



Kirklees Libraries Non User Consultation Results

'Your Library Your Voice'

April 2013

Your Library, Your Voice

We want to continue to offer you:

- Easy and free access for everyone
- Welcoming, helpful and expert staff
- Support for reading, lifelong learning, health and wellbeing
- Information about a wide range of services
- Access to IT and support for improving IT skills
- Space for community activities

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Share your views

Help us to shape the future of your Library & Information Service

Email: frontline.services@kirklees.gov.uk
Web: www.kirklees.gov.uk/yourlibrary
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A row of black silhouettes representing a diverse group of people of various ages and abilities, including a person in a wheelchair.

Kirklees COUNCIL

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1. Introduction

On the 9th February 2013, as part of our ongoing public consultation for Library & Information Centres (LIC) and coinciding with National Libraries Day, a non-user consultation took place across 7 different locations in Kirklees.

2. Methodology

We visited local shops and venues between 11.00am and 3.00pm and canvassed opinion by way of a questionnaire, a copy of which can be seen in **Appendix 1**

2.1 The 7 locations where the consultation was held were:

- **Golcar Co-op** – Town End, Golcar, Huddersfield
- **Premier Stores** – Sycamore Avenue, Golcar, Huddersfield
- **Asda** – Bradford Road, Huddersfield
- **Holmfirth Coop** – Market Street, Holmfirth
- **Morrisons** – Union Street, Heckmondwike
- **Tesco** – Bradford road, Batley
- **Gallagher Retail Park** – Wakefield Road, Waterloo, Huddersfield

2.2 Who Did We Consult With?

The survey canvassed non library users at key locations within the authority in order to collect a variety of views and opinions. A total of 287 were consulted on the day.

3. Results

A total of five questions were asked to the participants of the survey.

They included:

- Finding out if they knew where their nearest library was.
- How they would travel there.
- What transport issues there may be that would prevent them gaining access.
- What factors could be improved to increase the possibility of them accessing their local library.
- What services were they aware of as being available in the libraries within Kirklees.

As with the user consultation, we also asked them to identify three times within the week when they would be most likely to use their local library.

Completing the survey, information was collated with regards to where they live, their age and gender.

Of the 287 people surveyed on the day, we found that 84% of those knew where their nearest library was.

When asked as to what method of transport they would use in order to travel to their library, the majority chose to either walk or use their car (see Fig 1)

