

FINDINGS OF THE THOMAS AVELING COMMUNITY LIBRARY CONSULTATION 2017

APPENDIX 3

INTRODUCTION

It was agreed at Council on 23rd February as part of the budget setting report to carry out a consultation on the future of the Thomas Aveling Community Library based in the grounds of Thomas Aveling Secondary School.

This report provides analysis of the consultation results that took place between 21st April and 15th June 2017.

EXECUTIVE SUMMARY

151 responses were received. Of the 151 responses, 96% (145) use Thomas Aveling Community Library and 4% (6) do not. 91% (137) were members of the public, 74% identified themselves as living in Rochester.

All 151 respondents were asked which option they would prefer as an outcome.

- 87% (131) would prefer the current Thomas Aveling Community Library service to remain in place
- 7% (11) would like the current Thomas Aveling Community Library service to be replaced with a tailored alternate provision
- 3% (4) have suggested an alternative solution
- 2% (3) would withdraw the service without alternate provision
- 1% (2) did not answer

Of the 145 that do use the service, 39% (56) also make use of other libraries in Medway.

- 73% (41) use Rochester library
- 32% (18) use Chatham library
- 25% (14) use Gillingham library

The most popular activities were:

- 95% (138) to borrow books
- 27% (39) to use the computers
- 24% (35) to attend an event
- 24% (35) to borrow DVDs
- 14% (21) to carry out homework after school

Of the 131 who would prefer the current service to remain in place:

- 32% (42) use the Thomas Aveling Community Library service at least once a month
- 28% (37) at least once a week
- 22% (29) at least once a fortnight
- 38% (50) would consider using at least one alternate service (i.e. eBooks/electronic resources)
- 58% (76) do not use an alternative library of which 29% (22) would consider using at least one alternate service
- 37% (49) do use an alternative library



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Of the 49 who use an alternate library:

- 71% (35) use Rochester Hub
- 41% (20) use other libraries
- 31% (15) use Chatham Hub

METHODOLOGY

The consultation period was for eight weeks and commenced on 21 April 2017 at 9am and ended on 15 June 2017 at 5pm.

Of the 153 responses that were received, 2 individuals made 2 responses in the same name; therefore we have included their first response and disregarded the second, leaving 151 responses remaining for analysis.

SURVEYS

The consultation was drawn to the attention of 910 recent users (who had used the library between January 2016 and February 2017) through email and letter, inviting them to complete the survey either online or by a paper version that could be collected at the service. The analysis of the 910 Thomas Aveling customers indicated the following user breakdown:

- 30% (273) Thomas Aveling school students
- 29% (264) primary school or early years
- 23% (210) adult users
- 7% (66) over 60
- 11% (97) other users, other teenagers, staff, teachers.

Paper surveys were also made available in all other community hubs in Medway. 100 paper surveys were collected from Thomas Aveling Community Library, but no further paper surveys were received from any of the other library community hubs.

FACE TO FACE

Three drop in meetings were held alongside the consultation survey to give residents an opportunity to meet a libraries manager and discuss the proposal. These meetings were held in Thomas Aveling School and Community Library on:

- Thursday, 18 May 2017 with Duncan Mead, Library Services Manager
- Saturday, 27 May 2017 with Chris White, Head of Libraries, Business Support and Community Hubs
- Tuesday, 30 May 2017 with Duncan Mead and Chris White

The meetings were an opportunity for residents to discuss the proposal in addition to or as an alternative to completing the survey. Across the three meetings 40 residents attended.



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OBSERVATIONS

The complete breakdown of all question responses can be found in the FINDINGS section of this report at page 6.

SURVEY

USAGE

Of the 151 responses, 96% (145) responded that they do use Thomas Aveling Community Library and 4% (6) do not.

Of the 145 respondents that do use the service:

- 32% (47) use the library at least once a month, of which
 - o 43% (20) use the service Saturdays 10-12noon
 - o 40% (19) use the service weekdays 3-4pm
- 27% (39) at least once a week, of which
 - o 56% (22) use the service Saturdays 10-12noon
 - o 41% (16) use the service weekdays 4-5pm
- 22% (32) at least once a fortnight, of which
 - o 53% (17) use the service Saturdays 10-12 noon
 - o 47% (15) use the service weekdays 4-5pm

Overall, of all 145 respondents (multiple choice question):

- 47% (68) visit Saturday 10-12noon
- 41% (59) visit weekday 4-5pm
- 37% (54) visit weekday 3-4pm

SERVICES USED

Of the 145 respondents that do use the service (multiple choice question):

- 95% (138) use the service to borrow books
- 27% (39) to use the computers
- 24% (35) for attending library events
- 24% (35) borrowing DVDs
- 14% (21) to carry out homework after school
- 4% (6) for a safe place to wait to be picked up after school
- 14% (21) responded as 'other'

Of the 145 that do use the service, 39% (56) also make use of other libraries in Medway. Of these, 73% (41) use Rochester, 32% (18) use Chatham and 25% (14) use Gillingham.

