



Consultation

Supporting documents

Thomas Aveling School and Community Library

Arethusa Road - Rochester - ME1 2UW

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FOREWORD

We are immensely proud of our libraries and community hubs here at Medway Council, and we know that they are very popular with residents.

Whilst councils up and down the country have been reducing library services we have been investing in ours: £1million in a new Strood Community Hub; £500,000 at Twydall; £100,000 at Hempstead; and £100,000 in the book purchasing fund. We have turned the main town centre libraries into community hubs. These hubs not only provide the existing library service to residents but also give the opportunity to ask questions face-to-face about other council services, such as planning, housing, benefits and environmental services.

In all libraries residents can access free Wi-Fi and computers, and a whole range of events and activities. This modernisation of the role of libraries has led to increased use of these buildings and this programme is continuing. We have also increased our online offer as part of the transformation of council services.

But we are not immune from the continued pressure on budgets that councils face, arising primarily from the reduction in central government support. This year we are seeking to make reductions in our day-to-day expenditure and one of those proposals affects Thomas Aveling Community Library.

This document sets out our thinking and our preferred option which is to close Thomas Aveling Library. We have concluded that the modern library experience cannot be successfully implemented at Thomas Aveling. This is due to the lack of day time access to the building and the constraints of the school site. In this document we have outlined some alternative proposals that would mitigate a closure, if that were to be implemented.

All views will be reported back to the council's Cabinet prior to any final decision being taken.

Please do take the opportunity to let us know your views.

INTRODUCTION

This document sets out the council's consultation proposals in relation to the future of Thomas Aveling Community Library. It is in three parts:

- Our explanation about why we are having this consultation, including details about the library services that we provide across the whole of Medway
- The consultation questionnaire which is available online and in hard copy format
- An appendix detailing the data that we have used to guide our assessment of Thomas Aveling Community Library.

MEDWAY'S LIBRARY PROVISION

Medway Council provides a comprehensive library service, and the development of the town centre community hubs is at the forefront of best and national library practice, recently praised by Libraries Minister Rob Wilson, MP.

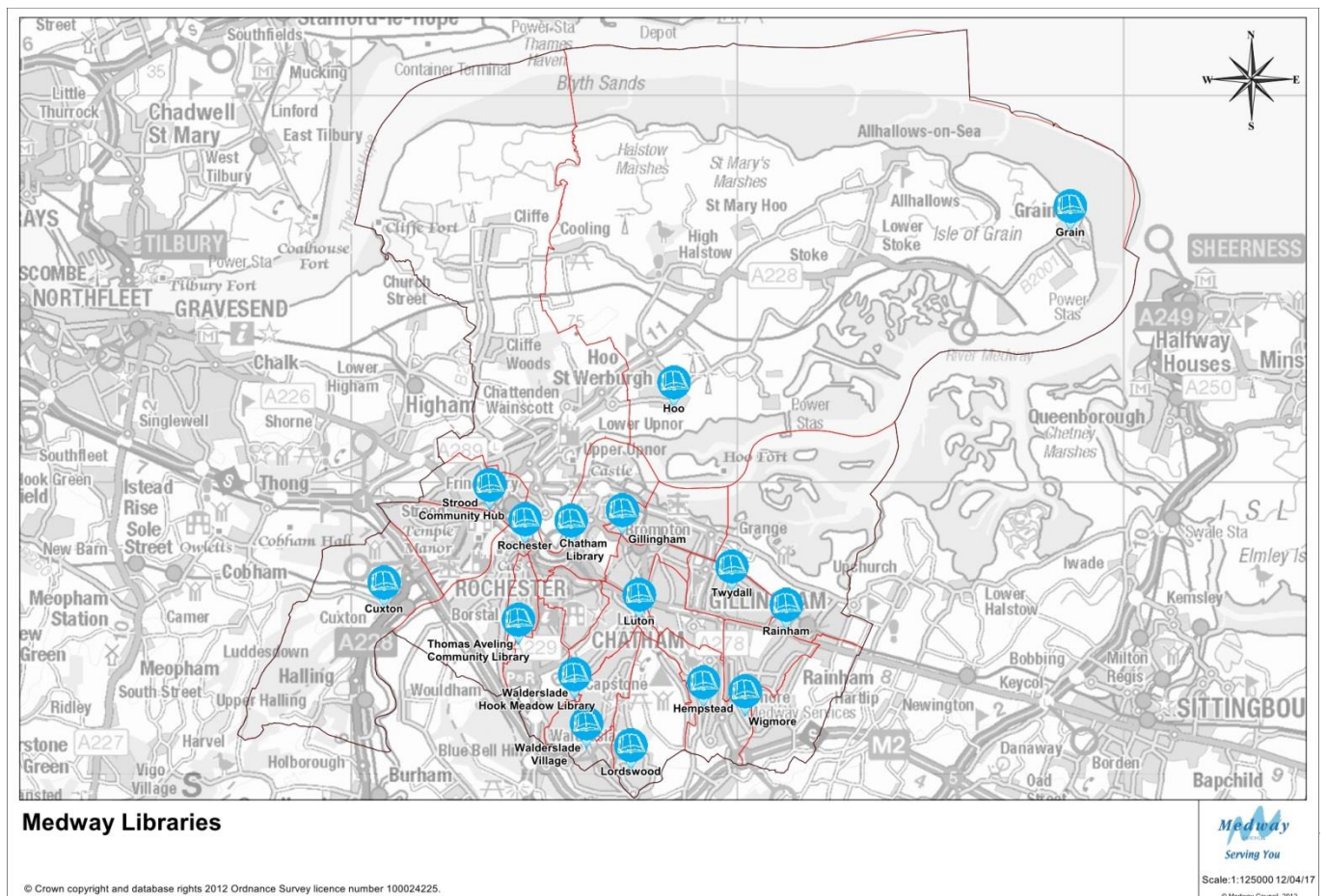
The central role of the Library Service is to support reading as the gateway to literacy and participation in our society. Our events and activities attracted over 65,000 people in 2016-17, making libraries and hubs vibrant places for learning, fun and personal development.

The service consists of 16 library and community hub buildings and two mobile libraries, employing 140 staff. The budget in 2016-17 was £3m. The annual budget for books and other information resources is £270,000. The service has a track record of bringing in additional funding from grant applications - over £150,000 in the past year.