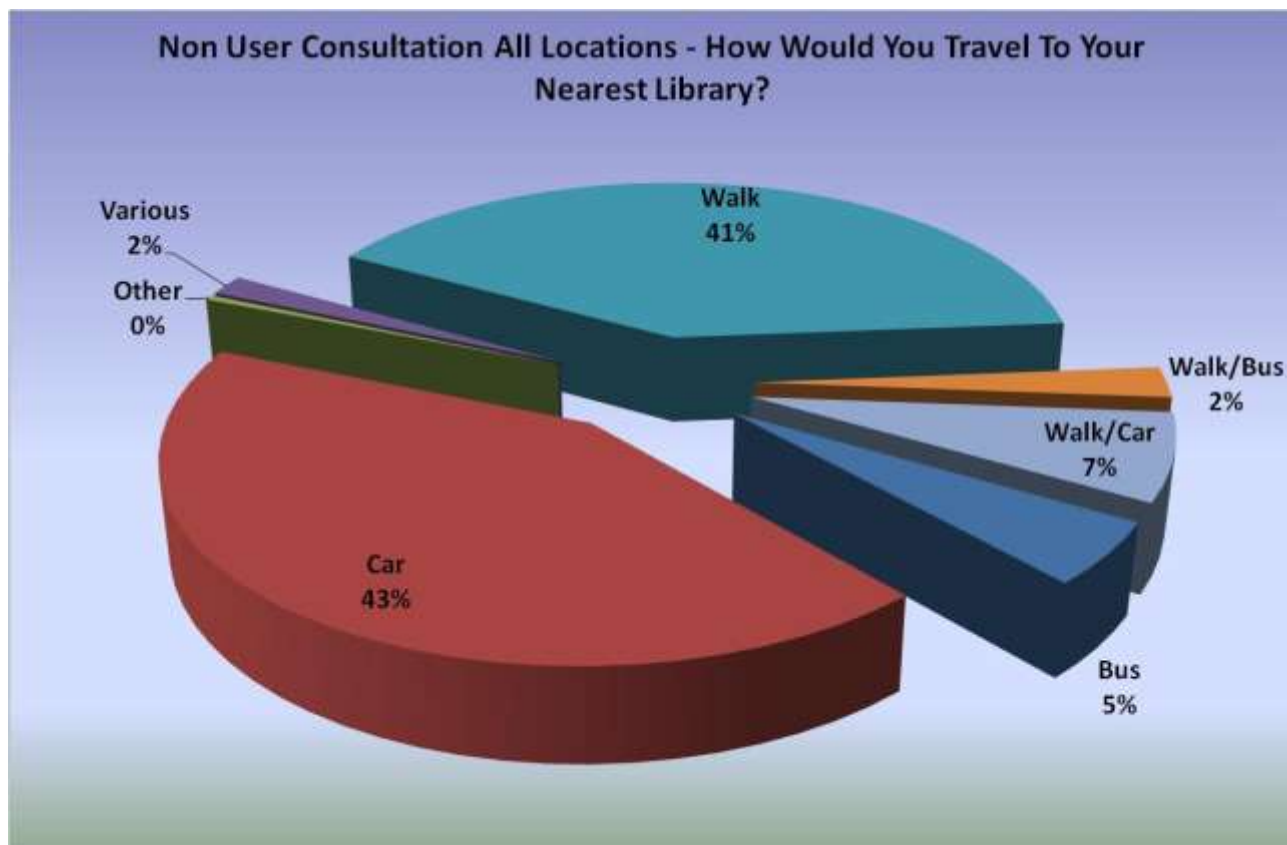


Fig 1

Most people surveyed found their LIC easily accessible. 81% said, when asked, that they had there would be no transport issues preventing them from getting to their library. (see Fig 2).

Half of those that were consulted stated that there was nothing that could be done in terms of improvement to encourage them to visit their library. It was however determined that certain factors could be investigated further that could influence an increase in footfall to libraries. This is demonstrated in Fig 3.