We asked what other alternate library services are currently used (multiple choice), 18% (26) responded. Of the 145 that do use the service, 7% (10) use eBooks and eAudiobooks, 6.2% (9) use electronic resources and 5.5% (8) use a mobile library service.



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We also asked what other alternate library services the user would consider using (multiple choice). 50% (72) responded. Of the 145, 32% (46) would consider using eBooks and eAudiobooks, 27% (39) the mobile library service and 21% (31) electronic resources.

Of the 6 respondents that do not use Thomas Aveling Community Library, all responded with at least one library in Medway that they do use. 67% (4) use Rochester, 33% (2) use Chatham and the same result for Gillingham.

OUTCOME PREFERENCE

All 151 respondents were asked which option they would prefer as an outcome:

- 87% (131) would prefer the current service to remain in place
- 7% (11) would like the current library to be replaced with a tailored alternate provision
- 3% (4) have suggested an alternative solution
- 2% (3) would withdraw the service without alternate provision
- 1% (2) did not answer.

All 131 that would prefer the current service to remain in place were current users of the service.

Of this 131, 32% (42) use the service at least once a month, 28% (37) at least once a week and 22% (29) at least once a fortnight.

58% (76) do not use an alternative library, 37% (49) do. Of the 49 that do use an alternate library, 71% (35) use Rochester, 41% (20) use other libraries and 31% (15) use Chatham.

31% (41) would consider using eBooks and eAudiobooks, 27% (35) would consider using the mobile library service and 21% (28) would consider using electronic resources.

All respondents were asked which time they would prefer to visit their local library. 32% (49) would prefer weekday afternoon 12-17pm, 25% (38) Saturday morning 9-12noon, 21% (32) Saturday afternoon.

They were also asked which other Medway library services they currently make use of. 19.2% (29) use community hubs, 18.5% (28) use another Medway Council library and 6% (9) use eBooks.

FACE TO FACE

Here is a summary of the issues that were raised at the three drop in meetings and through other correspondence received :

- Loss of a local community facility, and events and activities
- Support for the calm atmosphere at Thomas Aveling
- Thomas Aveling welcomes autistic children
- Loss of library will affect local children's literacy and learning
- Loss of ICT provision public computers, Internet and printing.
- Transport and parking issues with alternative libraries. Including the associated costs of visiting Community Hubs such as bus fares and parking charges.
- Other hub activities often booked up



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- The Mobile Library is not a good alternative, including restricted working hours and outdoor waiting.
- Can the mobile libraries meet the needs of wheelchair users?
- The use of volunteers would help with savings
- Could income be generated through other means to support the library?
- Could the council use the building more intensively with schools, community groups and churches?
- Use a different venue such as the former library on Fairway or combined service with a Children's Centre
- The library at TASCL has not been advertised / promoted enough



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FINDINGS

Question 1: Do you use the Thomas Aveling Community Library?

	YES	NO
NUMERATOR	145	6
DENOMINATOR	151	151
PERCENTAGE	96%	4%

If they answered YES to question 1:

(These are the respondents that completed a survey, and do use Thomas Aveling Community Library)

Question 2: 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	Not answered
NUMERATOR	13	39	32	47	10	3	1
DENOMINATOR	145	145	145	145	145	145	145
PERCENTAGE	9%	27%	22%	32%	7%	2%	1%

Question 3: 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
NUMERATOR	54	59	39	68	44	39
DENOMINATOR	145	145	145	145	145	145
PERCENTAGE	37%	41%	27%	47%	30%	27%

Question 4: When attending the Thomas Aveling Community Library, please say how you make use of the facilities: (Please choose all that apply)

