

Findings from consultation on future library services 2013 – Phase 1

Introduction

Following a meeting on 13 February 2013 Cabinet agreed to a two stage consultation process on a Vision and approach to develop a new modern Library service for Sunderland within a reduced Council budget.

This document provides information about the objectives of the consultation process and the results from the first phase of consultation

The overall aim of the consultation processes is to ensure that we obtain a clear view from our communities about what provisions will best suit their needs.

The objectives of the consultation are to:

- Articulate and refine the overall Vision
- Identify appropriate locations to increase access to services via a community outreach approach which incorporates activities delivered in non-traditional library settings across the city
- Determine the Library Hubs, overall offer and opening hours
- Make appropriate and adequate provision for those otherwise unable to access services in their community
- Advise on reader development activities for all ages and further learning opportunities and related programme
- Enhance services to schools, for example to include increased structured class visits and library instruction
- Develop a network of volunteers to add value to the overall service offer.

As part of the consultation a survey was undertaken from 27 February to 25 March 2013, a copy of which is included in Appendix One. It was available in online and hardcopy format and promoted widely, including:

- Via static libraries, the mobile library and LIAZe
- Via the council's Consultation Calendar, www.sunderland.gov.uk
- To library groups and learning courses through specialist librarians
- Via communication with the voluntary and community sector including VCS Area Networks and Equality Forums
- To the citizens' panel, Community Spirit
- Via Children's Centres including parent's groups
- Via Leisure centres and retail outlets.

Discussion groups were also undertaken with Voluntary and Community Sector (VCS) Network Groups consisting of representatives from a range of local organisations and groups from each area of the city. All areas of the city were covered. The groups were asked about usage and future services and improvements.

A survey was also undertaken with young people via schools completed by 246 young people and a discussion group held with the Children's Trust Advisory

Network (CTAN), attended by 15 young people aged 13 to 21 years. A workshop was also held with council members which took the form of a presentation, discussion and questions and was attended by 27 council members.

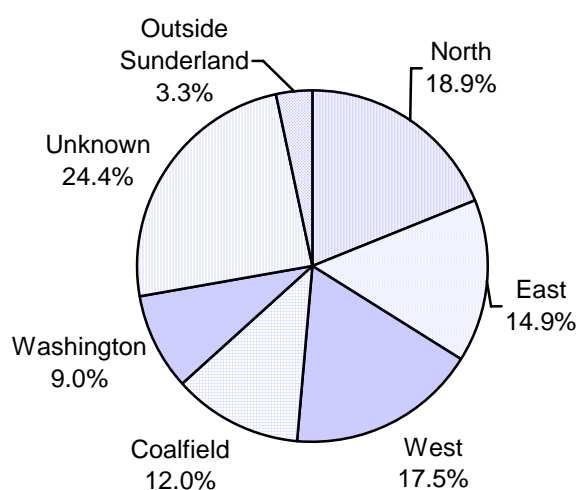
This report summarises the main findings from the consultation. It also draws in where appropriate qualitative information from previous survey and focus group work¹. This first section provides a profile of survey respondents.

A total of 2785 respondents completed the survey. Ninety-four percent are answering on behalf of themselves, 2% on behalf of a group or organisation and 4% do not say.

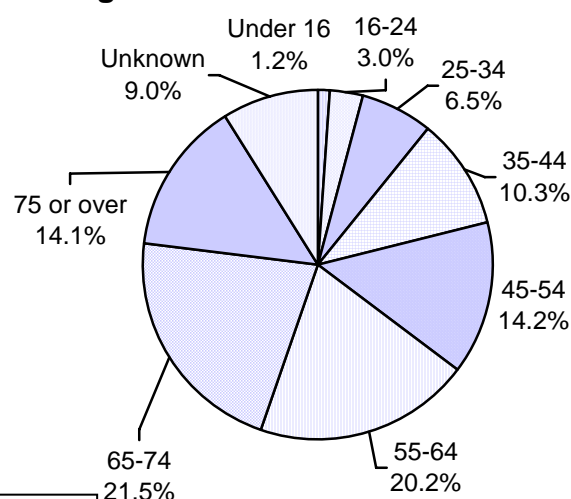
The profile of those who did not solely reply on behalf of a group or organisation is shown in Graphs 1 and Table 1. Compared to the Sunderland profile, when unknowns are excluded, there are somewhat fewer respondents aged under 44 years and somewhat more aged 55+ years and there are more females and fewer males, although this perhaps reflects the profile of library users. It is over-represented in North Sunderland and under-represented in Washington.

Graphs 1

Area



Age



Base: 2737

Table 1					
Gender	%	Sexuality	%	Religion or belief	%
Male	33	Heterosexual/straight	77	Christianity	66
Female	58	Gay/Lesbian	0.7	Hinduism	0.1
Prefer not to say	0.7	Bisexual	0.4	Islam	0.1
Unknown	9	Other	0.1	Judaism	0.2
		Prefer not to say	7	Buddhism	0.3
		Unknown	14	Sikhism	0

¹ Based on focus group work with users and non-users during the Summer 2012 and survey and focus group work as part of the 2011 and 2012 Budget Consultation.

Disability	%	Have, look after/care for children aged 17 or under		Other religion or belief	2
Yes	16	Yes	24	No religion or belief	14
No	69	No	63	Prefer not to say	5
Prefer not to say	3	Unknown	12	Unknown	12
Unknown	12				
Nature of Disability (Base:444)	%		%		%
Impaired memory/concentration or ability to understand	7	Mobility impairment	42	Ability to hear	21
Mental ill-health	9	Learning or developmental disability	6	Long standing illness or diagnosed health condition	43
Prefer not to say	3	Physical disability	40	Ability to see	10
Speech impairment	1				
Ethnicity	%	Ethnicity	%	Ethnicity	%
White- English/Welsh/ Scottish/ Northern Irish/British	88	Indian	0.2	Any other mixed/multiple ethnic background	0.1
White- Gypsy or Irish Traveller	*	Pakistani	0.1	African	0.3
White - Irish	0.3	Another Asian background	*	Caribbean	*
Other White background	0.8	White and Black African	0.1	Any other Black/African/Caribbean background	0.1
Bangladeshi	0.1	White and Asian	0.1	Arab	*
Chinese	0.1	White and Black Caribbean	*	Any other ethnic group	0.3
				Unknown	10

Ward	%	Ward	%	Ward	%
Barnes	4	Sandhill	2	Washington East	2
Castle	2	Shiney Row	3	Washington South	2
Copt Hill	3	Silksworth	5	Washington West	2
Doxford	3	St Anne's	2	Unknown – Sunderland	5
Fulwell	7	St Chad's	3	South Tyneside	1
Hendon	3	St Michael's	4	Gateshead	0.3
Hetton	2	St Peter's	5	Durham	1
Houghton	3	Southwick	3	Newcastle	0.3
Millfield	2	Redhill	2	Northumberland	0.1
Pallion	2	Washington Central	2	Other out of the area	0.1
Ryhope	2	Washington North	1	Unknown	21

*denotes less than 0.1

Table 2 overleaf provides the MOSAIC² profile of respondents and compares with the overall Sunderland profile. As can be noted, the main differences are in terms of under-representations of:

- Residents with sufficient incomes in right-to-buy social houses
- Families in low-rise social housing with high levels of benefit need

and over-representations of:

- Middle income families living in moderate suburban semis
- Owner occupiers in older-style housing in ex-industrial area.

Table 2		
Mosaic group	Respondent Profile % (Base:1921)	Sunderland Profile%
1 Residents of isolated rural communities	0.1%	0.1%
2 Residents of small and mid-sized towns with strong local roots	5.8%	4.0%
3 Wealthy people living in the most sought after neighbourhoods	0.3%	0.4%
4 Successful professionals living in suburban or semi-rural homes	4.3%	3.6%
5 Middle income families living in moderate suburban semis	18.7%	11.8%
6 Couples with young children in comfortable modern housing	2.1%	3.2%
7 Young, well-educated city dwellers	2.5%	3.3%
8 Couples and young singles in small modern starter homes	1.7%	2.6%
9 Lower income workers in urban terraces in often diverse areas	5.9%	7.9%
10 Owner occupiers in older-style housing in ex-industrial area	15.6%	11.1%
11 Residents with sufficient incomes in right-to-buy social houses	15.5%	20.7%
12 Active elderly people living in pleasant retirement locations	4.4%	2.1%
13 Elderly people reliant on state support	9.3%	8.1%
14 Young people renting flats in high density social housing	2.2%	3.6%
15 Families in low-rise social housing with high levels of benefit need	11.4%	17.5%

² MOSAIC is a lifestyle classification system that categorises households and postcodes into 69 types aggregated into 15 groups.

Of the 2494 respondents who replied, 85% say they are library customers, 82% say they are Sunderland residents, 7% are Sunderland City Council employees and 5% replied 'other'.

Summary of findings

This section summarises some of the key messages from the consultation.

The majority of survey respondents (95%) say they or their household uses library services. Library users are more likely to be female and aged 55+ years. Fifty-two percent of library users say that they only use one library and 48% use more than one library. Secondary libraries tend to be libraries in close proximity and/or the City Library and Arts Centre.

Services and activities

In terms of services and activities, books and information is perceived as the main function of and reason for use and non-use of libraries and the most important aspect for the future, by far. This is followed by access to computers and the internet and the library as a place to learn, study and read. Family and local history services and activities are also a popular area of interest.

There are two key areas of activity/service that present opportunities for encouraging wider use of libraries, in particular amongst non-users, families and young people:

- **Computers and online technology** - non-library users, those aged under 45 years and those with children are somewhat more amenable to accessing library services online than existing users and older respondents respectively. Non-library users are more likely to buy books online and read e-books and indeed opportunities to access e-books and e-audio services hold a greater appeal to those interested in future library services. Online services for renewals and reservations and online reference and information resources are also of greater interest to them and 45 to 54 year olds. Whilst computers and the internet are particularly important to under 25's. Indeed, aspects such as e-books, online services, wifi, improved ICT equipment and resources are all identified as services of interest.
- **Social activities and opportunities** - activities for children and families are another area of opportunity. These are particularly important to those aged 25 to 44 years, those who have or look after/care for children and young people. Suggested opportunities include craft, story telling, reading groups and after school clubs. These groups are also more amenable to accessing library services through children's centres than other groups. Other social activities and opportunities of interest include activities in general, art and craft related activities, non-accredited learning courses, reading groups and a café/eating area.

The need to improve awareness of what is available and in particular what is on offer beyond traditional services is also highlighted.

Opening times

In terms of opening times, weekdays are the most popular days to visit libraries and the most popular times are late morning (10am to 12) and afternoons (2pm to 6pm). Afternoons tend to be more popular with younger people and those

with children whilst late morning is more popular with those aged 55+. The most popular slots for non-users are weekday evenings (6pm to 8pm).

The vision

The majority (93%) of respondents agree with the proposed vision for library services although non-users less so (75%). Suggested improvements include the need for the vision to include everyone, the importance of accessibility and inclusion and the need for it to be more meaningful and understandable.

Other means of accessing library services

The most favoured alternative means of accessing library services are through Community Centres and online and least favoured is post offices. Overall, non-users, those with children and younger respondents tend to be more amenable to accessing library services in different ways and propensity to do so decreases with age.

There are however a number of aspects raised about library services being delivered in other ways, including the loss of the ambience/environment a library provides, concerns over accessibility of other venues, appropriateness of other venues and a dilution of quality and loss of librarian expertise. Computer literacy and lack of access is also raised.

Volunteering

The majority of respondents are not willing to volunteer to support library services but a sizeable minority are and opportunities will be explored with those individuals/groups who registered an interest. The opportunity to engage young people through volunteering is also highlighted.

Charging for library services

Of the options presented, respondents are most amenable to paying for events and activities for adults and for children. Charging is also identified as a possible means of meeting the budget challenge, the most popular suggestions being around internet use, although it should be noted that respondents were divided when asked about charging for internet use and under 25's are less willing to pay for this. Other suggestions include charges for author visits and genealogy research.

