



Derby City Council



Derby Libraries Strategic Review Phase 1 Public and Stakeholder Consultation

Final Report

April 2016

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The Consultation Programme

Introduction

Derby City Council is responsible for the service and delivery of 15 public libraries in Derby, which make a unique and valued contribution to the cultural, social and intellectual fabric of society. During 2014-15 users made over 783,000 visits to these libraries and borrowed over 750,000 books and audio books. As well as borrowing books, people can access the internet and Wi-Fi for free in Derby libraries, attend a job club, find out about their family history or that of the local area, and take part in a variety of events and activities. Many people also access online library services such as borrowing eBooks and accessing subscription websites.

Derby City Council continues to face a challenging financial situation and is required to make further cuts of £45m to its budget by 2019. The Council is therefore undertaking a review of all services it provides, which includes looking at the Library Service and how resources can be used more efficiently, while still protecting a service that is highly valued and widely used across the City.

As part of this review, Derby City Council wished to conduct a public consultation with people who live and work in Derby in order to understand library usage, provide feedback on the draft vision and service offer, and seek opinions on strategies that could enable the service to make a substantial contribution to savings targets while continuing to meet its statutory obligations and people's needs. The Council required statistically valid and in-depth research to provide an overall picture of current service usage, opinions on options for the future and the future needs of key demographic groups.

This report presents the findings from the Phase 1 Public Consultation conducted for Derby City Council by independent market research agency Enventure Research.

The findings from the consultation will be used by the Council to undertake a needs assessment for the service and formulate proposals for its future delivery. These proposals will be published in the Council Cabinet report in summer 2016 and will be put to a second phase of public consultation later in the year.

Research objectives

The aim of this research was to explore the effects cost saving options may have on people's library usage and understand whether any of the proposed options are viable to allow the Council to continue to provide a comprehensive library service to the population of Derby. Within this overall aim, the research objectives were to:

- Consult with both users and non-users of library services
- Gain feedback from as many people who live, work and study in Derby as possible
- Gather high quality, robust and statistically valid evidence
- Gather in-depth qualitative evidence
- Explore current service usage, and opinions on the vision, offer and potential options for future service delivery
- Ensure responses were received from users of all library sites across Derby

Methodology

A combined quantitative and qualitative methodology was chosen for this research in order to provide statistical validity, robustness and representativeness, and also depth of understanding. The quantitative element took the form of a paper and online survey, and the qualitative element involved a series of focus groups and in-depth telephone interviews.

Online and paper survey

The consultation was open to everyone who lived, worked and studied in Derby, including people who worked or volunteered for the Library Service.

A questionnaire was designed in partnership between Derby City Council and Enventure Research, asking questions which covered the following topics:

1. Library service usage
2. Importance of reading and accessing books
3. Internet usage
4. Feedback on the draft vision for the service
5. Opinions of the core and supplementary offers available at libraries
6. Feedback on potential options for service delivery in the future
7. Other ideas for reducing costs of the service
8. Equality monitoring questions

A background consultation document was also designed to give respondents background information about the Council's financial position and the proposals for service delivery being considered. Respondents were asked to read this document before completing the survey.

The questionnaire was piloted with members of the Council's Reach Out panel prior to the start of the consultation in order to test that it was of a suitable length and that the questions and responses were easy to understand.

The survey was hosted online and was promoted widely via the Council website, social media channels including Facebook and Twitter, on library computers, on posters displayed in public libraries and other Council buildings, and on flyers distributed at libraries and other places in Derby. An email was also sent to all those registered on the Derby Libraries database and registered on the Derby City Council Citizens' Panel inviting them to take part and providing them with a direct link to participate. A further three reminders were sent to those who had not responded to earlier mailings to encourage them to respond.

In addition to the online survey, paper copies of the questionnaire and consultation document were also distributed to libraries across the city. These were provided with pre-paid envelopes for respondents to return their completed questionnaires back to Enventure Research.

The survey was also available in Urdu, Punjabi and Polish online and in paper format, including a Large Print version, on request from a library.

For reference, a copy of the paper version of the questionnaire and the consultation document can be found in the Appendices.

The survey was live from **30 November 2015 to 19 February 2016**. In this time, **4,990 responses were received**, providing a robust sample size for analysis. A total of 2,379 responses (48%) were received online and 2,611 (52%) responses were received in paper format.

Focus groups with the general public

Three focus groups were held with the general public, as stratified below. Participants were recruited to the focus groups via the online and paper surveys. Groups were equally split by gender and had a broadly representative range of age groups and ethnicities. Each group was attended by between eight and ten members of the public, held in libraries in Derby and lasted around 90 minutes.

	Life-stage
Group 1	Empty nester / retired
Group 2	Family
Group 3	Young / single / no children

Focus group with library staff

A focus group was held with 11 members of staff who work in libraries across Derby. Participants were recruited to the group by email.

Focus groups with school children

To ensure the views of children and young people were taken into account, a further three focus groups were held with school children from Littleover Community School, who kindly agreed to take part in this research. Groups were held with students from Year 7, Year 8, Year 9 (Key Stage 3) and Year 10 (Key Stage 4). All three of the groups were attended by ten students.

Focus group moderation

Focus groups were moderated by researchers from Enventure Research, who followed specifically designed discussion guides to allow all relevant topics to be covered. The discussion guides were designed to cover similar areas asked in the online and paper survey, exploring feedback from participants in greater depth to discover the reasons behind attitudes and opinions of public libraries, and views on the proposed options for the future delivery of the service. There were three discussion guides used for the focus groups – one for the general public, one for library staff, and one for school children. The latter was based on the general public discussion guide, but tailored for a younger audience.

Focus groups took place on **10th and 11th February 2016** and the discussion guides can be found in the Appendices.

In-depth interviews with the general public

In addition to the focus groups, a series of in-depth telephone interviews was undertaken with the general public. Amongst the interviewees there was an even split between gender and life-stage, and respondents were recruited via the online and paper survey.

The interviews were undertaken by a researcher from Enventure Research, who followed the general public discussion guide that can be found in the Appendices.

The in-depth interviews took place between **15th and 22nd February 2016**.

Interpretation of the data

This report contains tables and charts that present survey results. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer
- Only the most common responses may be shown in the table or chart
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
- A response of between 0% and 1% will be shown as <1%.

As the survey was completed by a sample of people who live, work and study in Derby (4,990 people), and not the entire adult population, all results are subject to sampling tolerances.

Based on a total population of around 248,700 people living in the City and Unitary authority area¹, a sample of 4,990 respondents will give results that are accurate to approximately +/- 2% at the 95% confidence level. This means, for example, if 50% of respondents responded with a particular answer to a question, we can be 95% sure that if all residents of Derby had responded to the survey, the actual result would be between 48% and 52%².

As a self-completion questionnaire was used, not all respondents answered all of the questions. Therefore the base size varies for each question. It is also important to remember that as a self-completion questionnaire was used, the sample is over-representative in regards to library users and so therefore the results in this report more strongly reflect the views of those who use the service rather than the entire population of Derby.

For the analysis of some questions, we have amalgamated some of the responses together in order to interpret the data. We have done this in cases where responses can be added together to indicate a level of agreement or importance with a statement or question e.g. “Strongly agree” and “Agree”, and “Very important” and “Fairly important”.

Subgroup analysis has been undertaken to explore the results provided by key subgroups such as gender, age group, ethnic group, disability, children in household, and preferred library in Derby. This analysis has only been carried out where the sample size is seen to be sufficient for comment (over 15). Where sample sizes were not large enough, subgroups have been combined (such as ethnic groups) to create a larger group.

In order to compare results between subgroups, statistical analysis was undertaken. This allows us to be confident that any difference between scores is real and is not due to chance. Results between subgroups have been tested at a 95% confidence level. Only those differences that are statistically significant according to the z-test have been commented on within this report. The z-test is a commonly used statistical test to highlight whether differences in results are ‘significant’. By ‘significant’ we mean the likelihood that two results would still be different if everyone who lives, works and studies in the city had responded to the survey.

There were a number of open-ended questions in the survey which allowed respondents to write their own response rather than tick a box. To analyse these answers and present them in an understandable way, responses to each open-ended question have been sorted into a number of categories and themes, allowing them to be visually presented as charts and tables.

Verbatim feedback was recorded during the focus groups and in-depth interviews. Notes were prepared based on the feedback and the notes were then subsequently themed for analysis.

¹ According to the 2011 Census data.

² Please note that this is an example only and does not correlate with any of the questions asked in the survey.

Executive Summary and Key Findings

Background to Phase 1 Consultation

The Phase 1 Public Consultation started on **30 November 2015** and finished on **19 February 2016**. During this time **4,990 responses** were received from an online and paper survey (48% online and 52% paper). The majority of respondents (96%) who took part in the survey said that they had used a public library in Derby in the last 12 months (Figure 6).

Seven focus groups took place on **10 February** and **11 February 2016**; three were held with adult library users, three with secondary school children and one with Derby library staff. In total **72 people** took part in the focus groups over the two days, with between eight and ten participants attending each focus group.

A series of in-depth telephone interviews was also undertaken with library users between 15 February and 22 February 2016.

Key Findings 1: Library Service Points

1.1 Derby Central Library, Allestree Library and Mickleover Library had the most users respond to the survey
(Figure 7)

More than four in every ten respondents had used Derby Central Library in the previous 12 months and two in ten had used Allestree Library and Mickleover Library.

1.2 Derwent Library, Allenton Library and Mackworth Library had the fewest users respond to the survey (excluding the Home Library Service which is a specialist targeted service)
(Figure 7)

Only one in fifty respondents said they had used Derwent Library in the previous 12 months, and around one in twenty had used Allenton Library and Mackworth Library.

1.3 Around half of library users had used only one library in the past 12 months with Spondon Library, Chellaston Library, Allestree Library and Mickleover Library having the largest proportions of users who only use that library
(Figure 8)

More than four in ten respondents who had used Spondon Library in the last 12 months said that this was the only library they had used. Around four in ten of Chellaston Library, Allestree Library and Mickleover Library users had used only that library in the previous 12 months.

1.4 Allenton Library, Derwent Library and the Central Library have the smallest proportions of users who use only that library
(Figure 8)

Only one in ten respondents said that they had used just Allenton Library in the last 12 months and no other library, leaving nine in ten who said that they had used at

least one other library. More than eight in ten users of Derwent Central Library and Derby Central Library had also used at least one other library.

1.5 Derby Central Library, Allestree Library and Mickleover Library were the most preferred libraries amongst respondents
(Figure 9)

More than one in seven respondents said that these were their preferred libraries.

1.6 Derwent Library and Allenton Library were the least preferred libraries amongst respondents
(Figure 9)

Only one in a hundred respondents said that they preferred these libraries.

1.7 There is a discrepancy between the proportion of users of Derby Central Library and the proportion who said it was their preferred library
(Figures 7, 8 and 9)

Although four in ten respondents said that they had used the Central Library in the last 12 months, only one in seven regarded it as their preferred library. More than eight in ten Derby Central Library users also said that they had used at least one other library in the past 12 months.

1.8 The majority of users choose their preferred library because it is close to home. Many walk there, making special visits and go at least once a month
(Figures 10, 11, 12 and 13)

Eight in ten survey respondents said they choose their preferred library because it is close to where they live. Almost half of respondents usually walk to their preferred library and over half make special trips there, not combining their trip with doing anything else. Almost nine in ten said that they go at least once a month.

1.9 People's use of libraries will decrease if they can no longer access their preferred library
(Figures 20 and 21)

Nearly a quarter of users said they would stop going using libraries altogether if they could not access their preferred library and almost a half would still use libraries but less often than they do now.

Key Findings 2: Services and Vision

2.1 Borrowing books is the most heavily used part of the Library Service and is overwhelmingly regarded as the most important service on offer (Figures 16, 17 and 36)

Nine in ten of those who said they had used the library service in the last 12 months said that they had borrowed books or audio books. Almost everyone said that having books and audio books to borrow is an important part of the core service offering. Eight in ten respondents felt that borrowing books was the most important service on offer at Derby libraries; no other service saw more than 5% saying it was the most important.

Support for children's literacy was regarded as an important part of the core service offering by 19 in every 20 respondents and only slightly less felt the same about support for adult literacy.

2.2 Library computers and access to the internet are used by many, but are not as important to users as borrowing books (Figures 16, 17, 30 and 36)

Three in ten survey respondents said they had visited a library in Derby in the past 12 months to use a computer or access the internet. Eight in ten said that free access to the internet and Wi-Fi are an important part of the core offer and one in five said their internet usage would decrease if they could not access the internet at the library. However, only one in 20 respondents believe computers and the internet are the most important service to them. By contrast eight in ten said borrowing books or audio books was the most important service.

2.3 There is an understanding that libraries have more to offer than just books and computers, and that they are an important part of the community. However, there is low awareness of some of the services on offer (Qualitative findings on pages 28-29, 36-39 and 58-59)

Focus group and in-depth interview participants suggested that the way libraries are used by the public over time has changed, with libraries now being more community focused with lots going on, rather than just quiet places to borrow books and read. The library is seen as an important part of the community because of the events and activities on offer there, with many people visiting for the social aspect rather than to simply borrow books.

When focus group and interview participants were asked what services they were aware of, book loans, computers and the internet were most frequently cited and some participants were also aware of other services such as events, room hire and other activities. However, there was a feeling that libraries do not publicise and advertise their services enough so they do not draw in more customers. The consultation suggests a need for improved marketing of library services, including better use of social media to communicate what events and activities are taking place at libraries.

2.4 The online library service is accessed by less than half of all respondents; older users are less likely to use the online service

(Figures 18 and 19)

Four in ten survey respondents said that they used library services online, but this was highest for those aged 25-64 and a lot lower for those aged 65 and above. The most commonly used service online was renewing loans, used by eight in ten online users, followed by searching the library catalogue (six in ten online users) and placing holds (just over half of online users).

2.5 More than half of survey respondents never read eBooks or eMagazines, with usage being lowest amongst those aged over 65. The main reason is that people prefer to read printed material, rather than from a screen

(Figures 22 and 23)

Almost six in ten said they never read eBooks or eMagazines and this is highest amongst those aged 65 and above, two-thirds of whom said they never did. Eight in ten of those who said they never read eBooks or eMagazines said it was because they prefer to read printed material, rather than from a screen.

2.6 Libraries play an important role in supporting the reading habits of their users, particularly those from ethnic minority backgrounds

(Figures 25, 26 and 27)

Almost eight out of ten library borrowers would read less if they could not obtain reading materials from the library, with almost half saying they would read a lot less. Almost six in ten respondents from a non-White ethnic background said it would mean they would read a lot less, a much larger proportion than respondents from a White ethnic background.

2.7 Nearly all respondents use the internet, but for the majority the library does not determine their level of use. Ethnic minorities and people with disabilities would be disproportionately affected if they could not use the internet at the library

(Figures 28, 29, 30, 31 and 32)

Nine in ten respondents said that they used the internet. Three-quarters of respondents said it would make no difference to their internet usage if they could not use it at the library, while two in ten said they would use it less. One in ten would use the internet a lot less if they could not access it at the library.

More than two in ten respondents who had a disability said they would use the internet a lot less if they could not use it at the library compared to less than one in ten of respondents who were not disabled. Over two in ten respondents from ethnic minority groups said it would make a lot of difference to their internet usage, compared with less than one in ten from a White background.

2.8 Libraries are not used by everyone and for some they are not accessible. Reviewing opening hours may lead to more service usage by younger people

(Figures 15, 33, 34 and qualitative findings on page 31)

Although most people who had not used a library in the last 12 months said it was because they were too busy or used other facilities, one in six said it was because the opening hours were inconvenient, and for one in ten it was either difficult to get to them or to park at them. Some telephone interview and focus group participants

cited problems in getting to libraries, particularly in relation to disability, public transport issues or their library only being open during working hours. Three in ten survey respondents said they would use a library if it was open between 5pm and 7pm and over half would use the library on a Saturday, these times being particularly popular for the younger age groups.

2.9 The draft vision for Derby Library Service received overwhelming support (Figure 35)

Almost 19 out of every 20 respondents agreed with the draft vision, with two thirds agreeing strongly. This vision is to *'improve life chances by encouraging reading, informal learning and digital access in a safe and welcoming environment.'*

Key Findings 3: Cost Saving Options

- 3.1 Option 1 (transferring some libraries to community management) and Option 3 (sharing accommodation with other services) were both supported by more respondents than those rejecting them**
(Figure 38)

Over half of survey respondents said they supported Options 1 and 3.

- 3.2 Option 2 (introduction of ‘unstaffed opening time’) and Option 4 (operating fewer libraries but keeping them open for longer) were both rejected by more respondents than those who supported them.**
(Figure 38)

Six in ten respondents rejected Option 2 and two-thirds rejected Option 4.

- 3.3 Although Option 1 (transferring some libraries to community management) attracted net support, a number of concerns were expressed**
(Figures 38, 39, 40, 50 and qualitative findings on pages 64-67)

Over half of survey respondents said that they agreed with transferring some libraries to community management and this was particularly high for those aged 65 and above. Over half of the survey respondents also agreed that ‘the local community should take more of an active role in running their local library’ and this was particularly high for those aged 24 and under, and those from ethnic minority groups.

There was much discussion around this option at the focus groups and amongst the interviewees. Although there was support from some quarters as people would rather see the libraries remain open than be closed and some felt there would be no shortage of volunteers, there were a number of concerns raised. These included how to choose groups to run the libraries, the reliability of volunteers, and the loss of knowledge and skills of library staff. Most people thought it could only work if volunteers or community groups worked alongside professional library staff who had the required qualifications, training and experience of the community and the service.

Some focus group and interview participants felt that it would not affect people’s usage of libraries if a few libraries were run by community or voluntary groups, however a few participants did suggest it might do if people could not rely on libraries being open or were not able to access specialist knowledge as and when needed.

- 3.4 A fifth of survey respondents said that they would be interested in volunteering if their local library was run by a community group**
(Figures 41 and 42)

More than eight in ten of those respondents who said they were interested in volunteering would be willing to volunteer more than two hours per week. When analysed by preferred library, the number of potential volunteers ranged between 140 for Mickleover Library and two for Derwent Library.

3.5 There are significant concerns in regard to Option 2 (introduction of ‘unstaffed opening times’)

(Figures 38, 43, 44, 50 and qualitative findings on pages 69-72)

Six in ten survey respondents rejected Option 2. This level of rejection was particularly high for females, those aged 45 and above, and those who had a disability. A similar proportion disagreed that they would feel comfortable entering and using a library when there were no staff on duty.

Discussion amongst focus group and interview participants focused mainly on the absence of library staff and possible consequences of this on people’s safety, vandalism, theft, inappropriate use of computer facilities, and that it would bring about a loss of a welcoming atmosphere and reduction in access to knowledgeable staff. There was a general consensus that people would use the libraries less, particularly vulnerable people due to a feeling of insecurity. At the staff focus group it was mentioned that under this option children and young people would not be able to access the library by themselves, which would have a negative effect for them, and that older people who rely on library staff to help them borrow books rather than use self-service technology would be put off visiting.

There was also scepticism that this option would save the Council any money, given the need to invest in new technology and CCTV up front.

However, there were one or two participants who suggested they may use the library if unstaffed opening hours would mean it could be open outside of their working hours and enable them to use the library after work or on weekends. This is perhaps reflected by the fact that three in ten survey respondents supported the idea, and this was most popular amongst the younger age groups and those who had children under 17.

3.6 Option 3 (sharing accommodation with other services) is the most popular option, but it depends on the services sharing accommodation and how this is managed

(Figures 38, 45, 46, 50 and qualitative findings on pages 74-76)

When asked if they supported sharing accommodation with other services as a way of reducing costs, just over half of respondents agreed. In a different part of the questionnaire, seven out of ten respondents said that they agreed that reducing costs by sharing accommodation with other services is acceptable to them.

Sharing accommodation with other services was a clear favourite amongst focus group and interview participants too, and some highlighted that this was already in practice in some libraries like Mackworth Library and Springwood Library. It was generally agreed that for this to work, the service sharing accommodation with a library would need to be a good fit with the Library Service and be able to work alongside it, as well as be a service that is widely used and in demand.

However, there were a few concerns raised in regards to sharing accommodation with other services, such a loss of space for books and other services and resources, people having to travel further to their local library if it moved elsewhere and the impact the other service(s) might have on the noise levels or people’s safety.

It was also noted that while the other proposed options could lead to a decrease in people using Derby libraries, sharing accommodation with other services might

encourage more people to use their local library if they were using the other service(s) that it was co-located with.

3.7 Option 4 (operating fewer libraries but keeping them open for longer) had the least support of any of the cost saving option. Most people do not want to see their local library close, but removing or further restricting access to libraries may have a negative impact on some groups of people more than others
(Figures 38, 47, 48, 50 and qualitative findings on pages 79-81)

Two-thirds of survey respondents rejected the idea of the Council operating fewer libraries in Derby but extending the opening hours of those that were left. This was particularly high for those aged 65 and over, females and those who were disabled.

Focus group and interview participants' reactions to this option were not particularly positive, but for some there was a feeling of resignation that this may happen anyway and some debated how the Council should decide which libraries close and which stay open, with agreement it should be based on either usage, the affluence of an area, or the level of need.

In another part of the questionnaire six in ten survey respondents disagreed with the statement that they accepted that the number of Council operated libraries may reduce and that they would be willing to travel further to use one. Disagreement was higher amongst the older age groups than the younger age groups, and amongst those who said they were disabled or had children.

Focus group and interview participants also discussed distance and transport issues affecting people's abilities to be able to travel further to visit a library. There was a general consensus that this would have a negative effect for many, but particularly those who were elderly and disabled, and those who relied on public transport. There was also a feeling that some people go to the library just for the social aspect (particularly the elderly), and would miss out on seeing their friends and feeling part of a community.

3.8 Over four in ten respondents said that a click and collect service would make Option 4 (operating fewer libraries but keeping them open for longer) more acceptable
(Figure 49)

Three in ten respondents felt it would make it a bit more acceptable and one in ten felt it would make it a lot more acceptable.

3.9 Respondents thought more information about the proposed options is needed, particularly around the financial savings that each option may bring
(Qualitative findings on page 85)

Some focus group participants felt that they were not given sufficient information to make an informed choice about the proposals, and as such some were sceptical that introducing 'unstaffed opening time' (given the requirement to invest in new technology) and transferring some libraries to community management would save any money (given the training and financial support volunteers and community groups may need). Any future proposals should show the cost saving benefit it may bring and give as much detailed information about how it would work as possible, as this would have a significant effect on people's views and opinions. This would enable people to make an informed and rational decision, not just one based on emotions and assumptions.

3.10 Others ways of bringing in revenue to the Library Service were identified (Figure 51 and qualitative findings on pages 85-87)

As well as cost saving ideas, there were a number of ways to bring in revenue for the Library Service identified by consultation participants. These included:

- Selling refreshments or creating café areas in libraries
- Seeking donations from the public or library users for using some services
- Sharing accommodation with local small businesses
- Seeking sponsorship from local businesses and offering advertising space
- Charging for some services such as internet usage
- Increasing current charges and fines
- Hiring out meeting rooms more
- Accepting book donations
- Selling old and unwanted books
- Introducing a small annual membership fee
- Setting up of a trust, similar to the museum trust
- Setting up a Library Lottery, similar to the Health Lottery

Respondent Profile

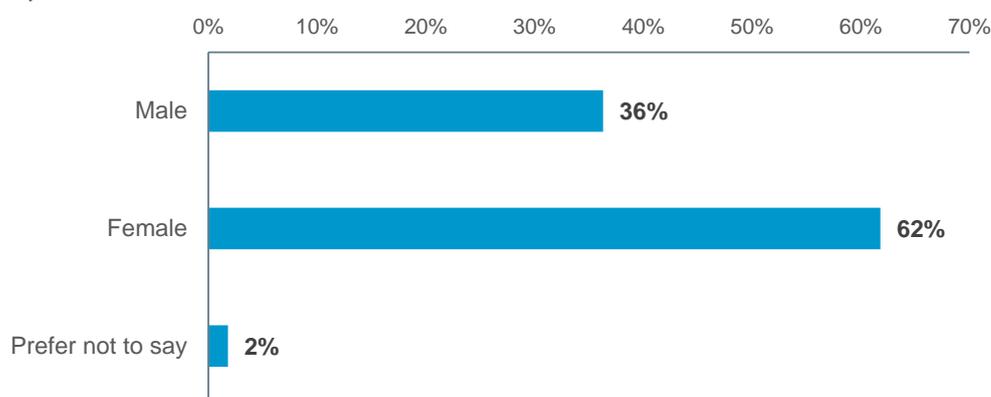
Survey respondent profile

A total of **4,990 people** who live and work in Derby took part in the online and paper survey.

When asked the capacity in which they were involved with Derby’s Library Service, the majority of people (82%) said that they were library users and a further 7% said they were parents or carers of users. When interpreting the results in the report, it should be kept in mind that they are more representative of the views of users of the Library Service rather than the general public as a whole; only 4% said their only involvement to the Library Service was that they pay for it through their Council Tax.

Six in ten respondents (62%) were female and 36% were male. Figure 1 shows the breakdown of respondents by gender.

Figure 1 – Gender
Base: 4,810



Figures 2 and 3 present the age breakdown and ethnic backgrounds of respondents to the survey. As shown in the charts, responses were received from a range of ages. Whilst the majority of survey respondents were from a White background (84%), a wide number of responses were also received from people of other ethnic backgrounds, particularly Asian or Asian British (6%).

Figure 2 – Age
Base: 4,832

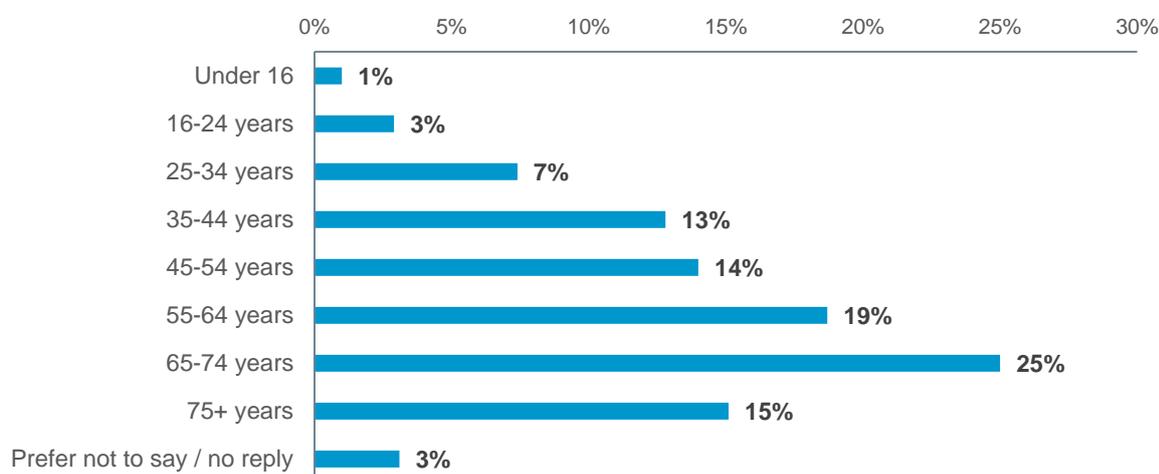
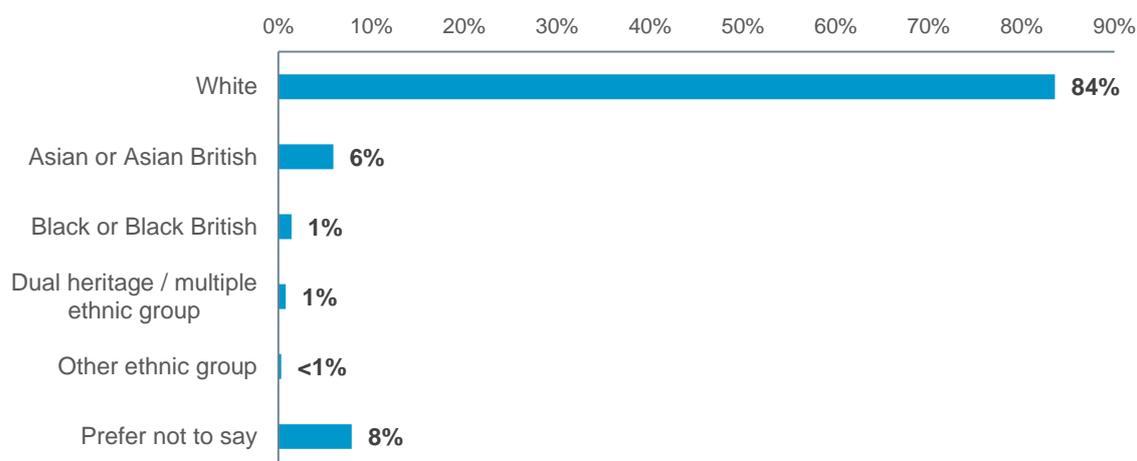
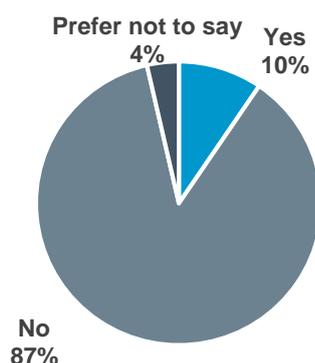


Figure 3 – Ethnic background
Base: 4,754



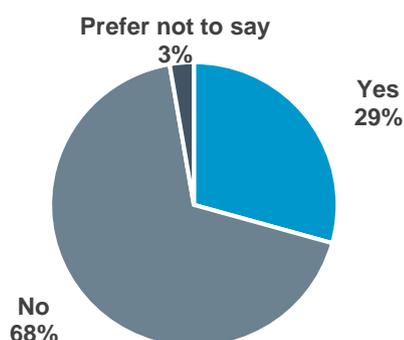
The majority of respondents (87%) did not consider themselves to be disabled; however, 10% did consider themselves to have a disability. This breakdown is illustrated in Figure 4.

Figure 4 – Do you consider yourself to be a disabled person?
Base: 4,804



Two-thirds of respondents said they did not have, look after or care for any children aged 17 or under (68%), and three in ten said they did (29%). This is shown in Figure 5.

Figure 5 – Do you have or look after / care for children aged 17 or under?
Base: 4,734



Focus group and in-depth interview respondent profile

The focus groups held with the general public were stratified by life-stage. This stratification was chosen as it was felt that life-stage may strongly affect reasons for using the library services. Stratifying the groups in this way not only allows for analysis based on shared values and characteristics, but it also aided cohesion within the groups allowing them to run effectively.

Focus group participants were from the following life-stages:

- Pre-nester / young / no children
 - Aged under 35 years old
 - No children living at home
- Families
 - Aged between 18 and 55
 - At least one child under 17 living at home
- Empty-nester / retired
 - Aged over 55
 - No children living at home
 - Retired

Three focus groups were held with school children from Littleover Community School. These were split by age:

- Years 7 and 8 (Key Stage 3)
- Year 9 (Key Stage 3)
- Year 10 (Key stage 4)

Within the school children focus groups, in-depth interviews and the staff group there was also a broad representation of genders, ages and ethnic backgrounds.

Consultation Findings

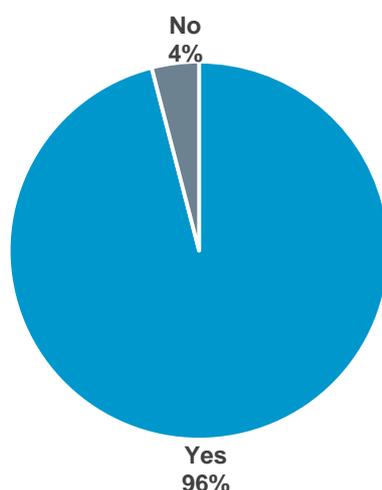
Current library usage

Quantitative findings

Respondents to the survey were first asked if they or a member of their household had visited a Derby City Council library in the last 12 months. As can be seen in Figure 6 below, the majority of people (96%) who took part in the survey indicated that they or someone in their household had visited a public library in Derby in the last 12 months. When interpreting the results in the report, it should be kept in mind that they are more representative of the views of users of the Library Service, rather than the general public as a whole.

Figure 6 – Have you / members of your household visited a Derby City Council library in the last 12 months?

Base: Those who answered the question (4,943)



A much larger proportion of those aged 65 and above said that they or someone in their household had used the library in the last 12 months (98%) than those aged under 24 (86%). Those who said they had or cared for children under 17 were also more likely to say that they had used a library in the last 12 months (97%) than those who did not have children in their care (95%). There was no difference in library usage by gender, ethnic groups or between those who said they were disabled and those who said they were not.

Qualitative findings

The majority of participants in the general public focus groups, school focus groups and in-depth interviews were library users. Some went to their local library on a regular basis and others only went as and when they needed to use a service there.

"I use the computers and the printers because my printer at work is offline." Male, Young / no children group.

"It's like a Post Office. You don't need it until you need it." Male, Young / no children group.

Quantitative findings

Respondents in the survey were asked to indicate which Derby library or libraries they had used in the last 12 months. As can be seen in Figure 7, the most commonly used public libraries were Derby Central Library (44%), Allestree Library (20%) and Mickleover Library (20%). Respondents were able to choose more than one library from the list and looking at the spread below, this indicates that many respondents had used more than one library in the last 12 months.

Figure 7 – Which of the following libraries have you / members of your household used in the last 12 months?