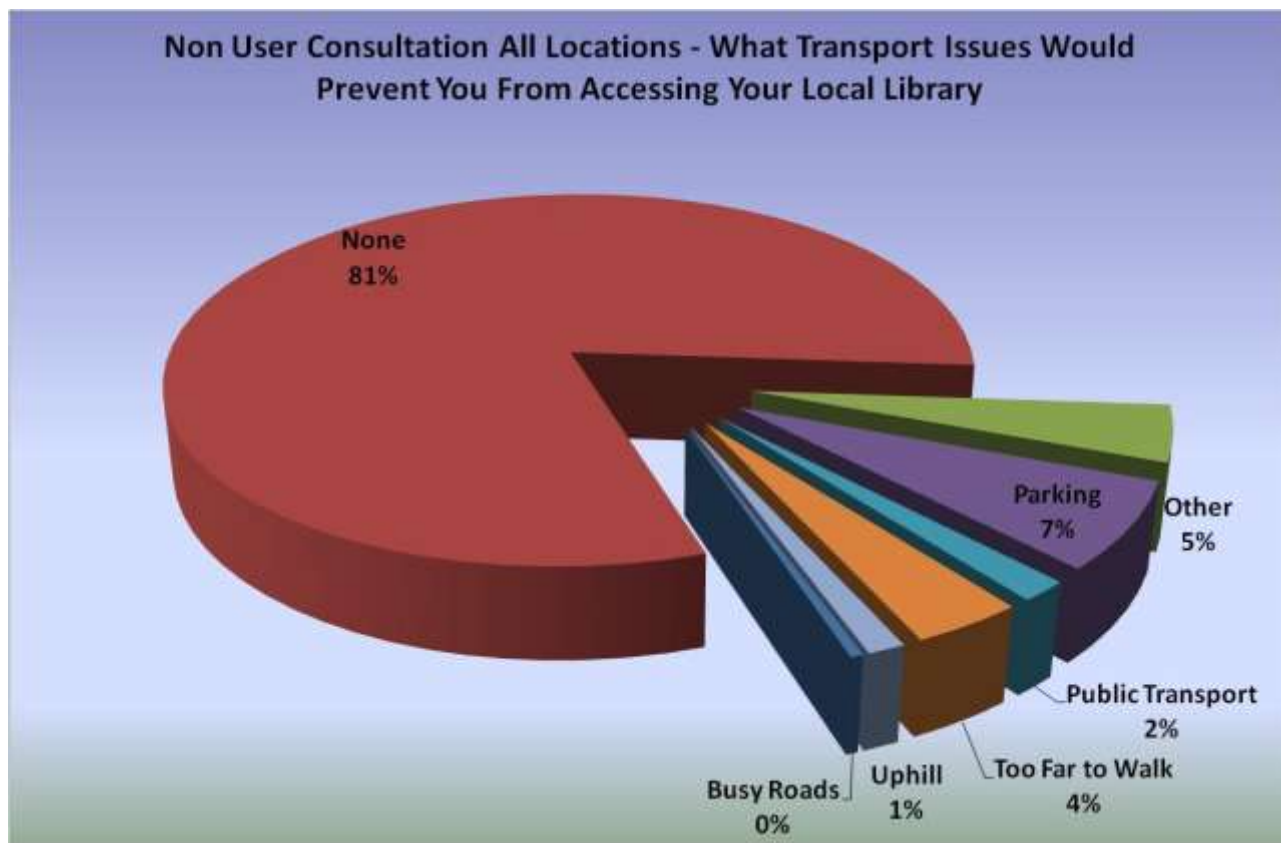


Fig 2



Fig 3

When asked as to which services they were aware of that were offered in some or all of the LICs within Kirklees, unsurprisingly the majority knew about reading for pleasure and the free use of computers and these were the highest recorded results. It was determined however that the provision of Work Experience and Volunteering Opportunities as well as help in researching family trees provided the lowest awareness amongst those consulted (See Fig 4).