Making savings

In terms of suggestions as to where savings might be made, the most popular are around changing opening days and times, closing smaller or lesser used libraries, charging for some services and making savings in terms of stock management. A number of respondents, however, stress the importance of libraries to the community and individuals, which echoes other comments, and do not believe savings should be made.

Overall the library service seems to be a much valued service by those who use it, not only to individuals but communities. Going forward there are some challenges and opportunities in terms of meeting the needs of the existing client base and at the same time appealing to non-users, younger people and families and children, and a greater understanding of latter groups is a suggested area for further exploration.

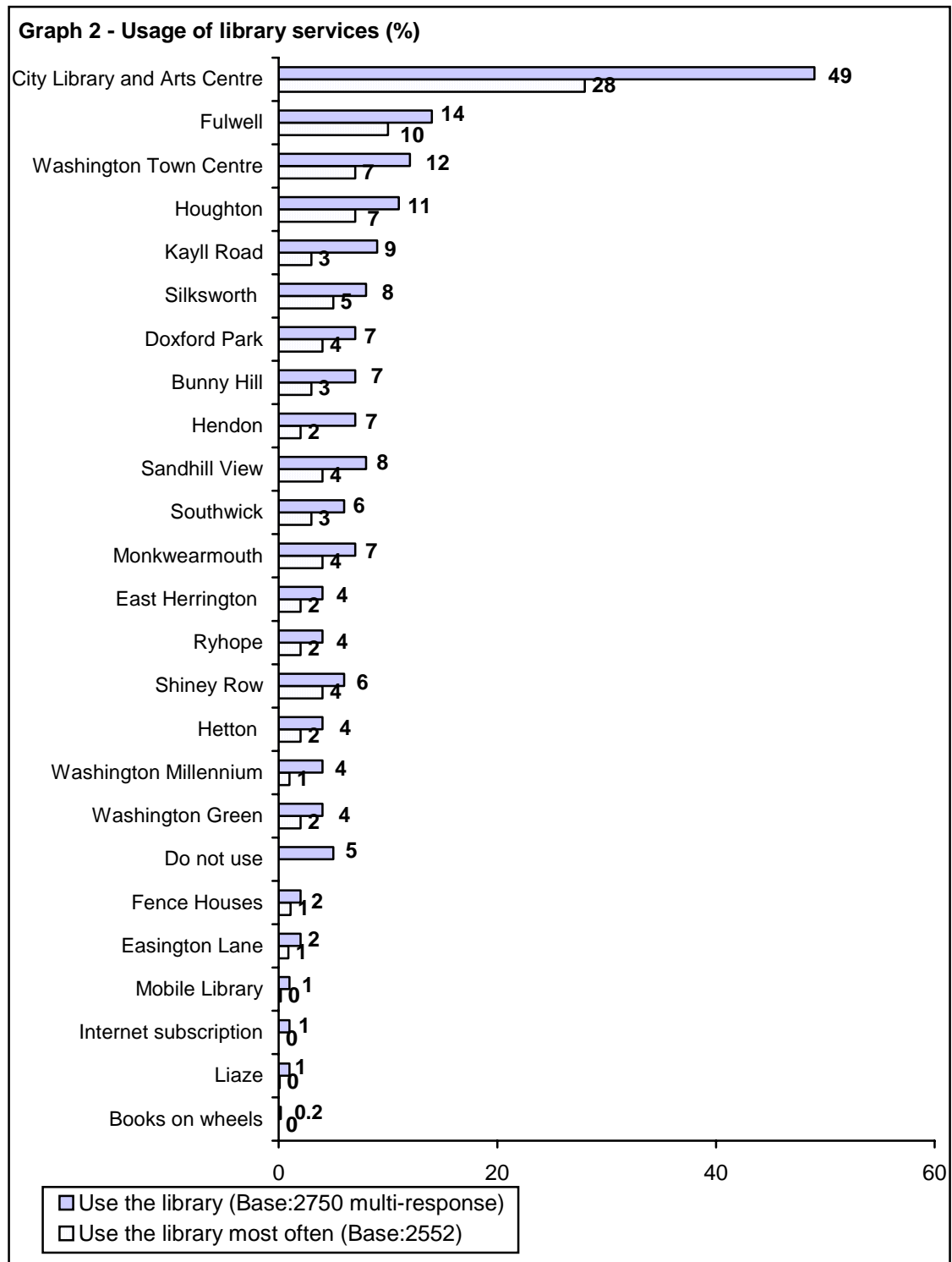
Findings

This section of the report discusses the findings from the survey³ and also considers some of the key themes raised at the workshops.

Usage

Respondents were asked which library services they and members of their household use and which one they use most often. Responses are shown in Graph 2. As can be noted, 95% of respondents say they or members of their household use at least one library, a fact which needs to be borne in mind when considering the consultation findings. City Library and Arts Centre is by far the most well used library, which corresponds with visitor figures. Fulwell is the second most used library by respondents, although is fourth in terms of visitor figures, behind Washington Town Centre and Houghton.

³ Percentages given are based on the valid number of respondents to a particular question. 'Other' and qualitative responses are discussed throughout the report, full listings are available on request.



The profile of respondents who say they or their household uses libraries / library services is summarised below⁴:

- 64% are female and 36% male
- 11% are under 35 years, 27% 35-54 years, 47% are aged 55-74 years, and 16% aged 75+
- 19% say they have a disability
- 28% have or look after/care for children
- 97% are English/Welsh/Northern Irish/British and the remainder are from other ethnic groups

⁴ Excludes unknowns from bases.

- 75% are Christian, 16% have no religion or belief, 6% prefer not to say and 5% have another religion or belief
- 90% are heterosexual, 9% prefer not to say, 1% are gay and 1% bisexual
- 26% are from North Sunderland, 20% East Sunderland, 23% West Sunderland, 16% Coalfield, 11% Washington and 4% outside of Sunderland.

The tables in Appendix 2 provide a profile of respondents by the library used most often in addition to their usual mode of travel to that library. They also detail which, if any, other libraries respondents use. This is summarised in Table 3.

Overall, 52% of library users say that they only use one library and 48% use more than one library. Table 3 shows the proportions of library users by library used most often who only use that library and who also use other libraries. As can be noted, respondents are most likely to also use other libraries if they use Kayll Road as their main library (71% use other libraries). They are least likely to use other libraries if they use Easington Lane (17% use other libraries), although the number of respondents is particularly low.

Table 3		
	Only use this library	Use other libraries
North Sunderland libraries		
Bunnyhill (Base:70)	51%	49%
Fulwell (Base:260)	45%	55%
Monkwearmouth (Base:90)	54%	46%
Southwick (Base:75)	49%	51%
East Sunderland libraries		
City Library and Arts Centre (Base:712)	51%	49%
Doxford Park (Base:94)	49%	51%
Hendon (Base:60)	48%	52%
Ryhope (Base:53)	47%	53%
West Sunderland libraries		
East Herrington (Base:50)	52%	48%
Kayll Road (Base:70)	29%	71%
Sandhill View (Base:94)	50%	50%
Silksworth (Base:130)	62%	38%
Coalfield libraries		
Easington Lane (Base:24)	83%	17%
Fence Houses (Base:28)	57%	43%
Hetton (Base:56)	52%	48%
Houghton (Base:188)	58%	42%
Shiney Row (Base:91)	56%	44%
Washington libraries		
Washington Town Centre (Base:179)	56%	44%
Washington Green (Base:48)	50%	50%
Washington Millennium ((Base:33)	45%	55%

Books on wheels, Mobile library services, LIAZe and Internet Subscription Services excluded due to small numbers. Note very small base sizes for some libraries.

For libraries in Washington, Coalfield and North Sunderland, the most popular secondary libraries tend to be another library in the same area and City Library and Arts Centre. For libraries in East and West Sunderland, it tends to be City Library and Arts Centre and libraries in either East or West Sunderland.

The maps in Appendix 3 show library used most often by respondent postcode.

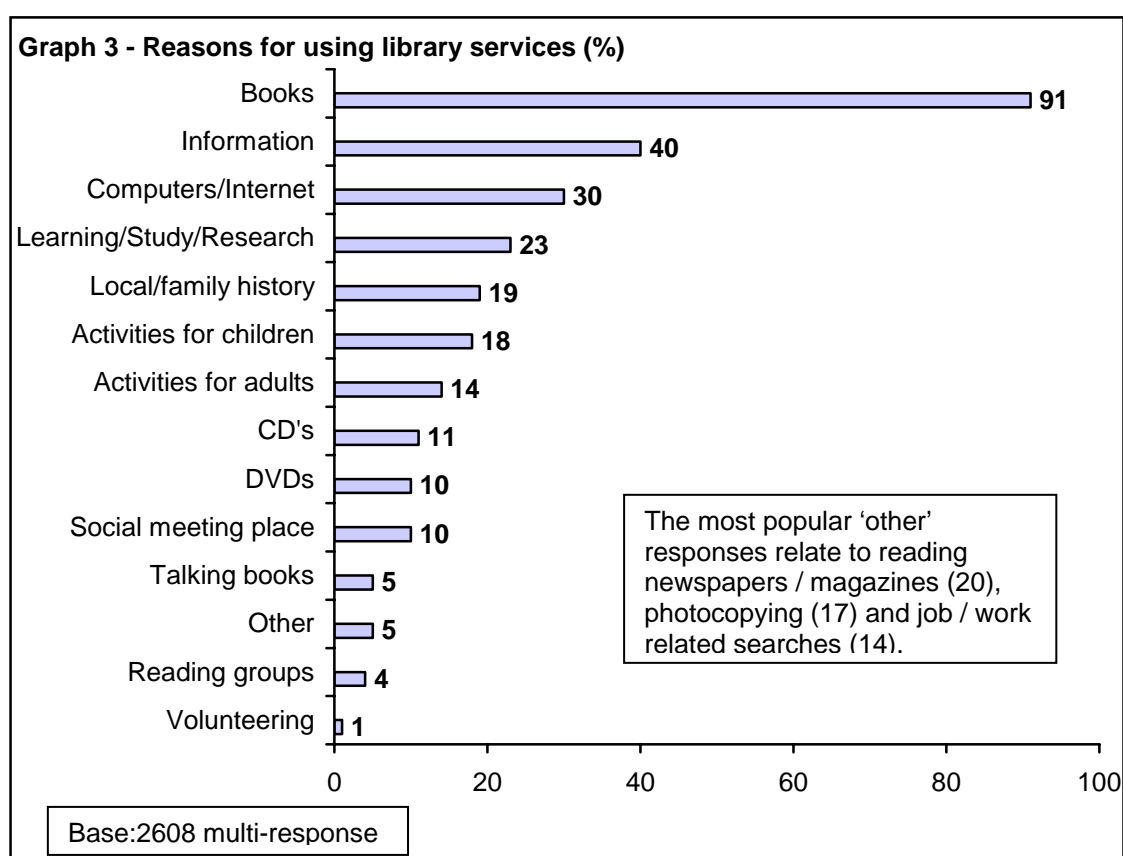
Of the 2600 respondents who replied, 54% say they use library services once per week or more, 31% use them at least once per month and 14% use occasionally.

Frequency of use by different groups of respondents

When responses are considered across different groups of respondents, the following differences can be observed:

- Respondents aged 75+ are more likely to use the library once per week or more than younger respondents (66% compared to 53%). They are least likely to be occasional users (6%) and indeed older respondents (age 55+years) are less likely to be occasional users than younger respondents (9% compared to 21%). Respondents aged 35-44 years are the least frequent users of all age groups with 40% visiting once per week or more, 36% at least once per month or more and 23% occasionally.
- Males are slightly more likely than females to visit once per week or more (59% vs 53%).
- Respondents with a disability are more frequent users than those without a disability – 62% use once per week or more, 28% once per month or more and 10% use occasionally compared to 52%, 34% and 15% non-disabled respondents, respectively.
- Respondents with children are less frequent visitors than those with no children - 44% use once per week or more, 39% once per month or more and 18% use occasionally compared to 58%, 29% and 13%, respectively.

Graph 3 shows the reasons for using library services. As can be noted, 'books' is by far the most popular reason selected (91%). This is followed by 'information' (40%) and 'computers/internet' (30%). The qualitative work and survey with young people also shows that books and reading and computers are the most popular uses.