Base: Those who had used a Derby City Council library in the last 12 months (4,703)

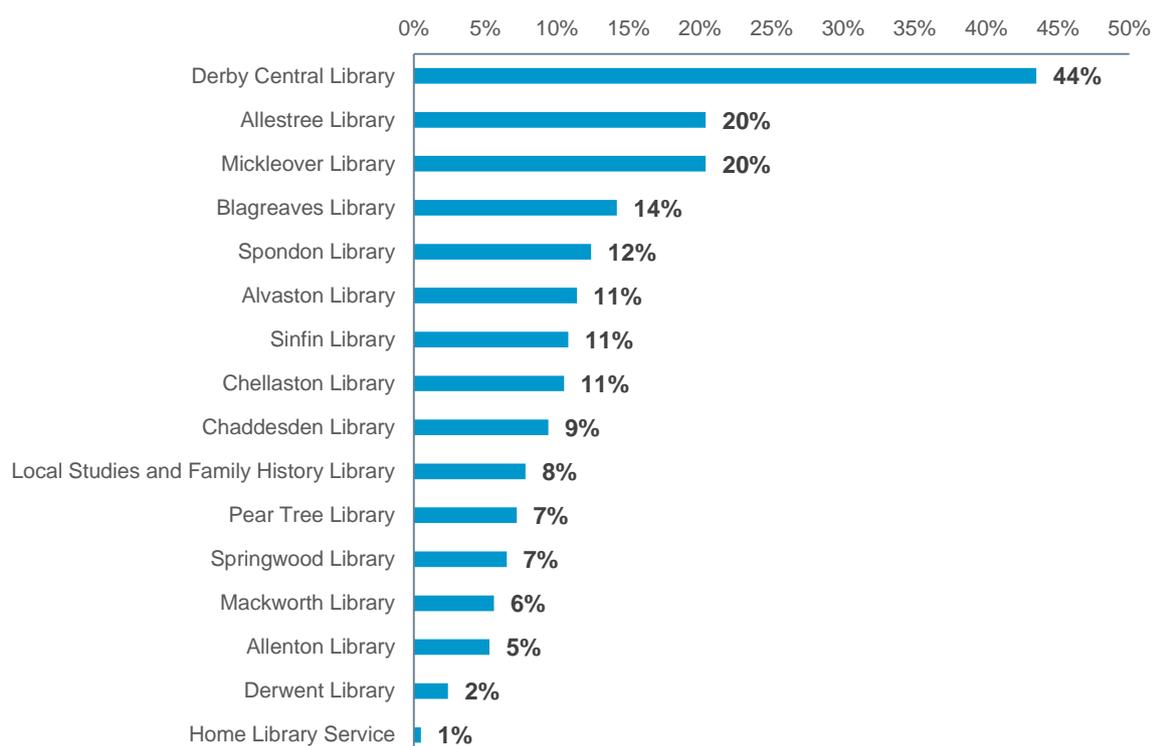
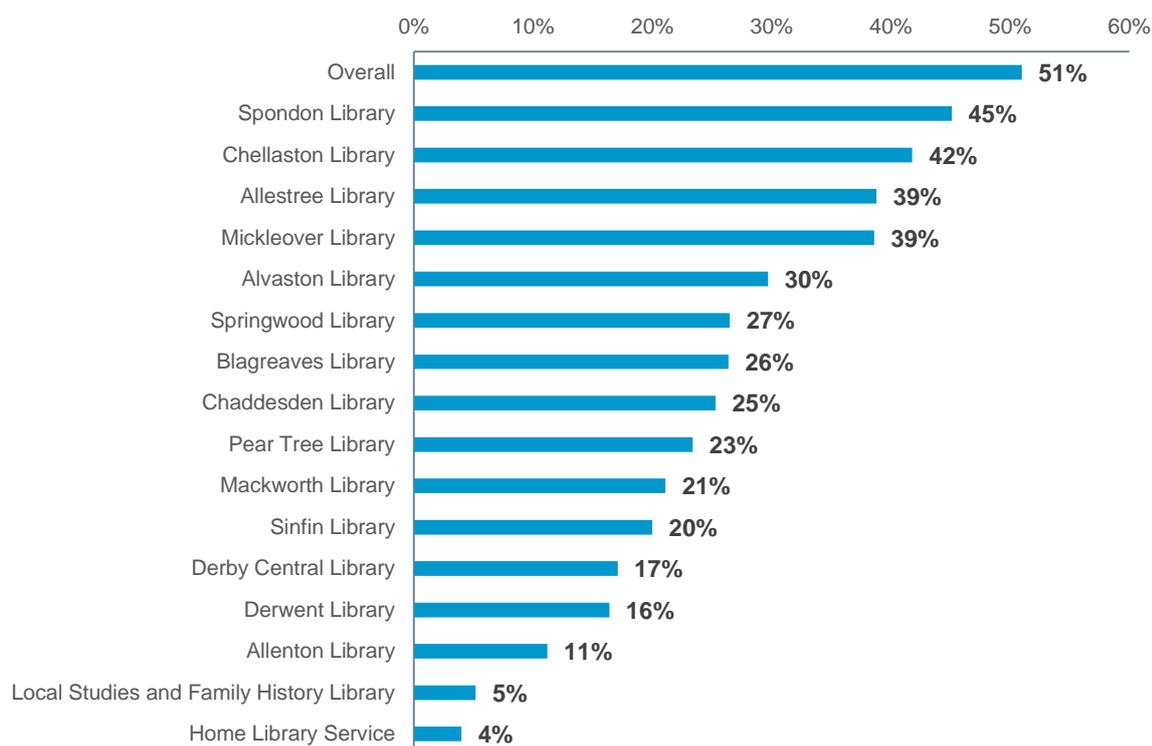


Figure 8 below shows the percentages of users of each library that used only that library (i.e. respondents who did not use any other library) in the last 12 months. As shown, Spondon Library saw the highest percentage of users who had only used that library in the last 12 months (45%), followed by Chellaston Library (42%), Allestree Library (39%) and Mickleover Library (39%). It is also interesting to note that although far more people used Derby Central Library than any other library, 83% of Derby Central Library users used at least one other library in the last 12 months, as only 17% said that they had used just Derby Central Library.

Figure 8 – Percentage of users who had only used one library in the last 12 months
Base: Those who had used a Derby City Council library in the last 12 months (4,703)



Qualitative findings

Amongst focus group participants and in-depth interviewees, there was a range of libraries in Derby that people had been to.

“I visited Oakwood Library about an hour ago for the computers.” Male, Retired group.

“Last Thursday I was in Allestree Library picking up a book that I had requested online.” Female, Young / no children group.

“I went to the Mickleover Library. I got out a few books.” Key Stage 3 pupil.

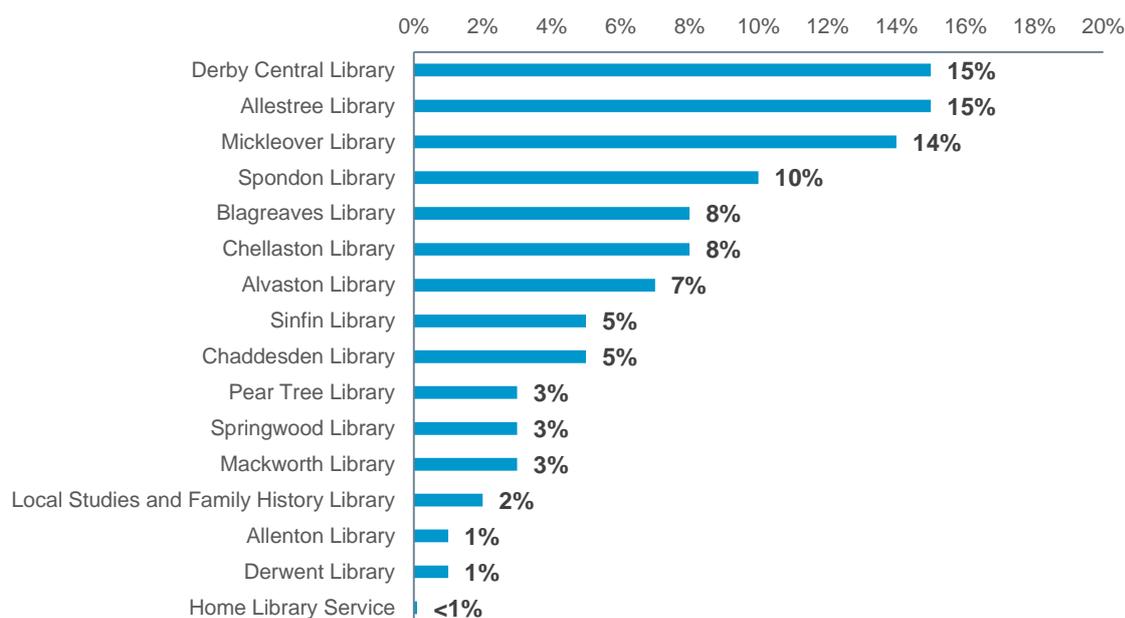
“I visited Chellaston Library about ten days ago to request a book.” Male, Telephone interview.

Quantitative findings

Respondents in the survey were asked which their preferred library was in Derby. As Figure 9 shows, Allestree Library and Derby Central Library both saw 15% say it was their preferred library and 14% said it was Mickleover Library. It is interesting to note that although 44% of respondents said that they had used Derby Central Library in the last 12 months (as shown in Figure 7), only 15% said it was their preferred library (as shown in Figure 9). This is in line with Figure 8 which shows that the majority of Derby Central Library users had used at least one other library in the 12 month period.

Figure 9 – Which is your preferred library?

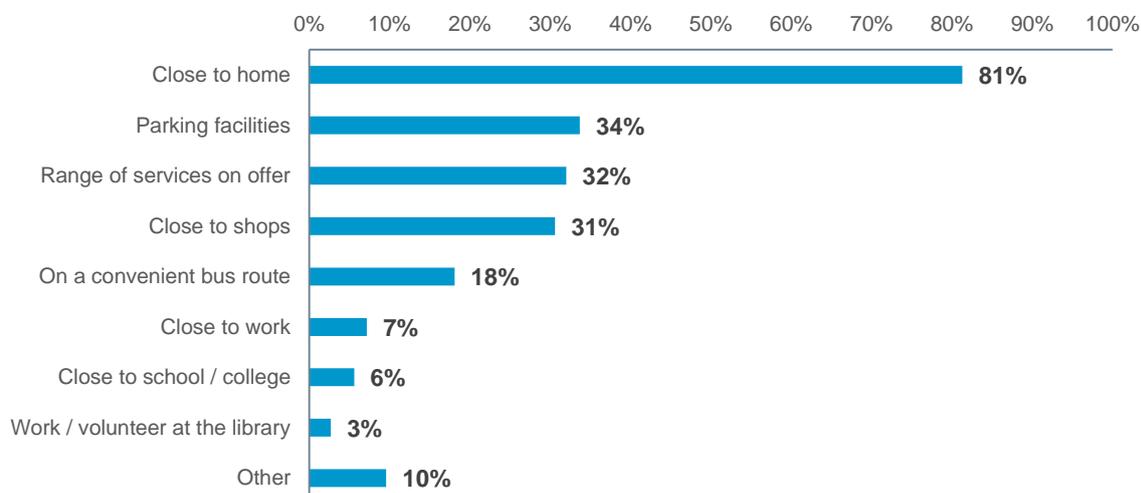
Base: Those who had used a Derby City Council library in the last 12 months (4,485)



Respondents in the survey were asked why they preferred the library they chose. As can be seen in Figure 10, 81% said it was because their preferred library was close to home, a third cited the parking facilities (34%), 32% said it was because of the range of services on offer, and 31% said it was because their preferred library was close to the shops.

Figure 10 – Why is this your preferred library?

Base: Those who had used a Derby City Council library in the last 12 months (4,708)



Looking at respondents' preferred library and the reason why they prefer their library, Chellaston Library was most likely to have been chosen for being close to home for respondents (96%). Unsurprisingly only 40% said Derby Central Library was their preferred library for this reason, as it is in a central location within the city centre. However, the latter was most likely to be preferred for the range of services on offer (48%), because it was on a convenient bus route (29%) and because it was close to work (17%).

Females were more likely than males to choose their preferred library because it was closer to home (83% compared to 80%), closer to shops (33% compared to 26%) and because of the parking facilities (36% compared to 29%). Looking at results by age, those 65 and over were more likely to choose their preferred library because it was closer to the shops than the other age groups (34%), on a convenient bus route (26%), because of the parking facilities (39%) and because of the range of services on offer (34%).

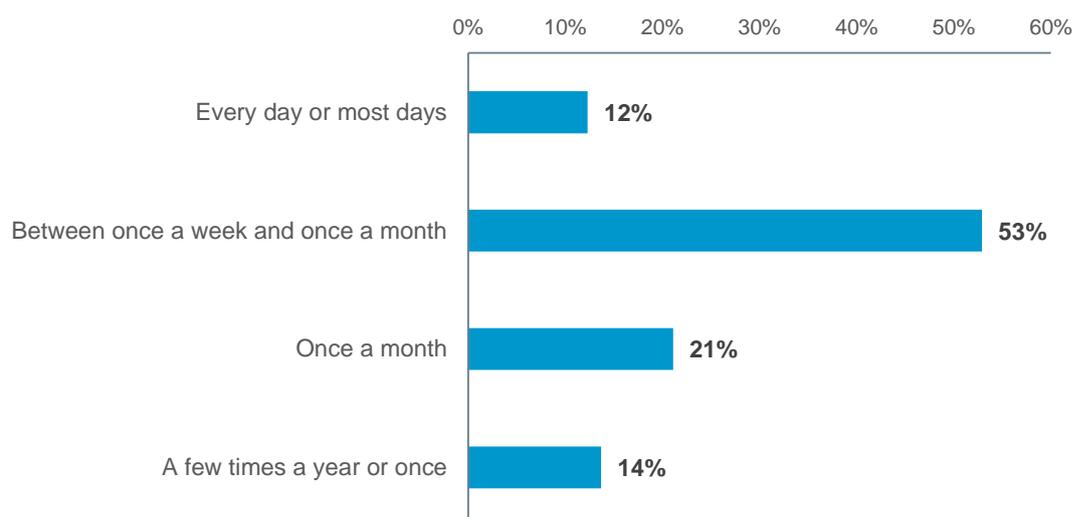
Those who had children were more likely to choose their preferred library because it was close to home (87%) than those who did not have children (79%) and those without children were more likely to choose it because it was on a convenient bus route (20% compared to 12%). Those who said they had a disability were more likely than those without a disability to choose their preferred library because it was close to shops (34% compared to 30%).

Some respondents chose to provide other reasons why they liked their preferred library. Friendly, helpful staff were mentioned in a third of the comments (34%) and other reasons provided included the atmosphere, location, accessibility, the good selection of books and magazines, and the activities and events on offer.

Next, survey respondents were asked how often they or someone from their household visits their preferred library. As shown in Figure 11, 12% said that they (or someone from their household) visited their preferred library every day or most days, over half (53%) said between once a week and twice a month, and a fifth (21%) said once a month. Just 14% said they only visited it a few times a year or had visited it just the once.

Figure 11 – Approximately how often do you / members of your household visit your preferred library?

Base: Those who had used a Derby City Council library in the last 12 months (4,700)



Looking at the frequency of visit according to preferred library, those who preferred Pear Tree Library seemed to visit the most often, with 32% saying they or someone from their household

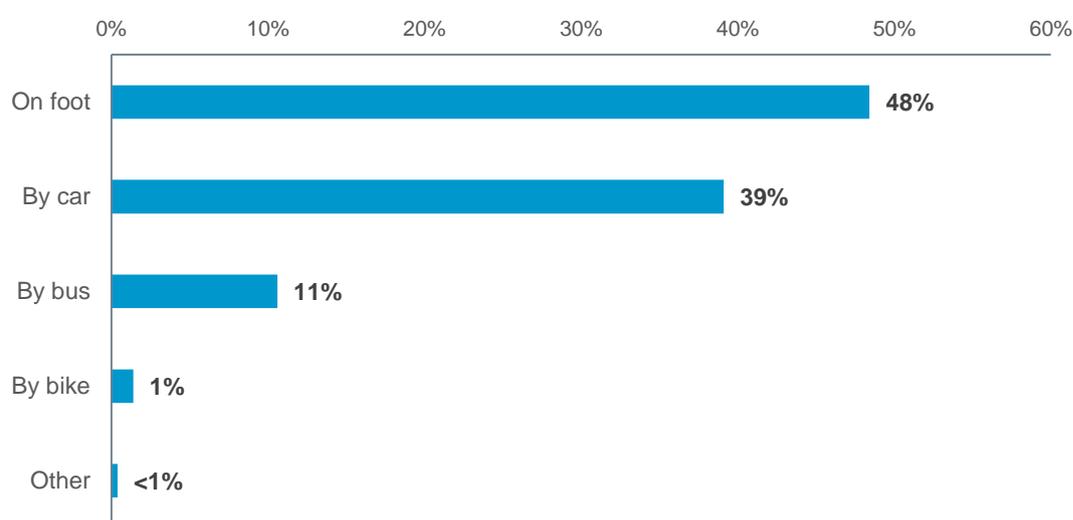
visited it every day or on most days. This was followed by Sinfin Library, with 26% of those who preferred that library going every day or on most days.

There was little difference when it came to age, but males were more likely to visit their preferred library every day or on most days than females (15% compared to 10%). Those who said they had a disability were more likely to visit their preferred library every day or most days than those who were not disabled (19% compared to 11%) and people from a White ethnic background were less likely to say that they or someone in their household visited their preferred library every day or on most days, in comparison to other ethnic groups.

When asked how they or someone in their household usually travelled to their preferred library, almost half (48%) of survey respondents said it was on foot, with by car being the second most popular mode of transport (39%). Only a tenth said that they took the bus (11%). This is shown in Figure 12.

Figure 12 – How do you / members of your household usually travel to your preferred library?

Base: Those who had used a Derby City Council library in the last 12 months (4,626)



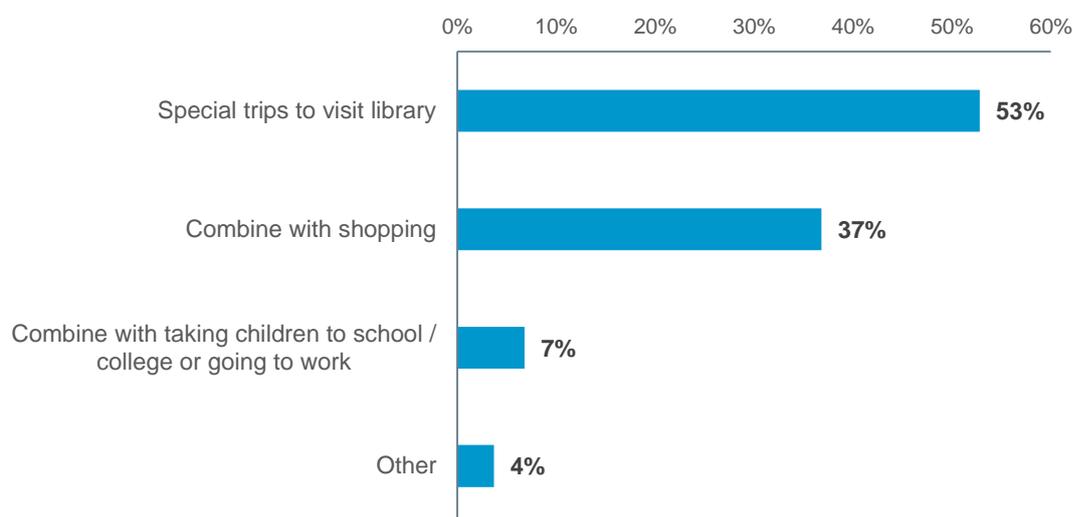
Looking at the mode of transport in relation to preferred library, Pear Tree Library saw the most respondents say that they or someone in their household usually travelled on foot (73%). By comparison, only 25% said that they travelled to the Derby Local Studies and Family History Library on foot; for this library the most popular method of transport was by bus (57%), which is unsurprising given its city centre location.

Under 24 year olds and those aged 25-44 were more likely to travel to their preferred library on foot than the older age groups (56% each) and people who had children were more likely to walk to their preferred library (53%) than those who did not have children (46%). For the latter group, travelling by bus was far more likely (13%) than those who had children (4%). Those who said they had a disability were also more likely to travel by bus (16% compared to 9% of those who were not disabled).

Survey respondents were next asked if they normally made a special visit to their preferred library, or if they combined the trip with doing something else. As shown in Figure 13, over half of respondents (53%) said that they made special trips to the library, with 37% saying that they combined it with doing the shopping. Only 7% said that they combined their trip with taking children to school or college, or going to work.

Figure 13 – Do you normally make a special trip to the library, or do you combine the journey with something else?

Base: Those who had used a Derby City Council library in the last 12 months (4,654)



Looking at the results by preferred library, 72% of respondents who prefer to visit Blagreaves Library and 71% of those who preferred the Derby Local Studies and Family History Library said that they made special trips to the library, which was the highest out of any of the libraries. By contrast, only 36% said that they made special trips to visit Allestree Library. For this library, respondents were more likely to say that they combined a trip with doing the shopping (60%).

There was little difference between genders, but those aged 25-44 were more likely to say that they made special trips to visit their preferred library (57%) than other age groups and those aged 65 and over were more likely to say they combined a trip with doing the shopping (44%).

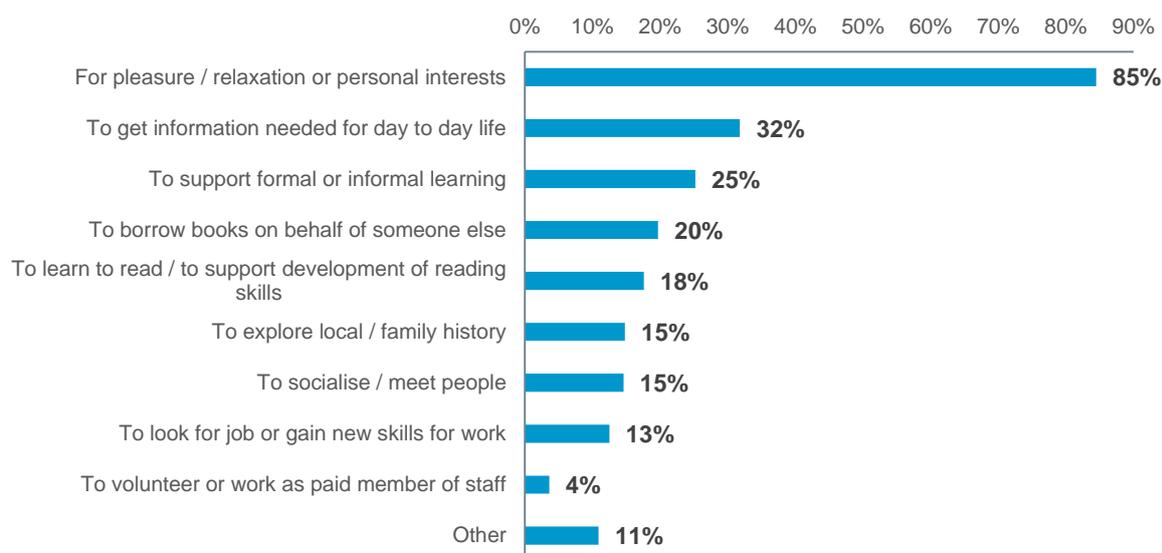
Those who said they had a disability were more likely to make special trips to the library than those who were not disabled (58% compared to 52%), as were those who had children (57%) compared to those who did not (51%).

Four per cent of respondents said that they combined their trip with doing something else that was not listed in the questionnaire. Responses provided included combining a trip with doing exercise, visiting someone, or volunteering or working at the library.

Respondents were asked what the broad reasons were for them or someone from their household visiting the library. The majority of respondents (85%) said that they visited the library for pleasure, relaxation or in connection with personal interests. This was followed by a third (32%) saying that it was to get information needed for day to day life and a quarter (25%) saying it was to support formal or informal learning. Figure 14 shows these results along with the other responses provided.

Figure 14 – Broadly speaking, what are the reasons that you / members of your household visit the library?

Base: Those who had used a Derby City Council library in the last 12 months (4,694)



Users of Derwent Library were most likely to say that they visited for socialising and meeting people (39%), which was followed by 26% of Chellaston Library users saying the same. Unsurprisingly for users of the Derby Local Studies and Family History Library, exploring local and family history was the most common response provided (92%). When it came to learning to read or supporting the development of reading skills and looking for a job or gaining new skills for work, these were highest for Pear Tree Library (38% and 36% respectively). Using the library to support formal or informal learning was highest for Derby Central Library users (34%).

Looking at the results by gender, males were more likely than females to use the library to explore local or family history (18% compared to 13%) and females were more likely to use the library to socialise and meet people (17% compared to 9%). In relation to age, those under 24 were more likely to use the library to look for a job or gain new skills for work (28%) in comparison to the other age groups. Those aged 65 and over were more likely to say they used the library for pleasure, relaxation or in connection with personal interests (89%) and to explore local or family history (18%).

Looking at the results of those who said they had or looked after children compared to those who did not, these respondents were more likely to say that they used the library to learn to read or to support the development of reading skills (40%), to support formal or informal learning (35%) or to borrow books on behalf of someone else (29%). Those from other ethnic groups were more likely to use the library to support formal or informal learning, or to look for a job or gain new skills compared to those from a White ethnic background.

Respondents were also able to provide other reasons for using the library (11%). Over half (54%) of the comments provided mentioned that people used the library to borrow books for themselves.

Perceptions of the Library Service

Qualitative findings

All participants in the qualitative research (focus groups and telephone interviews) were asked to think about how libraries had changed over the years, as well as how people's usage of libraries may change over time. Participants from the staff group were more likely to comment on how libraries themselves or the way that they are used had changed such as the introduction of new technology or being more at the heart of the community, whilst those in groups from the general public were more inclined to comment on how their own use of the libraries or their personal experience of them had changed over time.

"I've worked [in a library] for 12 years [...] Something that I've noticed is that libraries are much more community focused and it's about ways of trying to get local people involved in what you do. Libraries now are a community centre." Male, Staff group.

"Technology is the big thing that's changed. It's taking over." Female, Staff group.

"They're definitely a lot more child friendly [...] it's a really nice place to be." Female, Family group.

All participants agreed that a person's use of the libraries fluctuates over time depending on their circumstances. For example, people use libraries when they are young, have children and then later in life.

"During one's life, your usage [of libraries] fluctuates. When one has children, you're forever at a library taking four or five books out at a time. Then I guess it diminishes if you're working perhaps. Then when you have grandchildren, you're taking out books again." Female, Retired group.

As well as talking about their own experience of Derby libraries, participants in the groups and in-depth interviews were asked to think about who uses libraries. The majority of participants agreed that the library is a place for everyone to use how and when they need it.

"From having worked in libraries and using libraries since I was four years old, everybody uses them." Female, Young / no children group.

"Libraries are for everyone." Key Stage 3 pupil.

"Everybody uses libraries in different ways and that's the beauty of them." Female, Family group.

A handful of participants explored the idea of who a 'typical library user' might be further to identify specific groups of people who may use a public library in Derby. A number of participants suggested that elderly people are more likely to visit a library more frequently, even if they are not using the Library Service due to the fact that they may feel lonely without leaving the house or seeing other people.

"It's a safe, warm, welcoming place. There's a lot of elderly people that come in every day to sit down and talk to someone." Female, Staff group.

"I think retired people use it more when they get bored at home." Key Stage 3 pupil.

Other participants felt that children and young people, or families with young children, were a 'typical' library user group. Some cited the inclusive family atmosphere in Derby libraries. Other young users explained that the libraries were useful for gaining valuable volunteering experience.

"Our library is very good at encouraging the young." Female, Telephone interview.

"I go with my Dad and my sister, it's kind of a family thing." Key Stage 3 pupil.

"Oakwood started a kids' club [...] and that has grown and grown. They go out with six to eight books. Surely that's bringing the literacy up for kids." Male, Retired group.

"I was volunteering on Saturday for my Duke of Edinburgh award." Key Stage 4 pupil.

A number of participants voiced the opinion that libraries were particularly useful for those who were studying, whether this be younger children doing their homework, or those who were learning to read.

"Young children who have homework and need to study, or working people who want to sit because home is quite loud." Key Stage 3 pupil.

"It's a community for people to study if they don't have the facilities to." Key Stage 3 pupil.

"We're also a safe place for people who are struggling to read [...] and they know there is support." Female, Staff group.

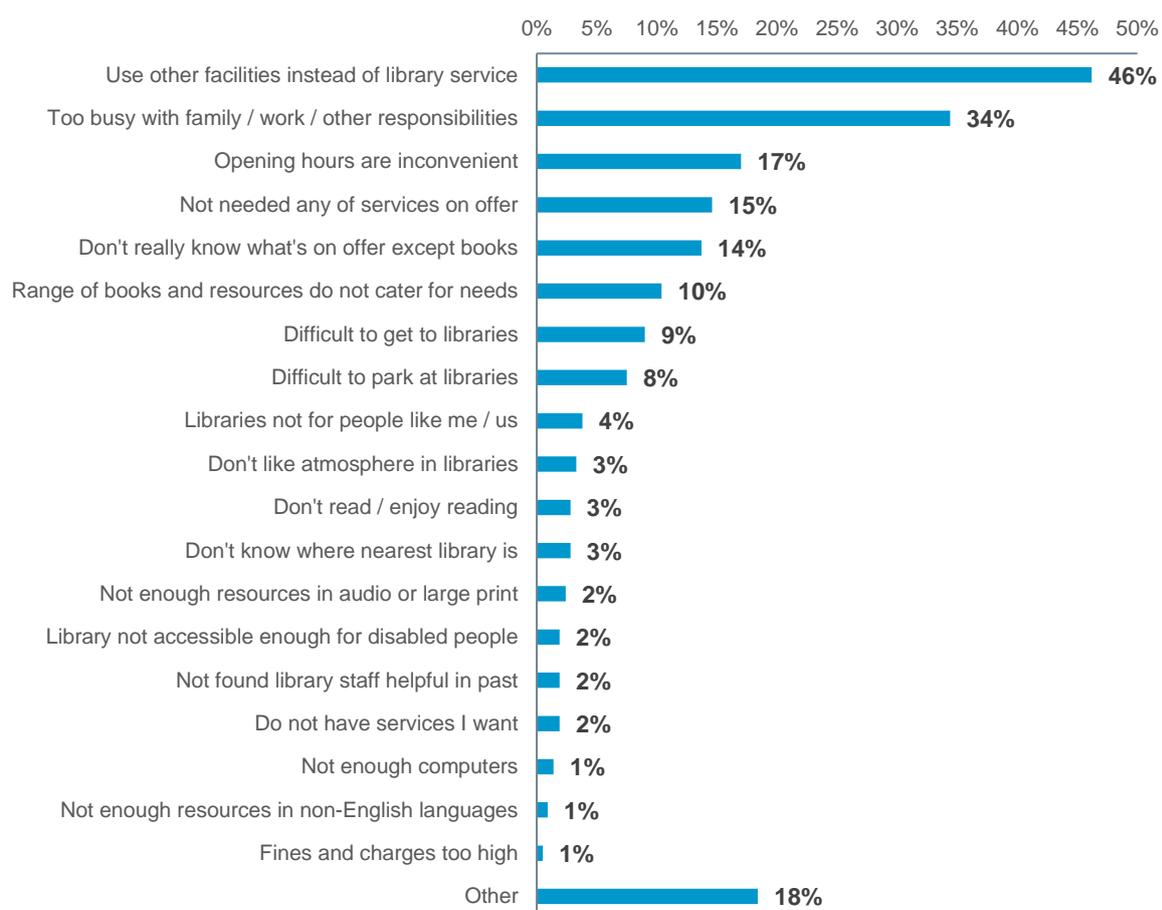
Barriers to using libraries

Quantitative findings

Survey respondents who said that they, or anyone in their household, had not visited a Derby City Council in the last 12 months were asked why this was. As can be seen in Figure 15, the most commonly chosen reason was that respondents used other facilities instead of the library service (46%), followed by being too busy with family, work or other responsibilities (34%).

Figure 15 – Why have you / members of your household not visited a Derby City Council library in the last 12 months?

Base: Those who had not used a Derby City Council library in the last 12 months (212)



Respondents who gave the response 'other' were asked to specify the reason why they had not used a library in the last 12 months. A quarter (24%) of the other responses cited using other libraries (i.e. school or university libraries) and a fifth (21%) said they used the eBook service. Other reasons included getting reading materials elsewhere (13%), living outside the area (11%), being unable to travel to a library (11%), that someone else got the library books for them (5%), that there were poor quality books on offer (5%), and having a negative image of the library environment (5%).

Qualitative findings

Although the majority of participants in the public and school groups and the in-depth interviews had been to a library recently, not all had. For example, some of the children did not need to use public libraries as their school had one and others felt they simply did not have time to visit one.

“I just use the school library now. It’s convenient and they don’t charge you if you’re overdue.” Key Stage 4 pupil.

“I don’t have time to read as much as I used to any more [...] I’m busy with a job and raising a family.” Male, Telephone interview.

Some participants cited problems with getting to libraries.

“I really want to use the library but it’s very difficult for me because I’m disabled. Every single library in Derby requires me to catch at least two buses to get there.” Female, Telephone interview.

Focus group participants were also asked to discuss the potential barriers for people in using the libraries in Derby. A commonly expressed view was that technological advances, in particular the increasing availability of home and mobile internet access, meant that people are now able to find out information quickly and easily online without the need to visit a physical library.

“A lot of people think we’re obsolete because everything is online.” Male, Staff group.

“Younger people [don’t visit the library] because it’s easier to go on the internet.” Key Stage 3 pupil.

“Teenagers don’t use libraries because they’ve got iPads and phones.” Male, Retired group.

On the other hand, others felt that the increasing use of technology in libraries could be a barrier to those who are less technologically-minded.

“It’s amazing how many people are put off by the automatic dispensers [...] They prefer to give it to a human to be stamped.” Male, Young / no children group.

“My fear is that those people that aren’t technologically minded will be left behind. It’s not just old people that don’t know how to use it.” Female, Staff group.

Some participants explained how it is simply more problematic for some people to visit a library in person. For example, those who live some distance away from a library and those who have busy working lives may have less opportunity to use the Library Service.

“If people have a really important job, you would be really busy with other things so you might not have time to go to the library.” Key Stage 3 pupil.

“Mickleover Library is only open one evening a week and I work quite late so it’s difficult for me to get there as much as I’d like.” Female, Young / no children group.

Others felt that it would simply not occur to some people to use the service, in particular those with enough disposable income to buy the books they wished to read instead of borrowing

them from a library, those without children, those with limited reading ability, and those who do not enjoy reading.

“People who can afford to buy books without thinking about it, libraries might not enter into their thoughts.” Female, Young / no children group.

“Before I had children, the library wouldn’t be somewhere that I’d choose to go.” Male, Family group.

Some younger participants felt that some potential users may be discouraged from visiting a library because it was simply perceived to be ‘uncool’ to enjoy reading.

“People who think reading is for geeks and bookworms because they want to be cool.” Key Stage 3 pupil.

“People have this stigma that libraries aren’t cool places to go.” Female, Young / no children group.

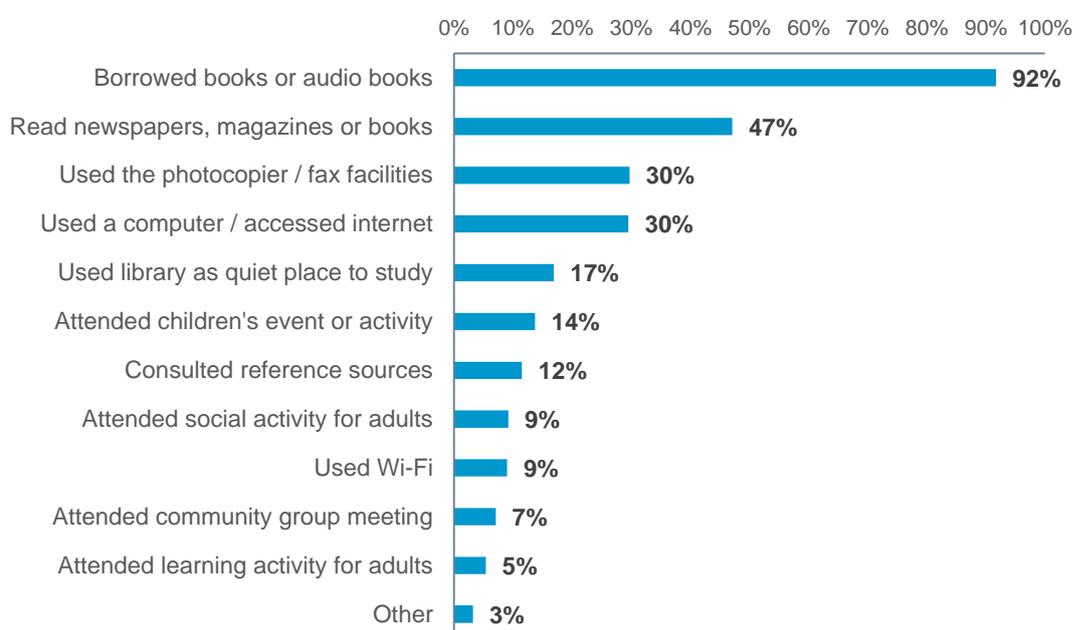
Usage of library services and resources

Quantitative findings

Survey respondents were asked about the resources that they or someone from their household had used at libraries or activities they had attended in the last 12 months. As shown in Figure 16, the majority of people (92%) said that they or someone in their household had borrowed books or audio books from the library and almost half (47%) said that they had read newspapers, magazines or books in the library. Three in ten (30%) also said that they or someone from their household had used the photocopier / fax facilities, or used a computer / accessed the internet.