The community mobile library offers 64 stops over a two week period, and the children's mobile visits 22 schools and early year's locations. Currently libraries provide a range of opening hours from around 18-27 hours a week for the smaller libraries, and 51-53 hours for the larger buildings. Library buildings are in total open for 565 hours a week. The five hubs are at:

- Chatham
- Gillingham
- Rochester
- Strood
- Twydall

These buildings are a gateway to council services, providing face to face contact for a variety of enquiries about the council and partners' services. Expert staff are on hand to offer advice, and trained library staff are available to respond to enquiries about books, research and any other information needs. The staff also help people to get online too.



THE DIFFERENCE ALL OF THIS MAKES

The library service also provides the opportunity to take part in a whole range of activities both provided directly by library staff and with partner organisations. These activities make a real impact on people's lives and add real value to the services that the council is able to offer.

Giving young people a great start in life

- **Bookstart** – through a partnership with the UK's largest reading charity, Bookstart aims to encourage parents and carers to read with their child by providing free materials to individuals and early years settings (3609 babies, 3454 three year olds and 3,454 reception children - 2016/2017)
- **Summer Reading Challenge** - this challenge aims to keep school age children reading over the long summer break to ensure that their reading attainment levels do not drop off. Last summer approximately 3000 children took part
- **Baby Bounce and Rhyme / Toddler Shake and Boogie** - these fun events for very young children and their families develop language skills, promote books and reading. Last year over 30,000 residents took part.

Promoting reading at the heart of what we do

- **Reader's groups** - the service has a whole range of groups spread right across the service. Over 20 groups are provided and they include a visually impaired readers group, a hard of hearing, poetry, crime, play readers and teenage reading group
- **Reading Ahead** (formerly the six book challenge) - a project aimed at adults who lack reading confidence and provides incentives to get them reading, now provided at four venues
- **Events** - over 200 different events and activities are provided and last year 65,308 people attended an event or activity in their local library. The service has developed a national profile for well known author events with up to 200 people attending each time. Famous authors that have visited include Andy McNab, Martina Cole, Peter James, Julian Stockwin and Joanna Trollope.

Reaching everyone in our community

- **Home library service** - this provides a vital service to those residents with difficulties in visiting library buildings and is provided with support from volunteer couriers.
- **Service to residential homes and sheltered accommodation** - over 30 homes receive collections of books three times a year
- **Visually impaired service** - libraries are able to offer a postal loan service for visually impaired customers. This provides spoken word CDs to more than 100 Medway residents
- **Conversation café** - with help from our Friends group we are able to provide this opportunity at two locations for customers, whom English is not their first language, to practice in an informal setting
- **Stock** - is provided in a range of community languages and a free class for people with English as a second language is run at Chatham Community Hub.

THOMAS AVELING SCHOOL AND COMMUNITY LIBRARY

The Current Library

Thomas Aveling School and Community Library is located in a purpose built building within the grounds of Thomas Aveling Secondary School in Arethusa Road, Rochester. The school is part of the Fort Pitt Thomas Aveling Academies Trust. The library is a combined school and small public branch library and was opened in its present form in 2006.

The library service currently pays the school £6,500 per year rent for use of the building. Staffing of the library costs £29,600 per annum.

The public library opening hours cover 21 hours a week:

- Monday – Friday 3pm to 6pm
- Saturday 10am to 4pm

The library is situated right at the back of the school as illustrated on the map below and the only entrance for the general public is from Arethusa Road into the main school gates, and following the road around the side of the main buildings to the library and playing fields at the rear.

It provides a collection of adult and children's fiction and non-fiction books, as well as some DVDs. Spoken word CDs and large print books are also provided.

The following activities are provided:

- Baby Bounce and Rhyme - every Wednesday, average attendance four to five children
- Pop in and Play - every Saturday, average attendance is about five people
- Teatime story time – every Saturday, average attendance is about three people

Computers and printing facilities belonging to the school are available for the public.



Thomas Aveling School and Community Library

Use of Thomas Aveling Library

Key data on how often the library is used compared to other Medway libraries is summarised below and drawn from the tables given in the supporting data appendix.

Items borrowed – Thomas Aveling was 14th out of 16 Libraries for books/DVDs issued in 2015-2016. In 2016-2017 Thomas Aveling was 15th (and issued fewer items), so performance has declined.

Visits to the library - Thomas Aveling was 12th out of 16 Libraries for visits in 2015-2016. In 2016-2017 it moved up to 11th position. Performance has improved but it is felt that this data is skewed by the after school use that pupils make of the library, as all other indicators are falling, especially issues.

Enquiries to the library - Thomas Aveling, for both years, only sits above Grain Library in terms of the number of enquiries answered.

Event and activities attendance - Thomas Aveling had the poorest attendance in 2015-2016. In 2016-2017 Thomas Aveling has moved just above Grain.

What do we know about the users of Thomas Aveling Community Library?

We know that:

- 910 customers borrowed 14,120 items from Thomas Aveling Community Library between January 2016 and February 2017. Taking the direct running costs of £35,800 this means that each issue is costing £2.50.
- The breakdown of the 910 by borrower type is given in the appendix but 273 (30%) of them are Thomas Aveling school students, and a further 264 are of primary school or early years age. Only 210 (23%) of the 910 were regular adult users, and only 66 (7.3%) were over 60 years of age.
- Those 910 people also borrowed 35,575 from other Medway libraries, most notably Chatham, Rochester and Strood. This suggests that for many borrowers Thomas Aveling is not the main library that they use.
- The data also tells us that these borrowers had actually joined the library service at many other locations, most notably Chatham, Rochester and Strood.
- The use of the library is very heavily influenced by young people and usage falls dramatically during school holidays e.g. in October 2016 the average number of daily visitors was 153, for the October half term this figure reduced to 29, and during August, in the school holidays, the average number of daily visits was 36. The average Saturday footfall can be 50 per cent of weekday footfall.
- Of the books that were issued between April 2016 and end February 2017 at Thomas Aveling Community Library, 71% have been books for young people and 29% were books for adults. The equivalent figures for all Medway libraries' books issued in the same period shows that 53% were adult books and 47% were books for children. So the surprisingly low use by Adults is reflected in these figures.

How does the demographic profile of those who joined the library at Thomas Aveling relate to the population of the area?