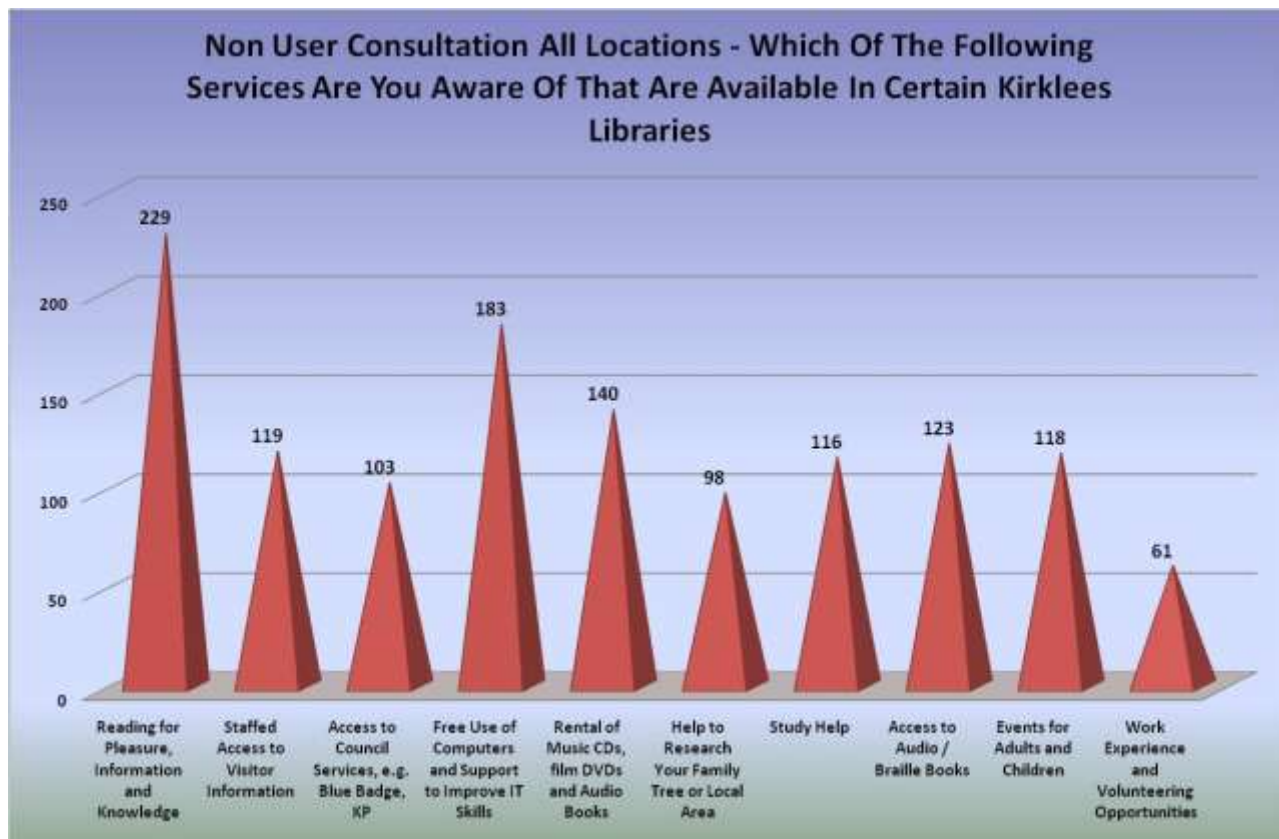


Fig 4

When we carried out the user consultation, participants were given the opportunity to choose three time periods when they would be most likely to use their library. A similar process was carried out for the non user consultation whereby participants ticked three boxes determining when they would most likely desire access to their library. The results showed a high desire for Saturday opening as well as peaks in demand during late morning, mid afternoon and evening times. Low demand was also determined during lunchtimes and around tea time. This result is illustrated in Fig 5.

Given the time constraints in relation to completing the survey, there was a need to complete as many of the questionnaires in the time available. As a result of this the balance between the age and sex demographics showed that the majority of participants taking part in the consultation were women aged between 26 and 64. Fig 6 shows a breakdown in terms of age and sex of the participants involved in the consultation.