Figure 16 – Please tell us about the resources you / members of your household accessed in the library and the types of activity you have attended during the last 12 months.

Base: Those who had used a Derby City Council library in the last 12 months (4,664)



In relation to preferred library, unsurprisingly the majority of respondents who preferred to use the Derby Local Studies and Family History Library said they did so to consult reference sources (92%). The proportion using the library for accessing a computer was also larger for this library (59%) and 56% of those who preferred using Pear Tree Library also gave this answer. Users of Chellaston Library were most likely to say that they attended a social activity for adults (21%) or attended a children's event (23%). Users of Allenton Library were most likely to say that they had attended a learning activity for adults (11%) in comparison to the other libraries.

Looking at the results by gender, there were quite a few differences between the responses given by females and males. Males were more likely to say that they used the computer or internet (32% compared to 28%), consulted reference sources (15% compared to 9%), and read newspapers, magazines or books in the library (51% compared to 44%). By contrast, females were more likely to have attended a social activity for adults (12% compared to 4%) and attended a children's event or activity (18% compared to 7%).

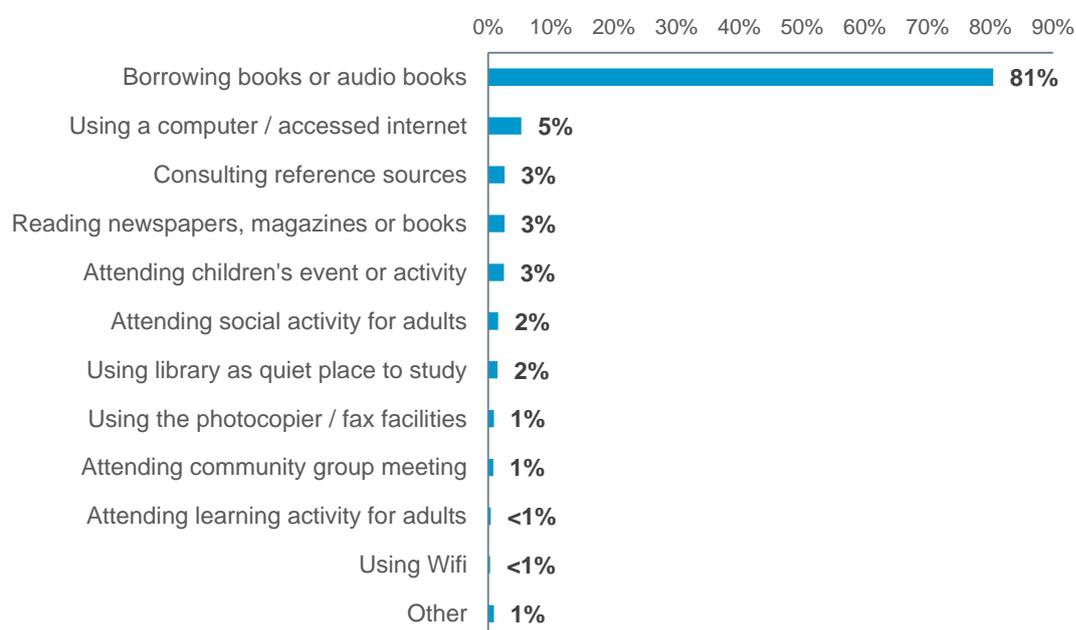
In relation to age, those aged 24 and under were most likely to have used the computers at the library (50%), used the Wi-Fi (23%) or used the library as a quiet place to study (38%). Those aged 25-44 were most likely to have attended a children’s event (41%), which is unsurprising given that this age group is the most likely to have young children. This is further corroborated by the fact that 38% of those who had children said that they attended a children’s event.

When looking at the results by ethnic group, those from non-White ethnic groups were far more likely to use the library as a quiet place for studying and using the photocopier or fax facilities compared to respondents from a White ethnic background. When it comes to disability, those who said they were disabled were more likely to have attended a social activity for adults (18%) than those who were not disabled (8%).

Some respondents also cited other services that they had used or other activities that they had attended. The majority related to respondents attending or running author talks or meetings, or visiting a library to get help, advice or information.

When asked what the most important service or activity offered by the library was, the majority (81%) of respondents said borrowing books or audio books. This is shown in Figure 17. Interestingly, comparing Figure 17 to Figure 16, although reading newspapers, magazines or books was the second most used service, it was ranked below using a computer and accessing the internet in terms of importance.

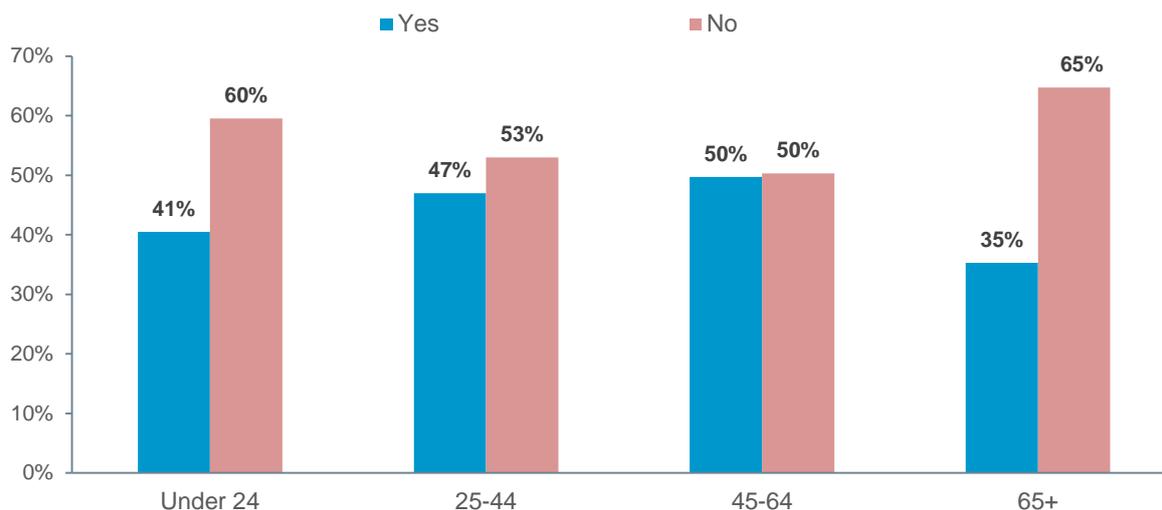
**Figure 17 – Of all the services and activities offered by the library, which is the most important to you / members of your household?
Base: Those who had used a Derby City Council library in the last 12 months (4,454)**



Looking at the results by age, those aged 24 and under were most likely to say that using a computer and using the library as a place for quiet place for study were the most important (9% and 7% respectively), whilst those aged 65 and above were most likely to say borrowing books or audio books was the most important (85%). As with the previous question, those aged 25-44 were most likely to say that attending a children’s event was the most important (10%) and 8% of respondents who had children thought this was the most important.

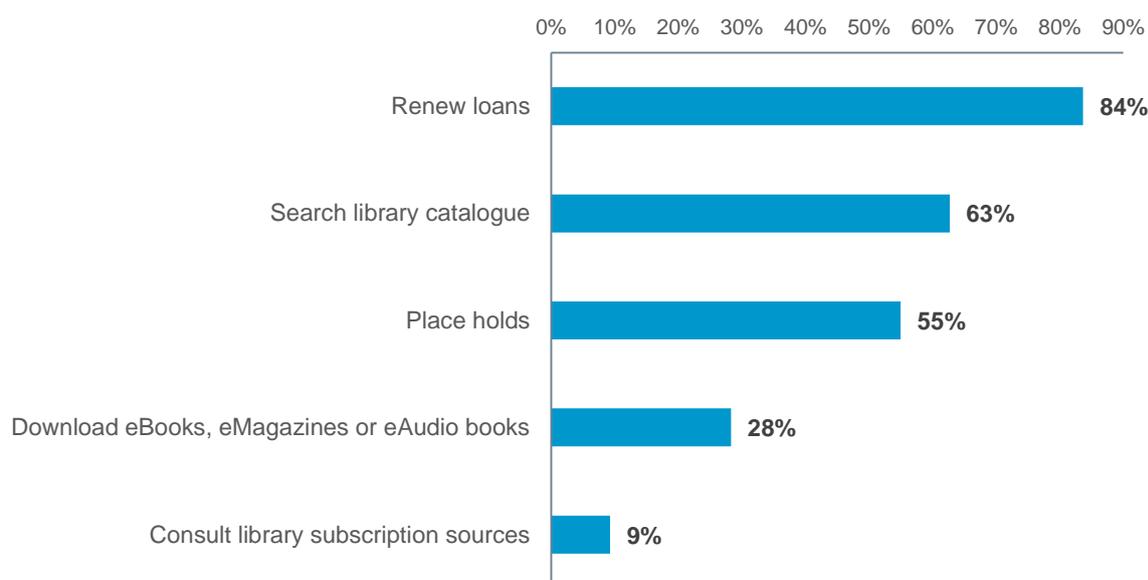
Survey respondents were next asked if they or someone in their household accessed any library services online. Four in ten (43%) said that they did and 57% said that they did not. There were few differences between genders and ethnic groups, but respondents who preferred to use the Derby Central Library were more likely to have used the online library service (51%) as were those aged 25-44 and 45-64 (47% and 50% respectively) in comparison to the younger and older age groups. This is shown in Figure 18.

Figure 18 – Do you / members of your household access any library services online, from home or some other place outside the library?
Base: 4,866



When asked which services they or someone from their household had accessed online, the majority (84%) said it was renewing books that had been borrowed. Six in ten (63%) had used the online service to search the library catalogue and over half (55%) had placed holds for books. This is shown in Figure 19.

Figure 19 – Which services do you / members of your household access online, from home or some other place outside the library?
Base: Those who had accessed library services online (2,059)



Looking at the results for this question by preferred library, Blagreaves Library and Sinfyn Library saw the largest proportions saying that they used the online service to renew loans (90% for both). Users of the Derby Local studies and Family History Library were most likely to use the online service to search the library catalogue (84%). In regards to age, 25-44 year olds were most likely to use the online service to renew library books (91%) and search the library catalogue (73%) in comparison to other age groups, whilst those aged 24 and under were most likely to download eBooks, eMagazines and eAudio books (36%).

There was little difference in responses by gender, ethnic group or disability, but those who had children under 17 were more likely to use the online service to renew loans than those who did not have children (90% compared to 81%).

Qualitative findings

Participants in the focus groups and interviews cited which services or resources they had recently accessed whilst at their local library. In the majority of cases it was to borrow books, but some also attended groups or classes there.

“I came on Friday and Tuesday. Every Tuesday we change our books and every Friday we come to a music group which is brilliant because it’s free.” Female, Family group.

“I’m there at least twice a week. I was there on Friday to change a book and Saturday for a meditation group.” Female, Telephone interview.

“I go to Mickleover to get audio books.” Key Stage 3 pupil.

It is also interesting to note that whilst there were some participants who had not visited a library physically, some were still using the library resources online.

“About twice a week I’m online checking books.” Female, Family group.

Participants were asked to identify which services they think libraries in Derby currently provide. As could be expected, the most common responses were the provision of books and audio books to borrow, and access to computers, printers and the internet. Interestingly, the younger adult participants such as the young adult group and family group did not mention borrowing books in the first instance, whilst the school children and retired adult participants mentioned this first. Perhaps this is an indication as to which services are prioritised by each of the focus groups or that book borrowing is seen as a standard service that ‘goes without saying’. Unsurprisingly, the first services suggested by the family group were child or family orientated.

“Books, computers, groups, meeting rooms and spaces, reference books, newspapers, magazines, free access to certain websites that you have to pay for at home, kids’ clubs, photocopying, events for children during holidays, meet the author, homework clubs, job clubs, knit and natter, coffee morning, teaching English.” Male, Retired group.

“Job club, free internet, mother and baby groups, books, digital magazines and books, English language classes, book clubs for children during holidays, homework clubs.” Female, Young / no children group.

“Rhyme time, cradle club, homework club, Health Check, books, newspapers, requests, internet, e-resources, microfiche, local history, photocopying.” Female, Family group.

“Books, CDs, audio books, homework club, community services, socialising with other people, young children learning to read.” Key Stage 3 pupil.

“Books, computers, audio books, magazines, newspapers, events, learning groups, educational fairs, author signings, somewhere to sit and read, meeting place.” Key Stage 4 pupil.

Following this, participants debated the level of importance of each service provided by Derby libraries. There was a general consensus that borrowing books was the most important service, but participants also suggested that the importance of particular services is subjective to each individual.

“Borrowing books is the whole point of the library.” Key Stage 3 pupil.

“The original aim of borrowing books and newspapers is arguably the most important because there isn’t a real alternative, whereas with other services you could go elsewhere.” Female, Family group.

“It depends on who you are. For example job club isn’t going to be interesting to us.” Female, Retired group.

“Something will be of more importance to one person than another. For example an old lady who doesn’t have anyone, just the fact that a library is there will be important. However if a mother has a new baby and is lonely because she’s at home she can go to mother and baby club.” Female, Young / no children group.

Participants continued to explore the importance of particular services, highlighting which services they believed to be the most important in general.

“The hold service is number one probably. If people want a series of books, they can order them and it’s waiting for them.” Male, Staff group.

“I think the homework club is very important [...] so they have a place to go if they don’t have the facilities so they don’t get into terrific trouble.” Key Stage 3 pupil.

“Audio books are important if you’re blind.” Key Stage 4 pupil.

“Access to skilled, trained and knowledgeable staff is crucial.” Female, Staff group.

Importance and role of libraries

Qualitative findings

Participants of the focus groups and interviews explored the importance of libraries and their role within society. The majority of participants were in agreement that there is more to a library than just lending books, and that therefore the role of the library had expanded somewhat since its inception. Following on from the conversation about services provided at libraries, it was widely discussed that libraries in Derby have a sense of ‘community’ and were likened to a ‘hub’.

“It’s not just about borrowing books anymore.” Female, Staff group.

“It’s not just a library, it’s a social place. There’s so much more you can do there other than borrow books.” Male, Retired group.

“The people that work in the libraries add to that sense of the community. I know all of the ladies that work in my library.” Female, Young / no children group.

“Some people need to come to the library and others use it to be social.” Female, Family group.

Exploring the role of libraries further, some participants suggested that the library does not have one fixed role or purpose, similar to the discussion surrounding the typical library user and what they may use the library for.

“You can’t just say the library has one role. There’s such a vast array of people coming in but doing different stuff [...] There’s everything in one building.” Male, Retired group.

In addition to exploring the role of Derby’s Library Service, participants debated the importance of libraries to society. It was first suggested that the libraries are of high importance, with a few participants reflecting on the increased importance that libraries have had in recent years with the introduction of things such as job clubs, and free computer and internet usage. Thinking about the importance of libraries also prompted some participants to think about the possibility of closing libraries, and the negative impact this would have.

“I think they’re really important.” Key Stage 3 pupil.

“With cuts in other sectors, we’re becoming more important. Our job clubs are rammed every week where the job centre can’t have them.” Female, Staff group.

“The thought of the libraries closing is just abhorrent.” Female, Retired group.

“The government talk about low literacy levels [...] but if you take away people’s access to literacy [...] there’s no point in improving people’s literacy levels.” Female, Young / no children group.

“I don’t know where I’d be without libraries.” Female, Telephone interview.

Participants were next asked whether there were certain groups of people to whom libraries may be more important than others. A commonly expressed view was that libraries may be more important to elderly people who may not interact with people on a daily basis and a visit to the library may be an opportunity to leave the house and go somewhere welcoming. Participants also stated that those who may not be able to afford their own resources such as books and computers would be more inclined to think that a library is more important than perhaps other people who could afford books and computers.

“Libraries are very important for older people because it’s a social place.” Key Stage 3 pupil.

“I think it’s particularly useful for disadvantaged people if they can’t afford to buy books or if they’re disabled.” Key Stage 3 pupil.

“A family with low income [...] needs a few hours a day on the internet.” Female, Family group.

“Libraries are an important service. I know it’s not a life or death thing, but for some people it almost is.” Female, Telephone interview.

The relationship between libraries and schools was mentioned by a number of participants, particularly when asked how the role and importance of libraries had changed over time to be more child-friendly. Participants suggested that there should be more effort to ‘link’ with schools in order to encourage children to visit the library and increase literacy levels.

“I’ve worked in libraries for 35 years [...] and I think that over the years, our offer to schools in particular are a really important part of what we do.” Female, Staff group.

“There could be a scheme where every Year 7 gets a library card. It gives children a reason to go to the library.” Female, Young / no children group.

“There should be more liaison between schools and libraries. If a child is not used to books, it’s really hard to teach them.” Female, Retired group.

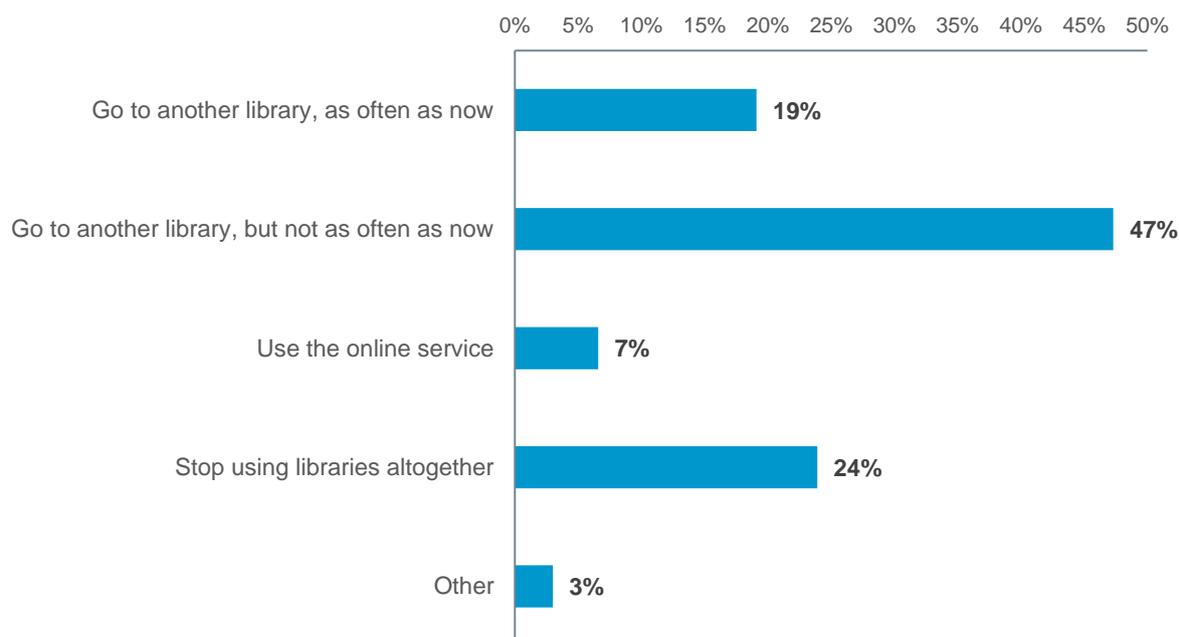
“Maybe there should be a combined school library and public library which is accessible to the general public.” Male, Telephone interview.

Quantitative findings

Survey respondents were asked what they (or someone in their household) would do if they could not access their preferred library any more. As can be seen in Figure 20, almost half said they would go to another library but not as often (47%) and a fifth said they would go to another library as often as they currently did (19%). However, a quarter of respondents (24%) said they would stop using libraries altogether.

Figure 20 – If you couldn't access your preferred library, what would you / members of your household do?

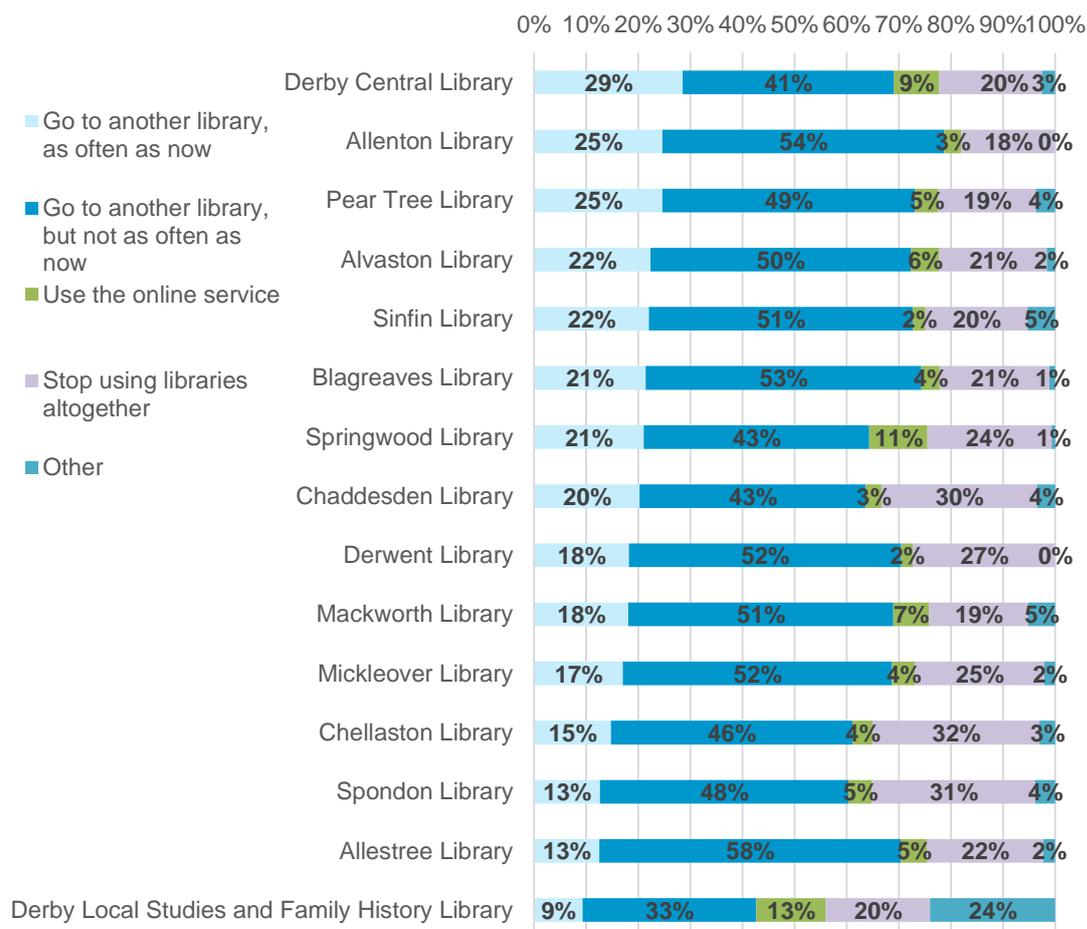
Base: Those who had used a Derby City Council library in the last 12 months (4,796)



When looking at the proportions of respondents who said they would stop using libraries altogether, large proportions of Chaddesden Library (30%), Chellaston Library (32%) and Spondon Library users (31%) said this. Users of Derby Central Library were most likely to say they would go to another library as often as now (29%), but this is unsurprising, as for the majority of these respondents, there would be a library closer to home for them as that library is located in the city centre. This is shown in Figure 21.

Figure 21 – If you couldn’t access your preferred library, what would you / members of your household do?

Base: Those who had used a Derby City Council library in the last 12 months by preferred library (4,796)

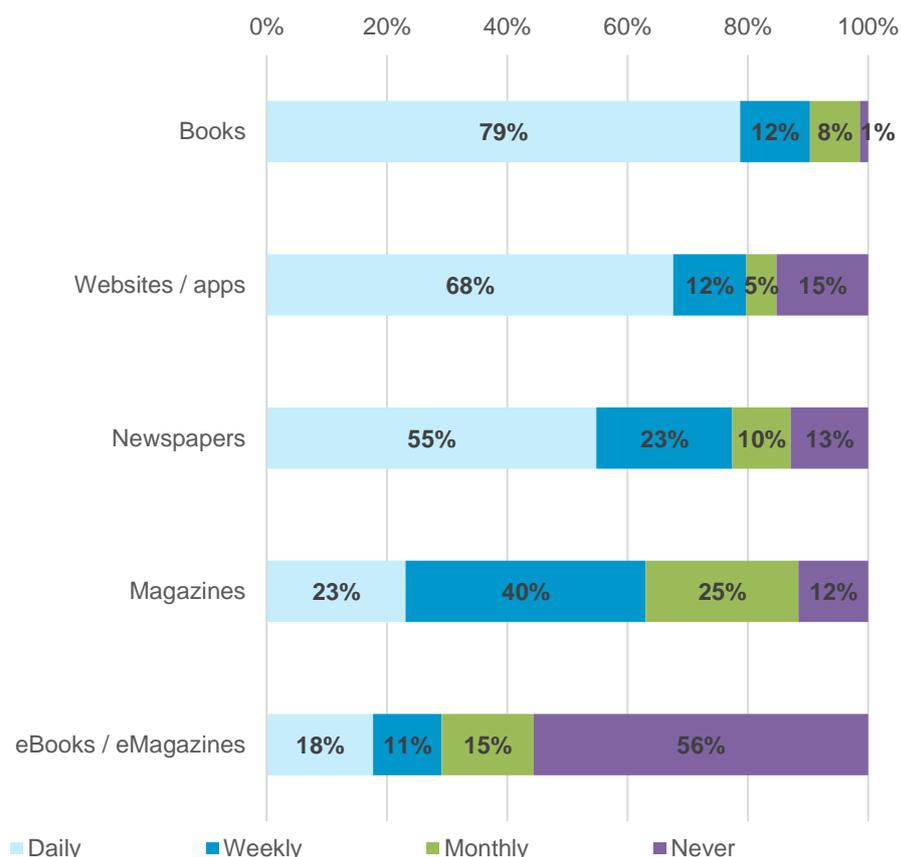


Males were more likely than females to state that they would go to another library just as often as now (23% compared to 17%), whereas females were more likely to stop using libraries altogether (25% compared to 22%). Those aged 25-44 were more likely to say they would stop using libraries altogether than the other age groups (30%), as were those who had children (38% compared to 22%). Those who said they had a disability were also more likely to say they would stop using libraries altogether than those who did not have a disability (29% compared to 23%).

Survey respondents were asked how often they or members of their household accessed different types of reading materials. As shown in Figure 22, books were the most frequently read with four-fifths (79%) saying that they read books daily. This was followed by websites and apps which were used by two-thirds (68%) on a daily basis and newspapers were read on a day to day basis by 55%. eBooks and eMagazines were the least frequently read, with 56% saying that they never read them.

Figure 22 – How often do you / members of your household read books, magazines, newspapers, eBooks and other reading materials?

Base: 4,842



Looking at the reading frequency of books by sub-group, females were more likely than males to read books on a daily basis (83% compared to 72%). By age, those aged 65 and above were the age group who were most likely to read books daily (84%), particularly in comparison to those aged 24 and under (64%).

Looking at the frequency of using websites and apps, Alvaston Library users were least likely to use them on a daily basis with only 58% saying that they did. Those aged 24 and under and those aged 25-44 were also more likely to use websites and apps on a daily basis (80% and 82% respectively) than those aged 45-64 and 65+ (73% and 52% respectively). For the latter age group, 28% said they never used websites and apps. Those who had children were also more likely to use websites and apps on a daily basis (78%) than those who did not have children (64%).

In relation to frequency of reading newspapers, males were more likely than females to read newspapers every day (58% compared to 52%), as were those aged 65 and above (68%) in comparison to the other age groups and those who were disabled (65%) in comparison to

those who were not (53%). Over a quarter (26%) of those aged 24 and under said that they never read newspapers. Looking at the frequency of reading newspapers in relation to preferred library, Sinfyn Library saw the largest proportion of respondents reading newspapers daily (64%). By comparison, only 36% of Derwent Library users said they read newspapers daily.

Looking at the frequency of readership of magazines, males were more likely than females to read magazines on a daily basis (27% compared to 20%), whereas females were more likely than males to read magazines on a monthly basis (28% compared to 21%). Respondents aged 24 and under were most likely to say that they never read magazines (23%), whilst those who were disabled were more likely to read magazines every day (29%) compared to those who were not disabled (22%). Over a fifth of Pear Tree Library users (22%) said they never read magazines; by comparison, only 6% of Derby Local Studies and Family History Library users gave this answer.

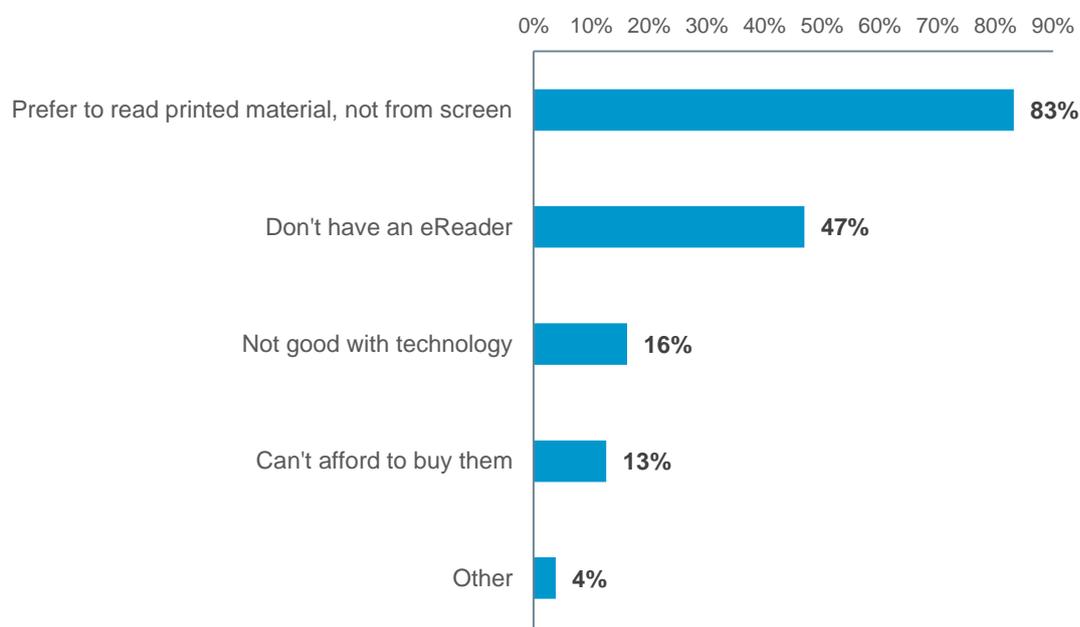
In relation to reading eBooks and eMagazines, there was little difference by gender. However, when it came to age those aged 25-44 and 45-64 were much more likely (both 22%) than those aged 24 and under, and those aged 65 and over (14% and 13%) to read eBooks and eMagazines on a daily basis. For the latter age group, 67% said that they never read eBooks. The proportion saying they never read eBooks and eMagazines was also larger for those who were disabled (62%) compared to those who were not disabled (54%). Readership of these formats was also higher for those who had children with 22% saying they read them on a daily basis, compared to 16% of those who did not have children.

Respondents were also able to specify other reading materials they used. Comments included leaflets, booklets, reference documents, newsletters, blogs, online news, study materials (e.g. academic journals and research papers), recipes, instructions and correspondence (online and postal).

Respondents who never used eBooks and eMagazines were asked why this was. As shown in Figure 23, the most common response was that people preferred to read printed material rather than from a screen (83%), followed by people saying that they did not have an eReader (47%).

Figure 23 – If you don't read eBooks or eMagazines, why is this?

Base: Those who did not read eBooks or eMagazines (2,396)



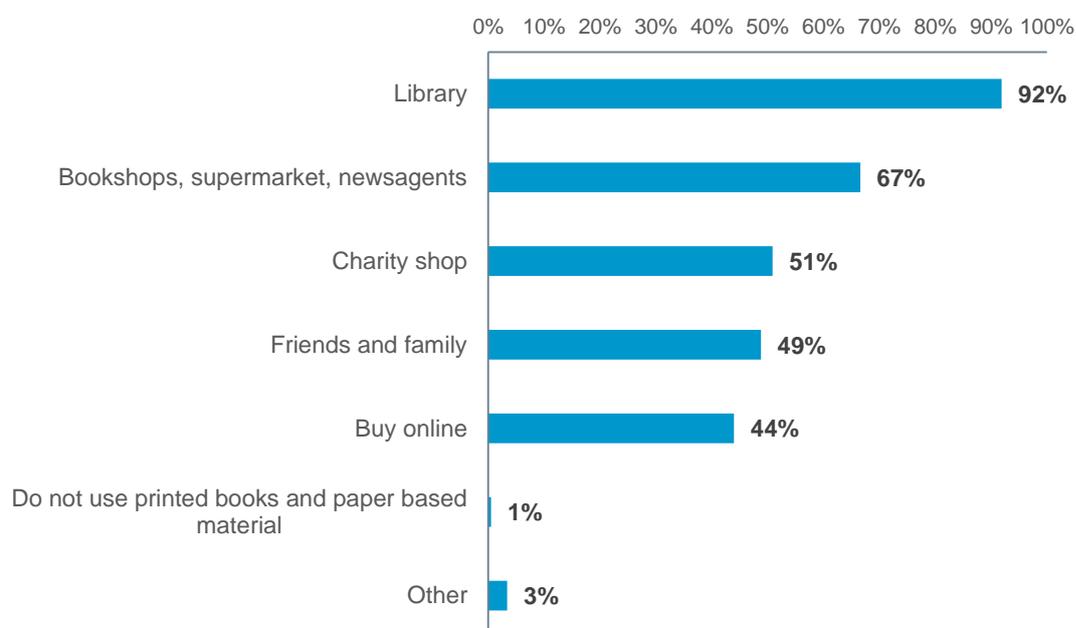
There was little difference in the results between genders, but looking at age groups those aged 45-64 and 65+ were more likely than the younger age groups to say that they simply preferred to read from print (83% and 87% respectively). Respondents who were disabled or that had children were more likely than their counterparts to say they could not afford to buy eBooks and eMagazines (24% of disabled respondents compared to 11% of non-disabled respondents and 17% of those with children compared to 10% of those without). In regards to ethnic group, those from Asian or Asian British (33%), Black or Black British (22%) or Dual Heritage (29%) backgrounds were also more likely to say that they could not afford them, in comparison to those from a White ethnic background (10%).

Other reasons cited for not using eBooks and eMagazines included lack of computer or internet access, sight impairment, dyslexia or that they are simply difficult to use.

Respondents were next asked where they or other members of their household get their paper based reading materials from. As shown in Figure 24, the majority cited the library (92%) which is unsurprising given the nature of the survey. This was followed by two-thirds saying bookshops, supermarket or newsagents (67%) and over half saying charity shops (51%).

Figure 24 – If you or members of your household read printed books and other paper-based reading materials, how or where do you get them?