The appendix gives an analysis of 560 registered users of Thomas Aveling who have used their library card over the last two years. Registered user status identifies where a person first joined the library and we have used the post code given at that time as an indicator of people who are local to Thomas Aveling. We have made two population comparisons; one of all registered users (wherever they live in Medway) and another for registered users who live near to the library (1km radius).

Both sets of data indicate the same trends:

- Females users are over-represented compared to the population, whilst males are under-represented
- 0-18 year olds are over represented compared to the population
- All other age groups, including those over 65, are under-represented
- Black and minority ethnic users constitute a modestly higher proportion of users compared to the population.

All of this data has indicated to us that the library is not meeting the needs of much of the local population. We are very surprised at the relatively low number of adults over 65, traditionally strong users of library services. Whilst the strong attendance at the library by young people is welcome, our staff have observed that this is very much reflective of the library being used as a venue for students to wait to be collected after school. Homework may be being undertaken, but books are not being borrowed in the numbers that we would expect and activities are not being supported.

WHY WE NEED TO CHANGE THE SERVICE AND OUR PREFERRED OPTION

The success of any library is not based solely on attendance and book issues. The council's vision is to make all libraries an essential resource for the community. A place where you can access books for pleasure; where you can do business with the council online and face to face; and where you can get information about anything else. And they will be fun places where you can meet other parents and children, have coffee after an organised walk, knit and natter, or play with Lego. We are not achieving this vision at Thomas Aveling Community Library.

Opening our doors at 3pm in the afternoon is not when most people want to come and take part in those activities. Most libraries have a range of opening hours, but they are rigid at Thomas Aveling due to the limitations of the school based site. Evidence from other locations (see the hour by hour visit data in the appendix) does illustrate that many adult customers do prefer to make use of their library in the morning and early afternoon. The current opening hours of 3-6pm weekdays are unable to be altered and do not offer the service the ability to engage with all residents and provide space for a range of community groups.

The location of the library at the rear of a large secondary school does not encourage adults to venture on site when the school closes down for the day. Older people in particular tell our staff that in the winter they don't want to walk all the way round to the back of the school site.

The council has an excellent relationship with the school who have been good partners in seeking to make the school and community library concept work. However, this co-location was conceived in an era when schools were within local authority control and the child protection and school security agendas were very different. The current site does not give us the opportunity to invest and reshape the service to encourage more use.

Where we have been able to invest in a site through building improvements and enhancing our activity offer, the rewards are there for all to see. Twydall and Hempstead are two such buildings and both have shown substantial growth in footfall and book loans. For these two buildings in 2016-2017, visits have increased by 17% and 18%, borrowing has increased by 17% and 27% and computer use has increased by 20% and 25%. We believe that other libraries that are also performing less well can benefit from a review of their activities and events, and hopefully in the future from building improvements too. We do not see this as possible at Thomas Aveling.

Taking account of all of the constraints at Thomas Aveling Community Library, the data that we have, and our knowledge of running the service, we believe that the library is not attracting people in the numbers that we should, and that therefore we are not meeting the needs of the community in the way that we are doing at most other libraries.

After reviewing the information we have available to us the council's preferred option is that we should withdraw the community library. But we need your views before we make a final decision about the community library.

NB

- Thomas Aveling pupils will retain their access to the school library facilities
- No staff redundancies will result from the implementation of the preferred option as vacant posts will enable staff to be redeployed elsewhere in the service.

IF THOMAS AVELING WAS TO CLOSE, WHAT COULD ALTERNATIVE PROVISION LOOK LIKE ?

We cannot say exactly what alternative provision would look like as we would wish to take account of the ideas put forward during this consultation. However, we cannot expect people to comment without having some idea of what the council would be putting in place, so the following ideas are indicative of what could be done.

Visit a community hub

For the majority of users, we would be recommending that where they wish to visit a library they go to one of the nearest community hubs, which are at Chatham, Rochester and Strood. Whilst this is a longer journey for those users currently local to the school we believe that the facilities, opening hours and the diversity of activities and events on offer – especially for younger children - will be worth the journey. Our easy return policy and one card for the whole authority makes this an option that is achievable for many members of the public. The data on the 910 recent users quoted above demonstrated that Thomas Aveling users already make great use of other libraries. Rochester is just 2 miles away, and about a quarter of an hour by bus. Chatham is 3 and a half miles away and about 23 minutes by bus.

Provision of a local stop by the Mobile Library for adults and children

The Mobile Library provides a first rate convenient service, an offer similar to a small branch library, with books for adults and children. We could arrange for it to stop in a convenient location in the local area. This would normally be every two weeks but could be more frequent if there was the demand.

Reminding people of our convenient on-line offer through better marketing

You can search the library catalogue and reserve books on-line. There are free eBooks and eAudiobooks to download and you can have online access to reference works, encyclopaedias, and local information. We would take the opportunity of the changes proposed to advertise these convenient services.

Contacting older residents, care homes and residential homes

We would also further promote our home library service for residents who find it difficult to attend the library; the service provided to people in local residential homes, and the postal service for visually impaired customers.

QUESTIONNAIRE

DATA ABOUT MEDWAY'S LIBRARY AND COMMUNITY HUBS SERVICE AND THOMAS AVELING COMMUNITY LIBRARY

The following library assessment provides a variety of data on different aspects of Medway Council Library Service. It focusses on Thomas Aveling Community Library and shows where it sits within the whole library service.

Medway Library Service consists of:

- 16 static Libraries - six of these sit within a wider council offer called community hubs
- Two mobile libraries - a general community mobile library and one that serves young people through visits to schools and early year's settings
- Two prison libraries provided on a contract for the National Offender Management Service
- Home Library Service - an extensive service to the housebound in their homes, provided with support from volunteer couriers
- Residential homes and sheltered accommodation - purchased on contract from Kent County Council
- Postal Service for the visually impaired - purchased on contract from Kent County Council.