Reason for use by different groups of respondents

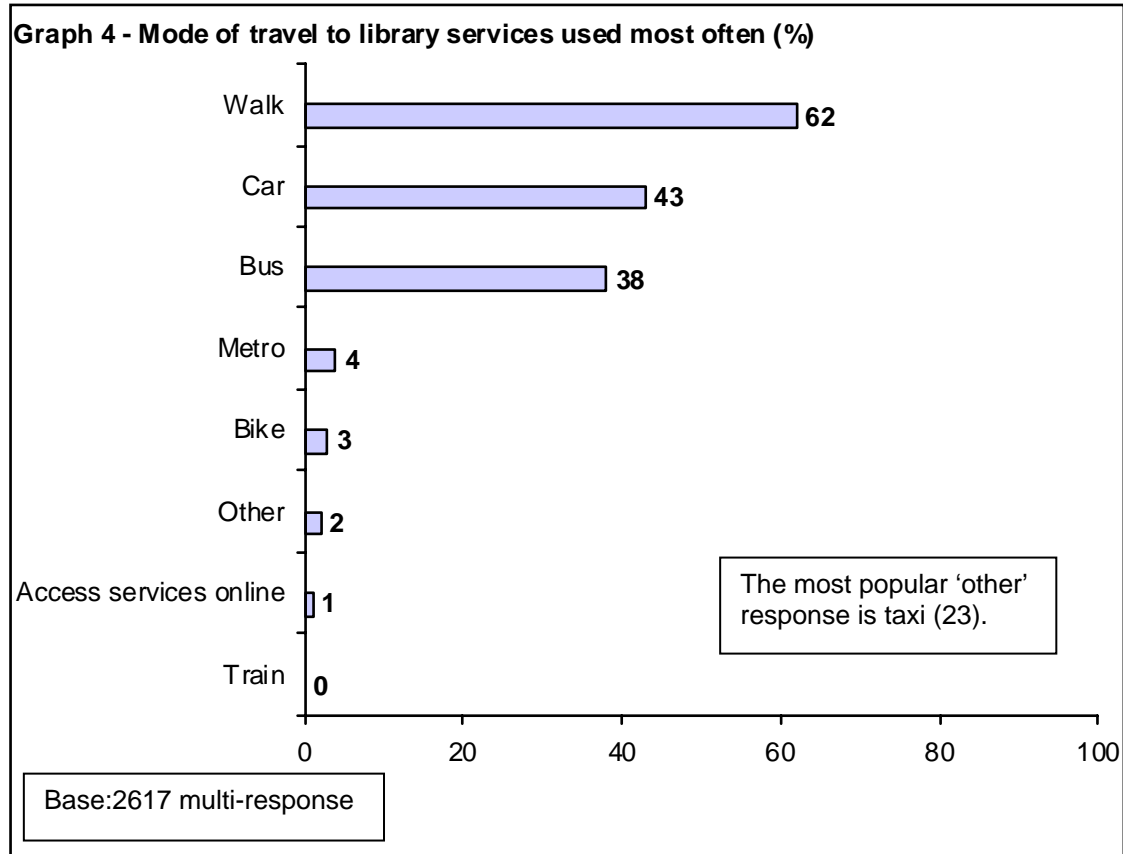
When responses are considered across different groups of respondents, the following differences can be observed:

- The top three reasons for use are consistent with the overall findings for males and females. Females are however slightly more likely than males to use for:
 - books (93% vs 88%)
 - children's activities (22% vs 11%)
 - a social meeting place (11% vs 6%)
 - activities for adults (15% vs 11%)
 - reading groups (5% vs 2%).Males are more likely than females to use for computers/internet (36% vs 26%) and are slightly more likely to use for CDs (14% vs 10%).
- Responses vary somewhat by age:
 - Books are the top reason for use across all age groups although those aged under 25 years are less likely to use libraries for books than other age groups (77% compared to 92%).
 - Computers/internet feature as one of the top three reasons for all age groups except 65-74 year olds. They are used more by those aged under 55 than older respondents (40% vs 24%). They are least used by those aged 75+ (17%) and most used by under 25's (52%). Under 25's are also more likely to use DVDs than older age groups (17% vs 9%).
 - Respondents aged under 45 are less likely than older age groups to use libraries for information (31% vs 42%) and indeed while information features in the top three uses for respondents aged 45+, it is activities for children that features for those aged under 45 years - they are more likely to use libraries for activities for children than older respondents (42% vs 11%).
 - Local/family history is more popular among 55 to 74 year olds than other age groups (25% vs 15%).
 - CDs are more popular among 45 to 54 year olds than other age groups (17% vs 10%).
 - Learning/study/research is less popular among older respondents – 27% of under 65's use compared to 20% of 65 to 74 year olds and 13% of those aged 75+.
 - Activities for adults are more popular among those aged 45 to 74 years (17%) than other age groups (8%).
 - Those aged 75+ are slightly more likely to use for reading groups than younger respondents (6% vs 4%)
- The top three reasons for use are consistent with the overall findings for disabled and non-disabled respondents, although:
 - Respondents who are not disabled are more likely to use libraries for activities for children than disabled respondents (20% vs 10%).
 - Disabled respondents are slightly more likely than non-disabled respondents to use libraries for reading groups (6% compared to 4%), as social meeting places (12% vs 9%) and for talking books (8% vs 4%).
- As might be expected, respondents who have children are more likely to use libraries for activities for children than those without children (49% vs 7%), and indeed this is the second top reason for use amongst those who have children. They are also slightly more likely to use the library for books (94% vs 90%) but less likely to use the library for information (33% vs 43%) and talking books (3% vs 6%) than those with no children.

Reason for use by different groups of respondents

- Again the top three reasons for use are consistent with the overall findings by area. Washington respondents are slightly more likely to give reading groups as a reason for use than those from other areas (9% vs 3%).

Graph 4 shows the usual mode of travel used for the library visited most often by respondents. As can be noted, 'walk' is most popular (62%) followed by 'car' (43%) and 'bus' (38%). Mode of travel is also shown by each library in Appendix 1. For the majority of libraries a similar pattern is observed. The main exceptions are City Library and Arts Centre where bus is the most popular mode and Washington Town Centre where car is most popular.



Mode of travel by different groups of respondents

When responses are considered across different groups of respondents, the following differences can be observed:

- Although walking is the most popular mode of travel by all age groups, propensity to walk decreases with age:

Under 35	35-54	55-74	75+
75%	68%	60%	51%

Those aged 25 to 54 years are less likely than other age groups to use the bus (29% vs 42%) and those aged 65+ are most likely (45%).

- Again, although walking is the most popular mode of travel, respondents with a disability are less likely than non-disabled respondents to walk to the library they use most often (51% compared to 67%) and more likely to take the bus (43% compared to 35%). They are also more likely to choose 'other' than non-disabled respondents (6% vs 1%) and in a number of these cases, they state 'taxi'.

Mode of travel by different groups of respondents

- Respondents with children are more likely than those without children to walk (71% vs 60%) and take the car (50% vs 41%) and less likely to take the bus (28% vs 41%).
- The top three modes of travel by area are shown below:

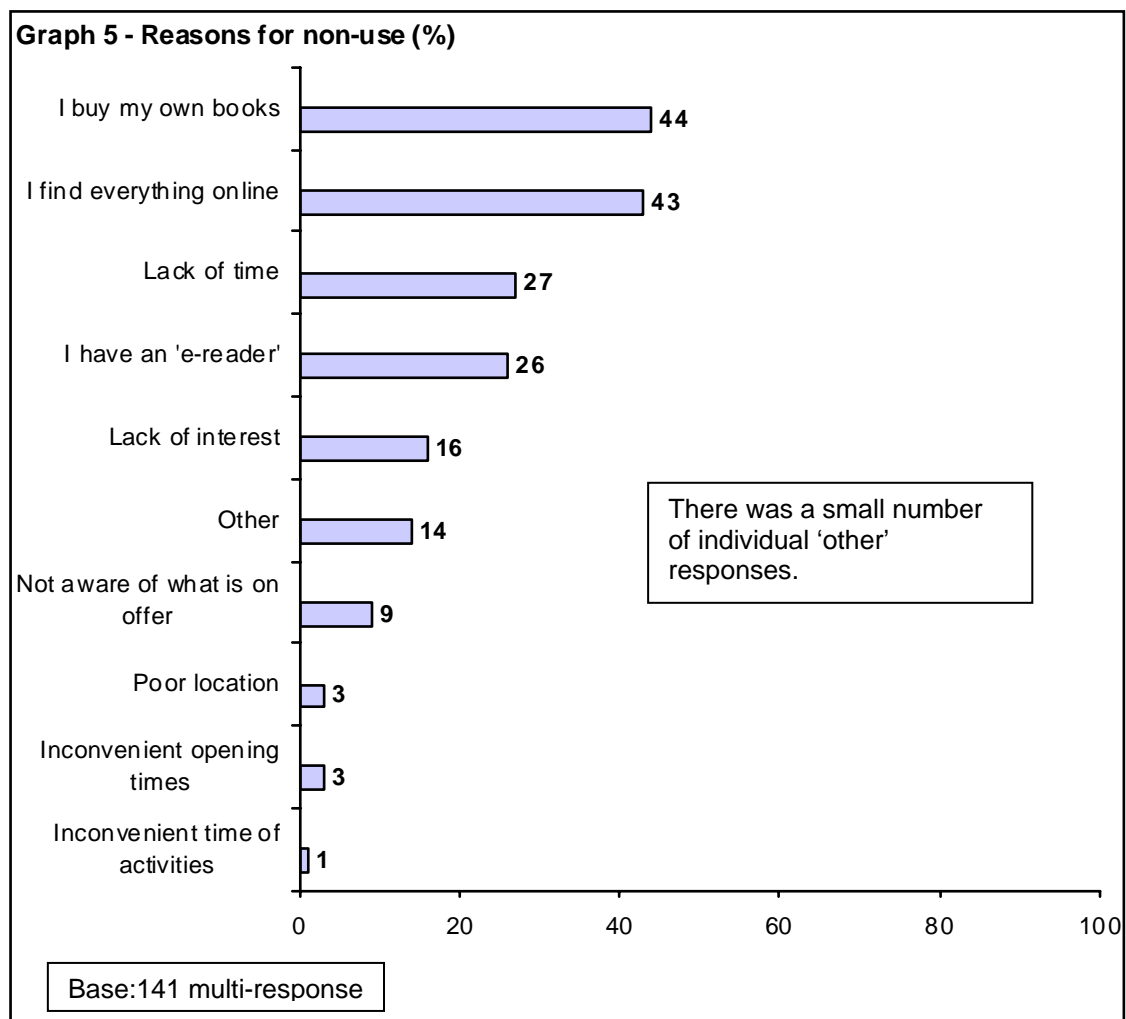
North	East	West	Coalfield	Washington
Walk (74%)	Walk (61%)	Walk (58%)	Walk (72%)	Car (59%)
Bus (38%)	Car (39%)	Bus (45%)	Car (51%)	Walk (55%)
Car (31%)	Bus (36%)	Car (41%)	Bus (28%)	Bus (34%)

In terms of the non-library user households who replied, their profile is as follows⁵:

- 52% are female and 46% male
- 26% are under 35 years, 35% 35-54 years, 29% 55-74 years and 10% age 75+ years
- 8% say they have a disability
- 22% have or look after/care for children
- 97% are English/Welsh/Northern Irish/British and the remainder are from other ethnic groups
- 71% are Christian, 23% have no religion or belief, 4% prefer not to say and 3% have another religion or belief
- 89% are heterosexual, 6% prefer not to say, 5% are gay/lesbian
- 19% are from North Sunderland, 13% East Sunderland, 22% West Sunderland, 20% Coalfield, 24% Washington and 3% outside of Sunderland.

The most common reasons given for non-use are 'I buy my own books' (44%) and 'I find everything online' (43%), as shown in Graph 5. Correspondingly, qualitative work with the VCS Networks and previous qualitative work also show the main reasons given for non-use to be people purchasing books cheaply from other places or passing around family and friends. New technology in the form of the internet, electronic readers, e-books and music downloads is also highlighted as a reason.