Base: 4,832

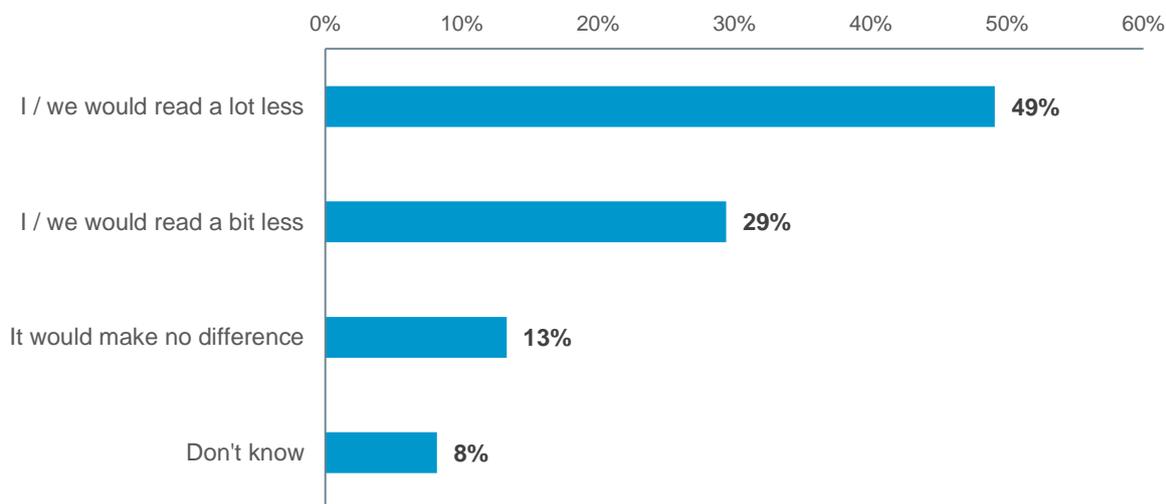


All libraries saw at least 90% of their users saying they got their reading materials from the library with the exception of the Derby Local Studies and Family History Library, only 79% of whom gave this answer.

Those aged 24 and under were the least likely to get their reading materials from the library (83%) in comparison to the other groups, and were also the least likely to get their reading materials from friends and family (39%). When it came to buying reading materials online, those aged 25-44 were the likeliest age group to do so (60%) and those who had children were more likely to purchase them online (57%) than those who did not have children (40%). Looking at the results by ethnic group, respondents from a White ethnic background were more likely to buy reading materials from bookshops, supermarkets or newsagents (69%), and from charity shops (53%) than other ethnic groups.

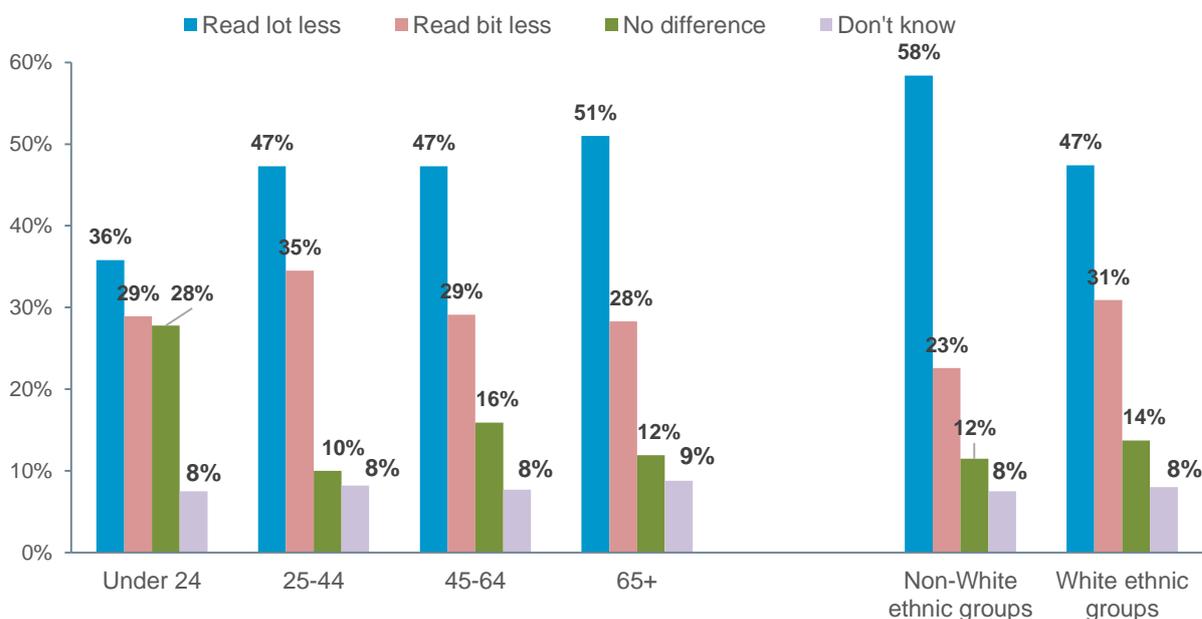
Respondents were then asked about the difference it would make to their (or their household's) reading habits if they were not able to get reading materials from the library. Just under half (49%) said that they would read a lot less and three in ten (29%) said they would read a bit less. Just 13% said it would make no difference at all. This is shown in Figure 25.

Figure 25 – What difference would it make to your reading habits / the reading habits of your household if you were not able to get reading materials from the library?
Base: Those who accessed reading materials from the library (4,866)



There was little difference in reading habits by gender, however in relation to age those aged 24 and under were a lot more likely to say it would make no difference (28%) compared to the other age groups. The age group most likely to be affected is the 65s and over, 51% of whom said they would read a lot less and 28% of whom said they would read a bit less. This is shown in Figure 26. In relation to ethnicity, as shown below, respondents from non-White ethnic groups were more likely to say that they would read a lot less compared to respondents from a White ethnic background (58% compared to 47%).

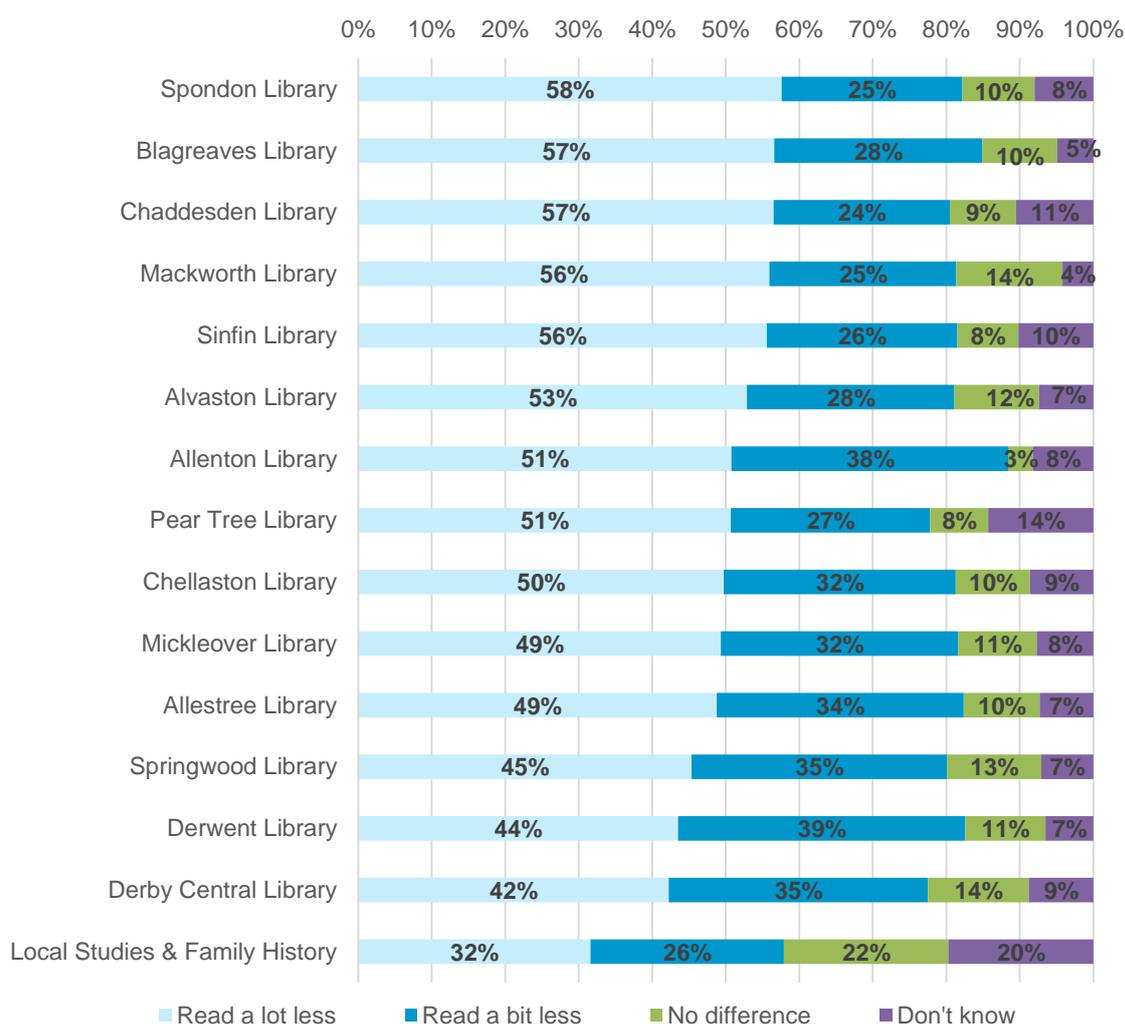
Figure 26 – What difference would it make to your reading habits / the reading habits of your household if you were not able to get reading materials from the library?
Base: Those accessing reading materials from the library by age & ethnic group (4,866)



In regards to preferred library, users of Blagreaves Library (57%), Chaddesden Library (57%) and Spondon Library (58%) were most likely to say they would read a lot less. By comparison, only 32% of users of the Derby Local Studies and family History Library said they would read a lot less perhaps indicating that this library is used more for reference than for pleasure. This is shown in Figure 27.

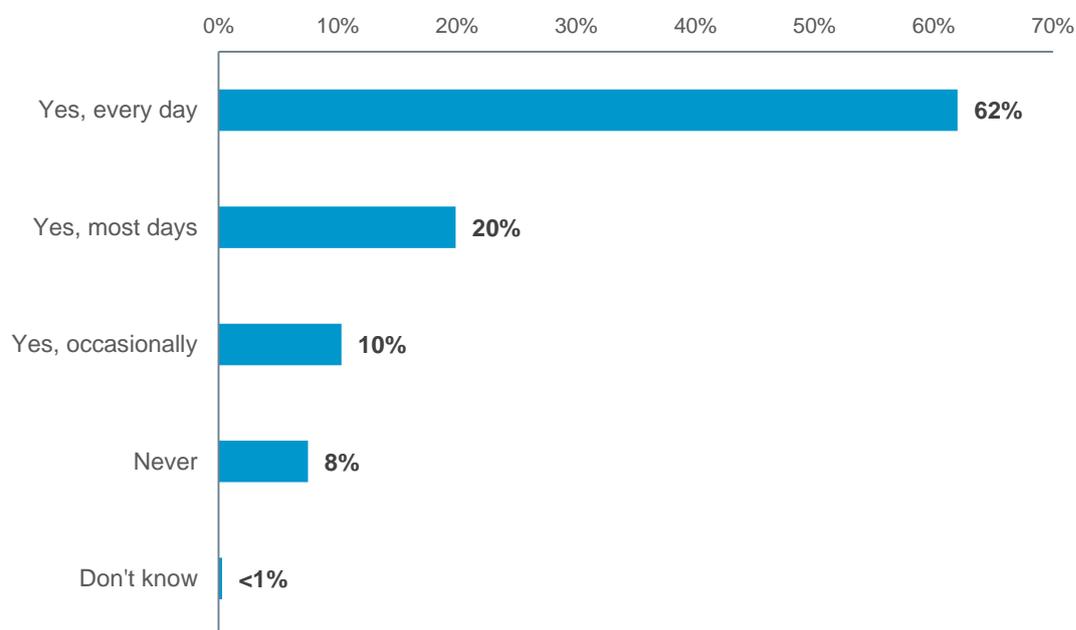
Those who had a disability were more likely to say they would read a lot less (61%) compared to those who were not disabled (47%), and those who did not have children were more likely to say it would make no difference (15%) than those who had children (11%).

Figure 27 – What difference would it make to your reading habits / the reading habits of your household if you were not able to get reading materials from the library?
Base: Those who accessed reading materials from library by preferred library (4,866)



Survey respondents were next asked if they or members of their household used the internet. As Figure 28 shows, six in ten (62%) said that they used the internet every day, with a fifth (20%) saying that they used it most days. Only 8% said that they never used the internet.

Figure 28 – Do you or members of your household use the internet?
Base: 4,903

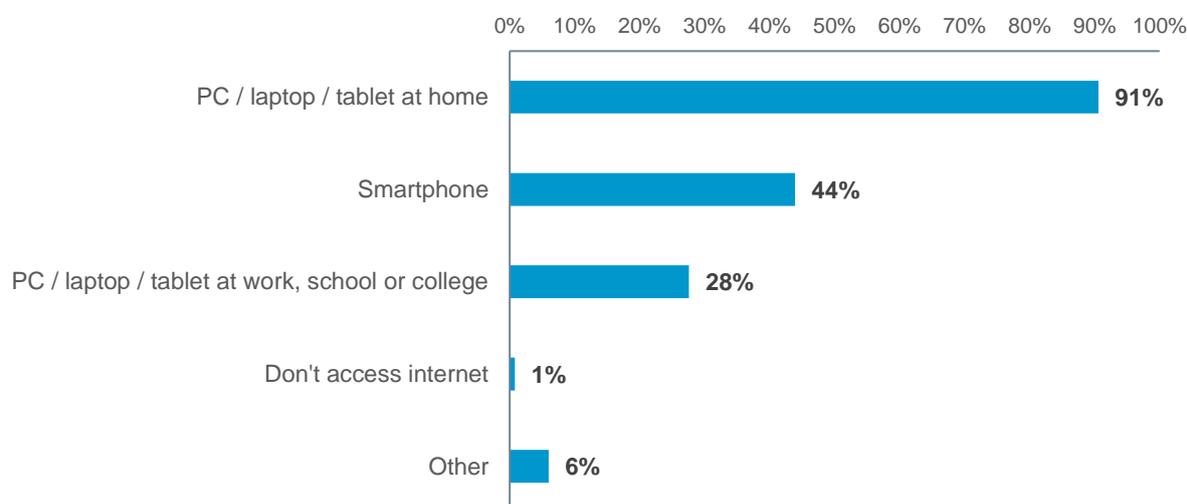


Looking at the results to this question by preferred library, users of Alvaston Library, Mackworth Library and Sinfyn Library were most likely to never use the internet (13%, 11% and 11% respectively). By contrast, 76% of those using the Derby Local Studies and Family History used the internet every day.

When analysing internet usage by age, it is evident that the younger age groups (24 and under, and 25-44) were more likely to use the internet every day (87% and 82% respectively). By contrast, only 45% of those aged 65 and above said they used it every day. Fifteen per cent of those aged 65 and above said they never used the internet. Those who were disabled were also more likely to never use the internet (15%) than those who were not disabled (6%) and respondents who had children were more likely to use the internet every day (76%) compared to those who did not have children (58%).

When asked about how they accessed the internet, the majority said that they used a PC, laptop or tablet at home (91%), followed by 44% using a smartphone and 28% using a laptop, PC or tablet at work, college or school. This is shown in Figure 29.

**Figure 29 – How do you / members of your household use the internet?
Base: Those who used the internet (4,514)**



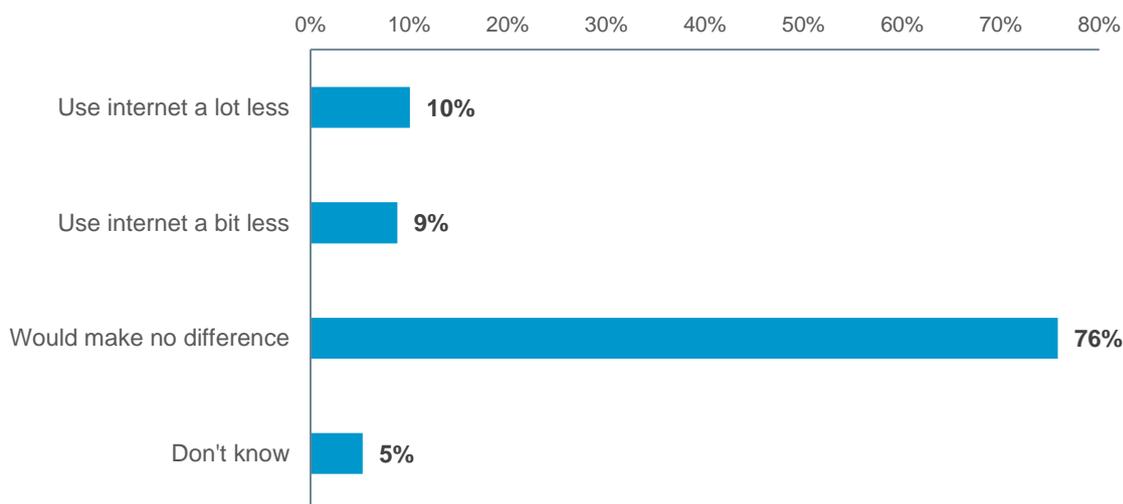
Users of Pear Tree Library were least likely to say that they used the internet on a device at home (70%). By comparison, 96% of Mackworth Library users said they accessed the internet at home. Instead, Pear Tree Library users were most likely to use a smartphone to access the internet, with 53% giving this answer.

Using a smartphone to access the internet was more common amongst those 24 and under, and those aged 25-44 (74% each) compared to those over the age of 65 (20%). The youngest age group was also the likeliest to indicate that they accessed the internet at work, school or college (59%).

Those who were not disabled were more likely to use a PC, laptop, or tablet at home (92%) compared to those who had a disability (82%). Likewise, respondents who identified as being from a White background were more likely to say that they used a PC, laptop, or tablet at home compared to those from a non-White background. Respondents who had children in their household were more likely to use a smartphone (63%) than those who did not have children (36%).

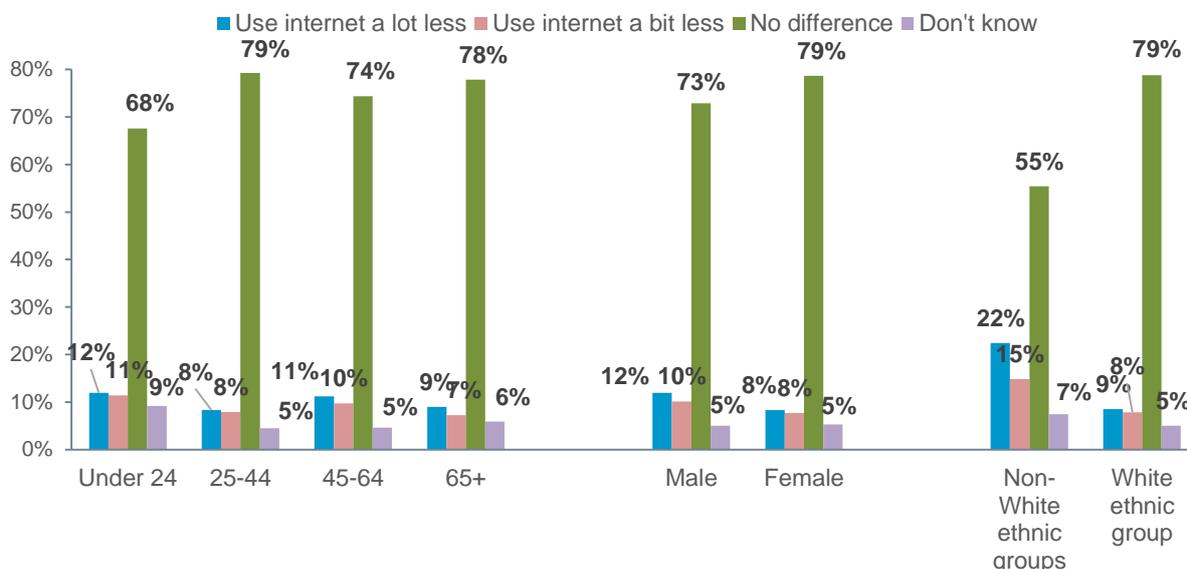
Respondents were next asked what the effect on their internet usage would be if they were not able to use the internet at the library. As shown in Figure 30, over three-quarters (76%) said it would make no difference to their internet usage. However, for almost a fifth (19% combined) it would make at least some difference and one in ten (10%) would use the internet a lot less.

Figure 30 – What difference would it make to your use of the internet / use of the internet by members of your household if you were not able to access the internet at the library?
Base: Those who used the internet (4,495)



As shown in Figure 31, a larger proportion of males said that they would use the internet a lot less in comparison to females (12% compared to 8%). A larger proportion of females also said that it would make no difference to their internet usage (79% compared to 73%). Sub-group analysis highlights that the biggest impact would be for those aged 24 and under, a quarter of whom (23%) said it would make a difference. Respondents from non-White ethnic groups were more likely to say that they would use the internet a lot less compared to those from White ethnic backgrounds (22% compared to 9%).

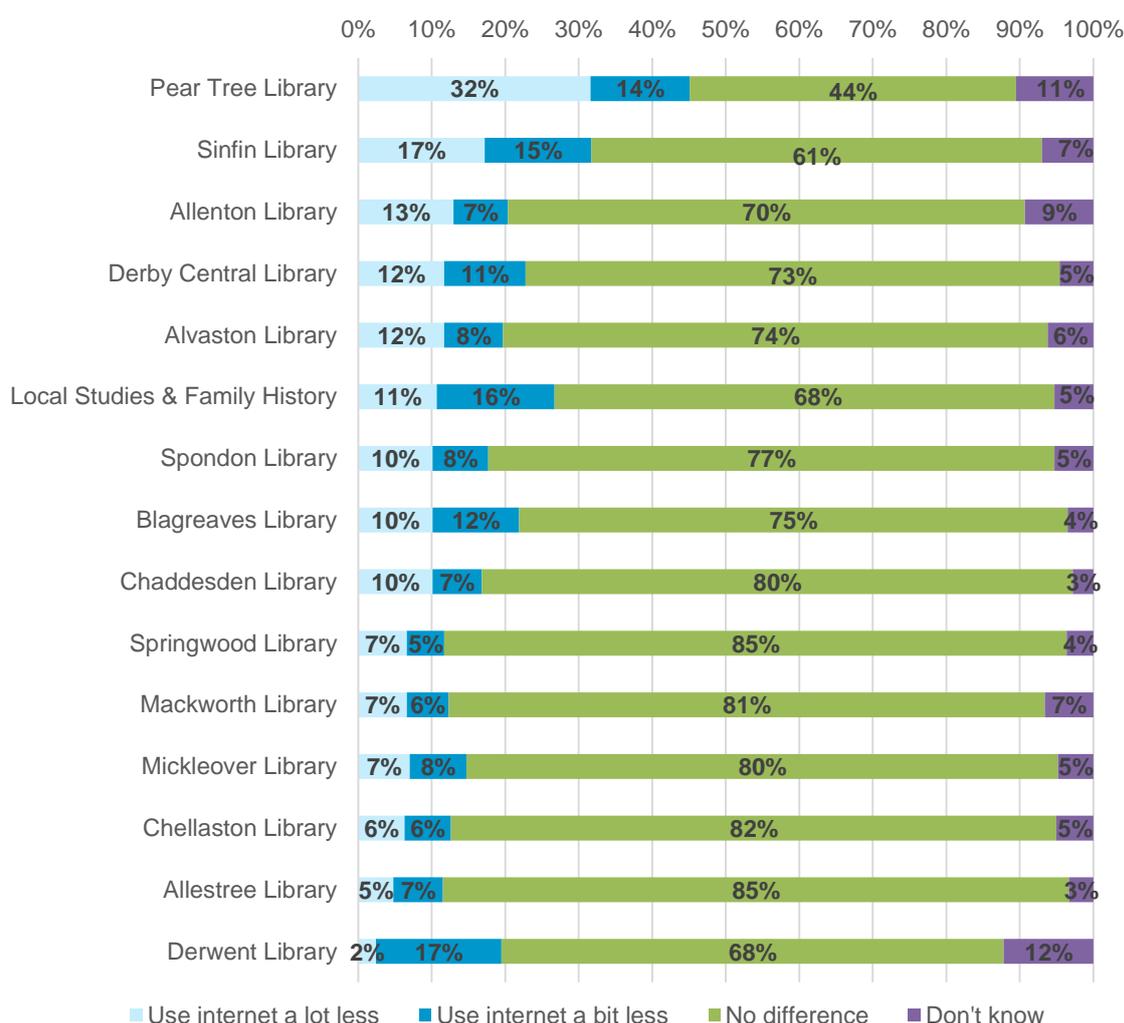
Figure 31 – What difference would it make to your use of the internet / use of the internet by members of your household if you were not able to access the internet at the library?
Base: Those who used the internet by age, gender & ethnic groups (4,495)



Respondents who said that they had a disability were more likely to say that they would use the internet a lot less if they could not use it at the library (22%) compared to those who were not disabled (8%).

Looking at this question by preferred library, users of Pear Tree Library were most likely to say they would use the internet a lot less (32%) than users of other libraries. By contrast 85% of Springwood Library and Allestree Library users said it would make no difference. It should also be noted that only 61% of Sinfin Library users said it would make no difference to their internet usage, which was significantly lower than for all other libraries with the exception of Pear Tree Library (44%).

Figure 32 – What difference would it make to your use of the internet / use of the internet by members of your household if you were not able to access the internet at the library?
Base: Those who used the internet by library (4,495)



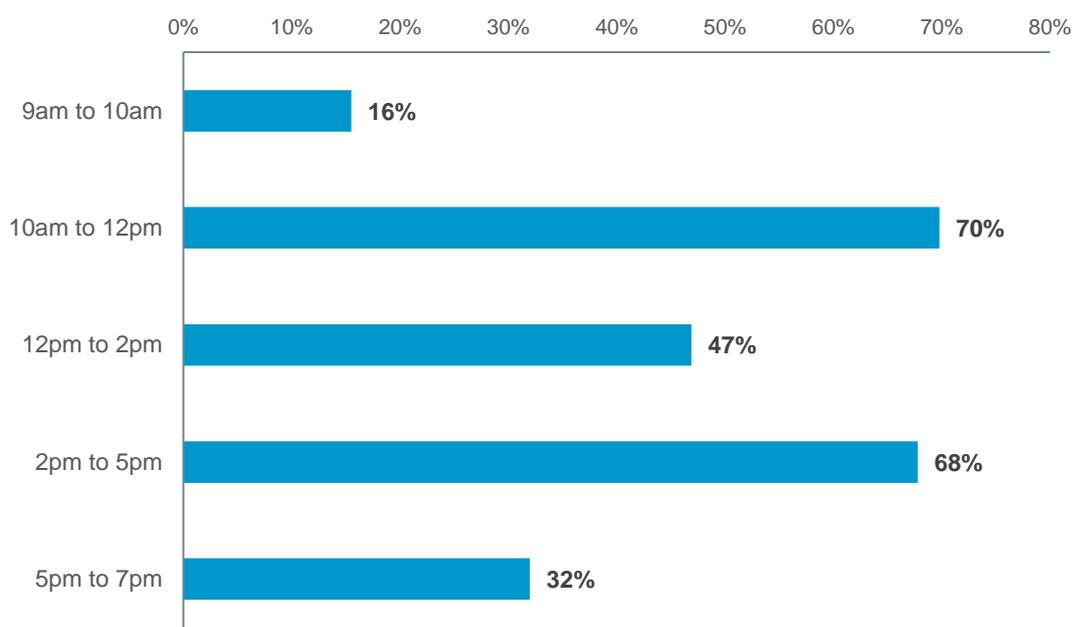
Preferred days and times for using libraries

Quantitative findings

When survey respondents were asked what times they would most like to visit the library, seven in ten (70%) said they would like to go between 10am and 12pm and two-thirds (68%) said 2pm to 5pm. There was less popularity for 12pm to 2pm (47%) and 5pm to 7pm (32%). The least popular time was between 9am and 10am, when only 16% said they would like to visit the library. This is shown in Figure 33.

Figure 33 – To help us plan the future opening hours please tell us the times that you would most like to visit a library.

Base: 4,878

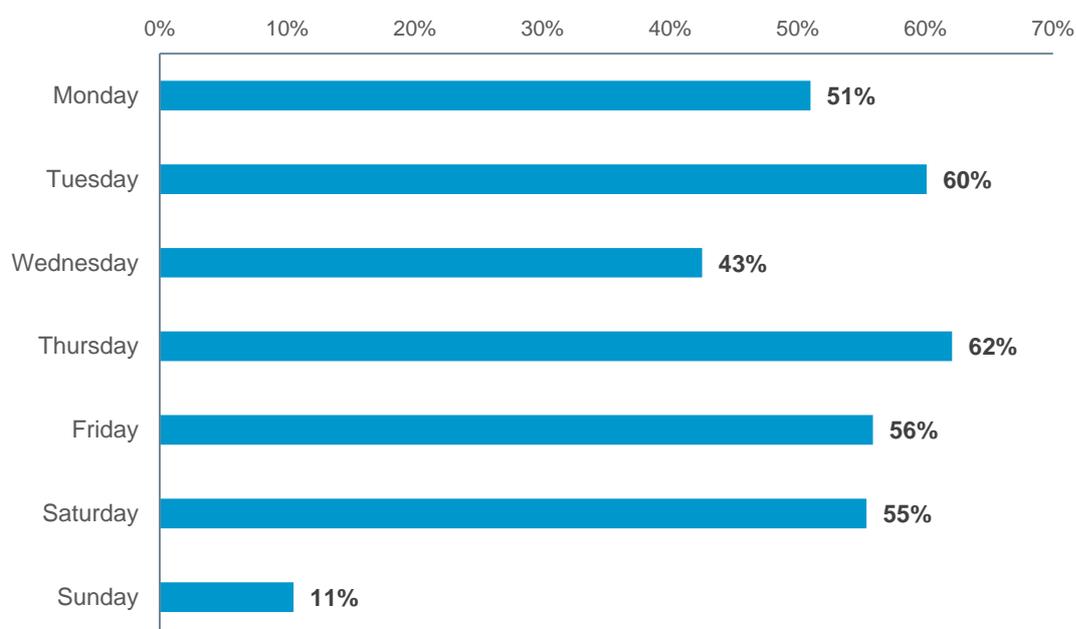


Looking at the desired opening hours by preferred library, 12pm to 2pm was most popular amongst Derby Local Studies and Family History Library users (68%) perhaps due to its city centre location and the fact that city centre workers may be able to visit it on their lunch breaks. Pear Tree Library users were most likely to want to visit in the evenings (5pm to 7pm) with 52% of respondents choosing that option. This time was also most popular for respondents aged 24 and under (53%) and respondents who had children under 17 were more likely to want this time (39%) compared to those who did not (29%). Those who said they had a disability were more likely to want to visit the library between 12pm and 2pm than those who were not disabled (53% compared to 46%).

Survey respondents were asked on which days they or someone in their household would most like to visit the library. Thursday was the most popular day with 62% choosing it, closely followed by Tuesday (60%) as shown in Figure 34. The least popular day was Sunday with only 11% saying they wanted to visit then. However, over half (55%) said they wanted to go on a Saturday and this was more popular than Monday (51%) and Wednesday (43%).

Figure 34 – On which days would you / members of your household most like to visit the library?

Base: 4,866



When comparing this question with the preceding question about opening hours, we can see that the most popular days and times would be weekdays between 10am and 12pm, and 2pm to 5pm.

Looking at the desired days of the week by gender, females were more likely to want to visit the library on a Saturday than males (58% compared to 51%). Those aged 24 and under were more likely to want to visit on a Sunday (38%) than any other age group and those aged 25-44 were most likely to want to go on a Saturday (69%), as were those who had children (66%) compared to those who did not (50%). Looking at the results by ethnic group, respondents who identified as being Asian or Asian British were much more likely than other ethnic groups to want to visit a library on a Sunday (29%).

Derby Library Service vision

Quantitative findings

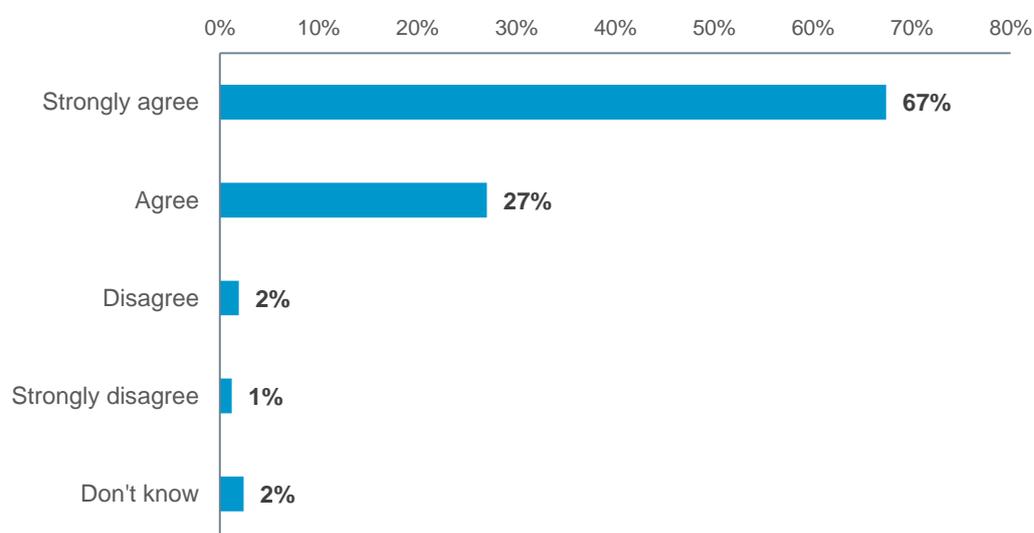
Survey respondents were shown the draft vision statement for the Derby Library service:

‘Improve life chances by encouraging reading, informal learning and digital access in a safe and welcoming environment’

Respondents were asked the extent to which they agreed or disagreed with this draft vision. As Figure 35 shows, the majority (94%) agreed, with two-thirds saying they strongly agreed (67%) and over a quarter (27%) saying they just agreed. Just 3% said they disagreed with the vision statement.

Figure 35 – To what extent do you agree with this draft vision?

Base: 4,835



There were few notable differences between the different sub-groups. However, in relation to preferred library, users of Derwent Library were the least likely to agree (69% either strongly agree or agree) and most likely to disagree (13% either strongly disagree or disagree). Those aged 24 and under were the least likely age group to agree with the draft vision statement (90% either strongly agree or agree).