Kirklees Libraries Non User Consultation Results

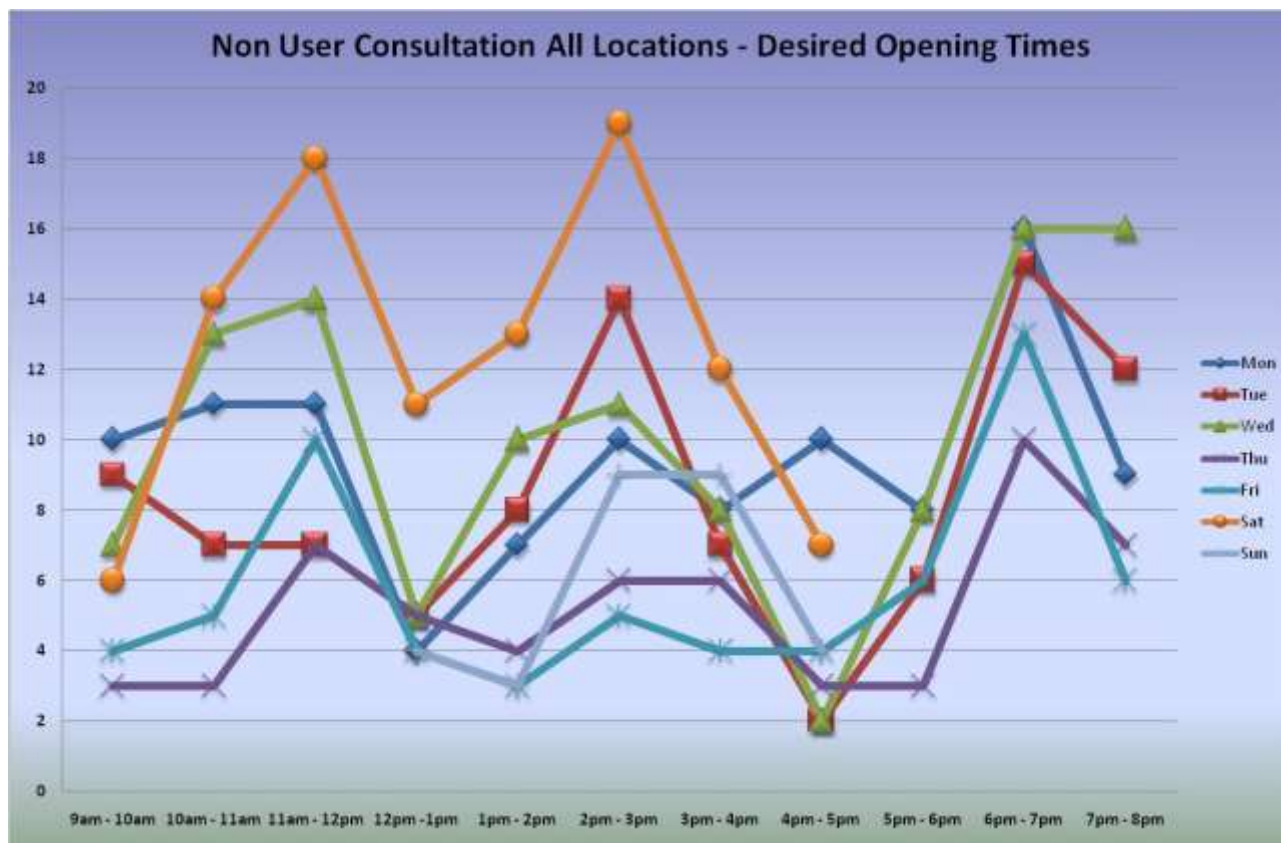


Fig 5

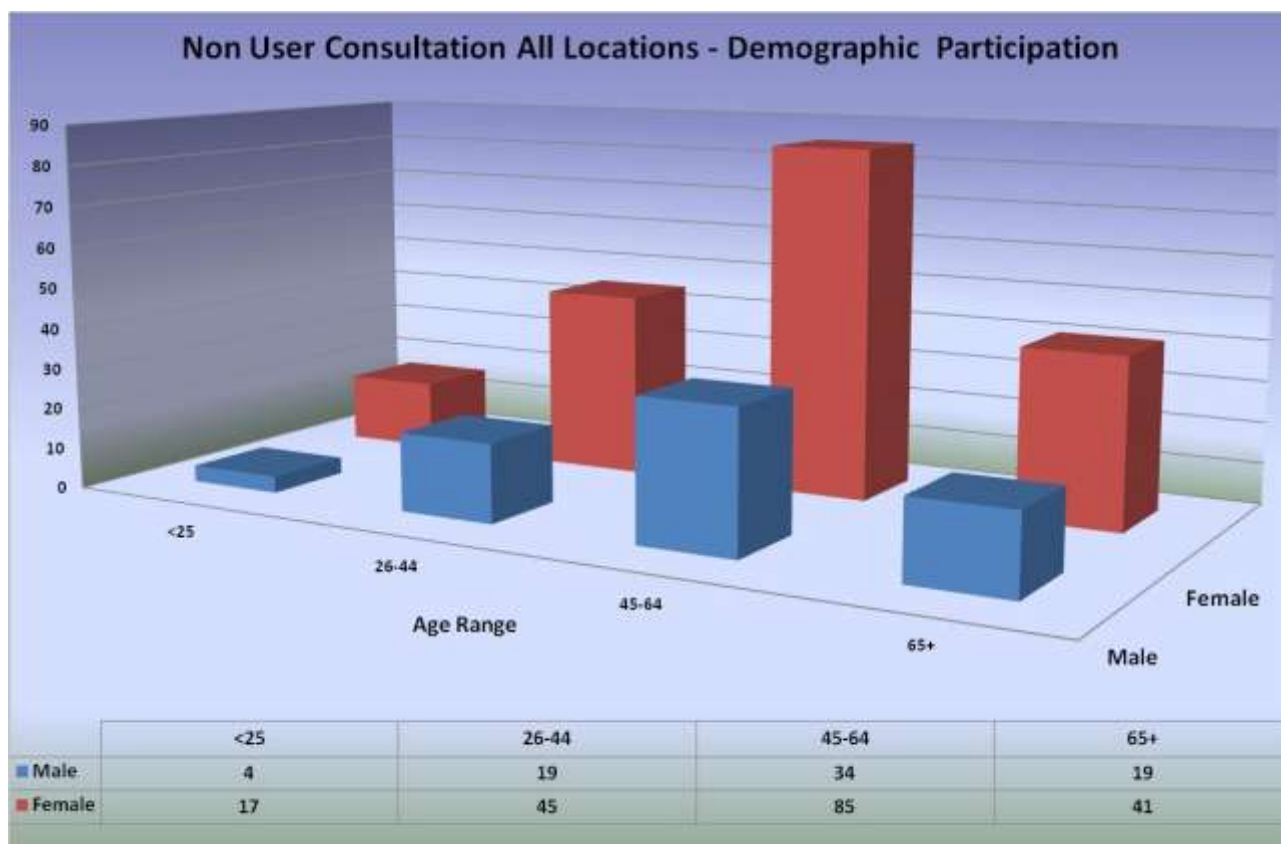


Fig 6

Next Steps

In line with the main user consultation report, proposals for the future of the library service will be developed in the coming months. Considerations will be given to all the consultation results to ensure evidence based decision making.

Appendix

Appendix 1

Your Library Your Voice

Non User Questionnaire

1. Do you use your local Kirklees public library?

Yes No

If yes, have you already taken part in the consultation?

If so thank you for your time. (A user questionnaire can be handed out if required)

If no, please go to question 2

2. Can I take your postcode please?

3. Do you know where your nearest library is?

Yes No

4. If No, go to question 4. If yes how would you travel there?

Car Bus Train

Walk Walk/Bus Walk/Car

Cycle Various

Other (Please Specify).....

5. Are there any particular transport issues that would prevent you from accessing your local library?

Parking Busy Roads

Public Transport Uphill

Too far to walk

Other (Please Specify).....

6. Which, if any, of these options would encourage you to make use of your local library?

Location (Please Specify).....

Signage (Please Specify).....

Building Access (Please Specify).....

Opening Hours (Please Specify).....

Variety of Books (Please Specify).....