⁵ Excludes unknowns from bases.



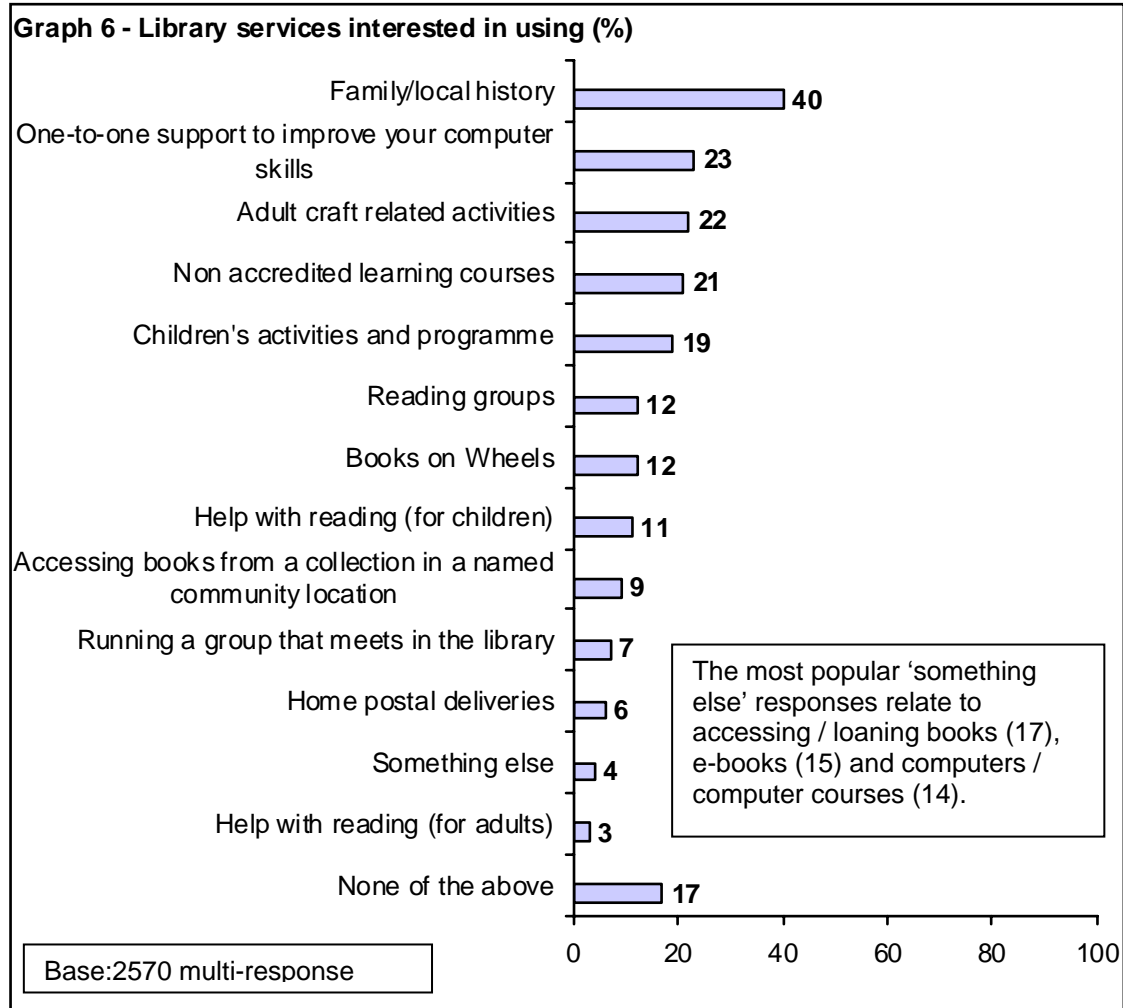
Note: Sub-group analysis is not presented due to the small numbers involved.

In terms of young people, additional reasons for non-use highlighted include the perception that libraries are boring and that friends would not go and also previous negative experiences with librarians.

Future use and services

Service and activities

Respondents were asked which of a range of library services they might be interested in using. As can be noted in Graph 6, the most popular is 'family/local history' (40%). The next most popular aspect is 'one-to-one support to improve your computer skills' (23%) and this is an area of importance that was highlighted at a VCS discussion in terms of the crucial support library staff provide in helping people to access services online. It was felt that if libraries close, those most in need may lose support to complete benefit forms and indeed computer access.



Library services interested in using by different groups of respondents

When responses are considered across different groups of respondents, the following differences can be observed:

Family/local history

Family/local history (40% overall) is more popular among:

- 45-74 year olds compared to other age groups (47% vs 32%)
- those without children compared to those with (43% vs 37%).

Computer support

One to-one computer support (23% overall) is more popular among:

- those aged 45+ compared to younger respondents (27% vs 14%)
- respondents with a disability compared to those without (28% vs 23%)
- those without children compared to those with (26% vs 18%).

Groups and activities

Adult craft related activities (22% overall) are more popular among:

- females compared to males (28% vs 13%)
- those younger than 75 years (23% vs 15%).

Non-accredited learning (21% overall) is more popular among:

- 45-64 year olds compared to other age groups (28% vs 17%).

Reading groups (12% overall) are more popular among:

- 25 to 34 year olds compared to other age groups (20% vs 12%)
- females compared to males (15% vs 7%).

Library services interested in using by different groups of respondents

Running a group that meets in a library (7% overall) is more popular among:

- 25-34 year olds than other age groups (15% vs 6%)
- females compared to males (8% vs 4%).

Children activities

Children's activities and programme (19% overall) is more popular among:

- those with children compared to those without (51% vs 7%)
- those aged 25- 44 years compared to other age groups (47% vs 12%) and is least popular with those aged 75+ (3%)
- females compared to males (23% vs 12%)
- non-disabled respondents compared to disabled respondents (22% vs 11%).

Help with reading for children (11% overall) is more popular among:

- those with children compared to those without (26% vs 5%)
- those aged 25 to 44 years compared to other age groups (28% vs 7%)
- females compared to males (13% vs 7%).

Outreach

Books on wheels (12% overall) is more popular among:

- respondents with a disability (29% vs 8%)
- females compared to males (13% vs 9%)
- those aged 75+ compared to younger respondents (23% vs 10%).

Accessing books from a collection in a named community location (9% overall) is more popular among:

- those aged 55+ than younger respondents (11% vs 7%).

None of the above

The following are more likely to say 'none of the above' (17% overall):

- males compared to females (23% vs 13%)
- those without children compared to those with (19% vs 10%)
- the oldest (23%) and youngest (25%) respondents compared to other age groups (15%).

The most popular services for each of the groups are summarised below:

Under 25's	25 to 34	35-44	45-54
Family/local history	Children's activities	Children's activities	Family/local history
None of the above	Help with reading for children	Family/local history	Adult craft activities (joint)
Children's activities	Family/local history	Help with reading for children	Non-accredited learning courses (joint)
Adult craft activities	Adult craft activities	Adult craft activities	One-to-one computer support

55-64	65-74	75+
Family/local history	Family/local history	Family/local history
Non-accredited learning courses	One-to-one computer support	One-to-one computer support
One-to-one computer support	Adult craft activities	Books on wheels
Adult craft activities	Non- accredited learning courses	None of the above

Library services interested in using by different groups of respondents

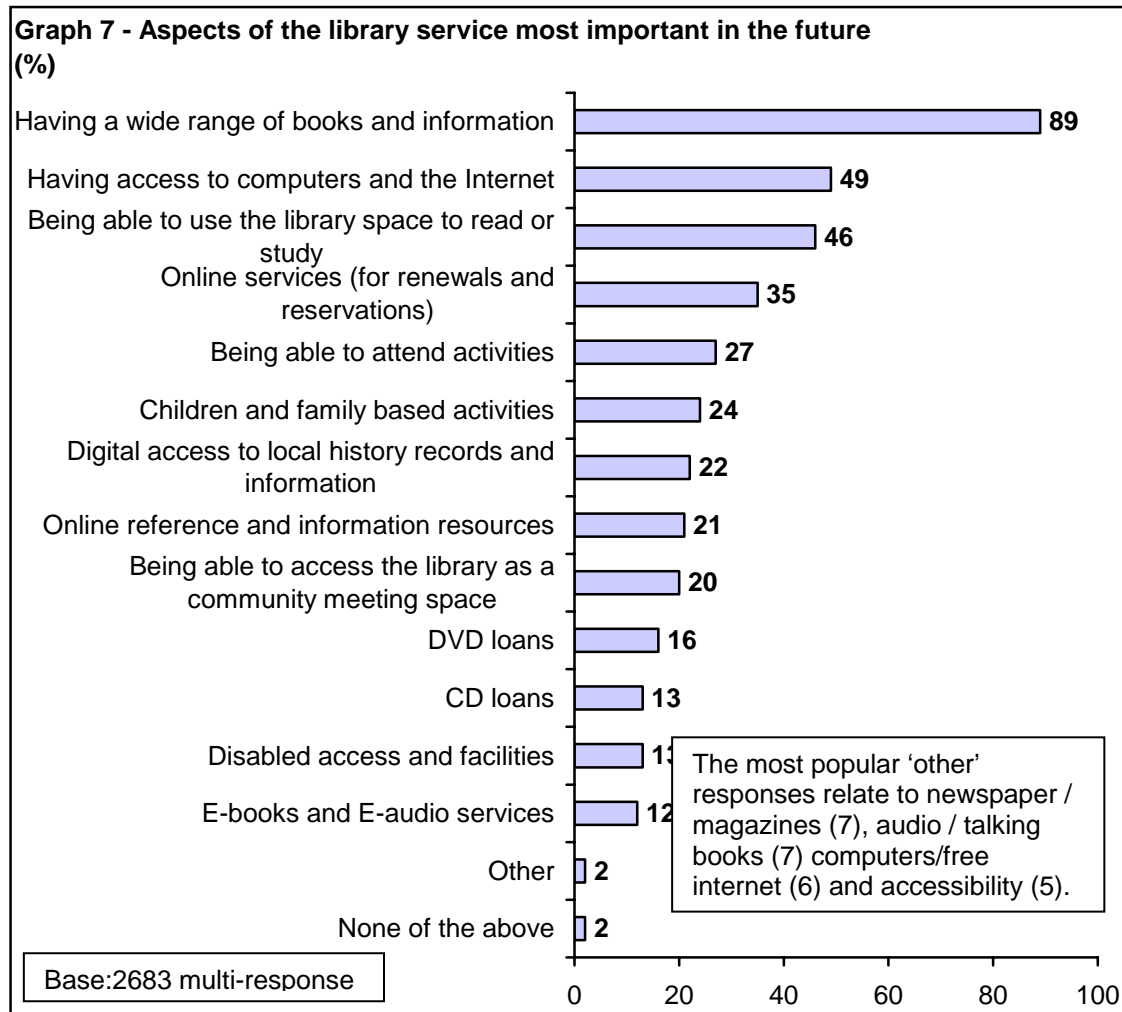
Males	Females	Respondents with a disability	Those with children
Family/local history	Family/local history	Family/local history	Children's activities
One-to-one computer support	Adult craft activities	Books on wheels	Family/local history
None of the above	Children's activities	One-to-one computer support	Help with reading for children
Non- accredited learning courses	One-to-one computer support	Adults craft activities	Adult craft activities

North	East	West	Coalfield	Washington
Family/local history	Family/local history	Family/local history	Family/local history	Family/local history
One-to-one computer support	Adult craft activities	One-to-one computer support	One-to-one computer support	Adult craft activities
Children's activities	One-to-one computer support (joint)	Adult craft activities	Adult craft activities	One-to-one computer support
Adult craft activities	Non- accredited learning courses (joint)	Non- accredited learning courses	Children's activities	Non- accredited learning courses

Non-users

Non-library users are more likely than library users to say that none of the options are of interest to them (45% vs 15%). The most popular option amongst non-users is 'family/local history'. Percentages are fairly low for the remaining options.

