducing board game sessions and displayed new signs on the windows at Meltham LIC.
- Setting up a knitting group at Birstall LIC, improving publicity for LIC events and creating new displays to highlight various aspects of stock.
- Introducing comfy seating at Heckmondwike LIC, re-arranging children's first reads into sets to aid choosing, positioning a new notice board dedicated to promoting the various services on offer and creating a dedicated IT area with adding 2 extra computers
- Implementing better signage to the lift at Cleckheaton highlighting access to the building for all users and beginning work on a varied programme of activities including indoor curling, scrabble and Wii Fit sessions.

Kirklees Libraries Consultation Results

For information about individual Library & Information Centres please contact Area Managers with responsibility for Central, South and North Kirklees areas as follows:

<p>Central LICs Area Manager Kathryn Harrison Kathryn.harrison@kirklees.gov.uk</p> <p>Tel 01484 226350 Mobile 07968 724220</p>	<p>South LICs Area Manager Salma Dad Salma.dad@kirklees.gov.uk</p> <p>Tel 01484 416404 Mobile 07794 217142</p>	<p>North LICs Area Manager Alison Peaden Alison.peaden@kirklees.gov.uk</p> <p>Tel 01484 226300 Mobile 07976 497551</p>
Almondbury LIC	Golcar LIC	Batley LIC
Birkby/Fartown LIC	Holmfirth LIC	Birstall LIC
Chestnut Centre	Honley LIC	Cleckheaton LIC
Denby Dale LIC	Marsden LIC	Dewsbury LIC
Huddersfield Central	Meltham LIC	Greenwood Centre
Kirkburton LIC	Slaithwaite LIC	Heckmondwike LIC
Lepton LIC		Kirkheaton LIC
Lindley LIC		Mirfield LIC
Rawthorpe Dalton LIC		Thornhill Lees LIC
Shepley LIC		
Skelmanthorpe LIC		

Appendix

Appendix 1

When Do You Want To Use Your Library?									Central		
	9am - 10am	10am - 11am	11am - 12pm	12pm - 1pm	1pm - 2pm	2pm - 3pm	3pm - 4pm	4pm - 5pm	5pm - 6pm	6pm - 7pm	7pm - 8pm
Mon	13	33	22	12	9	13	9	9	17	10	9
Tue	11	28	30	12	10	14	11	12	14	15	11
Wed	9	19	16	12	10	14	10	12	14	18	10
Thu	7	17	18	5	10	12	11	11	14	20	18
Fri	8	10	13	6	8	21	11	13	11	12	16
Sat	14	33	40	32	31	41	27	38			
Sun				25	22	20	24	14			

Appendix 2

When Do You Want To Use Your Library?									Town Libraries		
	9am - 10am	10am - 11am	11am - 12pm	12pm - 1pm	1pm - 2pm	2pm - 3pm	3pm - 4pm	4pm - 5pm	5pm - 6pm	6pm - 7pm	7pm - 8pm
Mon	50	50	49	28	25	31	23	20	25	34	30
Tue	28	40	38	18	15	22	18	18	13	18	11
Wed	31	73	64	56	23	31	23	23	20	21	27
Thu	33	43	43	19	14	26	20	21	7	29	24
Fri	32	38	32	21	20	30	24	20	16	18	12
Sat	42	52	46	32	33	59	48	19			
Sun				20	20	16	20	11			

Appendix 3

When Do You Want To Use Your Library?									Local Libraries		
	9am - 10am	10am - 11am	11am - 12pm	12pm - 1pm	1pm - 2pm	2pm - 3pm	3pm - 4pm	4pm - 5pm	5pm - 6pm	6pm - 7pm	7pm - 8pm
Mon	42	85	41	12	25	151	131	88	51	85	23
Tue	29	117	96	15	22	108	91	61	36	52	30
Wed	30	53	34	15	20	116	89	60	38	51	27
Thu	31	66	63	9	19	133	131	87	55	79	41
Fri	28	74	52	12	18	125	128	99	59	71	28
Sat	75	211	150	39	62	41	35	20			
Sun				16	20	23	13	15			

Appendix 4

- How do you get to your library?

.....

- What is easy about your journey?

.....

- What is difficult about your journey?

.....

- How easy is it for you to find our building?

.....

- Do you need any help when you visit the library?

.....

- What could have improved your visit?

.....

- Any further comments?

.....

.....

.....

- Your postcode

.....

The information provided on this form is for monitoring purposes only and will not be shared with any third party in accordance with the Data Protection Act (1998)