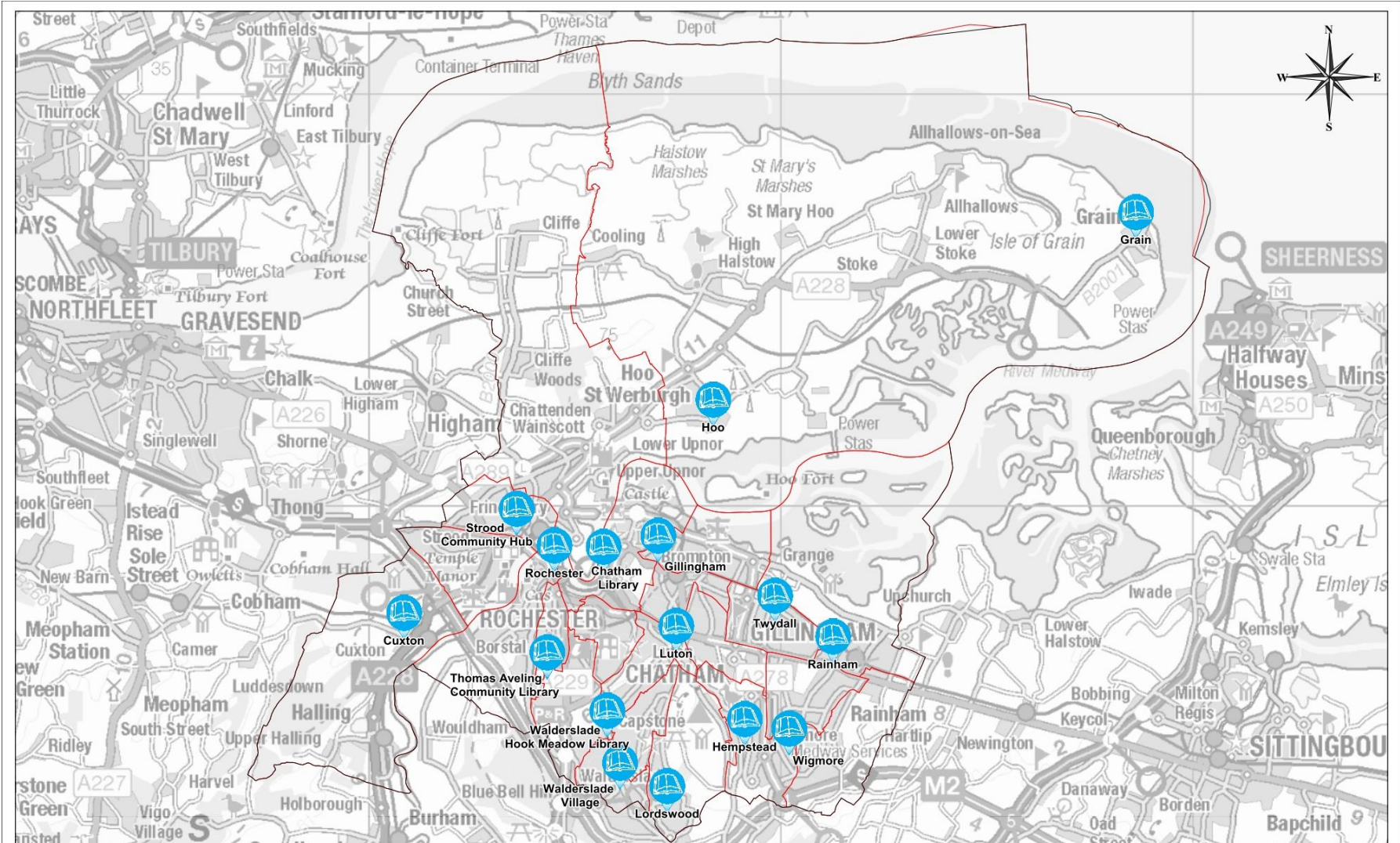
The Service offers residents access to a range of core services:

- A wide variety of stock to borrow - including adult and children's fiction and non-fiction books
- Books in large print, community languages and for adult learners
- eBooks and eAudiobooks
- Audio books for all ages
- Electronic information sources available online
- DVDs - including boxed sets
- Newspapers and magazines
- Information technology - over 140 access computers, free internet use, free Wi-Fi, printing, scanning and photocopying facilities
- Study space
- Events and activities - a whole range of events and activities for adults and young people
- Public information
- Trained staff to support the public in making use of all of the above
- Range of opportunities for volunteering.

Medway Libraries are available to anyone who lives or works in Medway, as well as visitors. Customers can register at one library but their card allows them to borrow and return to any one of the council's libraries. Lending stock may be requested and renewed online at any time, and delivered to any branch for collection. Libraries also host events and hire out spaces to partner agencies and community groups offering a range of services, advice and activities.

LOCATION OF LIBRARIES

Compared to its family of comparative authorities, Medway has a higher than average number of libraries (Chartered Institute of Public Finance and Accounting Library Statistics 2014-15). Residents have a good choice of libraries to visit and the easy return policy (borrow from one, return to any other) increases the flexibility for borrowers.



Medway Libraries



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RECENT PERFORMANCE OF MEDWAY'S LIBRARIES

Statistically, the size and scope of the interaction with the public is set out in the following table:

Medway Library Service use - summary of all branches	2015-2016	2016-2017	% Change
Visits	1,133,811	1,151,215	+ 1.5%
Issues (books/ DVDs/ spoken word CD's)	931,321	934,575	+ 0.35%
Active borrowers	36,564	34,783	- 4.9%
Computer sessions	160,441	180,083	+ 12.2%
Event attendance	59,287	65,308	+ 10.2%
Enquiries	200,544	214,545	+ 7.0%
Web visits	235,960	264,133	+ 11.9%

The immediately past year 2016-2017 has been a very positive one for the Library Service, with most indicators moving positively forward, very much bucking the national trend which is generally seeing a decline in visits and issues. There is no doubt that the creation of community hubs has been instrumental here, bringing greater footfall into these larger libraries. Credit also needs to be given to Libraries' staff where the array of activities has also played an important part in this predominantly positive trend.