Respondents were also asked which five of a range of aspects of the library service will be most important to them in the future and responses are shown in Graph 7. Corresponding with the main reasons for using library services, the most popular by far is 'having a wide range of books and information' (89%). This is followed by 'having access to computers and the Internet' (49%) and 'being able to use the library space to read or study' (46%). The survey with young people shows that children and family activities and computers/internet are the most popular areas of interest.



Aspects of the library service most important in the future by different groups of respondents

Having a wide range of books and information is the top aspect across all sub groups considered (89%) but:

- it increases with age with 76% of under 35's, 87% of 35 to 54 year olds and 92% of over 55's selecting it
- more females select it than males (91% vs 86%)
- slightly fewer respondents from Washington select it than from other areas (84% vs 90%)

There are a number of differences in perceived importance of other aspects across sub-groups, the most notable being:

Traditional services

Being able to use the library space to read and study in (46% overall) is more important to:

- males compared to females (52% vs 44%)
- under 35's than older age groups (54% vs 46%).
- respondents in North Sunderland compared to those in other areas (53% vs 44%).

DVD loans more important to:

- under 25's than older respondents (23% vs 15%).

CD loans more important to:

- males compared to females (15% vs 11%).

Aspects of the library service most important in the future by different groups of respondents

Computers and online technology

Having access to computers and the internet (49% overall) is more important among:

- younger respondents:

Under 25	25-64	65-74	75+
63%	51%	45%	33%

- males compared to females (54% vs 46%).

Online reference and information resources (21% overall) is more important to:

- those aged 45-54 years than other age groups (31% vs 19%) and least important to those age 75+ (15%)
- males compared to females (27% vs 18%).

Online services for renewals and reservations (35% overall) are more important to:

- 45-54 year olds (43% vs 34%) and least important to those aged 75+ (28%)
- non-disabled respondents compared to those with a disability (39% vs 28%).

Digital access to local history records and information (22% overall) tends to be more important to:

- 45 to 74 year olds (25%) and less important to those aged under 35 years (13%)
- males compared to females (27% vs 19%).

E-books and e-audio services (12% overall) tend to be more important to 25 to 64 year olds than other age groups (12% vs 6%).

Social activities

Children and family based activities (24% overall) are more important to:

- those with children than those without (57% compared to 11%).
- those aged 25 to 44 years than other age groups (51% vs 18%) and somewhat less important to those age 75+ (6%)
- females compared to males (29% vs 16%)
- non-disabled respondents compared to those with a disability (27% vs 16%)

Being able to attend activities (27%) is more important to:

- those with children than those without children (38% vs 23%)
- 25 to 34 year olds than other age groups (42% vs 25%)
- females compared to males (33% vs 15%).

Being able to access the library as a community meeting space (20% overall) is more important to:

- those aged 55+ (22%) than younger respondents (16%)
- females compared to males (22% vs 16%).

Accessibility

The importance of disabled access and facilities:

- tends to increase with age – selected by 8% of under 55 year olds, 14% of 55 to 74 year olds and 21% of those aged 75+
- is higher amongst respondents with a disability (37%) than those without a disability (7%).

Aspects of the library service most important in the future by different groups of respondents

The most popular aspects for each of the groups are summarised below:

Under 25's	25 to 34	35-44	45-74	75+
Books and information	Books and information	Books and information	Books and information	Books and information
Access to computers/ internet	Space to read or study	Children and family activities	Access to computers/ internet	Space to read or study
Space to read or study	Access to computers/ internet	Access to computers/ internet	Space to read or study	Access to computers/ internet
Online services	Children and family activities	Space to read or study	Online services	Online services

Respondents with a disability	Those with children
Books and information	Books and information
Access to computers/ internet	Children and family activities
Space to read or study	Access to computers/ internet
Disabled access and facilities	Space to read or study

There are no differences to the overall top four aspects for males and females.

With the exception of North Sunderland, where being able to use the library as a space to study or read is slightly more popular than having access to computers or the internet, the top four aspects are the same across the five areas of Sunderland.

Non-users

Non-library users are more likely than library users to say that none of the options are important to them in the future (29% vs 1%). The most popular options for non-users are:

- Having a wide range of books and information to choose from
- Online services
- Online reference and information resources
- Having access to the computers and internet in the library

If we exclude users and non-users who select 'none of the above' from the base for percentages, there is a greater proportion of non-users who select:

- Online reference and information resources (36% vs 21%)
- E-books and e-audio services (32% vs 11%)
- DVD loans (32% vs 16%).

Respondents were asked what services or activities they would be interested in that are not currently offered. The most popular suggestions relate to:

- E-books (64 respondents)
- Activities for children such as craft, story telling, reading groups, after school etc (53 respondents)
- Coffee shop/refreshments area (47 respondents)
- More computers/internet and computer courses/support (45 respondents)
- Arts and craft activities and classes (30 respondents)
- Book clubs/reading groups (25 respondents)
- Family and local history services and courses (22 respondents)

- Wider range/ more rotation of books (21 respondents)
- Miscellaneous courses including literacy, language and photography (19 respondents)
- WiFi (16 respondents)
- Online services such as reservations, renewals, access to archives etc (16 respondents)
- Information/advice/guidance services (13 respondents)

A further 34 respondents think that all services offered currently meet their needs/they are happy with current services, 77 respondents answered none/not applicable and 11 responded don't know.

The above suggestions echo themes arising in previous qualitative work and the discussions with young people and the VCS Networks, in terms of:

- The need for more engagement with young people through schools and more groups, events and activities for children and young people
- The opportunity to encourage future use through technology including more up to date ICT facilities, electronic readers and e-books
- The need for social spaces and cafe facilities.

Vision

Respondents were provided with a draft vision (below) for future library services and asked whether or not they agree with it.

“The Library Service will become a beacon of excellence in the community for reading, learning and information. Library Services will support the development of confident individuals and communities who can realise their full potential and contribute to the broader vision of the city”.

Of those (2622) who responded, 93% say they agree with the vision and 7% disagree.

Vision by different groups of respondents

- There are no significant differences by sub-groups considered in terms of agreement with the vision, with the exception that those aged 65+ years are slightly more likely to agree than other age groups (96% compared to 92%).
- Non-users of libraries are however less likely to agree with the vision (75% 'yes' and 25% 'no').

needed to it. There are however a number of other comments given, the main themes of which are discussed below. Full listings of comments including some suggestions for alternative wording/visions are available on request.

The most common theme arising surrounds concern over the use of the term 'confident' (70 respondents), with perceptions that the vision should include everyone, for example:

- *Change the word 'confident' to 'ALL'. Every individual needs support in development not just confident individuals*
- *What about the non-confident individuals, the isolated, disadvantaged?*

There are also a number of comments (65 respondents) about the importance of accessibility and inclusion in terms of physical location and services available, with some suggestions that the term 'accessible' should be included. In addition to comments about the need for libraries to be accessible to all, specific people are mentioned such as those who are housebound, with disabilities and older. On a related theme, 50 respondents highlight the importance of keeping libraries open and 34 respondents comment on the social/community value and opportunities of libraries.

Sixty-four respondents give comments around the vision being too vague and in management speak and the need for it to be more meaningful and understandable, for example:

- *Would be helpful if written in plain English, to enable your vision to be understood by all.*
- *I don't understand your vision. You are not really saying what you are going to do, you are just talking like 'marketing people' and not spelling it out!*

and there are also concerns by some (11 respondents) about how achievable it is.

The value/importance of libraries to children and young people and need to appeal to them (28 respondents) is also highlighted, with some suggestions that children should be specifically mentioned in the vision. The value and importance of library staff (17 respondents) and need for new/more up to date technology (16 respondents) are also highlighted.

Library Hubs

Respondents were also provided with a description of library hubs (below) and asked if there were any other services or activities that could be included.

We are proposing to establish library hubs in the centre of local communities, some of which will provide a range of other services such as Customer Services. These hubs will provide an extended offer over the current provision with:-

- enhanced opening hours to reflect the local community needs
- a comprehensive range of reading materials in a variety of formats
- access to high quality learning environments, support and materials
- information and advice, customer service and digital services including ICT provision
- access to community space
- providing opportunities for volunteers to add value to the overall service offer
- providing support for community outreach programmes and other local service provision

The most popular suggestions of other services/activities which hubs could offer relate to:

- New technology including aspects such as wifi, more improved ICT equipment, e-books and online resources (34 respondents)
- Activities and provision for children/young people (33 respondents)
- A café/eating area which allows for relaxation and reading (32 respondents)
- Miscellaneous classes and courses including aspects such as arts and craft, IT, cookery and education (28 respondents)
- The importance of having adequate, professional, well trained staff (21 respondents)
- Information/advice/guidance services (19 respondents)
- Provision of books including new books (17 respondents)
- Help looking for jobs and setting up businesses (15 respondents)
- Spaces for groups to meet, share interests and socialise including reading groups (15 respondents).

A further 179 respondents say that there are no other services/activities, 35 responded don't know/not applicable and 13 do not like the idea of hubs/prefer things the way they are.

Other means of accessing library services

Respondents were asked whether or not they would be happy to access library services online and from a range of non-traditional venues. As can be noted in Graph 8, the most favoured options are community centres (48%) and online (45%), although opinions are divided. At one of the VCS Networks there was support for developing collections of books in community venues and expanding customised provision in Community Centres.

Around one-third of respondents are happy to access services from leisure centres, children centres and health centres but around half are not. Least favoured is post offices with only 24% of respondents saying they are happy to access services there and 61% who are not.



Willingness to access library services online and from non-traditional venues by different groups of respondents

There are a number of differences in willingness to access library services in different ways across sub-groups, the most notable are discussed next. It is worthy of mention that in all instances older respondents are less receptive than younger respondents whilst non-users are more receptive than existing users.

Community Centres

- Older respondents are less willing to access library services through Community Centres than younger age groups, with those aged under 55 being most likely:

	Under 55	55-64	65-74	75+
Yes	56%	49%	43%	37%
No	30%	36%	42%	50%

- Respondents with children are more likely than those without children to say yes (55% vs 47%) and less likely to say no (31% vs 39%).
- Respondents from Washington are more favourable towards services through Community Centres than those from other areas (59% say 'yes' and 26% say 'no' compared to 50% and 37% respectively).
- Females are more likely to say 'yes' than males (16% vs 11%).

Online

- Older respondents, aged 65+ are somewhat less willing to access library services online than younger age groups, with those aged under 45 being most likely:

	Under 45	45-64	65-74	75+
Yes	60%	48%	34%	22%
No	28%	36%	52%	68%

Willingness to access library services online and from non-traditional venues by different groups of respondents

- Males are slightly more in favour of accessing services online than females – 50% say 'yes', 40%, 'no' and 10% 'not sure' compared to 43%, 42% and 15% respectively.
- Those with a disability are less in favour – 39% say 'yes' compared to 46% of those without a disability and 46% say 'no' compared to 40%.
- Respondents with children are more willing to access library services online than those without (52% say 'yes' and 34% say 'no' compared to 43% and 44% respectively).
- Responses vary by area with those in East and Washington being more in favour, and those from Coalfield less in favour:

	Washington	East	North	West	Coalfield
Yes	55%	54%	45%	43%	39%
No	34%	34%	43%	43%	47%

Leisure Centres

- Although the majority are still unwilling to use Leisure Centres to access library services, males are slightly more likely to say 'yes' than females (39% vs 34%) and females 'not sure' (17% vs 12%).
- Propensity to access library services through leisure centres decreases with age:

	Under 25	25-54	55-74	75+
Yes	50%	44%	31%	25%
No	34%	41%	54%	64%

- Those with a disability are less willing to access library services through leisure centres than those without a disability (29% say 'yes' and 53% say 'no' compared to 37% and 48% respectively).
- Respondents with children are more willing to access library services through leisure centres than those without (43% say 'yes' and 42% say 'no' compared to 33% and 52% respectively).
- Respondents in Washington are more willing to use leisure centres than those living in other areas of Sunderland (46% say 'yes' and 37% say 'no' compared to 37% and 49% respectively).