	To borrow books	To borrow DVDs	To attend a library event	To use the computers	To carry out homework after school	For a safe place to wait to be picked up from school	Other
NUMERATOR	138	35	35	39	21	6	21
DENOMINATOR	145	145	145	145	145	145	145
PERCENTAGE	95%	24%	24%	27%	14%	4%	14%



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Question 5: If other, please say:

21 comments were received to detail other uses of the library. Within these 21 comments were 29 other responses that were not specific in question 4, which can be broken down as follows:

Photocopying	7
Printing	4
School Class/time with pupils/study	4
Recycling bags	3
To read	2
Borrow puzzles	2
Craft classes	2
Enter Summer Reading challenge	1
Local information	1
Volunteer work	1
Borrow audio books	1
Computer advice	1

Question 6: Do you also use any other libraries?

	YES	NO	Blank
NUMERATOR	56	83	6
DENOMINATOR	145	145	145
PERCENTAGE	39%	57%	4%

Question 7: Which libraries do you use? (Please choose all that apply)

	Chatham	Gillingham	Hempstead	Rochester	Luton	Community Mobile	Rainham	Strood	Twydall	Walderslade Hook Meadow	Walderslade Village	Not answered
NUMERATOR	18	14	2	41	2	4	4	9	3	2	3	2
DENOMINATOR	56	56	56	56	56	56	56	56	56	56	56	56
PERCENTAGE	32%	25%	4%	73%	4%	7%	7%	16%	5%	4%	5%	4%

Question 8: 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

	eBooks and eAudiobooks	Mobile library service	Electronic resources	Home Library Service	Postal service for the visually impaired	Residential homes/ sheltered accommodation
NUMERATOR	10	8	9	4	0	0
DENOMINATOR	145	145	145	145	145	145
PERCENTAGE	7%	6%	6%	3%	0%	0%



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	eBooks and eAudiobooks	Mobile library service	Electronic resources	Home Library Service	Postal service for the visually impaired	Residential homes/ sheltered accommodation
NUMERATOR	46	39	31	13	7	7
DENOMINATOR	145	145	145	145	145	145
PERCENTAGE	32%	27%	21%	9%	5%	5%

If they answered NO to question 1:

(These are the respondents that completed a survey, but do not use Thomas Aveling Community Library)

Question 9: Which libraries do you use? (Please choose all that apply)

	Chatham	Gillingham	Community Mobile	Rochester	Walderslade Hook Meadow	Walderslade Village
NUMERATOR	2	2	1	4	1	1
DENOMINATOR	6	6	6	6	6	6
PERCENTAGE	33%	33%	17%	67%	17%	17%

Question 10: Which following library services would you consider using in the future?

	To borrow books	To borrow DVDs	To attend a library event	To borrow eBooks and eAudiobooks	To use the Mobile Library Service	To use electronic resources
NUMERATOR	6	1	4	3	1	3
DENOMINATOR	6	6	6	6	6	6
PERCENTAGE	100%	17%	67%	50%	17%	50%

Question 11: If other, please say what

No responses

ALL RESPONDENTS

(These are all respondents that completed a survey regardless of if they use Thomas Aveling Community Library or not)

Question 12: Please tell us which of the following options you would prefer (please choose one only)

	Replace the current library with tailored alternative provision	The current service to remain in place	Withdraw the service without alternative provision	Suggest an alternative	Not answered
NUMERATOR	11	131	3	4	2
DENOMINATOR	151	151	151	151	151
PERCENTAGE	7%	87%	2%	3%	1%



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Question 13: If you would like to suggest an alternative option, please comment

Re open the old Fairway library.

The main reason I use Thomas Aveling is because it is near to where I live and easy to park. I would like the service to remain as it is, but if this is not the final decision made I would suggest that free parking should be made available at other libraries for library users, in addition to the other suggestions for alternative library provision. I would use the library a lot more if I didn't have to pay parking. I'm not sure how you could stop shoppers using the car park if it was free, but perhaps one way round this would be to offer a refund of parking fees at the library if a book is borrowed, event attended or computer is used.

The current facility is an invaluable but under exploited facility in a prime location to serve a community that is remote from town centre services. Therefore the most obvious solution is to retain the current service, expanded to include other Medway Council services (cost sharing with those services as appropriate) alongside a campaign to raise the profile of the facility by publicising its presence and improving signage. It would also seem sensible to grow the partnership with Thomas Aveling (and other local schools) as well as reach out to local churches and community groups to also partner with the Council for the small but valuable community resource. We have formed the view that the narrow remit of the consultation is to targeted at just reducing budgets and not at getting the best value service for the local community, It is strongly recommended that future consultations adopt a much more holistic approach, with a broader scope to exploit the resources fully in each location.