LIBRARY USE FOR ALL MEDWAY LIBRARIES

PERFORMANCE BY BRANCH - ISSUES

Medway Libraries – library performance by ISSUES	
Library	2015-16
Gillingham Library and Community Hub	134,397
Strood Library and Community Hub	101,479
Chatham Library and Community Hub	87,187
Wigmore Library	67,604
Rainham Library	57,475
Rochester Library and Community Hub	55,520
Walderslade Village Library	42,186
Lordswood Library	39,356
Hoo Library	30,881
Twydall Library and Community Hub	28,331
Walderslade Hook Meadow Library	24,033
Luton Library	23,743
Cuxton Library	20,486
Thomas Aveling School and Community Library	14,261
Hempstead Library and Community Hub	13,780
Grain Library	6,039

Medway Libraries – library performance by ISSUES	
Library	2016-17
Gillingham Library and Community Hub	150,165
Strood Library and Community Hub	92,531
Chatham Library and Community Hub	78,811
Wigmore Library	63,751
Rochester	56,647
Rainham	55,109
Lordswood Library	41,824
Walderslade Village Library	41,444
Cuxton	35,915
Twydall Library and Community Hub	31,818
Luton Library	28,048
Hoo Library	27,477
Hempstead Library and Community Hub	20,544
Walderslade Hook Meadow Library	20,216
Thomas Aveling School and Community Library	13,692
Grain Library	4,665

For the year 2015-2016 Thomas Aveling Community Library, in terms of static libraries, issued the **third least** books/ DVDs (14th out of 16). For 2016-2017 it has issued the **second least** books/ DVDs (15th out of 16).

PERFORMANCE BY BRANCH - VISITS

Medway Libraries - library performance by VISITS	
Library	2015-16
Rochester Library and Community Hub	188,100
Gillingham Library and Community Hub	175,329
Strood Library and Community Hub	171,641
Chatham Library and Community Hub	167,951
Rainham Library	55,534
Lordswood Library	54,375
Wigmore Library	48,516
Walderslade Village Library	36,988
Twydall Library and Community Hub	35,496
Hoo Library	35,424
Walderslade Hook Meadow Library	26,642
Thomas Aveling School and Community Library	26,501
Luton Library	26,192
Cuxton Library	23,479
Hempstead Library and Community Hub	20,704
Grain Library	4,817

Medway Libraries - library performance by VISITS	
Library	2016-17
Rochester Library and Community Hub	203,763
Gillingham Library and Community Hub	171,101
Chatham Library and Community Hub	166,174
Strood Library and Community Hub	137,264
Rainham Library	57,574
Lordswood Library	55,593
Wigmore Library	46,297
Twydall Library and Community Hub	45,728
Walderslade Village Library	37,792
Hoo Library	31,768
Thomas Aveling School and Community Library	29,313
Hempstead Library and Community Hub	26,086
Luton Library	25,410
Walderslade Hook Meadow Library	24,286
Cuxton Library	23,289
Grain Library	4,362

For library visits, Thomas Aveling Community Library in 2015-2016 generated the fifth fewest visits for static libraries and in 2016-2017 the sixth fewest, an improved position. However, we believe that this use is very heavily influenced by young people e.g. in October 2016 the average number of daily visitors was 153, for the October half term this figure reduced to 29 and during August, in the school holidays, the average number of daily visits was 36. On Saturdays the footfall for Thomas Aveling can be 50% of the weekday footfall.

PERFORMANCE BY BRANCH - ENQUIRIES

Medway Libraries - library performance by ENQUIRIES	
Library	2015-16
Chatham Library and Community Hub	3,410
Gillingham Library and Community Hub	3,176
Rochester Library and Community Hub	2,109
Strood Library and Community Hub	1,684
Wigmore Library	919
Twydall Library and Community Hub	850
Walderslade Village Library	844
Walderslade Hook Meadow Library	680
Rainham Library	567
Hoo Library	498
Lordswood Library	480
Luton Library	441
Cuxton Library	293
Hempstead Library and Community Hub	229
Thomas Aveling School and Community Library	211
Grain Library	155

Medway Libraries - library performance by ENQUIRIES	
Library	2016-17
Chatham Library and Community Hub	3,785
Gillingham Library and Community Hub	3,614
Strood Library and Community Hub	2,191
Rochester Library and Community Hub r	1,957
Twydall Library and Community Hub	1262
Walderslade Village Library	948
Wigmore Library	800
Rainham Library	674
Walderslade Hook Meadow	643
Hoo Library	640
Lordswood Library	608
Cuxton Library	474
Luton Library	441
Hempstead Library and Community Hub	291
Thomas Aveling School and Community Library	276
Grain Library	182

For enquiries Thomas Aveling Community Library, for both years, only sits above Grain in terms of the number of enquiries answered for static libraries. It has followed the general trend of an increase in enquiries.

PERFORMANCE BY BRANCH – EVENTS ATTENDANCE

Medway Libraries - library performance by EVENTS ATTENDANCE	
Library	2015-16
Strood Library and Community Hub	11,824
Gillingham Library and Community Hub	9,014
Rochester Library and Community Hub	6,056
Lordswood Library	5,223
Wigmore Library	3,910
Chatham Library and Community Hub	3,863
Luton Library	3,726
Rainham Library	3,054
Hoo Library	2,934
Walderslade Hook Meadow Library	2,016
Walderslade Village Library	1,891
Hempstead Library and Community Hub	1,859
Cuxton Library	1,681
Grain Library	1,038
Thomas Aveling School and Community Library	948
Twydall Library and Community Hub *	250

Medway Libraries - library performance by EVENTS ATTENDANCE	
Library	2016-17
Strood Library and Community Hub	11,307
Gillingham Library and Community Hub	9,208
Rochester Library and Community Hub r	6,095
Chatham Library and Community Hub	5,940
Lordswood Library	4,988
Luton Library	4,087
Rainham Library	3,971
Wigmore Library	3,919
Hempstead Library and Community Hub	3,756
Hoo Library	2,787
Walderslade Village Library	2,272
Twydall Library and Community Hub	1,813
Cuxton Library	1,789
Walderslade Hook Meadow Library	1,246
Thomas Aveling School and Community Library	1,186
Grain Library	944

NB * Twydall Library did not run events from January to July 2016 as it was in a temporary location.

For 2015-2016 Thomas Aveling Community Library had the poorest event attendance and for 2016-2017 it sits only above Grain.