Children's centres

- Under 45's are more willing to use Children's centres than over 45's and propensity to use them decreases with age amongst older respondents:

	Under 45	45-54	55-74	75+
Yes	54%	37%	23%	15%
No	35%	47%	62%	71%

- As might be expected the majority of those with children are willing to use Children's Centres – 52% say 'yes', 37%, 'no' and 11% 'not sure'. Whereas those without children are less likely – 25% say 'yes', 60%, 'no' and 15% 'not sure'.
- Although the majority are still unwilling to use Children's centres to access library services, females are more likely to say they are willing than males (36% say 'yes' and 50% say 'no' compared to 29% and 57% respectively).
- Those with a disability are less in favour – 27% say 'yes', 55%, 'no' and 18% 'not sure' compared to 35%, 52% and 13% respectively.
- Respondents in Coalfield are less willing to use Children's centres than those in other areas – 26% say 'yes' and 60% say 'no' compared to 36% and 50% respectively.

Willingness to access library services online and from non-traditional venues by different groups of respondents

Health centres (31%yes, 54% no)

- Older respondents are least receptive to using health centres to access library services. Those aged under 25 years are less likely to say 'no' (39%) and more likely to say 'not sure' (22%) than older respondents:

	Under 25	25-54	55-64	65-74	75+
Yes	39%	36%	31%	27%	24%
No	39%	48%	54%	60%	66%

Post offices

- Although the majority in all age groups are unwilling to use post offices to access library services, those aged 55+ are less in favour and those aged 75+ least in favour:

	Under 55	55-74	75+
Yes	28%	22%	18%
No	55%	63%	69%

Non-users

- Non library users are more likely than users to say that they are willing to access library services through all of the non-traditional venues and online:

	Yes		No	
	Non-user	User	Non-user	User
Online	77%	43%	13%	43%
Community centre	57%	48%	22%	39%
Leisure centres	48%	35%	32%	51%
Children's centres	48%	32%	33%	54%
Health centre	42%	30%	39%	55%
Post office	32%	23%	48%	62%

Respondents were asked to say if they would have any problems in accessing library services online and from non-traditional venues. Seven-hundred and forty-four respondents say 'no' or 'none', although some of these do still raise some concerns.

There are 264 respondents who say that they prefer a traditional library setting. Comments relate to the ambience, environmental and experiential factors associated with a dedicated library, for example:

- No although you cannot beat the feeling and atmosphere of a dedicated library space*
- Libraries offer a quiet environment for reading, homework etc with few or any distractions, which may be impacted upon if elsewhere.*

Two-hundred and thirty-eight respondents are concerned about the accessibility of other venues mentioned. Specific aspects include opening times, distance / proximity, parking, public transport links, disability, lack of such facilities close by, accessibility of buildings and facilities within, risk of other venues closing down and safety.

One hundred and forty-four respondents are concerned about the appropriateness of other venues in terms of aspects such as noise and inability to provide the right atmosphere, space and inability to offer a wide range of books/service. Within this, some are concerned about exposure to illness from

health centres specifically and safeguarding issues in Children's Centres. Safeguarding was also raised by Members in relation to delivering services in conjunction with schools. Related to the above are concerns about a dilution and reduction of quality in the current service (62 respondents) and the importance/value of trained library staff, expertise and interaction (32 respondents). Examples of the above aspects include:

- *Yes it is not practical, the choice of books would be too small and the above proposed places are not relaxing if you wish to read in peace.*
- *When using a library for borrowing books, these venues listed above would, I assume, have limited resources. Browsing for books is a very important part of the library experience and I think this could put some groups of people off.*
- *Part of going to the library for me, is a social interaction with the library assistant, asking advice on the range of books available, when my favourite authors have new publications, if I use the computer I sometimes need assistance.. This personal and expert advice could not be given at a generalized venue.*

In terms of other barriers, 112 respondents say they do not have computers / internet and/or are not computer literate.

There are also 81 respondents who say 'yes' they would have problems accessing services in these ways but do not give reasons.

In terms of other venues that people might like to access library services from, 565 respondents say that there are not any other venues. A further 141 respondents say that they would prefer to access library services from libraries, with comments around the unique atmosphere/environment in libraries and the need to keep existing libraries. The most popular suggestions given are schools (62 respondents), supermarkets, shops and shopping centres (38 respondents), churches, church halls and places of worship (37 respondents), hospitals/health centres (15 respondents), pubs/cafes (20 respondents), mobile library services (15 respondents), museums (10) and college/university (9 respondents).

Opening hours

Respondents were asked which days and times of the week they would be most likely to access library services. As can be noted from Table 4, the most popular day of the week is Monday, with 81% of respondents preferring to visit this day. There are also similar proportions choosing to visit Tuesday to Friday (between 72% and 76%). Saturday is slightly less popular at 61% and Sunday is somewhat less popular at 22%, although libraries are not currently open on Sundays. The most popular times to visit are late mornings Monday to Saturday (10am to 12 noon) and afternoons (2pm to 6pm) Monday to Friday.

Table 4								
	Monday %	Tuesday %	Wednesday %	Thursday %	Friday %	Saturday %	Sunday %	% who prefer to visit at this time
Early morning 8am to 10am	18	16	16	15	16	16	5	28
Late morning 10am to 12 noon	45	43	41	39	41	41	12	68
Lunchtime 12 noon to 2pm	26	26	25	25	25	23	9	41
Late afternoon 2pm to 6pm	43	41	42	40	43	28	12	61
Early evening 6pm to 8pm	21	18	20	19	19	11	7	28
% who prefer to visit this day	81	76	75	72	76	61	22	
Unlikely to visit	5	6	6	6	6	9	18	

Base:2656 multi-response

Opening hours by different groups of respondents

The following differences can be observed in respect of preferences for different days amongst the sub-groups considered.

Wednesday opening (75% overall)

- The youngest and oldest respondents are slightly less likely than respondents in other age groups to access services on a Wednesday:

Under 25	25-74	75+
71%	76%	70%

Thursday opening (72% overall)

- Respondents age 75+ are slightly less likely than respondents in other age groups to access services on a Thursday (65% vs 73%).

Friday opening (76% overall)

- Respondents aged 45-54 years are slightly more likely than respondents in other age groups to access services on a Friday (81% vs 75%).

Opening hours by different groups of respondents

Saturday opening (61% overall)

- Respondents with a disability are less likely to access library services on a Saturday than those without a disability (58% vs 63%).
- Respondents with children are more likely to access library services on a Saturday than those without children (67% vs 60%).
- Saturday opening is more popular amongst respondents aged 25 to 54 years and least popular with those aged 75+:

Under 25	25 to 54	55-64	65-74	75+
62%	73%	60%	55%	49%

- Saturday opening is less popular with Coalfield residents than those from other areas (56% vs 63%).

Sunday opening (22% overall)

- Respondents with children are more likely to access library services on a Sunday than those without (29% vs 20%).
- Sunday opening is less popular with Coalfield residents than those from other areas (18% vs 24%).
- Sunday opening is more popular amongst respondents aged under 55 years than older respondents:

Under 55	55-64	65-74	75+
33%	17%	15%	8%

The following differences can be observed in respect of preferences for different times of the day amongst the sub-groups considered.

Early morning – 8am to 10am (28% overall)

- Respondents with a disability are less likely to access library services during early morning than those without (23% vs 28%).
- Respondents aged under 55 years are more likely to visit early morning than older respondents and those aged 75%+ are least likely:

Under 55	55-64	65-74	75+
34%	28%	22%	15%

Late morning – 10am to 12pm (68% overall)

- Respondents aged 55+ are more likely to access library services late morning than younger respondents (72% vs 62%).
- Respondents with children are less likely to access library services late morning than those without children (65% vs 69%).
- Respondents are less likely to visit late morning from East Sunderland than other areas (62% vs 69%).

Lunchtime – 12pm to 2pm (41% overall)

- Females are more likely to access library services at lunchtime than males (42% vs 36%).
- Respondents with a disability are less likely to access library services at lunchtime than those without a disability (35% vs 41%).
- Respondents are slightly more likely to visit at lunchtime from East Sunderland and less likely from North Sunderland and Coalfield:

North	East	West	Washington	Coalfield
35%	43%	39%	42%	35%

- Respondents aged under 25 years are more likely to visit at lunchtime and the oldest respondents are least likely:

Under 25	25-54	55-64	65-74	75+
55%	47%	41%	34%	28%

Opening hours by different groups of respondents

Afternoon – 2pm to 6pm (61% overall)

- Respondents with a disability are less likely to access library services during the afternoon than those without a disability (57% vs 63%).
- Respondents with children are more likely to access library services on an afternoon than those without children (66% vs 60%).
- Respondents aged under 25 years are more likely to visit during the afternoon than older respondents:

Under 25	25-34	35-44	45-74	75+
73%	59%	65%	59%	66%

Early evening opening – 6pm to 8pm (28% overall)

- Respondents with a disability are less likely to access library services early evening than those without a disability (23% vs 30%).
- Respondents with children are more likely to access library services early evening than those without children (32% vs 27%).
- Respondents aged under 55 years are more likely to visit during the early evening than older respondents and those aged 75+ are least likely:

Under 44	45-54	55-64	65-74	75+
37%	44%	29%	18%	10%

- Respondents from East Sunderland are slightly more likely to visit early evening than those from other areas (32% vs 28%).

Non users

- Of the 142 non-users, 34% of non users are unlikely to visit any day compared to 0.8% of users, 8% did not reply and 58% selected one or more day.
- Of the 82 respondents who indicate a preferred day*, non-users indicate a greater preference than users for early evening (48% vs 28%) and early morning (37% vs 28%) and less of a preference for afternoons and late mornings. They also show more of a preference than users for Sundays (40% vs 22%) and less for weekdays overall. The most popular slots for non-users are weekday evenings and least popular is early morning Tuesday to Friday.

* Bases for percentages for users and non-users in this instance exclude those unlikely to visit.

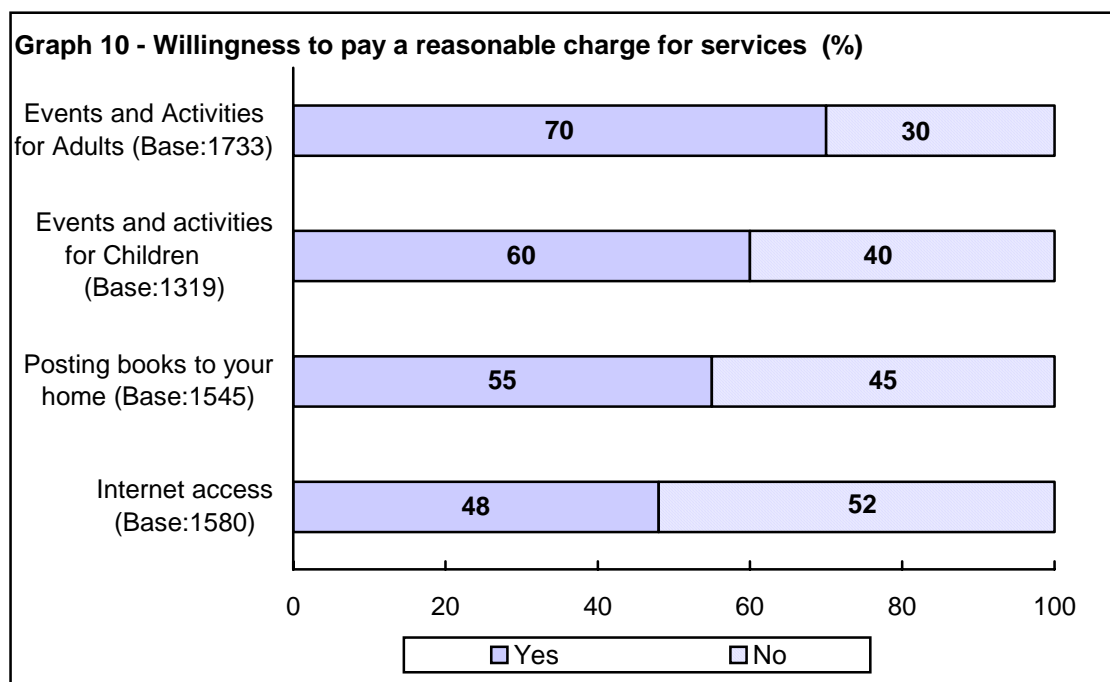
The top five day/time slots by library used most often and locality of the library used most often are shown in Appendix 4 These are however based on existing users and as shown above, preferences do vary amongst different groups of respondents and non-users.