Refreshments (Please Specify).....

Events & Activities (Please Specify).....

Technology (Please Specify).....

Nothing (Please Specify).....

7. Are you aware that these services are available in some Kirklees libraries?

- Reading for pleasure, information and knowledge
- Staffed access to Visitor Information
- Free use of computers and support to improve IT skills
- Rental of Music CDs, Film DVDs and Audio Books
- Help to research your family tree or local area
- Study help
- Access to Council Services including Blue Badge, Kirklees Passport & Bus Pass Renewal
- Access to Audio/Braille books
- Events for adults and children
- Work experience and volunteering opportunities

8. When would you be most likely to visit your local library?

| When would you want to visit your local library? | | | | | | | | Tick 3 boxes | | | |
|--|------------|-------------|-------------|------------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|
| | 9am - 10am | 10am - 11am | 11am - 12pm | 12pm - 1pm | 1pm - 2pm | 2pm - 3pm | 3pm - 4pm | 4pm - 5pm | 5pm - 6pm | 6pm - 7pm | 7pm - 8pm |
| Mon | | | | | | | | | | | |
| Tue | | | | | | | | | | | |
| Wed | | | | | | | | | | | |
| Thu | | | | | | | | | | | |
| Fri | | | | | | | | | | | |
| Sat | | | | | | | | | | | |
| Sun | | | | | | | | | | | |

- Sex: Male Female
- Age 25 and under
- 25 – 44
- 45 - 64
- 65 and over