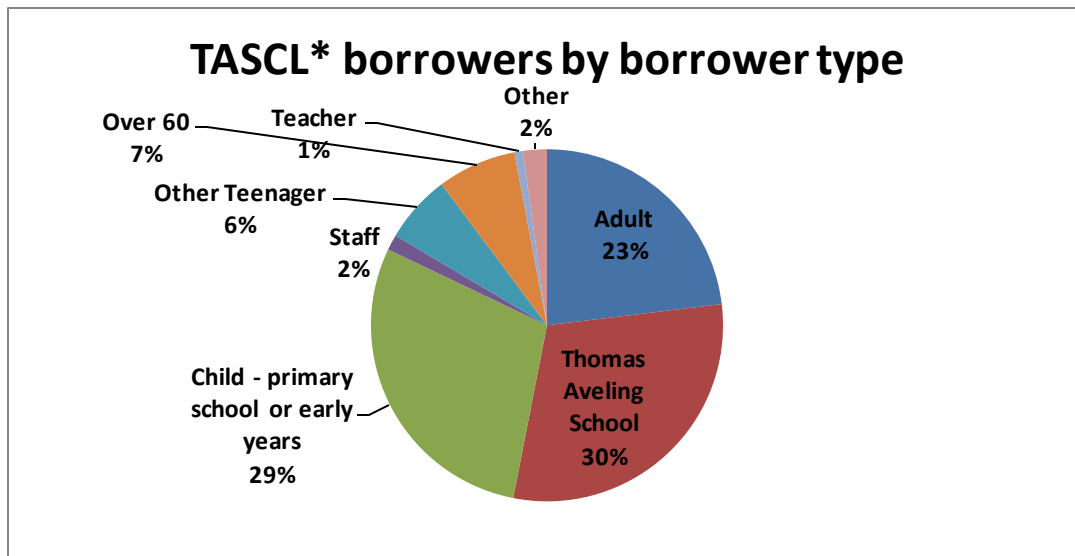
ACTIVE USE OF THOMAS AVELING COMMUNITY LIBRARY

910 unique users borrowed an item from Thomas Aveling Community Library during public library opening hours from 31 January 2016 to 1 February 2017. They borrowed a total of 14,120 books from the library. In the same period these borrowers borrowed a total of 35,575 from other Medway libraries.

Branch	Loans	Percentage
Chatham	2201	6.19%
Cuxton	430	1.21%
Gillingham	51	0.14%
Grain	106	0.30%
Hempstead	153	0.43%
Hoo	92	0.26%
Lordswood	246	0.69%
Luton	175	0.49%
Rainham	923	2.59%
Rochester	1928	5.42%
Strood	2860	8.04%
Thomas Aveling Community Library	14120	39.69%
Twydall	128	0.36%
Walderslade HM	513	1.44%
Walderslade V	1183	3.33%
Wigmore	436	1.23%
Mobiles, MALSC, Events Mobile,	1627	4.57%
Online Renewals	3402	9.56%
Telephone renewals via Customer Contact	944	2.65%
School users	4057	11.40%

This table illustrates that active customers of Thomas Aveling Community Library make use of a range of libraries, they are not restricted to one service point - their one library card gives access to all libraries and they can return items taken out at any location.

**Unique users who have borrowed a book from Thomas Aveling Community Library
31 January 2016 to 1 February 2017**



Borrower type	Number
Adult	210
Thomas Aveling School	273
Child (primary school or early years)	264
Staff	13
Other Teenager	57
Over 60	66
Teacher	7
Other	20
Total	910

This chart and table illustrates how little use is made of the library by adults and the over 60's compared to the use made by young people.

Thomas Aveling borrowers by their registered branch

Registered at	Number	Percentage
Chatham	141	15.49%
Cuxton	3	0.33%
Gillingham	40	4.40%
Hempstead	2	0.22%
Hoo	6	0.66%
Lordswood	8	0.88%
Luton	10	1.10%
Mobile (incl events)	12	1.32%
Children's Mobile	56	6.15%
Rainham	10	1.10%
Rochester	156	17.14%
Strood	60	6.59%
TASCL	281	30.88%
School	98	10.77%
Twydall	5	0.55%
Walderslade HM	10	1.10%
Walderslade V	7	0.77%
Wigmore	4	0.44%
Unknown	1	0.11%
Total	910	100.00%

This table illustrates that residents tend to make use of more than one library. In this case many customers also use Rochester and Chatham.

PATTERN OF VISITS TO LIBRARIES – MOST POPULAR TIMES

Our knowledge of staffing libraries tells us that early to mid morning tends to be the most popular time, although that can be varied of course by attendance for particular events. At Gillingham we have a thermal counter that counts in real time enabling hourly statistics to be recorded (unfortunately we do not have this feature at other libraries). We have taken data for three different months (April, June and August 2016) and provided the hourly average attendance. The conclusion that the opening hours of Thomas Aveling Community Library are not at the best time, is supported below:

Gillingham	9am-10am	10am-11am	11am-12pm	12pm-1pm	1pm-2pm	2pm-3pm	3pm-4pm	4pm-5pm	5pm-6pm	6pm-7pm
April/June/August 2016										
Average	64.67	95.78	79.73	73.12	76.56	70.91	68.32	58.83	38.7	19.14

DEMOGRAPHICS

Demographics profile for users registered at Thomas Aveling Community Library who have used a Medway library in the last 2 years.

February 2017 - There are 560 users who registered at Thomas Aveling Community Library and have used a Medway library in the last two years (26 January 2015 to 25 January 2017).

For the purpose of this exercise the postcodes recorded within the library user data were matched to small areas called Output Areas. Output Areas are statistical geographies produced as part of the Census 2011, they provide a similarly sized area in terms of population to allow comparison for Census data. On average there are 129 households in an Output Area.

1. Data relating to all library users who are registered at Thomas Aveling Community Library and reside in Medway.

There were 543 library users matched to an Output Area by their postcode. Demographic information relating to gender, age and ethnicity was provided from the Library Service records. This was then compared to Census 2011 data which is the only data source that provides gender, age and ethnicity data for small geographic areas such as Output Areas.

Gender

The data is based upon 540 library users (three users did not have their gender recorded) and an output area population of 42,220 - please note some of the output areas are a significant distance from Thomas Aveling Community Library and it is likely that the populations in these areas would visit other libraries.

	Users registered at Thomas Aveling (%)	Census (%) based on OA
Female	64.3	50.4
Male	35.7	49.6

Females are overrepresented in the library data when compared to the census information - 64.3% compared to 50.4%.

Age

The data is based upon 543 library users and an output area population of 42,220 - please note some of the output areas are a significant distance from Thomas Aveling Community Library and it is likely that the populations in these areas would visit other libraries.