The opportunity to review opening hours was also discussed in previous qualitative work and there are mixed views on the most appropriate opening times. The need for careful liaison with local people was highlighted.

Qualitative discussion with young people suggests that after school and Saturday afternoons would be suitable for them. The survey with young people also showed that after school was popular and school holidays. Monday's Fridays and Saturdays seem to be the most popular days and Sunday least popular, with equal proportions preferring weekend afternoons and mornings.

Charges

Respondents were asked if they would be willing to pay a reasonable charge to use some services. As can be noted in Graph 10, respondents are most willing to pay for events and activities – 70% for adults and 60% for children and are more divided over paying for ‘posting books to your home’ and ‘internet access’.



High levels of non-response to this question should be noted (circa 800) and N/A's have also been excluded from bases (circa 450).

Payment of reasonable charges by different groups of respondents

The most notable differences in willingness to pay reasonable charges across sub-groups are discussed next.

Events and activities for adults

- Females are more willing to pay for events and activities for adults than males (74% vs 65) whereas under 25s are less willing to pay than other age groups (58%vs 71%).
- Opinions again vary by area with those living in North Sunderland and Coalfield being least in favour of charges (68% and 66%) and those in Washington, West and East being more in favour (76%, 75% and 78%) respectively.

Events and activities for children

- Females are more willing to pay for events and activities for children than males (65% vs 53%). 25- 44 year olds are also more willing to pay than other age groups (75% vs 54%) as are respondents with children compared to those without (77% vs 48%).
- 75+ year olds are less willing to pay than other age groups (32% vs 62%) as are respondents with a disability compared to non-disabled respondents (54% vs 62%).
- Opinions vary by area with those living in North Sunderland and Coalfield being least in favour of charges (58% and 59%) and those in Washington and East being more in favour (74% and 69% respectively).

Posting books to your home

- Respondents in Coalfield are less in favour of paying for posting books to your home than those from other areas (48% vs 59%).

Payment of reasonable charges by different groups of respondents

Internet access

- Younger respondents are less willing to pay for internet access – 37% of under 25's are willing to pay compared to 49% of older respondents.

Non-users

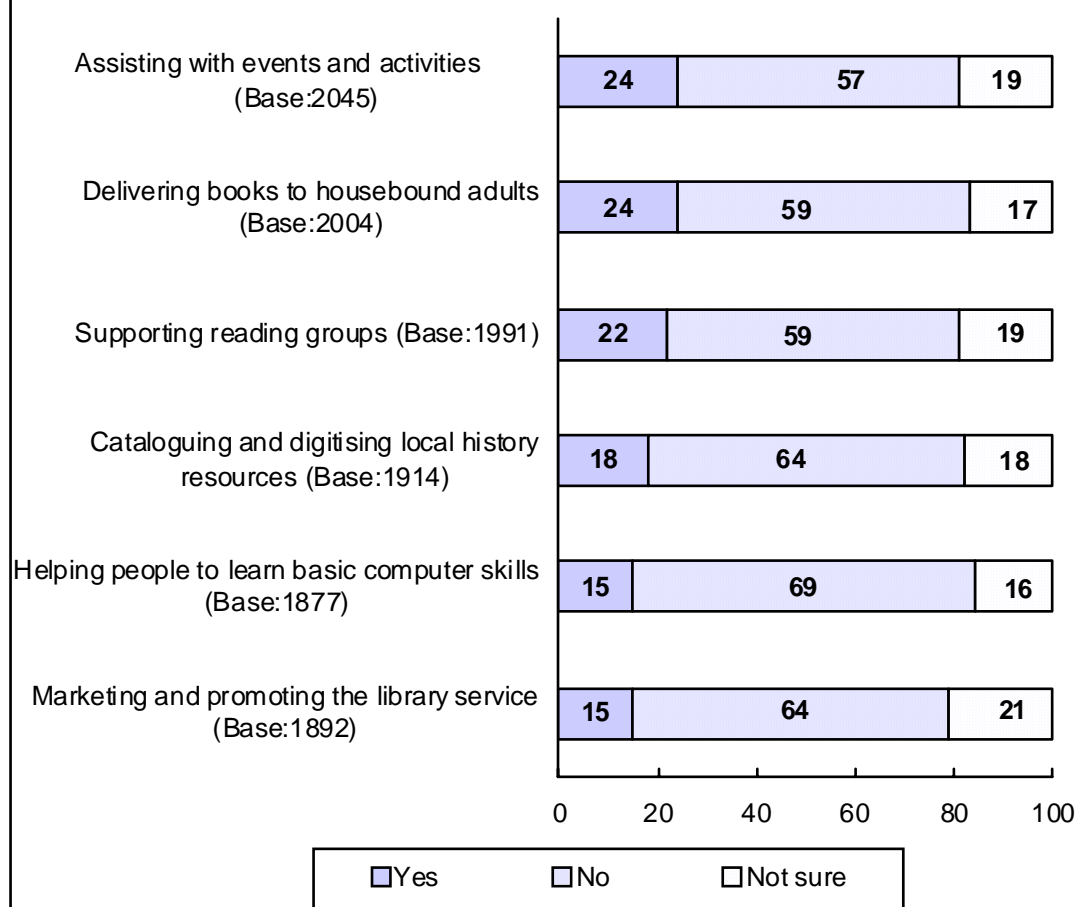
- Non-users are less willing than users to pay for events and activities for adults – 61% vs 71%.

Chargeable aspects suggested in the qualitative work with the VCS Networks include author visits, improved room hire and genealogy research. One concern about charging however is that those most in need might not be able to afford to pay for some services.

Volunteering

A range of different ways in which people might support libraries through volunteering were presented and respondents were asked whether or not they might be willing to help. Whilst the majority are not willing in each case, there is a sizeable minority who are divided between 'yes' and 'not sure', the most popular being 'assisting with activities and events' and 'delivering books to housebound adults' (24% yes each).

Graph 11 - Willingness to support local libraries by volunteering (%)



Note: High levels of non-response to this question should be noted (circa 830)

The contact details of those respondents who are interested in getting more involved have been collected so that they can be contacted

Willingness to support local libraries by volunteering by different groups of respondents

The most notable differences in willingness to volunteer across sub-groups considered are discussed next. In all instances older respondents are less willing to volunteer.

Assisting with events and activities

- Although the majority are still unwilling to assist with events and activities, females are more likely to say they are willing than males (27% vs 20% say 'yes' and 53% vs 62% say 'no').
- Older respondents are less willing to assist with events and activities than younger age groups:

	Under 25	25-34	35-64	65-74	75+
Yes	42%	35%	25%	19%	12%
No	41%	51%	53%	62%	76%

- Respondents with children are more likely to be willing to assist with events and activities than those without (29% vs 22%) and less likely to say 'no' (53% vs 58%).

Delivering books to housebound adults

- Respondents aged 75+ are somewhat less likely to be willing to deliver books to housebound adults than younger age groups. Only 14% say 'yes' and 77% say 'no' compared to 25% 'yes' and 57% 'no'.
- Respondents with a disability are also less likely to be willing to deliver books to housebound adults than non-disabled respondents – 18% say 'yes' and 66% say 'no' compared to 26% 'yes' and 56% 'no'.

Supporting reading groups

- Although the majority are still unwilling to assist with supporting reading groups, females are more likely to say they are willing than males (24% say 'yes' and 56% say 'no' compared to 17% and 65% respectively).
- Those aged 65-74 years are slightly less likely to be willing to support reading groups than other age groups – 17% say 'yes' and 62% say 'no' compared to 23% 'yes' and 59% 'no'.

Cataloguing and digitising local history resources

- Respondents age 75+ are somewhat less likely to be willing to catalogue and digitise local history resources than younger age groups. Only 10% say 'yes' and 81% say 'no' compared to 19% 'yes' and 62% 'no'.

Helping people to learn basic computer skills

- Although the majority are still unwilling to help people to learn basic computer skills, males are more likely to say they are willing than females (19% vs 13% say 'yes' and 64% vs 71% say 'no').
- Propensity to help people to learn basic computer skills decreases with age, with younger respondents being more likely and older respondents less likely:

	Under 25	25-34	35-64	65-74	75+
Yes	30%	22%	17%	10%	4%
No	47%	57%	67%	75%	89%

Willingness to support local libraries by volunteering by different groups of respondents

Marketing and promoting the library service

- Propensity to market and promote the library service also decreases with age, with younger respondents being more likely and older respondents less likely:

	Under 25	25-34	35-64	65+
Yes	30%	21%	16%	8%
No	50%	57%	62%	72%

Respondents were also asked whether there are any other aspects they would like to get involved in. The most popular suggestions relate to:

- Children's activities, many relating to reading with children (19 respondents)
- Shelving/indexing (11 respondents)
- Arts and crafts (10 respondents)
- Acquiring and selling books (9 respondents)
- Adult reading/education (8 respondents)

Others include protecting libraries campaigns, local history and reading groups.

Four hundred and eleven respondents say 'no' with reasons by some which largely relate to age/disability and lack of time/other commitments. Forty-three respondents have concerns about volunteering, principally that it should not be at the expense of professional library staff jobs. This reflects previous qualitative work where there were mixed views on the use of volunteers with some concerns that they should not replace staff.

Young people as volunteers in libraries is also suggested in the qualitative work with young people and the VCS Network groups, one suggestion being to teach older generations in the use of technology. Young people as volunteers was seen as a possible means of encouraging library use among peers and engendering a better understanding of young people amongst librarians.

Meeting the budget challenge

In the context of the budget challenge faced, respondents were asked for suggestions of where they think savings could be made.

The greatest number of replies (244) are from respondents who do not believe library services should be cut, with reasons cited such as their value to the community and individuals, for example

- Nowhere. Keep everything. It's a vital part of our community and a lifeline for many people*

or with suggestions of other areas where savings should be made.

A number of responses relate to changing opening days/times to make savings (229 respondents) including some specific suggestions of how this might look. A full listing of responses is available on request.

One-hundred and thirty-three respondents suggest that some libraries could be closed. Suggestions largely relate to closing smaller or lesser used libraries but others include closing libraries close to each other and older buildings. Within this there are also suggestions about moving them into other buildings, using

more mobile services to complement a reduced number of libraries and investing more in the remaining libraries.

There are 116 suggestions around charging, the most popular relate to computer/internet use, some distinguishing that there should be charges for social networking as opposed to research/work related use. Other suggested aspects include charges for late returns, book loans, activities, membership, history/local searches and reservations.

A number of suggestions are around where savings could be made in stock (98 respondents). This primarily includes book stock (42 respondents), with suggestions around sharing more stock, reducing particular types of stock and more selective purchasing. It also includes reducing/removing CDs and DVDs (33 respondents) and magazines/newspapers (8 respondents).

A number of responses relate to reducing wages and back office costs (not necessarily in libraries) including management positions / wages (48 respondents), councillors wages / expenses (25 respondents), back office/administrative costs (22 respondents), staffing (15 respondents) and perceived waste (7 respondents).

Some responses relate to making greater use of library buildings through room/space hire for groups and courses and co-location with other services and agencies (41 respondents). Previous qualitative work suggests support for putting library services into other buildings or using current library buildings to provide additional services whilst ensuring accessibility, although concerns identified on pages 22 to 26 of this report should be noted. It also suggests support for working with other agencies and partners and opportunities for private sector involvement such as sponsorship of PC suites or books for example.

Other popular responses include:

- Making savings through reduced lighting/heating (39 respondents)
- Online services, self service and e-books (28 respondents)
- Accept book donations and have books sales (19 respondents)
- Café provision to generate income (16 respondents)
- Use of volunteers (11 respondents).