Library Service core and supplementary offers

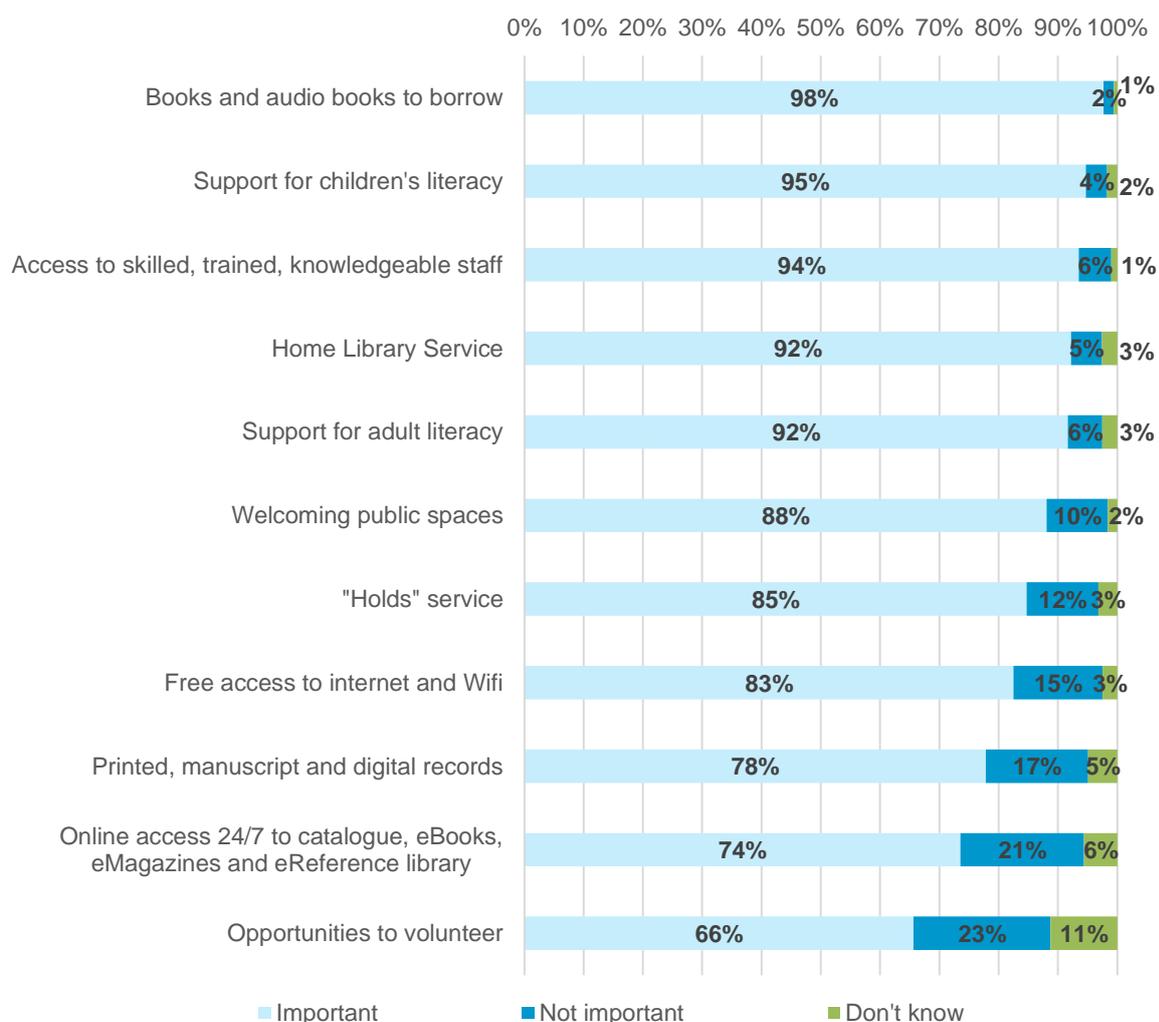
Quantitative findings

Survey respondents were shown a list of proposed aspects of the core offer of the Derby Library Service and asked to rate the importance of each. Aspects of the core offer will be guaranteed and permanent at libraries where appropriate and available to all customers.

As Figure 36 shows, 98% of respondents felt that having books and audio books in libraries was important. This was followed by nine in ten respondents also feeling that support for children’s literacy was important (95%), access to skilled, trained, knowledgeable staff was important (94%), access to a Home Library service was important (92%) and support for adult literacy was important (92%). At the other end of the scale, almost a quarter of respondents felt that having opportunities to volunteer was not important (23%) and a fifth (21%) felt that online access 24/7 to the library catalogue, eBooks, eMagazines and the eReference library was not important.

Figure 36 – Please indicate how important you feel each aspect of our proposed core offer is.

Base: 4,841



Looking at the importance of having books and audio books to borrow, females were slightly more likely than males to say that it was important (99% either very or quite important compared to 97%), as were those aged 65 and over in comparison to those aged 24 and under (98% compared to 96%).

In relation to support for children's literacy, females were more likely than males to say this was important (97% compared to 92%) and those in the age group 25-44 were the most likely to say it was important (98%). Unsurprisingly, those who had children were more likely to say support for children's literacy was important (98%) compared to those who did not have children (94%). In terms of preferred library, all users of Allenton Library felt that this was important. By contrast, only 88% of Derby Local Studies and Family History Library thought this was important, indicating that this feature of the service is perhaps not as appropriate at that library in comparison to the others.

Looking at the importance of access to skilled, trained and knowledgeable staff, a larger proportion of females thought this was important (95%) compared to males (91%) and those who were disabled were more likely to say this was important (97%) than those who were not (93%). Looking at the results by age, those who were 24 and under attached less importance to this aspect (91%) than those aged 65 and above (95%). Interestingly, one in ten (9%) Springwood Library users felt that this aspect was not important.

In regards to the Home Library Service being available for people unable to visit the library in person, females were more likely than males to say this was important (95% compared to 88%) and unsurprisingly those who said they were disabled were more likely than those who did not have a disability to say it was important (95% compared to 92%). In relation to age, only 84% of those aged 24 and under felt a Home Library Service was important and in comparison, 94% of those aged 65 and over felt this was important.

Again, females were more likely than males to think that support for adult literacy was important (94% compared to 88%). In relation to age, those aged 45-64 were most likely to say this was important (93%).

Looking at the importance of providing welcoming public spaces to visit and spend time in, as with the other aspects, this was more important for females (92%) than for males (82%). Users of Sinfyn Library and Springwood Library were the most likely to say that providing public spaces was not important (14% and 13% respectively). In relation to age, providing public spaces was more important for those aged 25-44 and 45-64 (90% and 91% respectively) than for those aged 24 and under, and those aged 65 and above (88% and 85% respectively). Those who had children were also more likely to say this was important than those who did not have children (91% compared to 87%).

Again, females were more likely than males to say that providing a "holds" (reservation) service was important (87% compared to 81%). A fifth (20%) of Derby Local Studies and Family History users felt this was not important, perhaps indicating that this service may be less relevant for this library than for other libraries. Disabled respondents were more likely than those who were not disabled to say a "holds" service was important (91% compared to 84%).

In relation to providing free access to the internet on library computers and free Wi-Fi, this was most important for Derwent Library and Pear Tree Library users, 93% and 92% of whom said this was important. By contrast, this was important for only 78% of Allestree Library users. Females were more likely than males to say that providing free access to the internet and Wi-Fi was important (87% compared to 75%). Looking at the result by age, almost a fifth (18%) of those aged 65 and above said that this was not important, the largest proportion of any of the age groups.

Perhaps unsurprisingly, the majority of the Derby Local Studies and Family History Library users said that access to printed, manuscript and digital records was important (99%) and this was the highest out of all the libraries. By contrast, four in ten (42%) Derwent Library users felt that this was not important. Like with the other aspects of the core offer, a larger proportion of females (80%) than males (73%) felt that this was important and those in the age group 45-64 were the most likely to say this was important (82%).

Providing online access 24/7 to the library catalogue, eBooks, eMagazines, and the eReference Library was not important for a larger proportion of respondents aged 65 and above (28%) than for the other age groups. This was more important for those who had children (78%) than those who did not have children (72%) and those from non-White groups than for respondents from a White ethnic background.

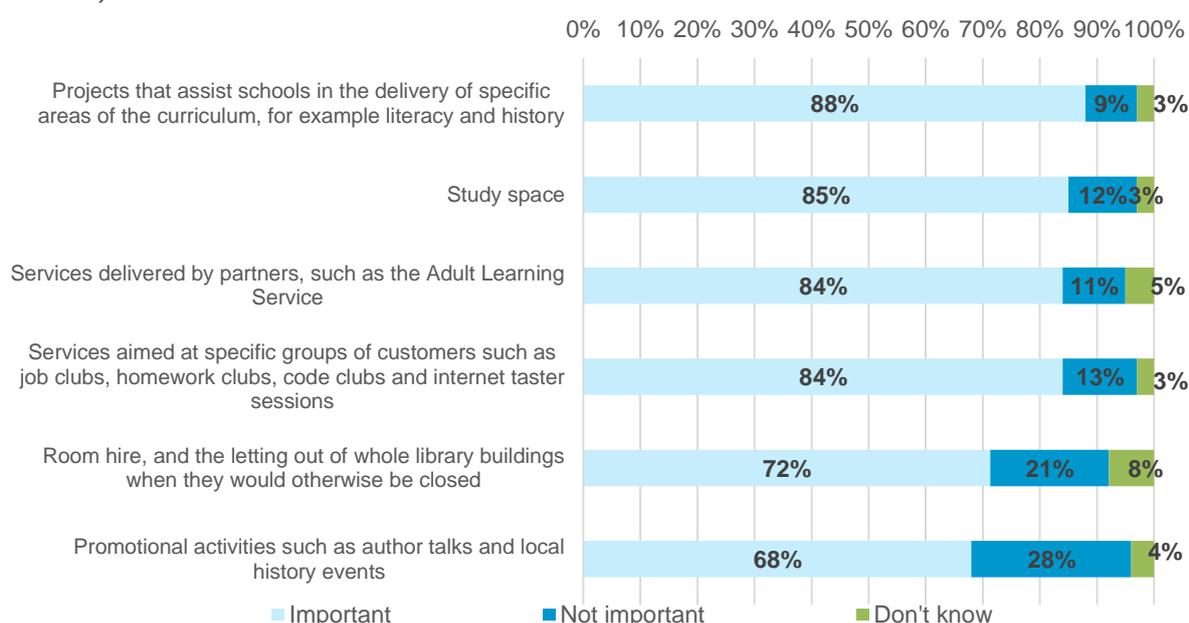
In regards to providing opportunities to volunteer, again a larger proportion of females felt that this was important (71%) compared to males (57%). When looking at this question in relation to preferred library, users of Derwent Library were most likely to say that this was not important (50%). By contrast, 83% of Pear Tree Library users felt that providing opportunities to volunteer was important. In relation to age group, those aged 24 and under were the most likely to say they felt this was important (75%) and those from non-White ethnic groups were more likely to say this was important than those from a White ethnic background.

Survey respondents were also asked to rate the importance of additional services that would make up a supplementary offer. The supplementary offer would be available from time to time at some libraries, depending on specific community need and customer demand.

As shown in Figure 37, projects that assist schools to deliver specific areas of the curriculum was the aspect given the most importance by respondents, with 88% saying this was important. This was followed by study space (85% important), services delivered by partners (84%) and services aimed at specific groups of customers (84%). Less importance was attached to room hire and letting out library buildings (21% said it was not important) and providing promotional activities such as author talks and local history events (28% said it was not important).

Figure 37 – Please indicate how important you feel each aspect of our supplementary offer is, from very important to not important at all.

Base: 4,784



Looking at the offering of projects to assist schools in the delivery of areas of the curriculum, this was more important for female respondents (91%) compared to male respondents (85%) and unsurprisingly more important for those who had children (92%) than those who did not (87%). Pear Tree Library users were most likely to say that this was important (93%) than users of other libraries. By contrast, 17% of Derby Local Studies and Family History users felt that this was not important.

In regards to providing study space, again a larger proportion of females felt this was important (88%) compared to males (79%). Users of Pear Tree Library and Sinfyn Library were the most likely to say that providing study space was important (92% and 94% respectively). By contrast, almost a quarter (23%) of Derwent Library users said that this was not important.

When asked to rate the importance of services delivered by partners (such as the Adult Learning Service), again a larger proportion of females said this was important (89%) than males (77%). Derwent Library users were again most likely to say that this was not important (27%). By contrast, nine in ten (89%) Sinfyn Library users felt that this was important. Those aged 24 and under were most likely to feel that this was not important (15%).

In regards to providing services aimed at specific groups of customers (such as job clubs, homework clubs etc.), over a quarter (26%) of Derby Local Studies and Family History Library users felt that this was not important. In contrast, 92% of Sinfyn Library users and 91% of Mackworth Library users felt that it was important. Looking at the question by age, those aged 24 and under were most likely to say it was important (89%) and those who had children were more likely to say this was important than those who did not have children (86% compared to 83%).

Looking at those who felt that room hire and letting out the building when it would be otherwise closed was important, a larger proportion of females again felt it was important (76% compared to 67% of males). Respondents from the older age groups (45-64 and 65+) were more likely to say this was important (74%) than respondents from the younger age groups (24 and under 64%, and 25-44 70%). A third (33%) of Derby Local Studies and Family History users felt that room hire and letting out the building was not important, as did 30% of Derwent Library users. In contrast, 81% of Mickleover Library and 80% of Chaddesden Library users felt that room hire and letting out the building was important.

When asked to rate the importance of promotional activities such as author talks or local history events, as with other aspects of the supplementary offer, a larger proportion of females said that this was important (73%) compared to males (60%). Providing these sort of activities was most important for users of Allenton Library (76%), Derby Local Studies and Family History Library (77%), Mackworth Library (77%), and Pear Tree Library (77%). There was little difference between age groups. It should be noted that people who said they were disabled were more likely to say providing promotional activities was important (73%) than those who were not disabled (68%).

Qualitative findings

Focus group participants were also shown a full list of the core and supplementary services provided by Derby Libraries. Initial reactions to the list of services were mixed. Whilst a handful of participants suggested that the list matched their expectations, the majority stated that they were unaware of particular services which later sparked a debate on the advertising and promotion of library services. In most of the groups participants felt that libraries need to advertise what they did a bit more to the general public to encourage more people to use their services.

“That list [of services] pretty much matches with what I would expect or knew about the library. I use it a lot though.” Female, Family group.

“I was disappointed to find out [...] that the library itself doesn’t advertise what it does. It wasn’t until I went into Chellaston Library a couple of days ago that I realised quite what goes on there and I knew nothing about it.” Male, Retired group.

“A lot of people who are spending a fortune on eBooks on Amazon didn’t know that we have free eBooks. Sometimes I do think we need more promotion.” Female, Staff group.

“The libraries promote their services within their own library, but if you want to improve your services and get people using it to quantify why it needs to stay, it needs to be promoted elsewhere. Use social media and be seen to be out there.” Female, Young / no children group.

“Most of the promotion we do is in the libraries and within the Council. We can’t reach people that don’t visit the library.” Female, Staff group.

“We need somebody who knows what they’re doing with marketing and has a vision.” Female, Staff group.

Participants were also asked to think about how the services have been divided into core and supplementary offers. There were different reactions to the categories of services, with most participants being unaware of the divide between core and supplementary services and some made a few suggestions of supplementary services needing to be on the core list.

“I didn’t realise there was support for adult literacy as a core offering. It’s good that they do.” Female, Young group / no children group.

“I’m surprised that study space isn’t a core offering.” Female, Retired group.

Planning for the future – proposed options

Survey respondents and participants of the focus groups and in-depth interviews were presented with four options that would allow the Council to reduce the cost of the Library Service whilst still protecting a service that is valued by people living and working in Derby.

The options presented were as follows:

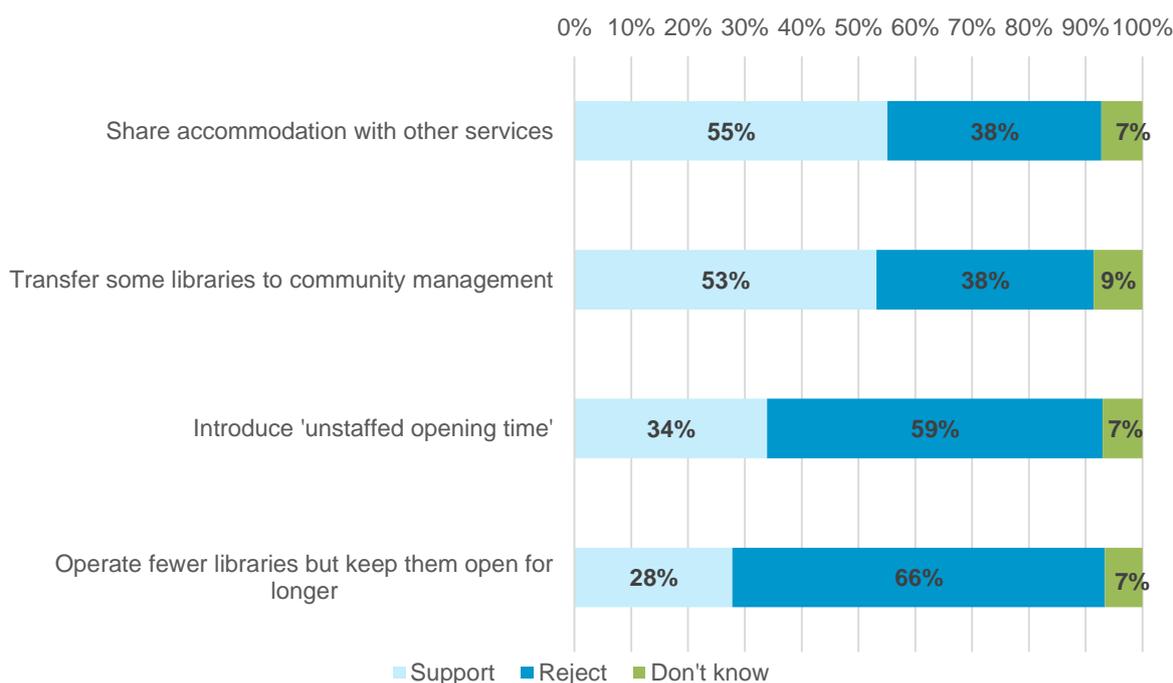
1. Transfer some libraries to community management - community or voluntary groups would run some of the libraries and the Council could provide training, guidance and limited financial support.
2. Introduce unstaffed opening time - users could enter locked libraries by using their library card and a PIN number and use self-service technology to borrow books and use the internet without any staff help.
3. Share accommodation with other services - move libraries to other Council run buildings or move other Council services to libraries to help pay the bills.
4. Operate fewer libraries, but open those that remain for longer and increase investment in online services such as eBooks.

Quantitative findings

Survey respondents were asked to what extent they supported or rejected these options. As shown in Figure 38, sharing accommodation (Option 3) received the greatest amount of support with 55% of respondents supporting it. This was closely followed by transferring some libraries to community management (Option 1) which was supported by over half (53%) of respondents. There was a lot less support for introducing unstaffed opening time (Option 2) with six in ten rejecting this idea (59%) and two-thirds of respondents (66%) rejected the idea of operating fewer libraries in Derby (Option 4).

Figure 38 – In principle, do you support or reject this way of reducing our costs?

Base: 4,862

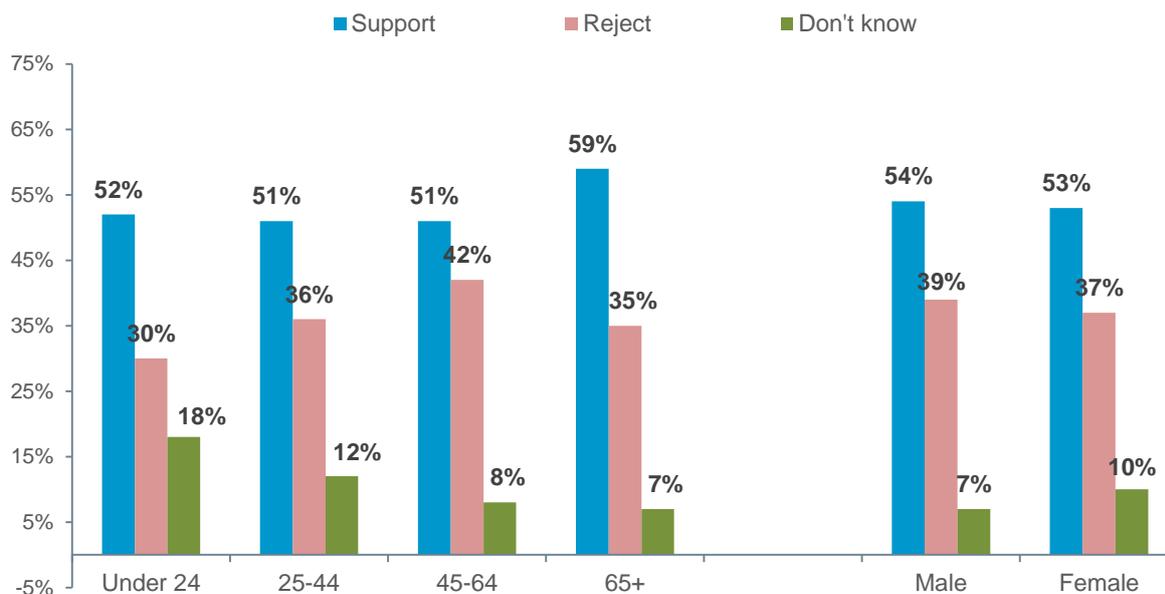


Option 1 - Transfer some libraries to community management

Quantitative findings

In regards to transferring some libraries to community management, as Figure 39 shows there was more support amongst those aged 65 and above (59%) than any other age group. Those aged 45-64 were most likely to reject this option (42%).

Figure 39 – Option 1: Transfer some libraries to community management - In principle, do you support or reject this way of reducing our costs?
Base: By age & gender (4,855)

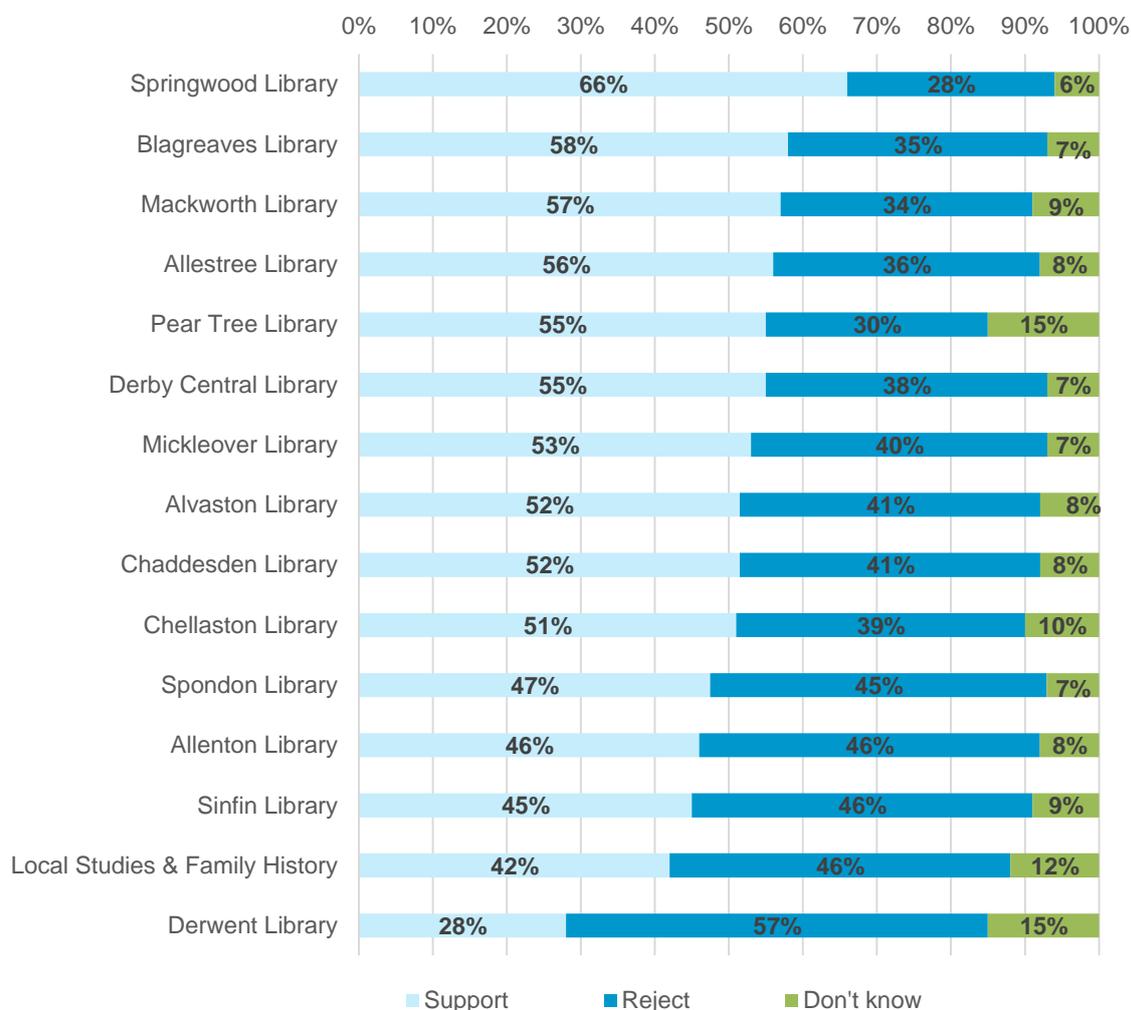


Respondents who considered themselves to be disabled were more likely to reject the idea of transferring some libraries to community management (43%) than those who were not disabled (37%). Those who did not have children were more likely to support this idea (56%) than those who did have children (50%).

In regards to preferred library, as shown in Figure 40 users of Springwood Library were most likely to support transferring some libraries to community management (66%). Users of Derwent Library on the other hand were most likely to reject the option (57%).

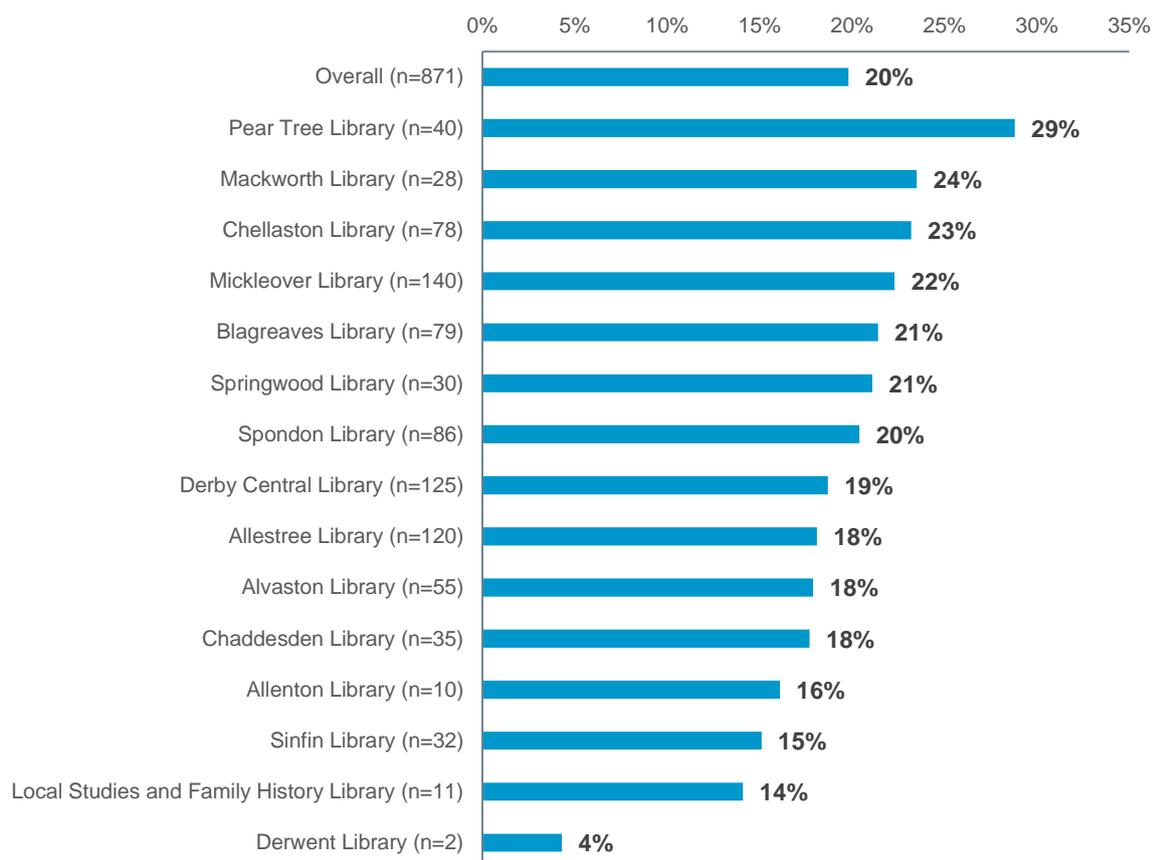
Figure 40 – Option 1: Transfer some libraries to community management - In principle, do you support or reject this way of reducing our costs?

Base: By preferred library (4,859)



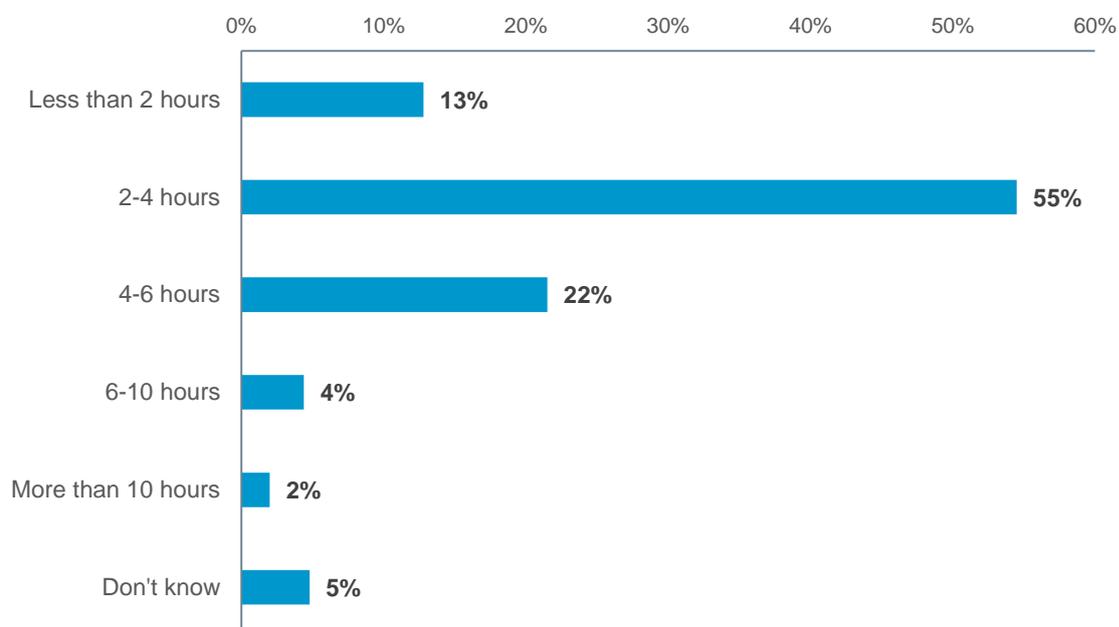
Survey respondents were asked if they would be interested in volunteering if their local library was run by a community group. A fifth of respondents (20%) said they would be interested in volunteering. As can be seen in Figure 41, Pear Tree Library has the highest proportion of potential volunteers, with 29% saying that they would be interested in volunteering. This was followed by Mackworth Library and Chellaston Library which both saw just under a quarter (24% and 23%) saying they would be interested. Derwent Library on the other hand only had 4% of users who said they would be willing to volunteer.

Figure 41 – Potential volunteers by library
Base: Those who were interested by preferred library (4,840)



Survey respondents who said they were interested in volunteering were asked how many hours per week they would be willing to volunteer. As shown in Figure 42, over half (55%) said they would be able to volunteer between two and four hours per week and over a fifth (22%) would be able to spare four to six hours per week.

**Figure 42 – How many hours per week on average might you be willing to volunteer?
Base: Those who expressed an interest in volunteering (967)**



Qualitative findings

Focus group and in-depth interview participants were invited to explore the option of transferring some libraries to community and voluntary group management. The moderator / interviewer reminded participants that this involved the Council reducing the cost of the service by handing management of libraries to voluntary and community groups whilst the Council offered training, guidance and limited financial support. Participants began by discussing the recruitment of volunteers, with a couple of retired participants stating that they wanted to volunteer themselves.

“I’ve just applied to become a volunteer to help with homework.” Female, Retired group.

“I’ve already volunteered on the questionnaire, because I would gladly.” Male, Retired group.

There were mixed opinions about the number of people who would volunteer, with some participants suggesting that a sufficient number of people would want to volunteer, whilst others considered that there would be a shortfall of people willing to volunteer at their local library. Furthermore, the ‘type’ of person who would be willing to volunteer was also discussed.

“I don’t think you’ll have a shortage of volunteers.” Male, Retired group.

“You’re narrowing your search pool down to people who are available.” Female, Young / no children group.

“Is it sustainable? You need a lot of volunteers to keep it open.” Female, Staff group.

“There should be a balance of younger people who want work experience and older people who want something to do.” Key Stage 3 pupil.

“This wouldn’t happen in my area. People are pushed for money and time so they can’t volunteer.” Female, Telephone interview.

Following discussions about the number of people willing to volunteer, participants debated the possible disadvantages of transferring some libraries to community management, particularly focusing on the use of voluntary groups. The idea of reliability was initially discussed, with most participants agreeing that volunteers would not be as reliable as paid library staff.

“Whilst volunteers are well meaning, they’re not always reliable.” Female, Staff group.

“The library would be much less reliable with volunteers.” Male, Young / no children group.

“What happens if the volunteers don’t turn up? That would affect the public.” Key Stage 3 pupil.

“What if no volunteers turn up? It’s the worst thing going all that way [to the library] and it’s closed.” Female, Telephone interview.

Other disadvantages were suggested, including volunteers having certain restrictions and less knowledge in comparison to trained librarians.

“I think it would be very difficult for a volunteer to hold all of the community knowledge.” Female, Young / no children group.

“When you’re a volunteer, you’re not allowed to access certain things. What about data protection?” Female, Young / no children group.

A couple of participants also raised the issue of ambiguity about the Council being able to offer limited financial support and what this meant for the Library Service, and some were sceptical about this saving money.

“Training the volunteers would cost quite a lot of money.” Key Stage 3 pupil.

“It will save on salaries and wages but not on the overhead of running the building, or to monitor what they’re saving. It seems too narrow. It’s not being inventive enough.” Male, Retired group.

“It depends on how much support the Council is prepared to give.” Female, Staff group.

Participants from the staff group were keen to comment on the disadvantages of using community groups to run the library, whereas participants from other groups did not mention this as much and focused on the voluntary aspect of the proposal. Staff were especially against the idea of community groups managing the libraries due to their previous experiences.

“If a library was handed over to a community group, a lot of them are elderly [...] There are a certain sector who would want to be in charge and they wouldn’t want children.” Female, Staff group.

“I know of a library run by a local well-meaning church group where the stock is a problem because it’s limited as they buy in what they want.” Female, Staff group.

A largely discussed disadvantage of transferring libraries to community management was the fact that library staff would lose their jobs. It was suggested that it is perhaps unfair for paid staff to be replaced by unpaid volunteers and that expert staff knowledge would be lost.

“You’ve immediately lost the expert staff”. Female, Staff group.

“It’s telling librarians that anyone can do their job. You wouldn’t go into a hospital and replace them with volunteers.” Female, Young / no children group.

“If people have been working in the library for a long time, then it’s because they didn’t want to do anything else.” Key Stage 3 pupil.

“There are lots of things that you need a librarian for. It’s undermining their job. People have specialist training at university, it’s not just a week course.” Female, Telephone interview.

However, one participant suggested that due to public sector cuts becoming more frequent, library staff would perhaps expect their roles could be made redundant.

“Anybody who works in the public sector knows that they could be called into the office on Monday and it’s their turn [to be made redundant]”. Male, Telephone interview.

Participants discussed whether they thought that transferring libraries to community management would affect or alter how people use libraries. Whilst some suggested that usage would be affected depending on the number of volunteers, others argued that some users would be deterred from visiting their local library.