Have volunteers run the library for free (maybe close on Saturday, due to hours being too long to work for free). A different volunteer per day? Give them only simple duties, no dealings with fines etc.

Question 14: 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
NUMERATOR	12	49	7	2	38	32	9
DENOMINATOR	151	151	151	151	151	151	151
PERCENTAGE	8%	32%	5%	1%	25%	21%	6%

Question 15: If other, please give details

Weekday 4pm-9pm
Weekday 2pm-7pm. Saturday 9am-5pm
Weekday 4pm-7pm. Saturday 9am-5pm
Weekday 4pm to 9pm
weekdays 3-6
8 am to 7 pm Monday to Saturday
No specific time
Anytime
Library used for classes and revision also by sixth form, required during the day.

Question 16: Please say which other Medway library services you currently make use of

	eBooks	eAudiobooks	Community mobile library	A community hub	Another Medway Council library
NUMERATOR	9	3	6	29	28
DENOMINATOR	151	151	151	151	151
PERCENTAGE	6%	2%	4%	19%	19%

Question 16a: If other, please say what

No responses



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Question 17/18/19: Name, email address and address detail which has been excluded from these findings

Question 20: Post code

	ME1	ME4	ME5	ME7	ME20	СТ2	Not answered
NUMERATOR	96	4	3	5	1	1	41
DENOMINATOR	151	151	151	151	151	151	151
PERCENTAGE	64%	3%	2%	3%	1%	1%	27%

Question 21: Type of consultee

	Charity/ community/ faith group	Member of the public	Other	Not answered	
NUMERATOR	1	137	1	12	
DENOMINATOR	151	151	151	151	
PERCENTAGE	1%	91%	1%	8%	

Question 22: If other, please say

Other	
Student	

Question 23: Are you?

	Male	Female	Prefer not to say	Not answered
NUMERATOR	36	96	1	18
DENOMINATOR	151	151	151	151
PERCENTAGE	24%	64%	1%	12%

Question 24: In which of the following age bands do you fall?

	Under 16	16-24	25-34	35-44	45-54	55-64	75+	Prefer not to say	Not answered
NUMERATOR	23	4	13	35	21	16	11	3	14
DENOMINATOR	151	151	151	151	151	151	151	151	151
PERCENTAGE	15%	3%	9%	23%	14%	11%	7%	2%	9%

Question 25: Do you have any long standing health problem or disability?

	YES	NO	Prefer not to say	Not answered
NUMERATOR	22	102	7	20
DENOMINATOR	151	151	151	151
PERCENTAGE	15%	68%	5%	13%



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Question 26: If yes, what is the nature of your health problem or disability?

	Health diagnosis	Hearing Impairment	Learning Disability	Mental Health	Physical Impairment	Prefer not to say	Not answered
NUMERATOR	6	2	1	2	4	2	5
DENOMINATOR	22	22	22	22	22	22	22
PERCENTAGE	27%	9%	5%	9%	18%	9%	23%

Question 27: If other, please specify

Specific condition detail which has been excluded from these findings

Question 28: What is your ethnic group?

	White - English/ Welsh/ Scottish/ Northern Irish/ British	White - Irish	Any other White background	Asian / Asian British - Bangladeshi	Asian / Asian British - Chinese		Any other Asian background
NUMERATOR	90	5	7	1	3	4	1
DENOMINATOR	151	151	151	151	151	151	151
PERCENTAGE	60%	3%	5%	1%	2%	3%	1%

	Black / Black British - African	Black / Black British - Caribbean		Any other mixed / multiple ethnic background		Prefer not to say	Not answered
NUMERATOR	7	1	3	3	2	11	13
DENOMINATOR	151	151	151	151	151	151	151
PERCENTAGE	5%	1%	2%	2%	1%	7%	9%

Question 29: Other, please state

Other, please say
British / Filipino
British and Russian duel national
Bulgarian

Question 30: In which area do you live?