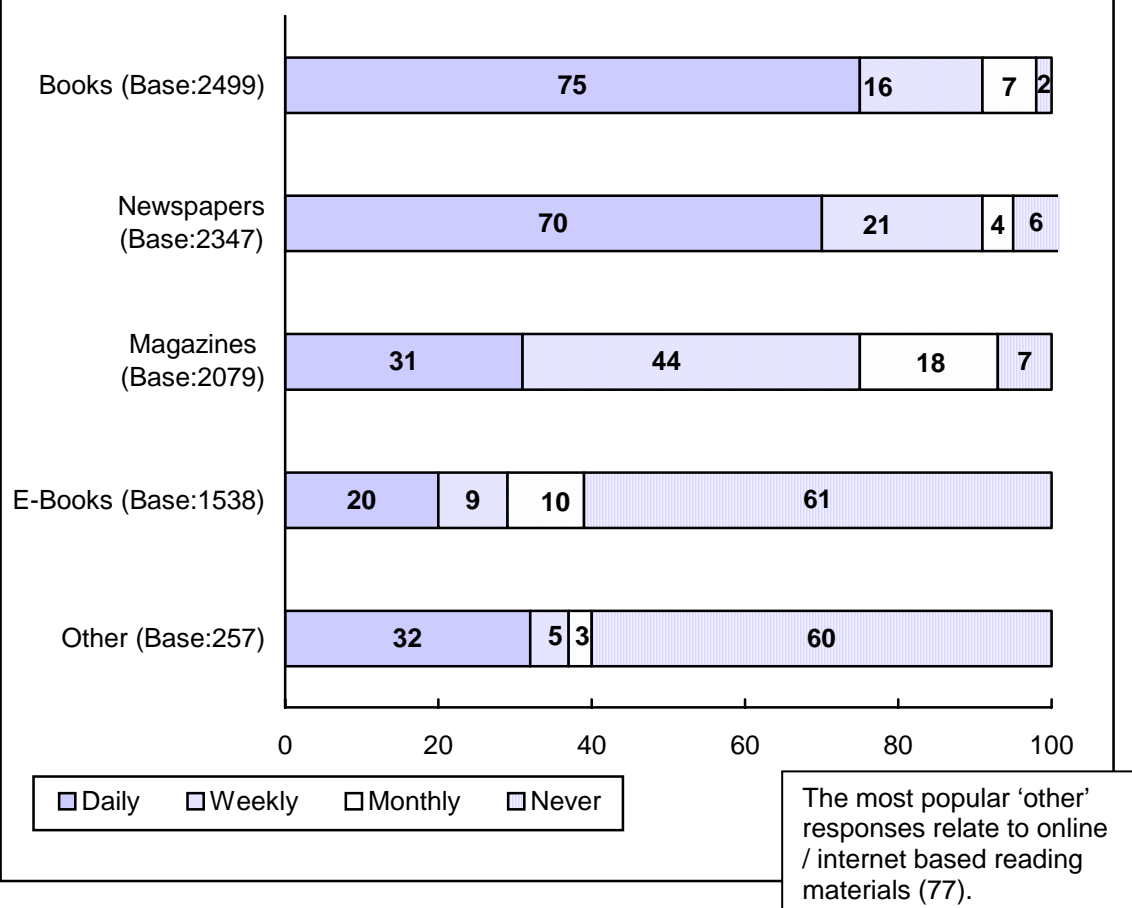
One hundred and fifty-five respondents replied 'don't know' with some saying they do not have enough information to comment.

Another common theme raised through the previous qualitative work and the VCS Networks is the need to better promote library services and improve awareness of what is available and in particular what is on offer beyond traditional services.

Reading materials

Respondents were asked how often they and members of their household read a range of reading materials. Responses are shown in Graph 12. The most frequently read materials are books and newspapers (75% and 70% read daily, respectively). E-books are least popular with 61% never reading them.

Graph 12 - Frequency of reading various reading materials (%)



Frequency of reading various materials by different groups of respondents

The most notable differences in frequency of reading across sub-groups considered are discussed next.

Books

- Females are more likely to read books on a daily basis than males (79% vs 70%) and males are more likely to read them weekly/monthly (27% vs 20%).
- Under 25's are less likely to read books than other age groups (10% 'never' compared to 2% 'never'). They are also less likely to read them daily (54% vs 76%). Respondents aged 65+ are most likely to read them daily (80%).

Magazines

- Males are more likely to read magazines on a daily basis than females (36% vs 28%) and females are more likely to read them weekly/monthly (65% vs 56%).
- Under 25's are less likely to read magazines (16% 'never' compared to 7% 'never'). Respondents aged 35 to 44 years seem less likely to read them daily (26% vs 32%) and more likely to read them monthly (26% vs 18%) than other age groups.

Frequency of reading various materials by different groups of respondents

Newspapers

- Males are more likely to read newspapers on a daily basis than females (74% vs 67%) and females are more likely to read them weekly/monthly (27% vs 20%).
- Under 25's are less likely to read newspapers than other age groups (25% 'never' compared to 5% 'never'). They are also less likely to read them daily (49% vs 71%). Respondents aged 35 to 44 years also seem less likely to read them daily than other age groups (54% vs 72%) and more likely to read them weekly (32% vs 19%) than other age groups. Respondents aged 65+ are most likely to read newspapers daily (79%).
- Respondents with children are less likely to read newspapers on a daily basis than those without children (66% vs 71%) and are more likely to read them weekly / monthly (29% vs 22%).
- Respondents from Washington are less likely to read newspapers than those from other areas (11% never compared to 5% never). Responses also vary somewhat for daily and week consumption by area:

	North	East	West	Washington	Coalfield
Daily	73%	67%	80%	64%	64%
Weekly	19%	23%	15%	18%	26%

E-books

- Respondents aged 75+ are least likely to read e-books. Daily reading of e-books is higher amongst 35-64 year olds than other age groups:

	Under 25	25-34	35-64	65-74	75+
Daily	13%	19%	25%	16%	4%
Never	69%	60%	55%	66%	86%

- Respondents with a disability are less likely to read e-books than those without (69% 'never' compared to 61% 'never'). They are also less likely to read them daily (14% vs 20%).
- Respondents with children are more likely to read e-books than those without (56% 'never' compared to 64% 'never'). They are also more likely to read them daily (24% vs 18%).

Non-users

- Non-library users are less likely than library users to read books, magazines and newspapers:

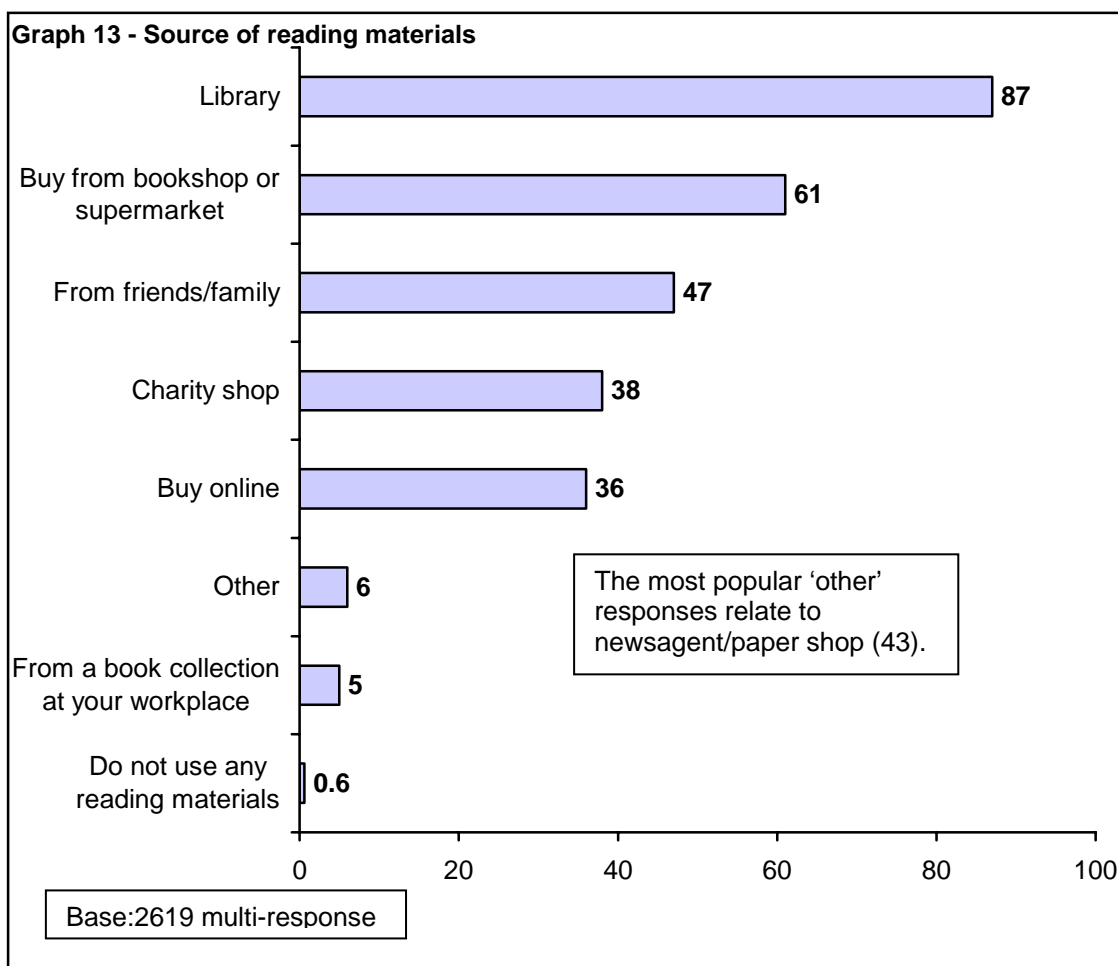
- 17% never read books compared to 1%
- 11% never read magazines compared to 7%
- 12% never read newspapers compared to 6%

and less likely to read them daily and more likely to read them monthly.

Non-users are however more likely than library users to read e-books:

	Daily	Weekly	Monthly	Never
User	19%	9%	10%	62%
Non-user	28%	10%	14%	48%

In terms of sourcing reading materials, the most popular place is 'library' (87%) followed by 'buy from a bookshop or supermarket' (61%), as shown in Graph 13.



Source of reading various materials by different groups of respondents

When responses are considered across different groups of respondents, the following main differences can be observed:

- Female respondents are more likely than males to
 - buy from a charity shop (41% vs 34%)
 - obtain from friends/family (53% vs 37%).
- Respondents with a disability are more likely than those with no disability to obtain reading materials from a library (90% vs 87%) and less likely to:
 - Buy from a bookshop or supermarket (58% vs 63%)
 - Buy online (25% vs 40%).
- Respondents with children are more likely than those without to:
 - Buy from a bookshop or supermarket (67% vs 59%)
 - Buy online (49% vs 32%)
 - Obtain from friends/family (53% vs 46%)
 - Obtain from a book collection at your workplace (7% vs 4%)
 and are less likely to buy from a charity shop (33% vs 40%).
- Responses vary somewhat by age:
 - Respondents aged under 25 years are more likely than other age groups to say that they do not use any reading materials (6% vs 0.4%).
 - Respondents aged under 35 years are less likely to obtain reading materials from a library than older respondents (75% vs 89%).

Source of reading various materials by different groups of respondents

- Respondents aged 25 to 64 years are more likely to obtain from a bookshop or supermarket than other age groups:

Under 25	25-64	65-74	75+
54%	63%	59%	50%

- Respondents aged 25 to 44 years are more likely to obtain reading materials online than other age groups and propensity declines with age from 45 years onward, with those aged 75+ being least likely:

Under 25	25-44	45-54	55-64	65-74	75+
45%	58%	48%	39%	22%	8%

- Respondents aged 35+ years are more likely to obtain reading materials from a charity shop than younger respondents (40% vs 27%)
- Respondents aged 35 to 54 years are more likely to obtain from a book collection at your workplace (8% vs 3%) and those aged 75+ are least likely (1%).

Non-users

- Non-library users are more likely than library users to:
 - Buy books online (62% vs 35%)
 - Say they do not use any reading materials (8% vs 0.2%).