“It’s reliant on how many volunteers they get. If there’s enough, nothing will change but if not then nobody will be there to help them [library users].” Key Stage 4 pupil.

“If you’ve got a library with ten people running it, and replaced a few staff with volunteers you wouldn’t notice it. But if you take a library run by one person and you replace them with a volunteer then you might well notice the difference.” Male, Retired group.

“It might put people off if they don’t think volunteers know as much.” Female, Young / no children group.

“I think a lot of people would stop using the libraries if they can’t rely on them.” Female, Staff group.

In addition to exploring how libraries run by community and voluntary groups could potentially affect usage of libraries, some participants suggested that whilst using voluntary staff could produce savings, there should be an additional professional member of staff on hand to guide the volunteers in order for this proposal to work.

“I wouldn’t like to think it’s purely a volunteer effort. You have to have someone with knowledge.” Female, Retired group.

“It depends on the community. You couldn’t run Central Library on 100% volunteers.” Male, Retired group.

“There should be at least one person who knows what they’re doing.” Male, Telephone interview.

Interestingly, participants from school groups were in favour of the concept of libraries being run by voluntary groups from a student’s perspective, due to the fact that this would be good work experience, or may even be considered an asset to those completing their Duke of Edinburgh (D of E) award.

“It’s a good idea because it’s a voluntary start for young people and whilst they’re in the library they can do their homework.” Key Stage 3 pupil.

“It would help the D of E people get a place for volunteering.” Key Stage 4 pupil.

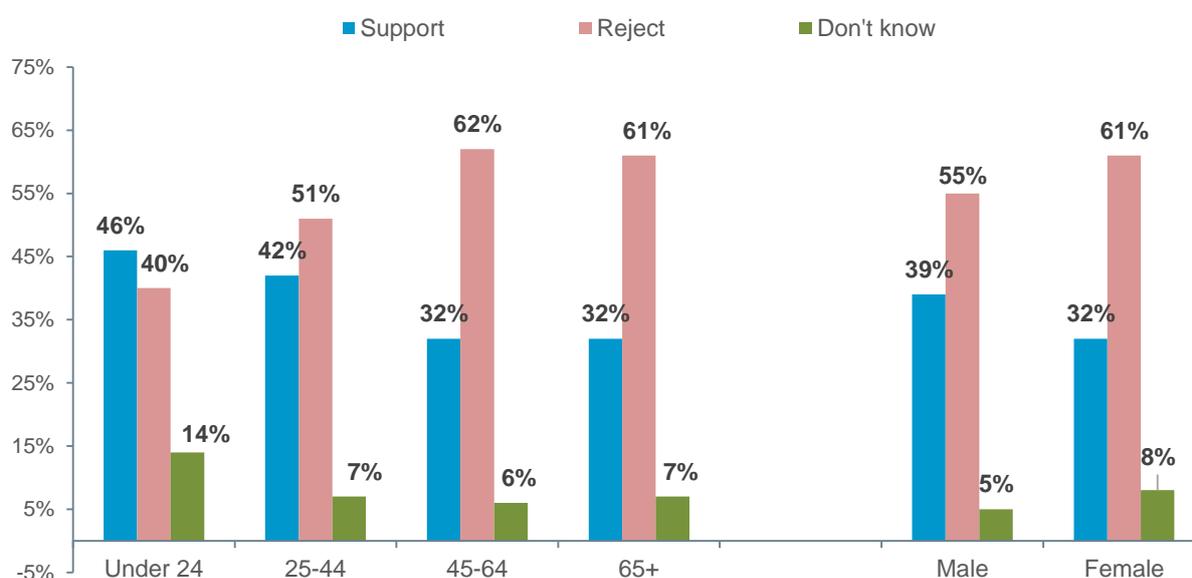
Option 2 - Introduce 'unstaffed opening time'

Quantitative findings

In regards to introducing 'unstaffed opening time', as shown in Figure 43, a larger proportion of males (39%) supported the idea than females (32%). This is unsurprising given the safety concerns that may arise with this option. When it came to age, the older age groups (45-64 and 65+) were more likely to reject this option (62% and 61% respectively). By contrast, 46% of those aged 24 and under supported the idea.

Figure 43 – Option 2: Introduce 'unstaffed opening time' - In principle, do you support or reject this way of reducing our costs?

Base: By age & gender (4,862)

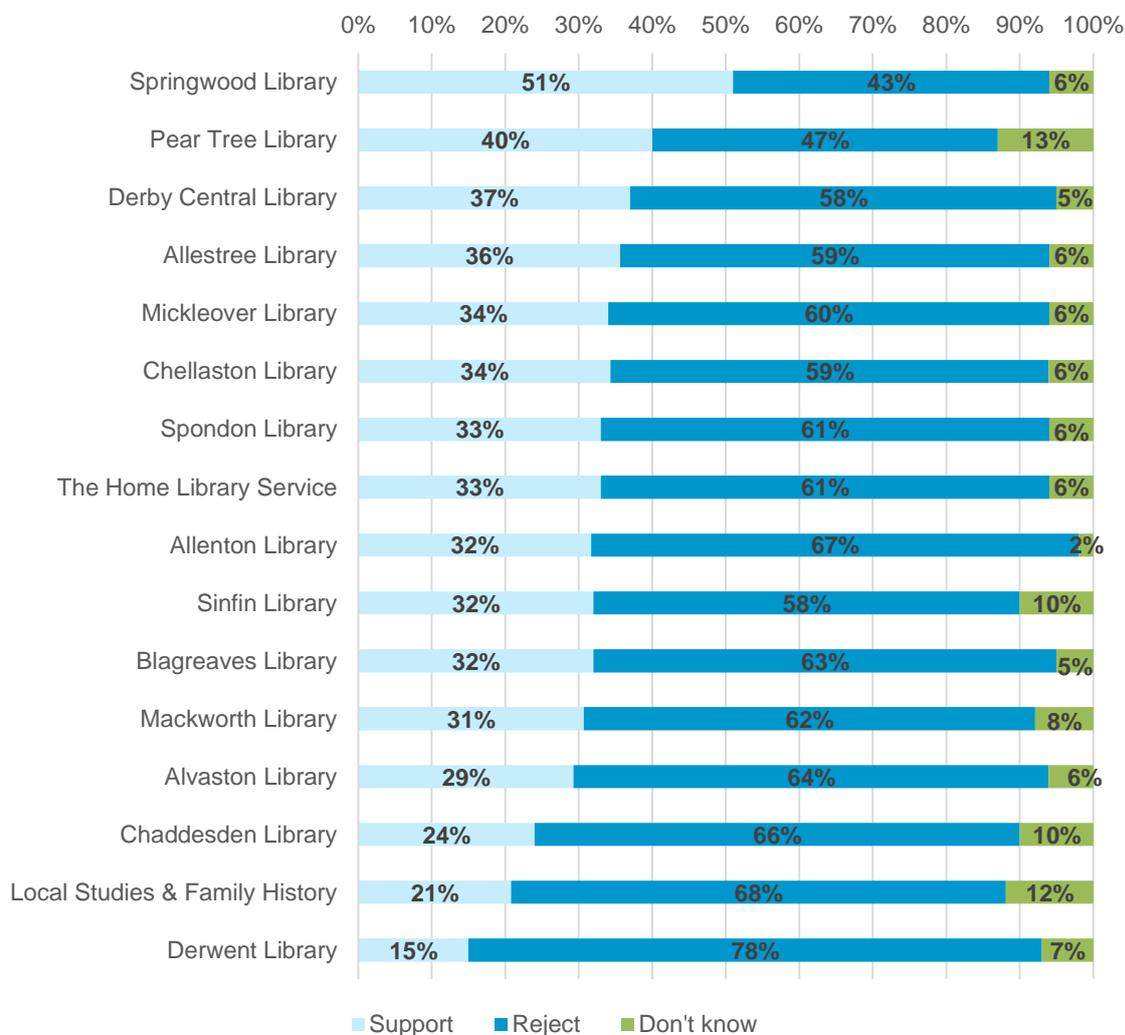


Respondents who considered themselves to be disabled were also more likely to reject the 'unstaffed opening time' option (68%) than those who were not disabled (58%). There was wider support amongst those who had children (38%) than those who did not (33%).

In relation to support for introducing unstaffed opening time by preferred library, users of Springwood Library were most likely to support the idea (51%) and Derwent Library users were most likely to reject the idea (78%). This is shown in Figure 44.

Figure 44 – Option 2: Introduce unstaffed opening time - In principle, do you support or reject this way of reducing our costs?

Base: By preferred library (4,862)



Qualitative findings

When introducing unstaffed opening hours across Derby libraries was discussed, the majority of participants initially focused on the absence of staff members. The discussion first looked at how opening an unstaffed library would remove the ‘community’ aspect of libraries, with some members of the staff group relaying conversations they have had with other users of their local libraries.

“I don’t think I realised until we started this survey that a lot of people have said to us ‘it’s not about the building, it’s not about the service, it’s about the staff’. We are the Library Service.” Female, Staff group.

“It’s about atmosphere. Just having one person there would make a huge difference.” Female, Retired group.

“It wouldn’t feel like a library, it would just be a building with books.” Key Stage 4 pupil.

“It’s no longer a social thing. People tend to know their local librarians.” Male, Telephone interview.

With the loss of staff in mind, participants considered the problems that could arise with an absence of staff and there would be nobody to help users if anything were to go wrong.

“Who’s going to keep it tidy? Where are things being stored? What happens if you’ve got a question?” Female, Young / no children group.

“There’s not been a day where we haven’t had a problem with the technology. If there’s nobody there, it makes it difficult.” Female, Staff group.

“You can have a self-check-out, but you still need a person there to feel right. If something goes wrong, you need somebody there to fix it.” Key Stage 4 pupil.

“What will happen to those who use the library for computers because they don’t have one and don’t know how to use them?” Female, Telephone interview.

Another issue that was widely discussed by participants was the safety of users when entering and using an unstaffed library. Many participants expressed that they would not feel safe using a library when there was no staff on duty, whilst others highlighted possible scenarios that could arise.

“I’ve never heard anything so stupid in my life. It could really put people in danger.” Female, Telephone interview.

“It’s dangerous if you put the card in the wrong hands.” Male, Retired group.

“I don’t think I’d like to go in the evening when it’s dark.” Female, Family group.

“If there’s nobody there to patrol the space, how are you policing who’s going in? Anybody can have a library card and anything can happen.” Female, Young / no children group.

“If a fight broke out, it wouldn’t be safe for the children sitting in the library.” Key Stage 3 pupil.

“We have a security guard every day, and that’s when it’s staffed.” Male, Staff group.

Concerns were raised by a number of participants about users taking advantage of unstaffed opening hours. The possibility of vandalism was explored by younger participants, as well as theft and the need for monitoring what people access when using the computer and internet services.

“You’d have to have a very robust internet filtering system.” Female, Young / no children group.

“An unstaffed building is an open invitation to vandalism.” Male, Family group.

“People could vandalise the library.” Key Stage 3 pupil.

“People might steal the books. Even if the alarm went off nobody could run after them.” Key Stage 3 pupil.

“You’re at risk of people pinching the more expensive books.” Male, Telephone interview.

Some participants also assumed that introducing unstaffed opening hours in Derby libraries would not be cost effective if the Council were to invest in new technology and need to employ security services, however they did not know this for certain and would need more information to make an informed decision.

“We’ve been told there would be CCTV and panic alarms fitted in the library, but would that save money?” Male, Staff group.

“Things like CCTV would cost money to buy, then you need all of the card reader equipment. It would save money, but then the library would lose money because there’s nobody there to help and it would put people off.” Key Stage 3 pupil.

“Wouldn’t it cost more to make the scanners and stuff? You’ll be paying more than you’ll be saving.” Key Stage 4 pupil.

“If you’re employing security officers, why aren’t you employing staff?” Female, Family group.

“The Council could be spending thousands to save a dollar.” Male, Telephone interview.

Further implications of introducing unstaffed opening hours were discussed, with participants suggesting that the usage of libraries would change due to the fact that certain user groups would be excluded from using the library. It was felt that children would no longer visit the library because of age restrictions and elderly people would not because they would be frightened of using an empty library. One participant from the staff group also highlighted that certain services could no longer be offered if there were no library staff to run groups such as Rhyme Time, leading to further exclusion of families.

“The main problem is that children are not allowed in.” Female, Staff group.

“The older generation wouldn’t come in because they’d be frightened.” Female, Staff group.

“All of this time they’re trying to persuade us to read more, and this would discourage us.” Key Stage 4 pupil.

“Older people would be very very put off.” Female, Retired group.

“We’ll lose a lot of the services we have to offer such as Rhyme Times and school visits.” Female, Staff group.

Participants were generally in agreement that people’s usage of libraries would decrease by introducing unstaffed opening hours, especially due to safety concerns and problems with the technology.

“If people don’t feel safe, then library user numbers will go down.” Male, Young / no children group.

“Some people might go to the library because it’s a safe place to study, but without adults there it’s not safe and becomes an easy target.” Key Stage 3 pupil.

“A lot of people don’t like the idea of automation.” Key Stage 4 pupil.

“The only people that would come in would be those that know exactly what they want.”
Male, Staff group.

A handful of participants explored the necessity of having a library card to enter the library during unstaffed opening hours and that someone could be deterred from visiting the library if they required one.

“If someone wants to just go once, would people be bothered to get a library card?”
Key Stage 4 pupil.

“About 30% of the people who come through the door don’t have a library card on them.” Female, Staff group.

Whilst it is important to note that the option of introducing unstaffed opening hours across libraries was the least favourite option for many participants, there were a few who approached this proposal with positivity.

“If Derby City Council needs to save money, it’s a good thing because they won’t need to pay for staff to be there.” Key Stage 3 pupil.

“I think it’s worth a trial. I would definitely use it and so would my husband in the evenings. It would just need to be thought through carefully because of security.”
Female, Young / no children group.

It was also mentioned in the retired and staff groups that libraries in Peterborough are already using this method, and it should therefore be considered.

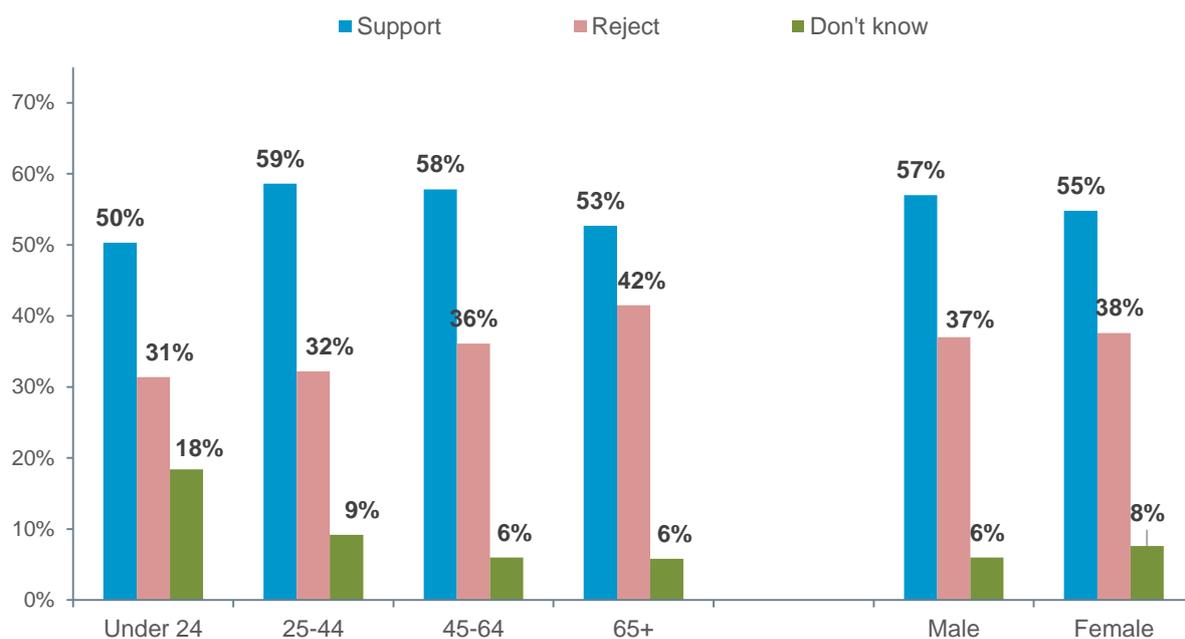
“Peterborough are experimenting with this and although there’s no staff in, somebody is watching on CCTV. I think this should be explored a bit further to see how Peterborough are getting on because if you have one person watching three or four libraries on CCTV you could open 24/7.” Male, Retired group.

Option 3 - Share accommodation with other services

Quantitative findings

In regards to sharing accommodation with other services, as shown in Figure 45 there was little difference between support from males and females, but by age group those aged 65 and above were the most likely to reject this option (42%) and those aged 24 and under were the least likely to support this idea (50%).

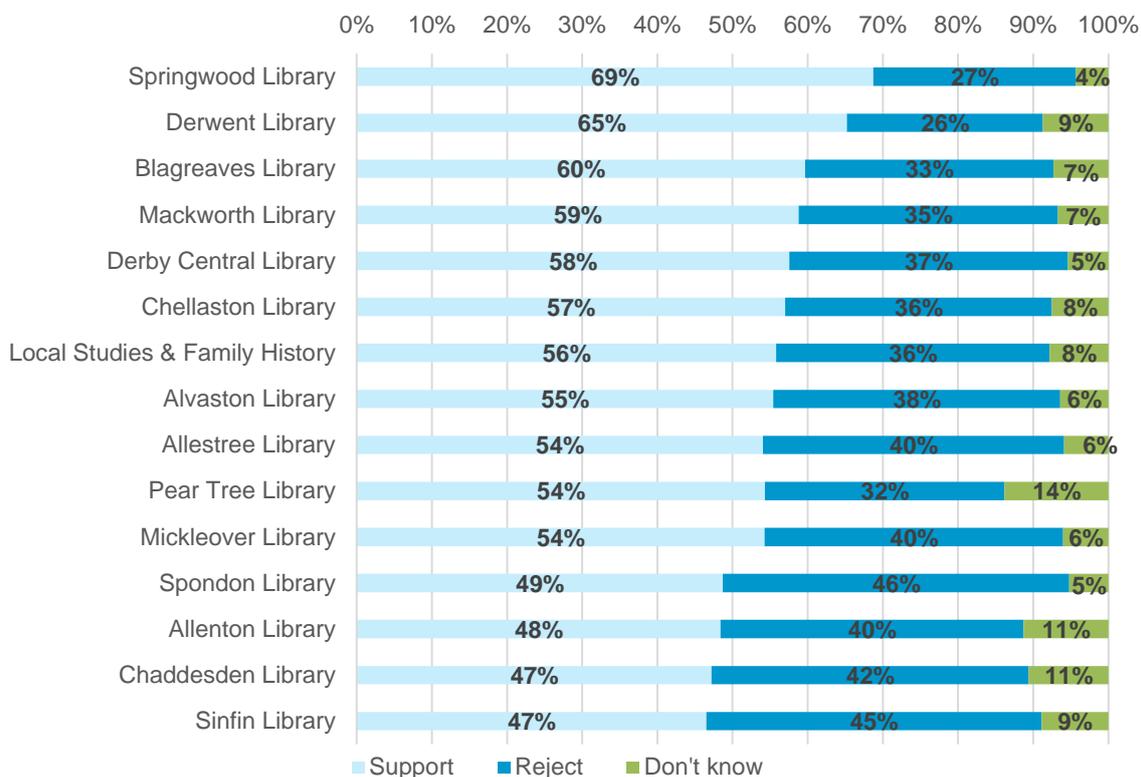
Figure 45 – Option 3: Share accommodation with other services - In principle, do you support or reject this way of reducing our costs?
 Base: By age & gender (4,855)



Looking at support by preferred library, users of Derwent Library and Springwood Library were more likely to support sharing accommodation with other services than other users of other libraries (65% and 69% respectively). This is perhaps unsurprising, however, as both libraries already operate out of shared premises. By contrast, 46% of Spondon Library users and 45% of Sinfyn Library users rejected this option. This is shown in Figure 46.

Figure 46 – Option 3: Share accommodation with other services - In principle, do you support or reject this way of reducing our costs?

Base: Those who answered the question by preferred library (4,855)



Sharing accommodation with other services was more likely to be rejected by respondents who said they had a disability (45%) than those who did not (37%) and those who did not have any children were more likely to reject the idea (38%) than those who did have children (35%).

Qualitative findings

Sharing accommodation with other services was the clear favourite option amongst all participants. Whilst most participants expressed that this idea was their preference, a couple of participants also highlighted that this is already being done in other Derby libraries.

“That sounds like the best option that we’ve heard.” Female, Family group.

“In principle it sounds like a really good idea.” Female, Retired group.

“I think that’s the option out of all of them that I’m in favour of.” Female, Staff group.

“In a way it’s already being done in some aspect in Mackworth. Maybe build on that aspect.” Female, Young / no children group.

“My local library already does that in a leisure centre so I have no problem with that.” Male, Telephone interview.

Participants were prompted to explore the type of service that libraries could share accommodation with, or where their library could move to. It was generally agreed that if this was to become a reality, the service would need to be a good fit with the library, whilst others suggested sharing accommodation with small businesses or a space that is already vacant.

“It depends on what the service was. It’s looking at services that are in demand and choosing wisely. Something that’s going to work in conjunction with a library.” Female, Retired group.

“It would be good if it revolved around kids so it could be a ChildLine service. Something where it’s easy for the parents and good for the child to go.” Key Stage 3 pupil.

“If it fits the theme of the library, it would be fine. Something like the Post Office.” Male, Staff group.

“You can’t just shove the library somewhere where it doesn’t really fit.” Female, Young / no children group.

“There could be space for the job centre or housing departments.” Female, Telephone interview.

“I think it would be a good way to get businesses off to a good start [...] if they can’t afford to rent their own building.” Key Stage 3 pupil.

Whilst some participants suggested that libraries should share their accommodation with Council services such as leisure centres and be located in Council buildings, a number of participants raised the idea of commercialising the library in order to raise revenue for the service. The concept of introducing a coffee shop seemed to excite some participants, who also suggested that this was another way of encouraging more people to use libraries who perhaps would not normally do so.

“By bringing different brands in, you get people visiting the library that wouldn’t normally come in to visit. Let’s have Starbucks!” Female, Staff group.

“Does it have to be services? Could you put a Costa Coffee in there? That’s what people like doing during the day. It’s income too.” Male, Retired group.

“This could make libraries more popular. I’d rather go if there was a Costa.” Key Stage 4 pupil.

“Perhaps a café could increase income and footfall.” Female, Telephone interview.

“There’s a lot of unused buildings and shops in Derby. Somebody with a commercial head could find shops in underused parts of Derby with good parking facilities to come together.” Male, Telephone interview.

Although participants agreed that this was the most favourable option, a number of concerns were raised about libraries sharing accommodation with other services. Participants largely explored the concern that libraries could lose space for books and computers if they co-located to another building, which could lead to the closure of libraries in the future.

“It’s a really good option pending the space of the library.” Female, Young / no children group.

“My only issue with joining in with other facilities [...] is that most libraries aren’t big enough to bring anybody decent in other than someone like Costa Coffee. If you move the library to somebody else’s premises [...] then they lose space which means they lose the community spirit and the facilities.” Male, Retired group.

“If you’re sharing the building, there might not be space for books.” Key Stage 3 pupil.

“My concern is that it’ll end up as two bays of shelving in a Council office.” Female, Staff group.

Other issues were also raised amongst participants surrounding sharing accommodation including noise levels, staff issues, disturbances and distance for library users to travel if their local library were to move locations.

“If it’s a quiet service, yeah, but what if it’s loud?” Key Stage 4 pupil.

“It’s 10am, you’re steaming drunk and you don’t want to pay your rent but the rent office is in the library. That’s going to be an argument. How are you going to deal with that?” Male, Young / no children group.

“If people have got a local library, they might have to go further.” Key Stage 3 pupil.

It was noted that whilst other proposals from the consultation survey could lead to decreasing usage of Derby libraries, participants believed that sharing accommodation with other services could increase library usage and perhaps even encourage people to use a library more often, particularly if they were already using the service that it was sharing. This was a common suggestion for those who wished to see libraries and leisure centres in the same building.

“It might encourage people to use a local library if you’re going to access another service. It’s almost free advertising!” Female, Young / no children group.

“You could encourage people who weren’t a library user and increase the usage.” Female, Staff group.

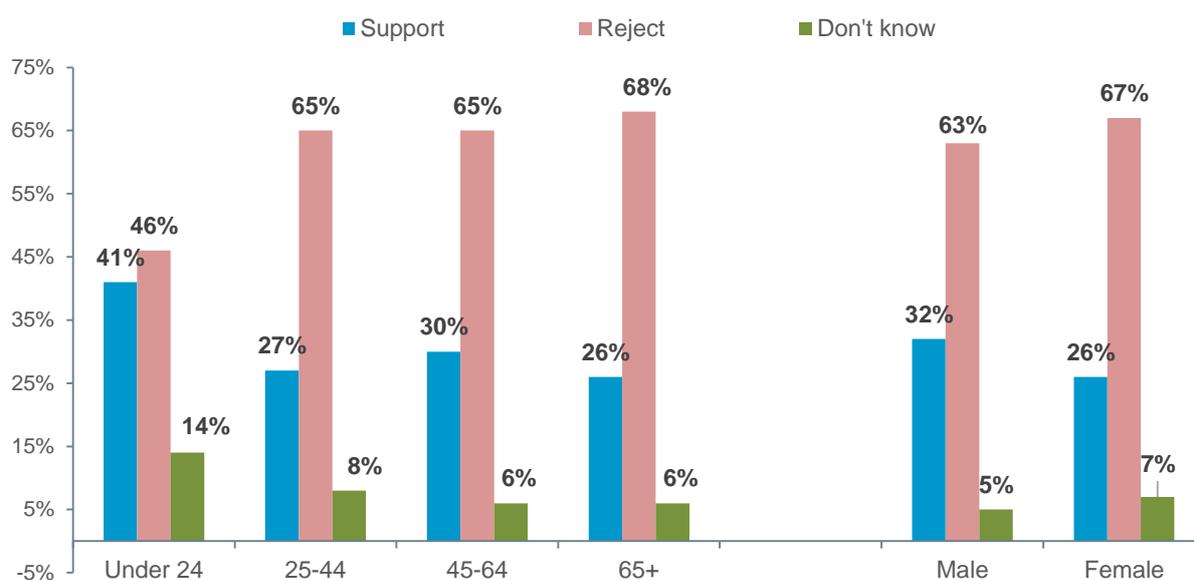
“I think it’s a good idea because you can do whatever is in that building. You can have a swim and then get a book.” Key Stage 3 pupil.

Option 4 - Operate fewer libraries, but open those that remain for longer

Quantitative findings

In regards to operating fewer libraries but keeping those that remain open for longer, males were more likely to support this idea than females (32% compared to 26%), as were those aged 24 and under (41%) compared to the other age groups. In contrast, seven in ten respondents (68%) aged 65 and above rejected the idea. This is shown in Figure 47.

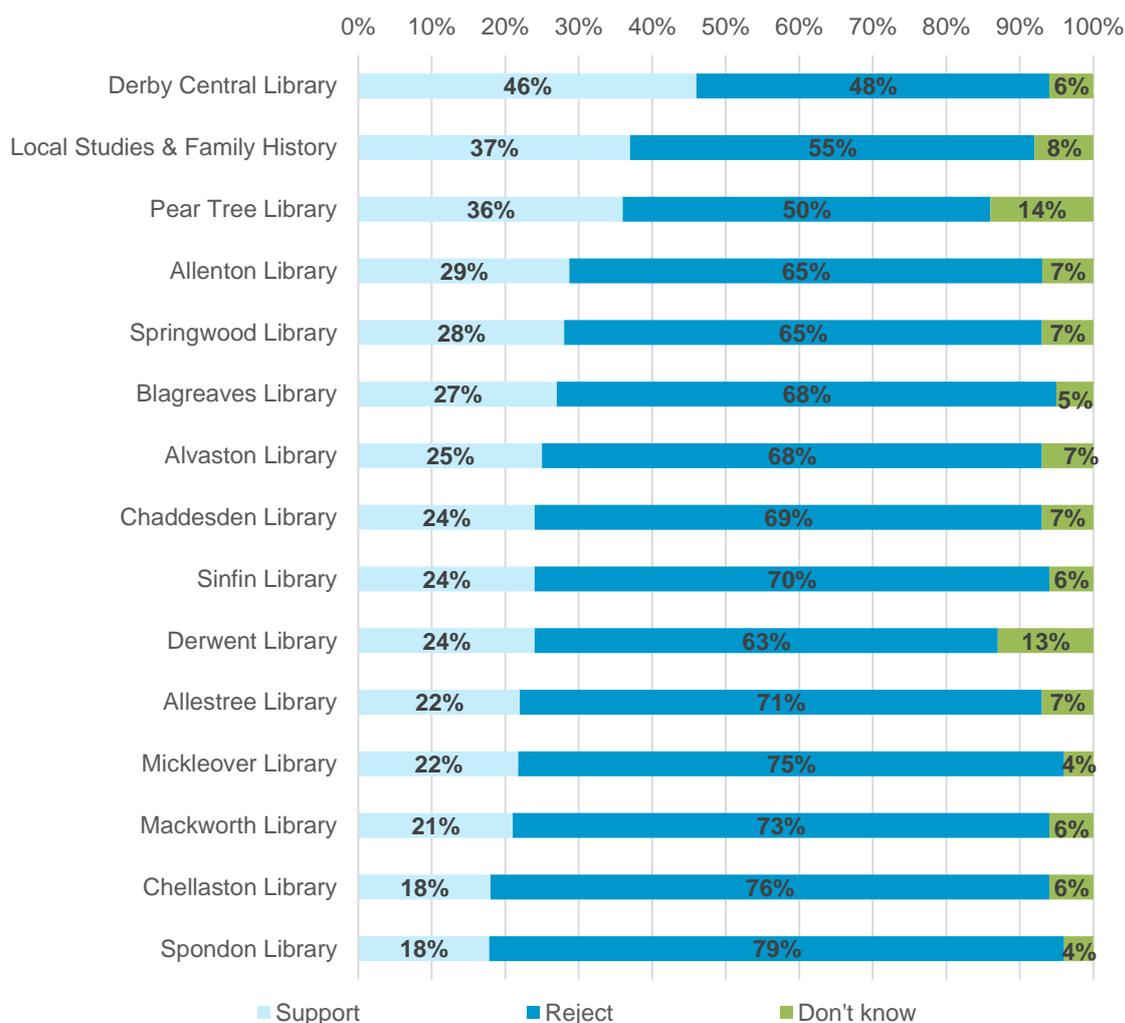
Figure 47 – Option 4: Operate fewer libraries, but open those that remain for longer - In principle, do you support or reject this way of reducing our costs?
Base: By age & gender (4,861)



Again, those who were disabled were more likely to reject this idea (70%) than those who were not disabled (65%). Those who had children were less likely to support the idea (26%) than those who did not have children (29%).

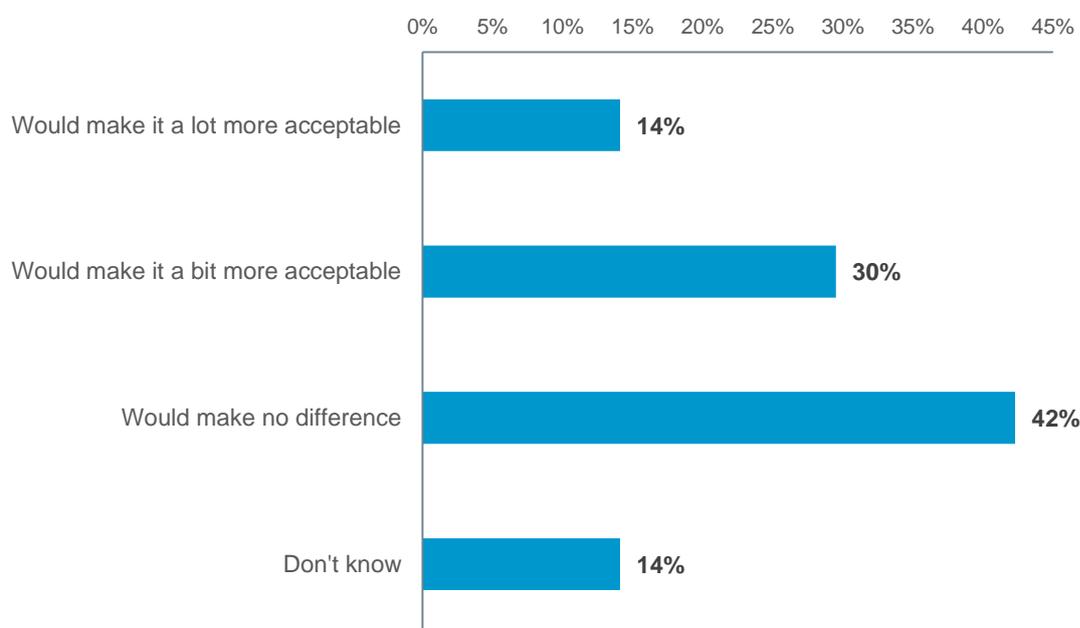
Support for operating fewer libraries was highest amongst Derby Central Library users (46%) and rejection of the idea was highest amongst Spondon Library users (79%), followed by Chellaston Library users (76%). This is shown in Figure 48. The relatively high support from users of Derby Central Library perhaps reflects a belief that this library would not close given that it is the largest and most central library in the city and that it would instead perhaps see an increase in opening hours.

**Figure 48 – Option 4: Operate fewer libraries, but open those that remain for longer - In principle, do you support or reject this way of reducing our costs?
Base: By preferred library (4,861)**



Survey respondents were also asked if a ‘click and collect’ would make Option 4 more acceptable. A ‘click and collect’ service would allow people to reserve printed books online and then collect them from a location nearby. Three in ten (30%) said it would make it a bit more acceptable and 14% said it would make it a lot more acceptable. However, four in ten (42%) said that it would make no difference. This is shown in Figure 49.

**Figure 49 – Would a click and collect service make this idea more acceptable?
Base: Those who had accessed library services online (2,059)**



Users of Derwent Library were the most likely to say it would make no difference (58%) and users of Derby Central Library were most likely to say it would make it a lot more acceptable (21%).

Qualitative findings

Focus group and telephone interview participants’ initial reactions to the suggestion of operating fewer libraries but opening them for longer were not particularly positive. Whilst the majority of participants did not like the fact that this meant some libraries would have to be shut, there were a small number who understood why this was an option and some accepted it as an inevitability, particularly amongst the staff group participants.

“I think this is going to happen anyway.” Male, Telephone interview.

“This is one of my least favourite, it gets rid of the option of having a library at all. At least if it’s put in with another building, it’s still there.” Key Stage 3 pupil.

“Unlucky if yours is closing, that’s all I can say.” Female, Staff group.

“We don’t want libraries to close!” Male, Retired group.

“If you’re looking at figures, the only way to save money is to close some libraries.” Female, Staff group.

Participants continued to explore this option and discussed how the Council would decide which libraries would be kept open and which libraries would be closed. In addition to this, one participant highlighted the ambiguity surrounding what was meant by the term ‘fewer’.

“Keep the libraries in the poorer areas and shut the ones in a prosperous area.” Male, Retired group.

“You’d have to look at which libraries are used more. But then is it number of books borrowed or computers used?” Female, Young / no children group.