	Users registered at Thomas Aveling (%)	Census (%) based on OA
0 - 18	52.1	24.4
19 - 44	24.7	36.6
45 - 64	13.4	24.8
Over 65	9.8	14.2

Young people aged 0 to 18, account for more than half of users registered at the library. This is more than double the percentage of the same age group recorded in the Census 2011. All other age groups are underrepresented in the library data compared to the census population. Thomas Aveling pupils will of course retain their access to the library

Ethnicity

Due to small numbers the data has been grouped into two:

- Black and Minority Ethnic
- White.

Those in the White group could be recorded as any of the following sub categories:

- English
- Welsh
- Scottish
- Northern Irish
- British
- Irish
- Gypsy
- Irish Traveller
- Other White

Those in the BME group are any ethnicity in the following major categories or any subcategory beneath these:

- Mixed/multiple ethnic group
- Asian/Asian British
- Black African
- Black Caribbean
- Black British
- Other ethnic groups

The library data is based upon 339 library users, the other 204 users had either declined to provide their ethnicity or it was not recorded for those users. The Census data is based upon an output area population of 42,220 - please note some of the output areas are a significant distance from Thomas Aveling Community Library and it is likely that the populations in these areas would visit other libraries.

	Users registered at Thomas Aveling (%)	Census (%) based on OA
White	80.5	87.0
BME	19.5	13.0

The library data shows a higher proportion of BME users than the community data.

2. The following data relates to all Thomas Aveling Community Library registered users residing in an Output Area within 1km of Thomas Aveling Community Library.

To understand the use of the library from those who live nearby a further analysis was carried out. The Output Areas used were those where the centre of their populations fell within a 1km buffer from Thomas Aveling Community Library. The centre of the population is calculated by the Office for National Statistics; this is called a population weighted centroid and acts as a summary reference point for the centre of the population in an Output Area.

In all there were 369 library users who live in an Output Area within 1km of the library.

Demographic information relating to gender, age and ethnicity was provided from the Library Service, this was matched to Census 2011 data which is the only data source that provides gender, age and ethnicity data for small geographic areas such as Output Areas.

Gender

The data is based upon 369 library users, and an output area population of 11,714.

	Users registered at Thomas Aveling (%)	Census (%) based on OA
Female	63.9	48.6
Male	36.1	51.4

Females are overrepresented in the library data when compared to the census information - 63.9% compared to 48.6%.

Age

The data is based upon 369 library users and an output area population of 11,714.

	Users registered at Thomas Aveling (%)	Census (%) based on OA
0 - 18	53.9	24.3
19 - 44	22.2	33.0
45 - 64	13.0	25.4
Over 65	10.8	17.2

The Young people aged 0 to 18 account for more than half of users registered at the library. This is more than double the percentage of the same age group recorded in the Census 2011. All other age groups are underrepresented in the library data compared to the census population.

Ethnicity

Due to small numbers the data has been grouped into two:

- Black and Minority Ethnic
- White

Those in the White group could be recorded as any of the following sub categories:

- English
- Welsh
- Scottish
- Northern Irish
- British
- Irish
- Gypsy
- Irish Traveller
- Other White

Those in the BME group are any ethnicity in the following major categories or any subcategory beneath these:

- Mixed/multiple ethnic group
- Asian/Asian British
- Black African
- Black Caribbean
- Black British
- Other ethnic groups

Those in the library data is based upon 222 library users, the other 147 users had either declined to provide their ethnicity or it was not recorded for those users. The Census data is based upon an output area population of 11,714.

	User registered at Thomas Aveling (%)	Census (%) based on OA
White	78.4	84.8
BME	21.6	15.2

The library data shows a higher proportion of BME library users than the community data.

THOMAS AVELING COMMUNITY LIBRARY - PROXIMITY TO OTHER NEARBY LIBRARIES

To Chatham Library and Community Hub

Method	Miles	Time taken
By car – fastest route	3.4	12 minutes
By bus route 145 - every 10 minutes	2.7	24 minutes
On foot	2.2	42 minutes
Cycle	2.4	11 minutes

To Rochester Library and Community Hub

Method	Miles	Time taken
By car – fastest route	2	10 minutes
By bus route 145 – every 10 minutes	2	15 minutes
On foot	2	34 minutes
Cycle	1.75	9 minutes

To Strood Library and Community Hub

Method	Miles	Time taken
By car – fastest route	3	11 minutes
By bus route 145 to Rochester frequent buses to Strood (141,190,700,191)	3	26 minutes
On foot	3	50 minutes
Cycle	3	18 Minutes

The future provision of public library services at the Thomas Aveling Community Library - have your say

This consultation seeks your opinion on the future of the Thomas Aveling Community Library Service. Your comments will help us develop your service requirements.

Before you complete this short survey, may we suggest that you review the consultation documents and supporting data.

Please note: the provision of the school library service for Thomas Aveling School will remain in place to meet the needs of the students.

The consultation runs from Friday 21 April until 5pm on Thursday 15 June 2017.

Comments must be received by 5pm on Thursday 15 June 2017.

How you use your library

Do you use the Thomas Aveling Community Library?

- Yes
 No

How often do you use the Thomas Aveling Community Library?

- Almost every day
 At least once a week
 At least once a fortnight
 At least once a month
 At least once every six months
 Less frequently

At what time do you mostly visit the Thomas Aveling Community Library? (Please choose all that apply)

- Weekdays 3-4pm
 Weekdays 4-5pm
 Weekdays 5-6pm
 Saturdays 10-12 noon
 Saturdays 12-2pm
 Saturdays 2-4pm

When attending the Thomas Aveling Community Library, please say how you make use of the facilities: (Please choose all that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> To borrow books | <input type="checkbox"/> To use the computers | <input type="checkbox"/> For a safe place to wait to be picked up from school |
| <input type="checkbox"/> To borrow DVDs | <input type="checkbox"/> To carry out homework after school | <input type="checkbox"/> Other reason |
| <input type="checkbox"/> To attend a library event | | |

If other, please say:

Do you also use any other libraries?