	Chatham	Rochester	Gillingham	Rainham	Rural area of Medway	Outside of the Medway area	Prefer not to say	Not answered
NUMERATOR	10	111	5	1	2	2	1	19
DENOMINATOR	151	151	151	151	151	151	151	151
PERCENTAGE	7%	74%	3%	1%	1%	1%	1%	13%



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CROSS TABULATION ANALYSIS OF THOSE THAT WISH THE SERVICE TO REMAIN OPEN

Those that chose to keep the current service vs frequency of usage of the 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	Not answered
NUMERATOR	13	37	29	42	7	2	1
DENOMINATOR	131	131	131	131	131	131	131
PERCENTAGE	10%	28%	22%	32%	5%	2%	1%

Those that chose to keep the current service vs use of other libraries

	YES	No	Blank
NUMERATOR	49	76	6
DENOMINATOR	131	131	131
PERCENTAGE	37%	58%	5%

Those that chose to keep the current service vs alternative services they would consider using

	eBooks and eAudiobooks	Mobile library service	Electronic resources	Home Library Service	Postal service for the visually impaired	Residential homes/ sheltered accommodation
NUMERATOR	41	35	28	13	7	7
DENOMINATOR	131	131	131	131	131	131
PERCENTAGE	31%	27%	21%	10%	5%	5%

Those that chose to keep the current service vs age and days/times they use the library

	Weekdays 3- 4pm	Weekdays 4- 5pm	Weekdays 5- 6pm	Saturdays 10-12 noon	Saturdays 12- 2pm	Saturdays 2- 4pm
Under 16	4	10	8	9	11	12
16-24	0	0	2	2	1	1
25-24	8	6	2	4	1	2
35-44	14	15	11	15	7	7
45-54	3	10	6	12	9	7
55-64	3	2	4	8	5	2
65-74	3	5	2	3	2	3
75+	4	3	1	4	2	1
Prefer not to say	1	0	0	1	1	1
Not answered	7	4	3	5	2	1
NUMERATOR	47	55	39	63	41	37
DENOMINATOR	131	131	131	131	131	131
PERCENTAGE	36%	42%	30%	48%	31%	28%



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Those that chose to keep the current service vs age and how they use the library

	To borrow books	To borrow DVDs	To attend a library event	To use the computers	To carry out homework after school	For a safe place to wait to be picked up from school	Other
Under 16	19	7	7	10	5	0	2
16-24	2	0	0	1	2	0	1
25-24	12	3	5	0	0	0	1
35-44	31	10	12	8	5	1	3
45-54	18	5	6	6	4	2	4
55-64	11	3	1	3	2	1	4
65-74	8	0	0	3	1	0	1
75+	10	1	0	1	0	0	1
Prefer not to say	2	0	1	1	1	1	0
Not answered	12	5	0	5	1	0	4
NUMERATOR	125	34	32	38	21	5	21
DENOMINATOR	131	131	131	131	131	131	131
PERCENTAGE	95%	26%	24%	29%	16%	4%	16%

Those that say they use the Thomas Aveling Community Library service vs frequency of usage and times

•	•		_				
		Weekdays 3- 4pm	Weekdays 4- 5pm	Weekdays 5- 6pm	Saturdays 10-12 noon	Saturdays 12- 2pm	Saturdays 2- 4pm
	NUMERATOR	7	8	7	6	7	6
Almost every day	DENOMINATOR	13	13	13	13	13	13
	PERCENTAGE	54%	62%	54%	46%	54%	46%
	NUMERATOR	12	16	12	22	13	8
At least once a week	DENOMINATOR	39	39	39	39	39	39
	PERCENTAGE	31%	41%	31%	56%	33%	21%
	NUMERATOR	10	15	9	17	10	7
At least once a fortnight	DENOMINATOR	32	32	32	32	32	32
Tortingit	PERCENTAGE	31%	47%	28%	53%	31%	22%
	NUMERATOR	19	16	9	20	10	15
At least once a month	DENOMINATOR	47	47	47	47	47	47
	PERCENTAGE	40%	34%	19%	43%	21%	32%
	NUMERATOR	4	3	1	2	2	2
At least once every six months	DENOMINATOR	10	10	10	10	10	10
SIX IIIOIIIIIS	PERCENTAGE	40%	30%	10%	20%	20%	20%
	NUMERATOR	2	1	1	0	1	0
Less frequently	DENOMINATOR	3	3	3	3	3	3
	PERCENTAGE	67%	33%	33%	0%	33%	0%
	NUMERATOR	0	0	0	1	1	1
Not answered	DENOMINATOR	1	1	1	1	1	1
	PERCENTAGE	0%	0%	0%	100%	100%	100%