**Your Library,
Your Voice**

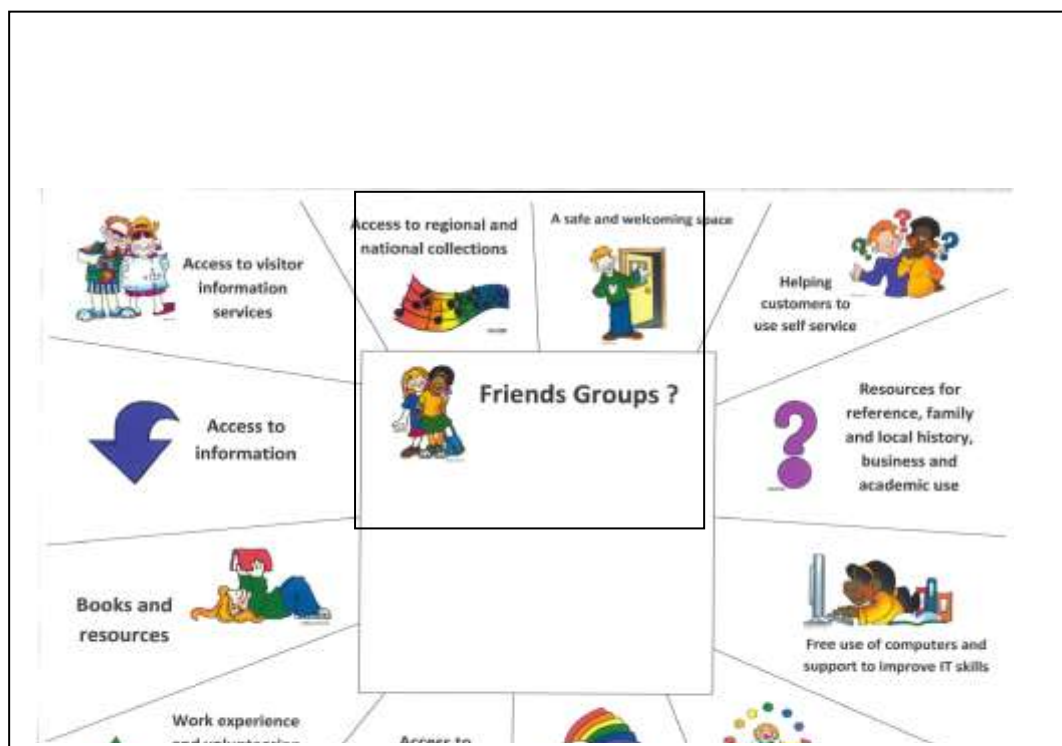
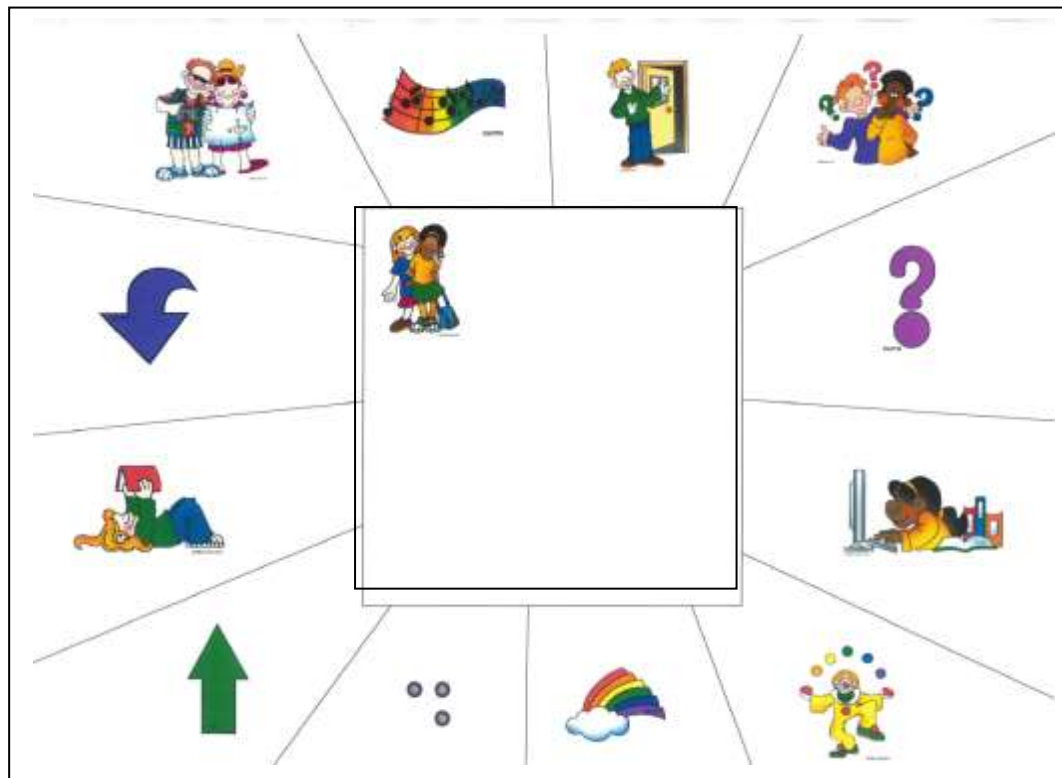


Appendix 5

Your Library...
tell us what you think

Appendix 6

Library Offer Jigsaw Consultation Instrument



Appendix 7

Your Library, Your Voice : Mobile Library Service		
Halt:	Time:	Date:

Does this time for your mobile library stop suit your requirements?
 Yes No

Can you tell us more?

If it were possible, would you use the mobile library service on

	Morning	Afternoon	Evening
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Would you consider using the mobile library if it was based in your

Local Retail Park	
Local School	
Local Sports Venue	
Local Supermarket car park	
Other	

Thank you for your time in completing this form
 To be entered into our prize draw for a book voucher please provide your contact details
 Name:
 Contact:
 (Phone/Mobile/Email etc.)

The information provided on this form is for information purposes only and will not be shared with any third party in accordance with the Data Protection Act (1998).

Appendix 8

Your Library, Your Voice : Mobile Library Service

Location: _____ Date: _____

Do you use the mobile library service ? Yes No

If no, can you tell us why ?

If it were possible, would you consider using the mobile library service on

	Morning	Afternoon	Evening
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Would you consider using the mobile library if it was based in your

Local Retail Park	
Local School	
Local Sports Venue	
Local Supermarket car park	
Other	

Please provide your postcode _____

Thank you for your time in completing this form

To be entered into our prize draw for a book voucher please provide your contact details

Name:

Contact:

(Phone/Mobile/Email etc.)

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