“You’d have to look at it carefully geographically.” Male, Staff group.

“The only ones that you could close down are those that aren’t looked after, or they’re not used often.” Key Stage 4 pupil.

“Fewer could mean closing three of them, or it could mean all but two. What does it mean?” Female, Young / no children group.

“You’ve got to respond to who shouts loudest.” Male, Telephone interview.

A problem that was widely discussed by participants was the distance and transport issues that some library users may have to travel in order to get to a library should their local library be closed.

“Given that the public transport in Derby is terrible, I don’t think this would work.” Female, Telephone interview.

“You don’t want to alienate a certain library so that someone’s closest library is 15 miles away.” Female, Young / no children group.

“Think of a family without access to a car. It’s very expensive.” Female, Family group.

“You’d have to go further to go to a library.” Key Stage 3 pupil.

“The bus service isn’t brilliant in Derby if you haven’t got a car.” Female, Staff group.

Further problems of operating fewer libraries were raised by participants and its impact on certain people such as library staff, people who use the other libraries and those who go the library for the social aspect.

“If the libraries are closed down, people will lose their jobs which isn’t good for them or their families.” Key Stage 3 pupil.

“If your local library was kept, it’s going to be crowded and you might not get the book you want.” Key Stage 3 pupil.

“For some old people, all they do is go to the library even just for the social aspect. It’s sad that it could be cut for them.” Female, Young / no children group.

As with the other proposed options, participants discussed the effect that this might have on people’s library usage. Most participants agreed that library users would stop visiting the library as often, or perhaps stop using libraries altogether if their local library was closed and travelling to another library was a problem.

“I don’t think I would use the library as much if my library closed – it would be a special trip.” Female, Young / no children group.

“I think initially, some people would travel [to another library] but eventually most would stop using libraries if they found it tedious.” Female, Staff group.

“People would stop going as often.” Key Stage 3 pupil.

“What about the people that can’t get to another library? You’ve lost them.” Female, Staff group.

“If you close down your local library then you wouldn’t want to go.” Key Stage 4 pupil.

“This will cost people money either way to go to the library. Either by paying for a bus or paying for parking. People will stop using libraries altogether.” Female, Telephone interview.

A counter argument was raised by one participant suggesting that closing libraries would not affect users, as they would find a way to visit their library if they truly wanted to read.

“If you’re a reader, you’re a reader and you’ve got to have your fix.” Male, Telephone interview.

Whilst discussing the disadvantages of closing certain libraries, a small number of participants referred to the Home Library Service and suggested that although a number of library users would not have a ‘local’ library any more, this service was available to them.

“Do we really need all of the libraries? Maybe close a few of the buildings and focus on a mobile library.” Female, Young / no children group.

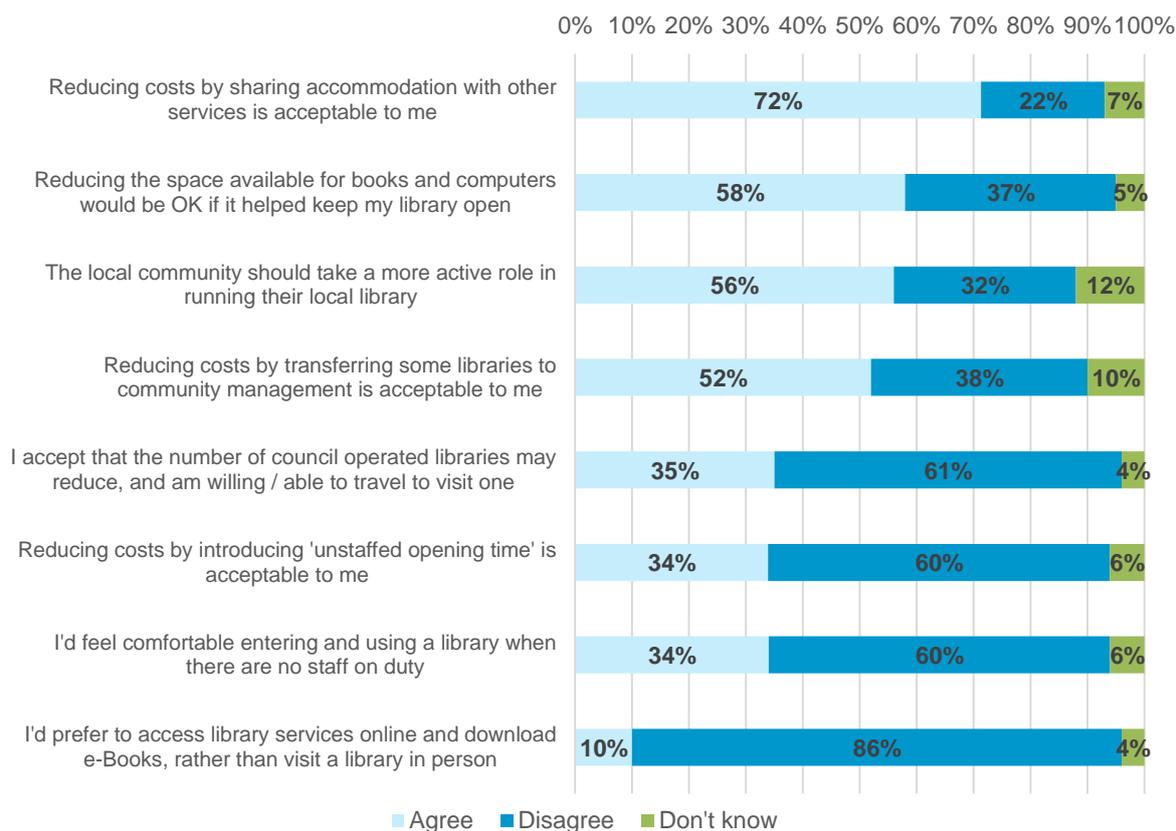
“You’d have to compensate somewhere, so maybe send more mobile libraries out.” Female, Young / no children group.

Quantitative findings

Survey respondents were asked how far they agreed or disagreed with a series of statements. As can be seen in Figure 50, there was most agreement with the statement “reducing costs by sharing accommodation with other services is acceptable to me”, with 72% agreeing. This is in line with the findings earlier in the survey that this proposed option is the most popular. There was very little agreement with respondents wanting to access library services online rather than visit a library in person (10% agreed and 86% disagreed).

Figure 50 – How far do you agree or disagree with the following statements?

Base: 4,803



In regards to agreeing with sharing accommodation with other services, males were more likely to disagree than females (24% compared to 20%) and those aged 24 and under were less likely to agree than those from the other age groups (59%). Looking at this statement in relation to preferred library, users of Pear Tree Library and Spondon Library were most likely to disagree (26% each) and Derwent Library users were most likely to agree (83%). Those who considered themselves to be disabled were more likely to disagree (28%) than those who were not disabled (21%).

In relation to reducing the space available for books and computers to keep the library open, males were more likely to disagree than females (42% compared to 34%). Those from the 45-64 and 65+ age groups (37% and 38%) were also more likely to disagree than those from younger age groups. Agreement was highest with reducing the space available amongst Derwent Library users, 72% of whom said they agreed with this statement. By contrast, disagreement was highest amongst Mackworth Library users, 44% of whom said they disagreed.

When it came to the local community taking a more active role in running their local library, Allenton Library users were the most likely to disagree (44%) and Pear Tree Library users were the most likely to agree (75%). Those who were aged 24 and under were also more likely to agree (67%) with the local community taking a more active role than other age groups. By contrast, only 53% of those aged 45-64 agreed. In regards to ethnic group, those from BAME groups were more likely to agree with this statement than those from a White ethnic background.

Looking at those who agreed with transferring some libraries to community management, agreement was highest for users of Blagreaves Library (56%) and Derby Central Library (55%). By contrast, 52% of Derwent Library users said they disagreed. In regards to age, disagreement was highest amongst 45-64 year olds (41%) and those who were disabled were more likely to disagree (43%) than those who were not disabled (37%).

In regards to accepting that the number of council operated libraries needed to reduce and needing to travel further to visit one, females were more likely than males to disagree (62% compared to 58%). By preferred library, users of Chellaston Library were most likely to disagree (71%) and users of Derby Central Library were most likely to agree (51%). Those aged 24 and under were most likely to agree with this statement (40%). In comparison, 34% of those aged 25-44 and 35% of those aged 65 and above agreed. Respondents who said they were disabled were more likely to disagree (69%) that they accepted the number of libraries may reduce than those who were not disabled (59%), as were those who had children (63%) in comparison to those who did not have children (59%).

When it came to introducing 'unstaffed opening time' and respondents feeling comfortable with entering the library when there are no staff, females were more likely than males to disagree (63% said they disagreed with feeling comfortable and 61% disagreed with introducing unstaffed opening time). In both cases, disabled respondents were more likely to disagree than those who were not disabled (66% disagreed with unstaffed opening time and 69% disagreed with feeling comfortable entering and using a library with no staff on duty). In regards to age, those aged 45-64 and 65+ were more likely to disagree with these proposals than the younger age groups.

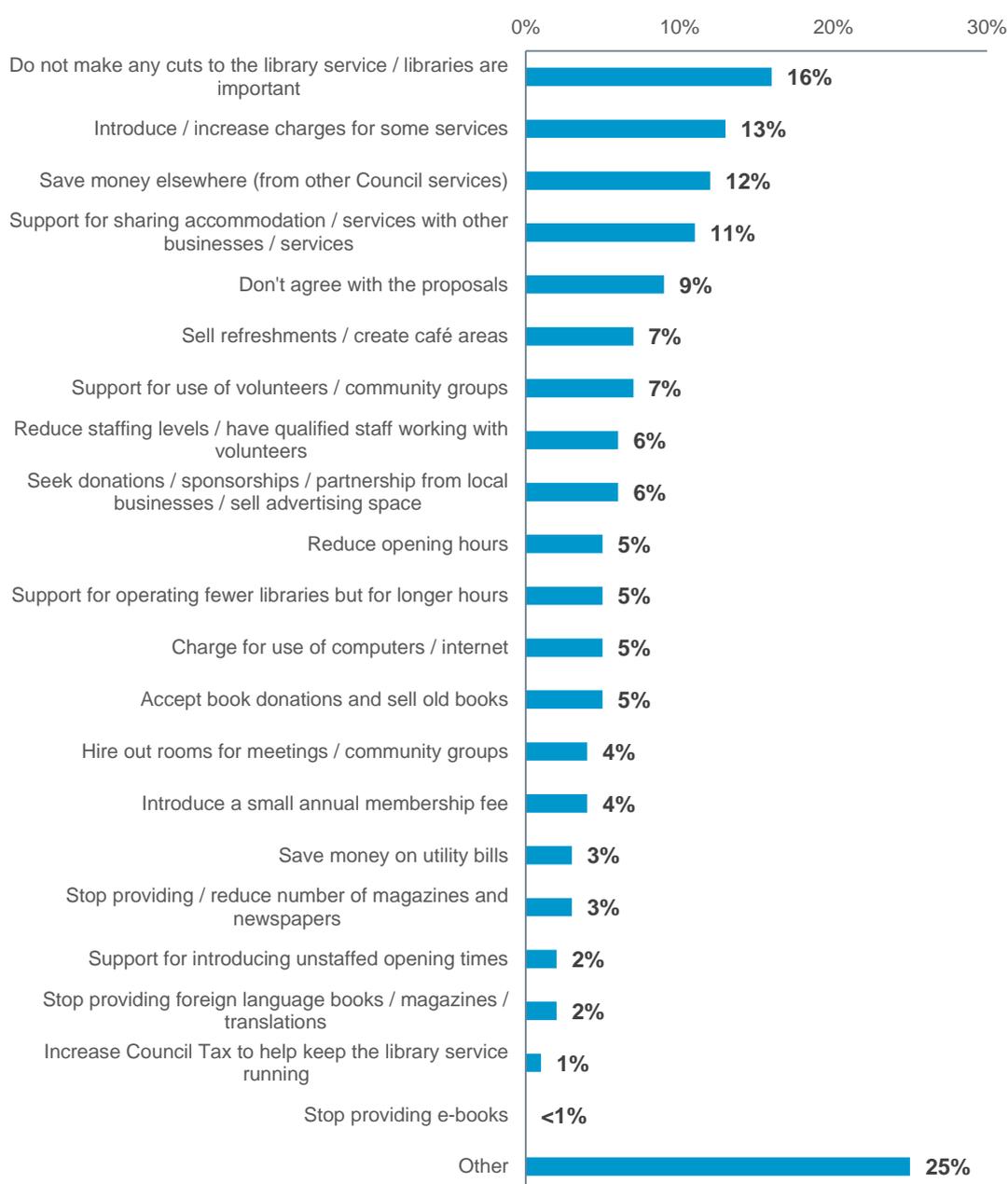
In relation to preferring to access library services online, females were more likely to disagree than males (88% compared to 83%), as were those in the 65+ age group (90%). In comparison, 26% of those aged 24 and under said they agreed with this statement. Respondents from a White ethnic background were also more likely to disagree than those respondents from other ethnic groups. Looking at the agreement with this statement by preferred library, Spondon Library users were the most likely to disagree (94%). By contrast, 22% of Pear Tree users and 18% of Derby Local Studies and Family History Library users said they agreed.

Other ideas to reduce costs or bring in revenue

Quantitative findings

At the end of the survey, respondents were asked if they had any other ideas or suggestions for things the Council could stop doing or do differently to help reduce the cost of the Library Service. As can be seen in Figure 51, 16% of the comments were in relation to respondents expressing their wishes that no cuts are made to the service and that the libraries are important. A range of other ideas were expressed.

Figure 51 – Do you have any other ideas or suggestions for things we could stop doing or do differently to help us reduce the cost of the Library Service?
Base: Those who provided suggestions or ideas (1,212)



As can be seen in the chart, other suggestions included introducing or increasing charges for some services (13%) or for the use of computers and the internet (5%), and saving money from other Council services (12%). Although one in ten (9%) said in the comments that they did not agree with the proposals outlined in the questionnaire, there was support for some of the proposed options. For example, 11% said they supported sharing accommodation with other services, 7% said they supported transferring some libraries to volunteers and a further 6% said the service should reduce the number of paid qualified staff and those that remain could work alongside community groups.

Qualitative findings

Focus group and in-depth interview participants were keen to make further suggestions for the Council to make necessary savings, or in some cases generate additional income in order to sustain Derby's Library Service. One participant suggested that the proposals from the consultation lacked imagination and that better ideas were needed and another suggested that more information was needed about how the proposed options would work or how much they would save. This would then allow them to make an informed decision when it came to considering the proposals.

"I'm shocked at the narrowness of the scope if this has come from the Council. It shows a total lack of imagination [...] Those four are a token gesture." Male, Retired group.

"We need more information about how the ideas would work and how much money they would save." Male, Family group.

A popular suggestion was the potential for libraries to be sponsored in order to generate income, particular amongst the retired group and staff group. Participants considered who the libraries could be sponsored by and came to the conclusion that sponsorship could come from small or local businesses, publishers, media companies and authors.

"Sponsorship and commercialisation I think we should look at." Male, Retired group.

"Is there potential for businesses to get involved and some kind of sponsorship?" Male, Staff group.

"Sponsorship is a good idea. We've got some big businesses in Derby." Female, Staff group.

"It's good publicity for the business and shows that they're investing in their local community." Female, Staff group.

A commonly expressed view was that library users should pay for certain services, or that the Council should look into other ways of generating income in order to maintain the current Library Service.

"If we can't afford it [libraries] then maybe we should pay 50p to take a book." Female, Retired group.

"I think I'd be quite prepared to pay to use the computers." Male, Retired group.

"What about the ability to buy books from the library?" Key Stage 4 pupil.

"Perhaps increase fines." Female, Telephone interview.

“All businesses have meetings and training. They’ll have to hire somewhere at some point. If a library can offer a space to hire for a lower rate for small local businesses that’s great.” Female, Young / no children group.

“If you could generate income from bigger libraries, you could subsidise the smaller libraries.” Male, Retired group.

“We could have a Derby book day that could sell books and raise money.” Key Stage 3 pupil.

However, a small number of participants were not sure that generating income or beginning to charge for certain services is necessarily a good idea.

“If they start charging for one thing, they’d charge for everything else.” Female, Young / no children group.

“I think if you had the money, you would have internet at home. The reason that people use the internet at the library is because they can’t afford it.” Female, Young / no children group.

“We don’t know how many people we’re excluding by saying people have to pay.” Female, Retired group.

Perhaps a solution for generating income without excluding certain people by demanding payment for services, is the option of a voluntary donation. Users would be under no obligation to make a donation, but those who wished to could make an anonymous donation in order to raise a certain amount of funds.

“I could give names of people who would donate to keep their library open.” Female, Staff group.

“Voluntary donation is a possibility because they’re under no obligation to do it.” Female, Staff group.

“If you can contribute to keep it upright and going [the library service], you should have that option.” Male, Young / no children group.

Another idea suggested by some participants was the potential for setting up a ‘trust’ similar to museum trusts.

“Why is charitable trust not an idea? Go down the museums route.” Female, Staff group.

“Museums have already got it set up, why can’t we?” Female, Staff group.

“There’s a museum trust. What about a library trust? A charity.” Male, Retired group.

Participants also commented on the stock of libraries. Whilst one participant considered certain books to be unnecessary and expensive, another suggested that the stock should be audited to make buying more efficient and to perhaps rotate stock to keep libraries ‘exciting’. Another went so far as to suggest that the libraries take the same approach to Waterstones in advertising new stock.

“There’s books on really obscure subjects that nobody wants. They are expensive.” Male, Retired group.

“Could the way that the stock is bought be analysed? Do a stock audit.” Female, Young / no children group.

“Every time I walk past Waterstones, they have a different window display. Stock should change to make it exciting and encourage more library users.” Male, Telephone interview.

“Perhaps the Council could introduce a recycling service for second hand books that people no longer want. That could save money on buying new stock.” Male, Telephone interview.

Finally there were a few other ideas from participants to help secure the future of the service.

“I’d get married in a library, why not offer weddings?” Female, Young / no children group.

“Having a Derby library app might encourage people to use it more.” Key Stage 3 pupil.

“There’s the Health Lottery. Would the government do a Library Lottery?” Female, Retired group.

Conclusion

This consultation has provided a wealth of interesting and useful results regarding the library usage and opinions of people who live, work and study in Derby on potential options for the future. The results and findings will be used by the Council to inform and shape a formal proposal for the future of the Derby Library Service to reduce the cost of the service whilst ensuring that the service continues to meet the needs of the public and those who use it. This formal proposal will be put to a second round of public consultation in summer 2016.

Acknowledgments

Enventure Research would like to express its gratitude to everyone who took part in the consultation. We would also like to thank David Potton, Shelley Harrod, Hilary Marshall and Jennie Preedy from Derby City Council for their help throughout the consultation process. We would also like to thank Suzette Bryden from Littleover Community School for her help with organising the school focus groups.

Appendices – questionnaire, consultation document and discussion guides

The Future of the Library Service in Derby

What is the survey about?

Derby City Council is required to make cuts of £50m by 2019 and is undertaking a review of the services it provides. This includes looking at the Library Service and exploring ways that resources can be used more efficiently.

Please take part in the Big Conversation about the future of the Library Service in Derby by telling us what you think about our proposals for the Library Service vision, ways to use resources more efficiently, and the service's proposed core and supplementary offers. For more information about these proposals, please read the **Consultation Background Document** that accompanies this questionnaire.

By taking part you will be helping to shape the future of the Library Service in Derby and to ensure that we make the best possible use of the money we have available.

Who should take part in the survey?

We want to hear the views of everyone, whether you are a regular user of library services or not, or work or volunteer in a library. This consultation is open to everyone who lives, works or studies in Derby and wants to take part.



What will be done with the information I provide?

All information provided will be analysed by an independent research company called Enventure Research and treated in accordance with the Data Protection Act 1998. We will only use this information to inform the consultation on the future of the library service in Derby. If you provide your contact details, they will not be passed on to any third parties and they will also be kept separate from your questionnaire answers, meaning that you will not be identified in any way.

How can I take part?

There are two different ways that you can take part in this survey:

- Fill in the questionnaire and post it in the envelope provided or put it in one of the survey collection boxes
- Use the link below to take part online. Online you can complete the survey in English, Urdu, Polish, or Punjabi.

Questions or help?

If you have any queries about the questionnaire, please call our helpline number on **0844 522 0100**. If you are using minicom please use Next Generation Text by putting 18001 in front of the number. You can also email your questions to info@enventure.co.uk or text us on **07860027791**.

To complete online

Go to www.enventure.co.uk/derby-libraries



Derby City Council

You and your Library Service

Q1 Have you / members of your household visited a Derby City Council library in the last 12 months? *Tick one only*
 Yes **GO TO Q3** No **GO TO Q2**

Q2 Why have you / members of your household not visited a Derby City Council library in the last 12 months? *Tick all that apply*

- | | |
|--|---|
| <input type="checkbox"/> I am / we are too busy with family / work / other responsibilities | <input type="checkbox"/> I/we don't think libraries are for people like me/us |
| <input type="checkbox"/> I/we don't read / don't enjoy reading | <input type="checkbox"/> I/we don't like the atmosphere in the library |
| <input type="checkbox"/> I/we use other facilities instead of the library service (high street shops, internet, eBooks etc.) | <input type="checkbox"/> I/we have not needed any of the services on offer |
| <input type="checkbox"/> Opening hours are inconvenient for me/us | <input type="checkbox"/> I/we have not found the staff helpful in the libraries in the past |
| <input type="checkbox"/> The range of books and other resources does not cater for my/our needs / isn't what I am/we are looking for | <input type="checkbox"/> They do not have the services I/we want |
| <input type="checkbox"/> It's difficult to get to the libraries | <input type="checkbox"/> I/we don't know where my/our nearest library is |
| <input type="checkbox"/> It's difficult to park at the libraries | <input type="checkbox"/> There are not enough computers |
| <input type="checkbox"/> I feel that the fines and charges are too high | <input type="checkbox"/> There are not enough resources in non-English languages |
| <input type="checkbox"/> The library is not accessible to me/us as a disabled person/ as disabled people | <input type="checkbox"/> There are not enough resources in audio or large print |
| <input type="checkbox"/> I/we do not really know what's on offer at libraries these days other than lending books | <input type="checkbox"/> Other <i>Please specify below</i> |

Q3 Which of the following libraries have you / members of your household used in the last 12 months? *Tick all that apply*

Q4 Which is your preferred library? *Tick one only*

	Q3. Used in the last 12 months <i>Tick all that apply</i>	Q4. Preferred library <i>Tick one only</i>
Allenton	<input type="checkbox"/>	<input type="checkbox"/>
Allestree	<input type="checkbox"/>	<input type="checkbox"/>
Alvaston	<input type="checkbox"/>	<input type="checkbox"/>
Blagreaves	<input type="checkbox"/>	<input type="checkbox"/>
Chaddesden (the Phillip Whitehead Memorial Library)	<input type="checkbox"/>	<input type="checkbox"/>
Chellaston	<input type="checkbox"/>	<input type="checkbox"/>
Derby Central	<input type="checkbox"/>	<input type="checkbox"/>
Derby Local Studies and Family History Library	<input type="checkbox"/>	<input type="checkbox"/>
Derwent	<input type="checkbox"/>	<input type="checkbox"/>
Mackworth	<input type="checkbox"/>	<input type="checkbox"/>
Mickleover	<input type="checkbox"/>	<input type="checkbox"/>
Pear Tree	<input type="checkbox"/>	<input type="checkbox"/>
Sinfin	<input type="checkbox"/>	<input type="checkbox"/>
Spondon	<input type="checkbox"/>	<input type="checkbox"/>
Springwood	<input type="checkbox"/>	<input type="checkbox"/>
The Home Library Service	<input type="checkbox"/>	<input type="checkbox"/>

Q5 Why is this your preferred library? Tick all that apply

Close to home

On a convenient bus route

Close to work

Range of services at this library

Close to school / college

I work / volunteer at this library

Close to shops

Other Please specify below

Parking facilities

Q6 Approximately how often do you / members of your household visit your preferred library? Tick one only

Every day

Once a month

Most days

A few times a year

Once a week

I've only used it once / it was my first visit

Twice a month

Q7 How do you / members of your household usually travel to your preferred library? Tick one only

On foot

Bike

Bus

Other Please specify below

Car

Q8 Do you normally make a special trip to the library, or do you combine the journey with something else? Tick one only

I make special trips to visit the library

I visit the library on my way to or from work, or during my breaks

I combine visits to the library with doing the shopping

Other Please specify below

I combine visits to the library with taking children to, or collecting them from school or childcare

Q9 Broadly speaking, what are the reasons that you / members of your household visit the library? Tick all that apply

For pleasure / relaxation, or in connection with personal interests

To get information that I/we need in my/our day-to-day life

To learn to read / to support the development of reading skills

To borrow books on behalf of someone else

To support formal or informal learning

To socialise / meet people

To explore local / family history

To volunteer

To look for a job

To work as a paid member of library staff

To gain new skills or find out something that will help with work

Other Please specify below

Q10 Please tell us about the resources you / members of your household have accessed in the library and the types of activity you have attended during the last 12 months. Tick all that apply

Q11 Of all the services and activities offered by the library, which is the most important to you / members of your household? Tick one only

	Q10. Accessed in last 12 months <i>Tick all that apply</i>	Q11. Most important <i>Tick one only</i>
Borrowed books or audio books	<input type="checkbox"/>	<input type="checkbox"/>
Used a computer / accessed the internet	<input type="checkbox"/>	<input type="checkbox"/>
Used Wi-Fi	<input type="checkbox"/>	<input type="checkbox"/>
Consulted printed, manuscript or microfilm reference sources, including local history material	<input type="checkbox"/>	<input type="checkbox"/>
Read newspapers, magazines or books in the library	<input type="checkbox"/>	<input type="checkbox"/>
Used the library as a place for quiet study	<input type="checkbox"/>	<input type="checkbox"/>
Used the photocopier / fax facilities	<input type="checkbox"/>	<input type="checkbox"/>
Attended a social activity for adults such as a knit and natter group	<input type="checkbox"/>	<input type="checkbox"/>
Attended a learning activity for adults, such as an internet taster course, job club or creative writing workshop	<input type="checkbox"/>	<input type="checkbox"/>
Attended a children's event or activity, such as a rhyme-time, cradle club or code club	<input type="checkbox"/>	<input type="checkbox"/>
Attended a community group meeting in the library meeting room	<input type="checkbox"/>	<input type="checkbox"/>
Other <i>Please specify below</i>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Do you / members of your household access any library services online, from home or some other place outside the library? Tick one only

- Yes **GO TO Q13** No **GO TO Q14**

Q13 Which services do you / members of your household access online, from home or some other place outside the library? Tick all that apply

- | | |
|--|--|
| <input type="checkbox"/> Renew loans when the books I've / we've borrowed are due for return | <input type="checkbox"/> Download eBooks, eMagazines or eAudio books |
| <input type="checkbox"/> Search the library catalogue | <input type="checkbox"/> Consult library subscription sources, for example the nineteenth century newspaper archive, the Encyclopaedia Britannica or the Oxford Dictionary of National Biography |
| <input type="checkbox"/> Place holds (reservations) | |

Q14 If you couldn't access your preferred library, what would you / members of your household do? Tick one only

- | | |
|---|--|
| <input type="checkbox"/> Go to another library, as often as now | <input type="checkbox"/> Stop using libraries altogether |
| <input type="checkbox"/> Go to another library, but not as often as now | <input type="checkbox"/> Other <i>Please specify below</i> |
| <input type="checkbox"/> Use the online service | |

Q15 To help us plan the future opening hours please tell us the times that you would most like to visit a library. Tick up to three

- | | |
|---|---|
| <input type="checkbox"/> 9:00am to 10:00am | <input type="checkbox"/> 2:00pm to 5:00pm |
| <input type="checkbox"/> 10:00am to 12:00pm | <input type="checkbox"/> 5:00pm to 7:00pm |
| <input type="checkbox"/> 12:00pm to 2:00pm | |

Q16 And on which days would you / members of your household most like to visit the library? Tick up to four

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Monday | <input type="checkbox"/> Friday |
| <input type="checkbox"/> Tuesday | <input type="checkbox"/> Saturday |
| <input type="checkbox"/> Wednesday | <input type="checkbox"/> Sunday |
| <input type="checkbox"/> Thursday | |

The importance of Derby Libraries to you

Please answer the following questions to help us understand the importance of access to books and the internet in your life / the lives of members of your household.

Q17 How often do you / members of your household read books, magazines, newspapers, e-Books and other reading materials? Tick one option for each reading material

	Daily	Weekly	Monthly	Never
Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e-Books / e-Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Websites / apps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other <i>Please specify below</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>				

Q18 If you don't you read e-Books or e-Magazines, why is this? Tick all that apply

- I / we can't afford to buy them
- I / we don't have an e-reader (Kindle, Kobo, etc.)
- I / we are not good with technology
- I / we prefer to read printed material, not from a screen
- Other *Please specify*

Q19 If you or members of your household read printed books and other paper-based reading materials, how or where do you get them? Tick all that apply

- Library
- Buy from bookshops, supermarket or newsagents
- Buy online
- Charity shop
- From friends / family
- Do not use any printed books and other paper-based reading materials
- Other *Please specify below*

Q20 What difference would it make to your reading habits / the reading habits of your household if you were not able to get reading materials from the library? Tick one only

- I / we would read a lot less
- I / we would read a bit less
- It would make no difference
- Don't know

Q21 Do you / members of your household use the internet? Tick one only

- Yes, every day
- Yes, most days
- Yes, occasionally
- Never **GO TO Q24**
- Don't know

Q22 How do you / members of your household access the internet? Tick all that apply

- PC / laptop / tablet at home
- PC / laptop / tablet at work, school or college
- Smartphone
- I / we don't access the internet
- Other *Please specify below*

Q23 What difference would it make to your use of the internet / use of the internet by members of your household if you were not able to access the internet at the library? Tick one only

- I / we would use the internet a lot less
- I / we would use the internet a bit less
- It would make no difference
- Don't know

The role and purpose of Derby Libraries

As part of the review of Derby Libraries we have written a draft vision for the service, together with an outline of our proposed service offer in the future. Please tell us what you think of these by answering the questions below.

VISION

Our draft vision for Derby Libraries is to –

Improve life chances by encouraging reading, informal learning and digital access in a safe and welcoming environment

Q24 To what extent do you agree or disagree with this draft vision? Tick one only

Strongly agree Agree Disagree Strongly disagree Don't know

Core Offer

The proposed core offer is a guaranteed and permanent feature of our service. Subject to our terms and conditions it will be available to all customers and, where appropriate, at all libraries.

Q25 All aspects of the core offer are listed below. Please indicate how important you feel each aspect of our proposed core offer is, from very important to not important at all. Tick one option for each aspect

	Not at all important	Not important	Quite important	Very important	Don't know
Books and audio books to borrow	<input type="checkbox"/>				
A "holds" (reservations) service	<input type="checkbox"/>				
Online access, 24/7, to the library catalogue, e-Books, e-Magazines and our e-Reference Library	<input type="checkbox"/>				
Printed, manuscript and digital records documenting and celebrating the history of Derby and its people	<input type="checkbox"/>				
Support for children's literacy by providing reading materials, and a range of reading-based activities	<input type="checkbox"/>				
Support for adult literacy by providing suitable reading materials, supplemented by occasional project work	<input type="checkbox"/>				
Free access to the internet on library computers and free Wi-Fi	<input type="checkbox"/>				
Welcoming public spaces to visit and spend time in	<input type="checkbox"/>				
A Home Library Service, for people unable to visit the library in person due to age or because they may be disabled people	<input type="checkbox"/>				
Access to skilled, trained and knowledgeable staff	<input type="checkbox"/>				
Opportunities to volunteer	<input type="checkbox"/>				

Supplementary Offer

Our supplementary offer includes additional services which may be offered from time to time at some libraries, depending on local circumstances, specific community need and customer demand. It helps us deliver parts of our core offer such as support for literacy, and support for people who cannot easily access or use the internet. We would expect the supplementary offer to change over time.

Q26 All aspects of the current supplementary offer are listed below. Please indicate how important you feel each aspect of our supplementary offer is, from very important to not important at all. Tick one option for each aspect

	Not at all important	Not important	Quite important	Very important	Don't know
Promotional activities such as author talks and local history events	<input type="checkbox"/>				
Services aimed at specific groups of customers such as job clubs, homework clubs, code clubs, and internet taster sessions	<input type="checkbox"/>				
Projects that assist schools in the delivery of specific areas of the curriculum, for example literacy and history	<input type="checkbox"/>				
Services delivered by partners, such as the Adult Learning Service	<input type="checkbox"/>				
Room hire, and the letting out of whole library buildings when they would otherwise be closed	<input type="checkbox"/>				
Study space	<input type="checkbox"/>				

Planning for the future

Derby City Council continues to face a challenging financial situation due to government cuts. In this context we need to find ways of reducing the cost of the Library Service. We want to save money while protecting a service that we know is valued by many local residents. The purpose of this part of the survey is to seek some initial feedback on some of the options available. We will use responses to the questionnaire to help us draw up some proposals for the future. When concrete proposals are ready we will hold another round of consultations.

The Consultation Background Document published alongside this consultation gives more information about the financial background and the options we are considering.

Option 1 - Transfer some libraries to community management

We could reduce the cost of the service if some libraries were run by community / voluntary groups rather than the Council itself. The Council would work closely with groups willing to take over their local libraries, and could offer training, guidance and limited financial support. A number of other councils across the country have chosen this approach to protect library services while making budget savings.

Q27 In principle, do you support or reject this way of reducing our costs? Tick one only

- Strongly support Support Reject Strongly reject Don't know

Q28 If your local library were run by a community group would you be willing to get involved by volunteering? Tick one only

- Yes GO TO Q29 No GO TO Q30 Don't know GO TO Q30

Q29 How many hours per week on average might you be willing to volunteer? Tick one only

- Less than 2 hours 6 - 10 hours
 2 - 4 hours More than 10 hours
 4 - 6 hours Don't know

So that we can contact you about volunteering if we want to pursue Option 1 further, please provide us with your contact details at the end of the survey. This information will be strictly confidential, and only used by Derby City Council for the purpose of contacting you about volunteering.

Your preferred options

Q36 How far do you agree or disagree with the following statements? Tick one option for each statement

	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The local community should take a more active role in running their local library	<input type="checkbox"/>				
I accept that the number of council operated libraries may reduce, and am willing/able to travel further to visit one	<input type="checkbox"/>				
I'd feel comfortable entering and using a library when there are no staff on duty	<input type="checkbox"/>				
Reducing the space available for books and computers would be OK if it helped keep my library open	<input type="checkbox"/>				
I'd prefer to access library services online and download e-Books, rather than visit a library in person	<input type="checkbox"/>				
Reducing costs by transferring some libraries to community management is acceptable to me	<input type="checkbox"/>				
Reducing costs by introducing 'unstaffed opening time' is acceptable to me	<input type="checkbox"/>				
Reducing costs by sharing accommodation with other services is acceptable to me	<input type="checkbox"/>				

Other ideas

Q37 Do you have any other ideas or suggestions for things we could stop doing or do differently to help us reduce the cost of the Library Service? Please use the box below

About you

The next few questions will help us to make sure that we hear everyone's views, whatever your background or circumstances. The information will not be held alongside your name if you have given this. Your identity and the personal information you have shared with us will remain confidential.