- Yes
 No

Which libraries do you use? (Please choose all that apply)

- | | | |
|-------------------------------------|--|--|
| <input type="checkbox"/> Chatham | <input type="checkbox"/> Lordswood | <input type="checkbox"/> Strood |
| <input type="checkbox"/> Cuxton | <input type="checkbox"/> Luton | <input type="checkbox"/> Twydall |
| <input type="checkbox"/> Gillingham | <input type="checkbox"/> Medway Community Mobile Library | <input type="checkbox"/> Walderslade Hook Meadow |
| <input type="checkbox"/> Grain | <input type="checkbox"/> Rainham | <input type="checkbox"/> Walderslade Village |
| <input type="checkbox"/> Hempstead | <input type="checkbox"/> Rochester | <input type="checkbox"/> Wigmore |
| <input type="checkbox"/> Hoo | | |

Which of the following library services do you currently use or would consider using? (Please choose all that apply and note that they are all FREE)

	Currently use	Would consider using
eBooks and eAudiobooks - a large selection of free books available to download to a variety of mobile devices. Staff can help support you in getting up and running	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Library Service - our mobile library visits different locations throughout Medway and is fully accessible	<input type="checkbox"/>	<input type="checkbox"/>
Electronic resources - online access to reference works, encyclopaedias, local information and much more	<input type="checkbox"/>	<input type="checkbox"/>
Home Library Service - for those customers who find getting to the library difficult, books are delivered to your home by a volunteer courier	<input type="checkbox"/>	<input type="checkbox"/>
Postal service for the visually impaired - spoken word CDs delivered to your home	<input type="checkbox"/>	<input type="checkbox"/>
Residential homes/sheltered accommodation - a collection of books delivered to your location	<input type="checkbox"/>	<input type="checkbox"/>

Which libraries do you use? (Please choose all that apply)

- | | | |
|-------------------------------------|---|---|
| <input type="checkbox"/> Chatham | <input type="checkbox"/> Lordswood | <input type="checkbox"/> Strood |
| <input type="checkbox"/> Cuxton | <input type="checkbox"/> Luton | <input type="checkbox"/> Twydall |
| <input type="checkbox"/> Gillingham | <input type="checkbox"/> Medway Community
Mobile Library | <input type="checkbox"/> Walderslade Hook
Meadow |
| <input type="checkbox"/> Grain | <input type="checkbox"/> Rainham | <input type="checkbox"/> Walderslade Village |
| <input type="checkbox"/> Hempstead | <input type="checkbox"/> Rochester | <input type="checkbox"/> Wigmore |
| <input type="checkbox"/> Hoo | | |

Which following library services would you consider using in the future?

- To borrow **books**
- To borrow **DVDs**
- To attend a **library event**
- To use the **computers**
- To carry out **homework** after school/college
- To borrow eBooks and eAudiobooks** - a large selection of free books available to download to a variety of mobile devices. Staff can help support you in getting up and running
- To use the **Mobile Library Service** - our mobile library visits different locations throughout Medway and is fully accessible
- To use the **electronic resources** - online access to reference works, encyclopaedias, local information and much more
- To use the **Home Library Service** - for those customers who find getting to the library difficult, books are delivered to your home by a volunteer courier
- To receive the **Postal service for the visually impaired** - spoken word CDs delivered to your home
- To use the **Residential homes/sheltered accommodation service** - a collection of books delivered to your location
- Other reason

If other, please say what

Tell us your views

In the consultation document, we set out our preferred option to close Thomas Aveling Community Library. We are now seeking your views on this and alternative proposals.

As identified on page 8 of the consultation document please tell us which of the following options you would prefer. (Please choose one only)

- Replace the current library with tailored alternative provision that could consist of the following services - Mobile Library Service, Home Library Service, service to residential homes, other Community Hub libraries etc
- The current service to remain in place
- Withdraw the service without alternative provision
- Suggest an alternative option that has not been considered

If you would like to suggest an alternative option, please comment in the box below

What would be your preferred time to visit your local library? (Please select one box only)

- Weekday Morning (9:00-12:00)
- Weekday afternoon (12:00-17:00)
- Weekday evening (17:00-19:00)
- Weekday evening (19:00-21:00)
- Saturday Morning (9:00-12:00)
- Saturday afternoon (12:00-17:00)
- Other

Please give details

Please say which other Medway library services you currently make use of:

- eBooks
- eAudiobooks
- The community mobile library
- A community hub
- Another Medway Council library*
- Home library service
- Other

If other, please say what

*Medway Library cards can be used at any public library in Medway and books can be borrowed and returned at different branches.

About you

Medway is committed to consulting with all its residents and so, to ensure that all groups within the community have the opportunity to participate in this consultation, we would appreciate it if you could provide us with the following information. The information provided will remain private and confidential and will not be used for any other purpose. You are under no obligation to provide the following information and it will not affect your input if you choose not to.

Your Contact Details

Full Name

Email Address

Address

Post code

Type of Consultee (Please select one of the below option)

- Member of the public
- Local Authority
- Business
- Councillor/MP/Parish Council
- Charity/Community/Faith Group
- Other

If other, please say:

Are you? (please tick one box only)

- Male
- Female
- I prefer not to say

In which of the following age bands do you fall? (please tick the appropriate box)

- Under 16
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- I prefer not to say

Do you have any long-standing health problem or disability? Long-standing means anything that has lasted, or is expected to last, at least 12 months. (please select the appropriate box)

- Yes No I prefer not to say

If yes, what is the nature of your health problem or disability? (please select the appropriate boxes)

- Health Diagnosis Mental Health I prefer not to say
 Hearing Impairment Physical Impairment Other
 Learning Disability Sight Impairment

If other, please say what

What is your ethnic group?

- White - English/ Welsh/ Scottish/ Northern Irish/ British Any other mixed / multiple ethnic background Asian / Asian British - Pakistani
 White - Irish Black / Black British - African Asian / Asian British - Bangladeshi
 White - Gypsy or Irish Traveller Black / Black British - Caribbean Asian / Asian British - Chinese
 Any other White background Any other Black / African/ Caribbean background Any other Asian background
 Mixed - White and Black Caribbean Asian / Asian British - Indian Other - Arab
 Mixed - White and Black African I prefer not to say
 Mixed - White and Asian

If other, please say:

In which area do you live? (Please select one box only)

- Chatham Rochester Gillingham
 Strood Rainham Rural areas of Medway
 Outside the Medway area I prefer not to say

Thank you for completing this survey.

Protecting your personal information.

Medway Council will keep the information provided above as confidential. Access to, retention and disposal of this information will be strictly in accordance with data protection requirements. It will be used solely to ensure that Medway Council meets obligations under equality legislation. Individuals will not be identifiable in any reporting. Your personal data will be processed in accordance with Medway Council's Data Protection notice.

Responses will be kept for one year and then destroyed.

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