Q38 Please enter your postcode

Q39 In what capacity are you mostly involved with Derby's Library Service? *Tick one only*

- | | |
|---|---|
| <input type="checkbox"/> User | <input type="checkbox"/> Staff member / school governor at a Derby school |
| <input type="checkbox"/> Parent / carer of a user | <input type="checkbox"/> Representative of a partner organisation <i>Please specify below</i> |
| <input type="checkbox"/> Friend or relative of a user | <input type="checkbox"/> I help pay for the service through my Council Tax. |
| <input type="checkbox"/> Library staff member | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Library volunteer | <input type="checkbox"/> Other <i>Please specify below</i> |
| <input type="checkbox"/> Local ward councillor | <input type="text"/> |

Q40 Are you...? *Tick one only*

- Male Female Prefer not to say

Q41 Which of the following age categories do you fall into? *Tick one only*

- | | | |
|-----------------------------------|--------------------------------|--|
| <input type="checkbox"/> Under 16 | <input type="checkbox"/> 35-44 | <input type="checkbox"/> 65-74 |
| <input type="checkbox"/> 16-24 | <input type="checkbox"/> 45-54 | <input type="checkbox"/> 75+ |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 55-64 | <input type="checkbox"/> Prefer not to say |

Q42 Do you consider yourself to be a disabled person? *Tick one only*

- Yes No Prefer not to say

Q43 Do you look after, or give any help or support to family members, friends, neighbours or others because they are older people or disabled people? *Tick one only*

- Yes, 1-19 hours per week Yes, 20-49 hours per week Yes, 50 hours or more per week No Prefer not to say

Q44 Do you have or look after / care for children aged 17 or under? *Tick one only*

- Yes No Prefer not to say

Q45 Which of the following best describes your working status? *Tick one only*

- | | |
|--|---|
| <input type="checkbox"/> Employee in full-time job (30 hours plus per week) | <input type="checkbox"/> Unemployed and not available for work due to long term illness or impairment |
| <input type="checkbox"/> Employee in part-time job (under 30 hours per week) | <input type="checkbox"/> Wholly retired from work |
| <input type="checkbox"/> Self-employed: full or part time | <input type="checkbox"/> Looking after the home |
| <input type="checkbox"/> On government supported training programme (e.g. Modern apprentice / Training for Work) | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Full-time education at school, college or university | <input type="checkbox"/> Other <i>Please specify below</i> |
| <input type="checkbox"/> Unemployed and available for work | <input type="text"/> |

Q46 What is your sexual orientation? *Tick one only*

- Heterosexual/straight Gay/lesbian Bisexual Other Prefer not to say

Q47 What is your ethnic group? Tick one only

Asian or Asian British		Dual heritage	
<input type="checkbox"/> Indian		<input type="checkbox"/> White and Black Caribbean	
<input type="checkbox"/> Pakistani		<input type="checkbox"/> White and Black African	
<input type="checkbox"/> Bangladeshi		<input type="checkbox"/> White and Asian	
<input type="checkbox"/> Chinese		<input type="checkbox"/> Any other Dual Heritage background	
<input type="checkbox"/> Any other Asian background		White	
Black or Black British		<input type="checkbox"/> English / Welsh / Scottish / Northern Irish / British	
<input type="checkbox"/> African		<input type="checkbox"/> Irish	
<input type="checkbox"/> Caribbean		<input type="checkbox"/> Gypsy or Irish Traveller	
<input type="checkbox"/> Any other Black background		<input type="checkbox"/> Any other White background	
Other ethnic group		Other ethnic group	
<input type="checkbox"/> Arab		<input type="checkbox"/> Any other ethnic group <i>Please specify</i>	
<input type="checkbox"/> Prefer not to say			

Q48 What is your religion or belief? Tick one only

<input type="checkbox"/> Christianity (including Church of England, Catholic, Protestant and all other Christian denominations)	<input type="checkbox"/> Buddhism
<input type="checkbox"/> Hinduism	<input type="checkbox"/> Other religion or belief
<input type="checkbox"/> Judaism	<input type="checkbox"/> No religion or belief
<input type="checkbox"/> Islam	<input type="checkbox"/> Prefer not to say
<input type="checkbox"/> Sikhism	

Taking part in discussion groups

As part of this research, we will be running a small number of discussion groups to explore what residents think about the future of the Library Service. Discussion groups will be held in early 2016 with a small number of invited residents. If you are invited to attend, the groups will last for 90 minutes and take place at a select number of libraries in Derby. If you indicate that you are interested in attending a discussion group, you may be contacted by Enventure Research to provide you with more details. Reasonable adjustments will be made for disabled people to take part in the groups. Please note that if there is a lot of interest in taking part in discussion groups, we cannot guarantee that everyone will be invited to take part.

Q49 Are you interested in attending a discussion group? Tick one only

Yes No

If you have indicated you are interested in volunteering with a community group in Q28 or you would like to take part in a discussion group, please provide us with your details below.

Name	
Contact number	
Email address	

Your details will be kept strictly confidential, will be kept separate from your questionnaire answers, and not passed on to any third parties. Your details will only be used for the purposes of conducting further research or contacting you about volunteering.

The Big Conversation

Consultation about the future of the Library Service in Derby

Foreword

Derby's big challenge

Since the government cuts began in 2010, Derby City Council has had to cut millions of pounds year after year. In the last four years we have already cut £116 million and now we are required to make further cuts of £50 million by 2019.

Council tax only covers a small part of the money needed to pay for all public services the Council provides. The majority of the money the Council gets comes from the government as a grant which we depend on. As the government continues to make cuts, we are being given less and less money to provide these services. Yet the cost of living is rising and poverty is increasing, meaning demand on our services is going up and up.



Derby has more older people in need of help, more children coming into care and more pressure on school places. These are just some of the services the Council has to provide by law, but the money from government to provide them is reducing. The money available to provide services that are not required by law, known as discretionary services, will run out. There will also be less money available to deliver services that the Council has to provide by law, including the Library Service.

The Council is therefore asking you to take part in the Big Conversation, to help us make decisions about how to reduce costs while still protecting services that are valued by residents from across the city. Over the next few months there will be consultations about a range of services delivered by the Council. This one focuses just on the future of the Library Service – please take part and tell us what you think.

A handwritten signature in black ink that reads "Martin Rawson". The signature is written in a cursive, flowing style.

Councillor Martin Rawson

Deputy Leader and Cabinet Member for Communities and City Centre Regeneration



About Derby's Library Service

Derby has 15 libraries: the Central Library, the Derby Local Studies and Family History Library and 13 neighbourhood libraries. During 2014-15 users made over 783,000 visits to these libraries, and borrowed over 750,000 books and audio books.

But there's much more to libraries than lending books. At our libraries you access the internet and Wi-Fi for free, attend a job club or rhyme-time, get help with homework, find out about the history of your family or local area, and much more besides. Many people now visit our libraries remotely, downloading e-Books and accessing subscription websites via the internet from the comfort of their own homes.

Our libraries are highly valued by their users. In October 2013, a survey of over 3,000 users showed that 91% rated the service as "very good" or "good", while 97% gave a similar rating to the customer care they received at the library.

Changing times, changing libraries

Despite these excellent customer ratings, in common with library services up and down the country use of libraries in Derby is declining. With fewer people visiting our libraries and less money to spend on them it's clear that things have to change. The question is, how do we deliver the services that are valued by thousands of Derby residents with the reduced resources available?

Preparing for difficult decisions

There is no scope for further reducing opening hours. These were cut twice during 2012-13, and excluding some temporary funding in a few places, no Derby library is open more than 33 hours a week. Most are open 26 hours a week, and several for just 20 hours. Further cuts would mean that we would still have to pay fixed costs such as business rates and utility charges, but the libraries would only rarely be open.

If we can't reduce opening hours we need to look for other, more radical, solutions. By taking part in our Big Conversation you can help us understand what it is about the current service you most value. You can also give us feedback on some of the ways in which we might reduce the cost of the service.

Thank you for taking the time to help us make important decisions about the future of Derby's libraries!

What are we consulting you about?

To help us make the right decisions for the future we need to understand more about who uses our libraries and what aspects of the service they use and value the most. We also want to know about the library that you use most often, and what the impact there would be on you and your family if you could no longer use that library.

The provision of books and the promotion of reading are at the heart of the traditional library service. We want to know how important reading is in your life, and what role libraries play in supporting you and your family to read. We are also interested to find how many people regard e-Books as a suitable alternative to traditional printed books, and to understand any barriers to the use of our e-Book loans service.

The internet has revolutionised our lives during the last couple of decades. All our libraries provide free access to the internet, and we are keen to find out how many people rely on library computers to get online. What difference would it make to you and your family if you couldn't access the internet at your local library?

What is the modern library service for? Our libraries provide a broad range of services, but with money so tight these days we have to be sure we're using it wisely. We have drawn up some ideas on the purpose of our libraries in the future and the range of services they should offer. We would welcome your feedback on our ideas.

We know that the service has to change: we simply cannot afford to carry on as we are. We also know that thousands of Derby people use the Library Service regularly and will not want to see it damaged. Other councils up and down the country are facing similar problems and we have used their experiences to identify ideas that could help us here in Derby to save money while preserving all that is best about our Library Service. We want to know what you think of these ideas; your opinions will help shape our decisions about the future of our Library Service.

What are our libraries for?

In planning for the future of the Derby's Library Service we need to be clear what it is that we are trying to achieve. With this in mind we'd welcome your feedback on our draft vision and our draft service offer.

Our vision is "to improve life chances by encouraging reading, informal learning and digital access in a safe and welcoming environment." Do you agree with this vision for Derby's Library Service? We have broken down our draft service offer into two parts. The first is our core offer. The elements that make up the offer would be guaranteed and a permanent feature of Derby's Library Service. Subject to our terms and conditions it would be available to all customers and, where appropriate, at all libraries.

The core offer comprises:

- Books and audio books to borrow or use in the library, catering for all ages and a variety of interests, including Large Print books and books in languages other than English.
- A "holds" (reservations) service that enables users to request titles to be delivered to the library of their choice.
- Online access, 24/7, to the library catalogue, e-Books, e-Magazines our e-Reference Library and scanned images of a range of documents from the collection of the Derby Local Studies and Family History Library.
- Printed, manuscript and digital records documenting and celebrating the history of Derby and its people
- Support for children's literacy through the provision of suitable reading materials, and a range of reading-based activities and programmes including rhyme times, the Summer Reading Challenge and Bookstart.
- Support for adult literacy through provision of suitable reading materials, supplemented by occasional project work delivered by library staff and / or our partners.
- Free access to the internet on library computers, free Wi-Fi and support for people who lack the necessary confidence or skills to use the internet effectively.

- Welcoming public spaces to visit and spend time in.
- A Home Library Service, for people unable to visit the library in person due to age or because they may be disabled people.
- Access to skilled, trained and knowledgeable staff.
- Opportunities to volunteer, enabling people to develop skills and to “give something back” to the library / local community.

Do you agree with the content of the core offer? Is there anything missing, or anything we've included that you don't believe should be a guaranteed part of our service?

Our supplementary offer includes additional services which may be offered from time to time at some libraries, depending on local circumstances, specific community need and customer demand. It helps us deliver parts of our core offer such as support for literacy and for people who cannot easily access or use the internet. We would expect the supplementary offer to change over time.

The supplementary offer currently includes:

- Promotional activities such as author talks and local history events.
- Services aimed at supporting specific groups of customers. These services currently include job clubs, homework clubs, code clubs, and internet taster sessions. They may be provided at libraries where we have identified a need within the local community, and where the library building is suitable.
- Projects that assist schools in the delivery of specific areas of the curriculum, for example literacy and history, by arrangement with individual schools.
- Services delivered by partners, such as the Adult Learning Service.
- Room hire, and the option to let out library buildings when they would otherwise be closed.
- Study space.

Is there anything in the supplementary offer that you think should be a guaranteed, permanent part of our service? Or is there anything here that you don't think we should be doing at all?

By taking part in the Big Conversation and giving us your opinion on our proposals for the service vision, core offer and supplementary offer you will be helping to shape the future of the Library Service in Derby. This will help to ensure that we make the best possible use of the money we have available, so please take part and tell us what you think by completing our questionnaire online or by picking a questionnaire up from your local library.

Planning for the future

Derby City Council continues to face a challenging financial situation and is predicting significant cuts across a range of service areas over the next three years. In this context we need to find ways of reducing the cost of the Library Service. We want to save money while protecting a service that we know is valued by many local residents.

We have looked at what is happening up and down the country and identified a number of ways in which we could set about addressing this challenge. These ideas are set out below and over the page.

OPTION 1 – Transfer some libraries to community management

Up and down the country councils facing similar problems to those in Derby are looking to local people to help in a very practical way. As opposed to reducing the number of libraries they are turning to voluntary groups to run some of them.

A similar approach could be tried here in Derby. We would very much like to avoid reducing the number of libraries: Option 4 is the last resort. Therefore we would be keen to work with community groups to take over libraries that we can no longer afford to run. We would be pleased to work closely with interested parties, designing a support package to help groups set themselves up and get to grips with the challenges of running a library. As a number of other councils have already taken a similar path there is now a wealth of practical experience to draw on.

We need to understand whether there is support, in principle, for this sort of partnership activity. It's also important for us to understand how many people might be prepared to volunteer some time to support their local library and how much time they could be prepared to give.

OPTION 2 – Introduce “unstaffed opening time”

Several other councils have adopted a radical new approach to generating budget savings without closing libraries. *Open+* technology allows users to enter locked library buildings using their library card and a PIN number. Self-service technology allows users to borrow books and log on to the internet without staff help. Extensive use of CCTV helps deter and detect any unacceptable behaviour when staff are not available, and for safeguarding reasons children under 16 years of age are not allowed to enter an unstaffed library unless accompanied by an adult.

This is not a total replacement for library staff. Any library adopting *Open+* technology would still have staff on duty for a few hours each week, but up to 60% could be totally unstaffed. “Unstaffed opening time” may appeal to users who already use and are confident with self-service technology, but may not suit customers who enjoy talking with the staff and / or need their help.

To adopt *Open+* we would need to invest in new technology and adapt our buildings. The cost of doing this is one of the factors we will take into account when we decide if unstaffed opening time is right for our libraries.

OPTION 3 – Share accommodation with other service providers

Another way of reducing costs could be to share library space with other service or organisations that are willing to help us pay the bills. A number of other councils across the

country are proposing similar developments, transforming libraries into “community hubs” providing access to other services. Alternatively, there may be scope in some parts of the city to transfer a library service from an existing building to different accommodation that already delivers other community services. Again this would create a community hub, allowing us to share costs and therefore make budget savings.

The details would need to be worked out on a case-by-case basis, depending on specific local circumstances. However it is probable that in most cases one consequence would be that less space would be available for books, computers and library activities.

OPTION 4 – Operate fewer libraries, but open them for longer

Derby currently has 15 libraries. The obvious way to save money would be to reduce the number of libraries operated by the Council. An advantage of this approach would be that if we had fewer libraries we could concentrate all our efforts on them, improving the opening hours and developing the range of services provided. The disadvantage, of course, would be that many users would no longer have a *local* library. Online services would be improved – for example, we would buy more e-Books – but if they wanted to visit a library in person the people affected would need to travel to another part of the city.

We could try to offset the negative impact of reducing the number of libraries by developing a “click and collect” service for printed books. This would enable users to request books online and ask for them to be delivered to a participating community venue near to where they live. In this way, people whose main reason for using libraries is borrowing books would not be greatly disadvantaged so long as they have access to the internet at home. However customers using libraries for other purposes would suffer a lot of inconvenience and may even find they can no longer use the service at all.

The political leadership of the Council aims to keep all of our existing libraries open by looking at alternative ways of operating them.

Other options?

In practice the future of Derby’s Library Service may be a combination of two or more of the options we have listed above. But there may be other things we have not mentioned that could help protect library services while reducing costs. Please take part in the Big Conversation to give us feedback on the four options outlined above, and to tell us about any other ideas you have for the future of libraries in Derby.

What happens next?

This consultation will be open until the 19th February 2016. We will use the responses and a range of information collected from other sources to complete a “needs assessment” for library services in Derby. This, in turn, will help us develop proposals for the future of the city’s Library Service.

When those proposals have been properly developed and costed we will hold a further round of consultation. This will give you another chance to help shape the Library Service of the future here in Derby. We expect the second round of consultation to take place in summer 2016. In the meantime, please tell us what you think by taking part in the current consultation and completing our survey. We will include a summary of the main findings in an appendix to a report to the Council’s Cabinet in summer 2016.

Derby's Future Library Service Consultation

Focus Group Discussion Guide - public

Please note this discussion guide is intended as a guide to the moderator only. Sections may be subject to change during the course of the focus groups if, for example, certain questions do not elicit useful responses. Wording and explanations may change to suit the audience.

Introduction (5 mins)

My name is.....and I work for a company called Enventure Research.

We have been commissioned by Derby City Council to undertake a consultation exercise to find out people's views of Derby's Library Service and its future. The Council is required to make cuts of £45m by 2019 and is therefore undertaking a review of all of the services it provides, which includes the Library Service.

The Council have not made any decisions yet about the future of the Library Service.

We have been commissioned by the Council to undertake this initial independent consultation to find out what people think about proposed options to help the Council make decisions about how to reduce costs while still protecting services that are valued by people across the city. The Council will use the findings of this initial consultation to draft a proposal for the future of the Library Service, which it will then put to public consultation in the summer.

This initial phase of the consultation is split into two parts. The first part is a survey which (some of you may already/all of you) have completed. The second part is speaking directly to people in small focus groups, such as this one.

The results to the survey are still being collected as it is open until the middle of February. Once the survey finishes and we have completed these focus groups, we will analyse all of the results and feedback, and write a full report for Derby City Council detailing the responses and putting forward recommendations for inclusion in the draft proposal.

Please be assured that everything you say during this session is totally confidential, so please be as open and honest as possible. There are no right or wrong answers. Enventure Research is an independent research agency, meaning that we are not part Derby City Council.

Enventure Research works to the Market Research Society Code of Conduct, which means that anything you say today will be treated in the strictest confidence, and nothing will be tied back to your name.

We will be recording the session so we do not need to take notes as you are talking. However, the recording is only used to help us write the report and is deleted once it has been used. Please speak clearly and do not talk over each other.

As mentioned when you were asked to attend, there is a thank you voucher for your time of £25. This will be provided at the end of the session, but it does mean we want to hear your views, so don't forget to contribute to the discussion.

Please feel free to help yourself to drinks during the session.

The session will last for no more than 90 minutes.

Do you have any questions before we begin?

Warm-up exercise (5 mins)

Moderator to go around the group and ask respondents to introduce themselves.

- Just so we can get to know each other a bit, please can you introduce yourselves?
Ask a selection of questions
 - First name
 - Where do you live and who you live with
 - What you do for a living
 - What you do in your spare time

Library usage and perceptions (10 mins)

- When was the last time you visited a public library in Derby?
- Which library did you use?
- Why did you visit / what services did you use?
 - *Probe: to borrow a book, research, use computer, find out about council services etc.*
- Has the way you have used your library changed over time?
 - Why has it changed?
 - *Probe: is it that services provided have changed? Accessibility? Life-stage and commitments?*
- Who else in your household uses a library?
- Who uses libraries and why?
 - *Probe for different audiences eg genders, ages, lifestyles etc*
- Who doesn't use libraries and why?
- What are the challenges today that libraries face?

Importance, role and purpose of Derby Libraries (15 mins)

- How important do you think public libraries are today?
 - Why do you think that?
- What do you think the main roles of public libraries are today?
- What should the priorities of libraries be in the future?
 - *Probe....*
- What services do you know of that are available at/provided by Derby libraries?
 - **Moderator to list all suggestions on flipchart paper**
- Of these services, which do you think are the most and least important?
 - *Ask participants to rank importance*
- Which do you think are used the most?
- Which do you think are used the least?
- Here is a list of the core services to be on offer at all Derby libraries and here is a list of supplementary services to be offered at some libraries from time to time.
 - **Moderator to show a list of all core services and a list of supplementary services**
- What are your reactions to the lists?

- Were you aware of any of these services?
- Would anyone have any need to use these services?
- Is anyone surprised by any of the inclusions?
- Should any of the supplementary services be on the core list or vice versa?
- What do you think you / or other people would do if they cannot access their preferred library?
- Should the Council prioritise Library resources for particular groups of people, i.e. children, the elderly, those in a difficult financial situation etc., or should resources be spread evenly for everyone?
- If you think there should be priority groups, who are they?

Planning for the future – options for making savings

We're now going to discuss four different options for the future. If you agree or disagree with them or think they'll have positive or negative impacts, we just want to hear what you think. They are not mutually exclusive – when the Council decides on the future of the Library Service it could combine two or more of the options. Please bear in mind that no decisions have been made at this stage.

Transfer some libraries to community management (10 mins)

Moderator to provide some background to this element:

The Council could reduce the cost of the service if some libraries were run by community / voluntary groups rather than the Council itself. The Council would work closely with these groups, and could offer training, guidance and limited financial support.

- What is your initial reaction to this option?
 - Why do you say that?
- What impact do you think this option would have on you/your family/others?
 - Why do you say that?
- How would this affect your use of libraries?
 - Why do you say that?

- How would this affect other people's use of libraries?
 - Why do you say that?
- How should the Council choose which libraries it continues to run, and which libraries it asks community / voluntary groups to run?
- Any positives/advantages or negatives/disadvantages/concerns about this option?

Introduce 'unstaffed opening time' (10 mins)

Moderator to provide some background to this element:

The Council could reduce the cost of the service if customers could enter and use the library when there are no staff on duty. Customers could enter the locked library by using their library card and a PIN number. Self-service technology would allow people to borrow books and use the internet without staff help. A few opening hours each week would be staffed but up to 60% could be unstaffed.

- What is your initial reaction to this option?
 - Why do you say that?
- What impact do you think this option would have on you/your family/others?
 - Why do you say that?
- How would this affect your use of libraries?
 - Why do you say that?
- How would this affect other people's use of libraries?
 - Why do you say that?
- Any positives/advantages or negatives/disadvantages/concerns about this option?

Share accommodation with other services (10 mins)

Moderator to provide some background to this element:

The Council could reduce the cost of the service if libraries shared buildings with other services to help pay the bills, creating 'community hubs'. Alternatively library services could be transferred from existing premises to other accommodation in the local area. The space available for library books, computers and other library services would probably be reduced.

- What is your initial reaction to this option?
 - Why do you say that?
- What impact do you think this option would have on you/your family/others?
 - Why do you say that?
- How would this affect your use of libraries?
 - Why do you say that?
- How would this affect other people's use of libraries?
 - Why do you say that?
- What other services do you think the Library should share accommodation with?
- Any positives/advantages or negatives/disadvantages/concerns about this option?

Operate fewer libraries, but open them for longer (10 mins)

Moderator to provide some background to this element:

The Council could reduce the cost of the service by reducing the number of libraries in the city and increasing the opening hours of those that remain. Investment in online services such as e-books would be increased.

- What is your initial reaction to this option?
 - Why do you say that?
- What impact do you think this option would have on you/your family/others?
 - Why do you say that?
- How would this affect your use of libraries?
 - Why do you say that?
- How would this affect other people's use of libraries?
 - Why do you say that?
- How should the Council choose which libraries it continues to run, and which libraries to stop running?
- Any positives/advantages or negatives/disadvantages/concerns about this option?

Other ideas (10 mins)

- Given the savings that Derby City Council has to make, what do you think about the options being considered?

- Please rank the options from most preferred to least preferred
- **Moderator to take a vote on the most preferred and record with stickers on flipchart.**
- Is there anything else that you think the Council could stop doing or do differently to help reduce the cost of the Library Service?

Close (5 mins)

- Summarise the key points from the discussion:
 - What would you say are the three most important points we have discussed this evening to pass back to Derby City Council?
- Thank everyone for their time and input
- Any other questions/points to raise?
- Thank & close. Hand out incentive payments.

Derby's Future Library Service Consultation

Library Staff Focus Group Discussion Guide

Please note this discussion guide is intended as a guide to the moderator only. Sections may be subject to change during the course of the focus groups if, for example, certain questions do not elicit useful responses. Wording and explanations may change to suit the audience.

Introduction (5 mins)

My name is.....and I work for a company called Enventure Research.

We have been commissioned by Derby City Council to undertake a consultation exercise to find out people's views of Derby's Library Service and its future, including the staff who work at the libraries. The Council is required to make cuts of £45m by 2019 and is therefore undertaking a review of all of the services it provides, which includes the Library Service.

The Council have not made any decisions yet about the future of the Library Service.

We have been commissioned by the Council to undertake this initial independent consultation to find out what people think about proposed options to help the Council make decisions about how to reduce costs while still protecting services that are valued by people across the city. The Council will use the findings of this initial consultation to draft a proposal for the future of the Library Service, which it will then put to public consultation in the summer.

This initial phase of the consultation is split into two parts. The first part is a survey which (some of you may already/all of you) have completed. The second part is speaking directly to people in small focus groups, such as this one, with members of the public, school children, and library staff.

The results to the survey are still being collected as it is open until the middle of February. Once the survey finishes and we have completed these focus groups, we will analyse all of the results and feedback, and write a full report for Derby City Council detailing the responses and putting forward recommendations for inclusion in the draft proposal.

Please be assured that everything you say during this session is totally confidential, so please be as open and honest as possible. We will not supply your name or contact to the Council and tell them what you say. Likewise please treat what is said during the meeting with confidentiality and don't disclose what is said to anyone else. There are also no right or wrong answers. Enventure Research is an independent research agency, meaning that we are not part Derby City Council.

Enventure Research works to the Market Research Society Code of Conduct, which means that anything you say today will be treated in the strictest confidence, and nothing will be tied back to your name.

We will be recording the session so we do not need to take notes as you are talking. However, the recording is only used to help us write the report and is deleted once it has been used. Please speak clearly and do not talk over each other.

When taking part, please think of your responses not only from the point of view of someone who works for the Library Service, but also as a member of society.

Please feel free to help yourself to drinks during the session.

The session will last for no more than 90 minutes.

Do you have any questions before we begin?

Warm-up exercise (5 mins)

Moderator to go around the group and ask respondents to introduce themselves.

- Just so we can get to know each other a bit, please can you introduce yourselves?
Ask a selection of questions
 - First name and where you work
 - Your role in the library
 - Where you live
 - What you do in your spare time

Working in a library and people's library usage (10 mins)

- How long have you worked in public libraries?
- Has the public library service changed over the time you have been working in public libraries?
 - How has it changed?
 - *Probe: is it that services provided have changed? Accessibility? Number of customers? People's usage of libraries?*
 - How have changes in libraries been driven by changes in society?
- Who in general uses libraries and why?
 - *Probe for different audiences eg genders, ages, lifestages etc*
 - Has this changed during your career?
- Who doesn't use libraries and why?

Role, purpose and priorities of Derby Libraries (15 mins)

- What do you think the main roles of public libraries are today?
- What are the challenges today that libraries face?
- Given that budgets are getting tighter and tighter, what should the priorities of libraries be in the future?
 - *Probe....*
- What services are provided by Derby Libraries?
 - **Moderator to list all services on flipchart paper**
- Does the usage of these services equate to importance of these services to people?
- Should the Library Service prioritise the services that are used the most or the services that are most important for people / have the most impact?
- Are people aware of all the services available in Derby Libraries?
 - *If not, why not?*
 - *How can they be made more aware?*
- Who has need of these services?
- Now please look at this list of core and supplementary services available at all Derby libraries. Should any of the supplementary services be on the core list or vice versa? Is anything missing from the list altogether?
 - **Moderator to share list with participants**

- Should the Council prioritise Library resources for particular groups of people, i.e. children, the elderly, those in a difficult financial situation etc., or should resources be spread more thinly for everyone?
- If you think there should be priority groups, who are they?
 - Why do you think they are priority groups?
 - *Probe...*

Planning for the future – options for making savings

We're now going to discuss four different options for the future. If you agree or disagree with them or think they'll have positive or negative impacts, we just want to hear what you think. They are not mutually exclusive – when the Council decides on the future of the Library Service it could combine two or more of the options. Please bear in mind that no decisions have been made at this stage.

Transfer some libraries to community management (10 mins)

Moderator to provide some background to this element:

The Council could reduce the cost of the service if some libraries were run by community / voluntary groups rather than by the Council itself. The Council would work closely with these groups, and could offer training, guidance and limited financial support.

- What is your initial reaction to this option?
 - Why do you say that?
- Based on your experience of working in libraries, how would this affect people's use of libraries?
 - Why do you say that?
 - Are there particular groups that would suffer more than others?
- What operational difficulties arise if some libraries are run by the Council and others by volunteers?
 - How might these difficulties be overcome?

- How should the Council choose which libraries it continues to run, and which libraries it asks community / voluntary groups to run?
- Any positives/advantages or negatives/disadvantages/concerns about this option?

Introduce 'unstaffed opening time' (10 mins)

Moderator to provide some background to this element:

The Council could reduce the cost of the service if customers could enter and use the library when there are no staff on duty. Customers could enter the locked library by using their library card and a PIN number. Self-service technology would allow people to borrow books and use the internet without staff help. A few opening hours each week would be staffed but up to 60% could be unstaffed.

- What is your initial reaction to this option?
 - Why do you say that?
- What operational difficulties might arise with unstaffed libraries?
 - How might these difficulties be overcome?
- Based on your experience of working in libraries, how would this affect people's use of libraries?
 - Why do you say that?
 - Are there particular groups that would suffer more than others?
- Any positives/advantages or negatives/disadvantages/concerns about this option?

Share accommodation with other services (10 mins)

Moderator to provide some background to this element:

The Council could reduce the cost of the service if libraries shared buildings with other services to help pay the bills, creating 'community hubs'. Alternatively library services could be transferred from existing premises to other accommodation in the local area. The space available for library books, computers and other library services would probably be reduced.

- What is your initial reaction to this option?
 - Why do you say that?

- What operational difficulties might arise with shared premises?
 - How might these difficulties be overcome?
- Based on your experience of working in libraries, how would this affect people's use of libraries?
 - Why do you say that?
 - Are there particular groups that would suffer more than others?
- What other services do you think the Library should share accommodation with?
- Any positives/advantages or negatives/disadvantages/concerns about this option?

Operate fewer libraries, but open them for longer (10 mins)

Moderator to provide some background to this element:

The Council could reduce the cost of the service by reducing the number of libraries in the city and increasing the opening hours of those that remain. Investment in online services such as e-books would be increased.

- What is your initial reaction to this option?
 - Why do you say that?
- Based on your experience of working in libraries, how would this affect people's use of libraries?
 - Why do you say that?
 - Are there particular groups that would suffer more than others?
- How should the Council choose which libraries it continues to run, and which libraries to stop running?
- Any positives/advantages or negatives/disadvantages/concerns about this option?

Other ideas (10 mins)

- Given the savings that Derby City Council has to make, what do you think about the options being considered?
 - Please rank the options from most preferred to least preferred
 - **Moderator to take a vote on the most preferred and record with stickers on flipchart.**

- Is there anything else that you think the Council could stop doing or do differently to help reduce the cost of the Library Service?

Close (5 mins)

- Summarise the key points from the discussion:
 - What would you say are the three most important points we have discussed this evening to pass back to Derby City Council?
- Thank everyone for their time and input
- Any other questions/points to raise?
- Thank & close.

Derby's Future Library Service Consultation

School Focus Group Discussion Guide

Please note this discussion guide is intended as a guide to the moderator only. Sections may be subject to change during the course of the focus groups if, for example, certain questions do not elicit useful responses. Wording and explanations may change to suit the audience.

Introduction (5 mins)

My name is.....and I work for a company called Enventure Research.

I've come here today to talk with you about public libraries. Public libraries are ones that are run by the Council for everyone in Derby. This does not include school libraries.

Derby Council needs to save a lot of money in the next three years and is therefore looking at all of the services it provides to see where money can be saved, which includes looking at the Library Service.

Derby Council have not made any decisions yet about the future of the Library Service. They want us to come and speak to people like you to find out what people your age think about different ideas to help the Council save money while still providing a service that is loved by many people in Derby.

Everything you say during this session is totally confidential, we won't be telling the Council who said what. There are no right or wrong answers – I just want to hear what you think. Please be honest and what you really think, I want to hear all your opinions, but please try to talk one at a time.

We will be recording the session so we do not need to take notes as you are talking. However, the recording is only used to help us write the report and no one else will ever listen to it. When speaking, please do so clearly.

The session will last for about 45 minutes.

Do you have any questions before we begin?

Warm-up exercise (3 mins)

Moderator to go around the group and ask respondents to introduce themselves.

- Just so we can get to know you a bit, please can you introduce yourselves? *Ask a selection of questions*
 - First name
 - Age
 - Who you live with, any brothers or sisters
 - What you do in your spare time

Library usage and perceptions (8 mins)

- Do you or your family go to a public library? *Moderator to clarify the meaning of public library again if necessary*
- When was the last time you went to a library? *Remember not a school library*
- What did you do at the library?
 - *Probe: to borrow a book, use computer, attend a learning group etc.*
- Now pretend I've just landed on earth and I have no idea what a library is – I've never heard of them before. How would you describe the library to me? What words would you use?
 - *Moderator to probe and write words on a flipchart*
- Why do you say that?
 - *Explore positives and negatives*
- Who uses libraries?
- Why do people use libraries?
- Who doesn't use libraries and why?

Importance, role and purpose of Derby Libraries (8 mins)

- Are libraries important?
 - Why do you think that?
- Who do you think libraries are for?
- Who do you think libraries are not for?

- What services do you know of that are available at/provided by Derby libraries?
 - **Moderator to list all suggestions on flipchart paper**
- Of these services, which do you think are the most and least important?
 - *Ask participants to rank importance*
- Which do you think are used the most?
- Which do you think are used the least?
- What do you think you / or other people would do if they could not get to their preferred library?

Planning for the future – ideas for making savings (20 mins)

- Imagine you are an important decision maker at Derby Council in charge of the future of Derby's libraries. You need to save some money and there are four ideas to help you achieve this.
- In pairs, please work together to discuss each idea in turn, paying attention to the following:
 - What do you think about the idea and why do you think that?
 - How will this affect people's use of the libraries? In particular, think about your own family's usage of the libraries or a friend's.
 - List the good things and bad things about this idea.
- You have ten minutes to discuss all four ideas between you and then we will ask each pair to give us their thoughts on each idea.
- What is your favourite idea and why?

1. More volunteers work in libraries than library staff (i.e. people who are paid to work there)

Moderator to provide some background to this element:

The Council could save money if some libraries were run by volunteers rather than by people paid by the Council. The Council would still be on hand help the volunteers.

2. Open the library without any staff and people can use their library card to get in

Moderator to provide some background to this element:

The Council could save money if people used the library when there are no library staff there. People would enter the locked library by using their library card and a code. They would then use a machine if they wanted to borrow a book.

3. Share a building with other services run by the Council

Moderator to provide some background to this element:

The Council could save money if libraries shared buildings with other services to help pay the bills, for example the police or the job centre.

4. The Council reduces the number of libraries that are open, but opens the ones left for longer

Moderator to provide some background to this element:

The Council could save money by reducing the number of libraries in the city and increasing the opening hours of those that remain. The Council would also spend more money on online services such as e-books.

Other ideas (3 mins)

- What else could the Council do with the libraries to save money?

Close (3 mins)

- Summarise the key points from the discussion:
 - What would you say are the three most important points we have discussed today to pass back to Derby City Council?
- Thank everyone for their time and input
- Any other questions/points to raise?
- Thank & close.