

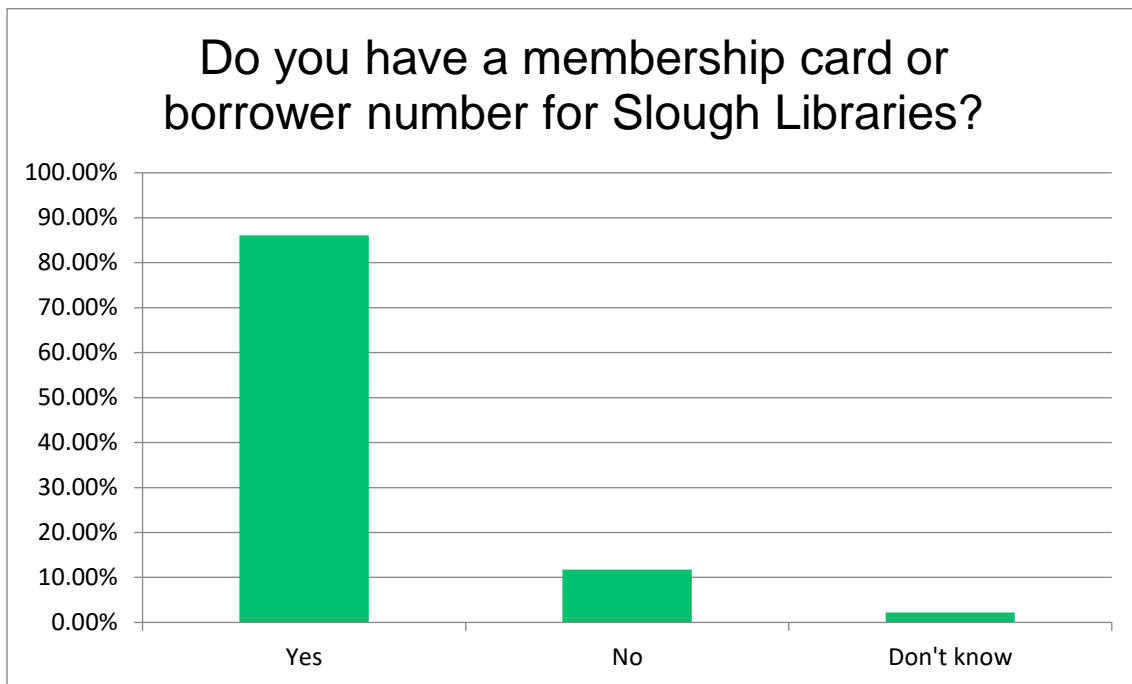
Library consultation survey results

2499 on-line surveys plus 36 paper copies (results included in this analysis)

Q1. Library membership

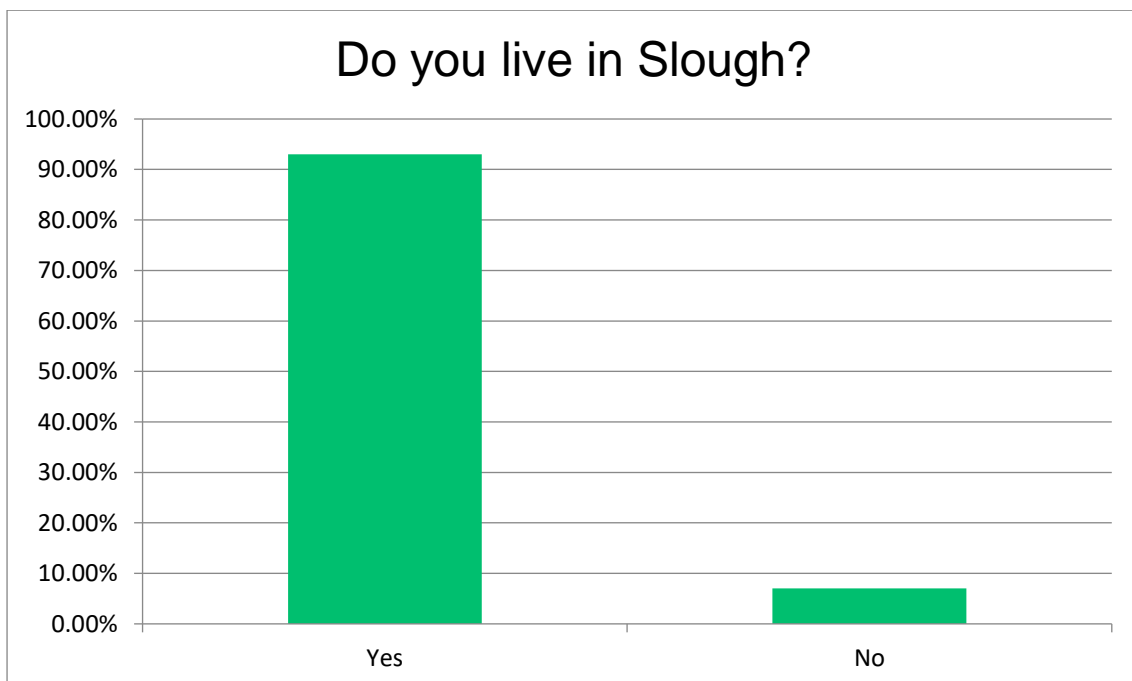
Over 86% (2,175) of respondents were currently members of the library. However, the drop-in sessions and workshops did not specifically capture data about membership from participants.

Just over 11% of respondents were not current library members.



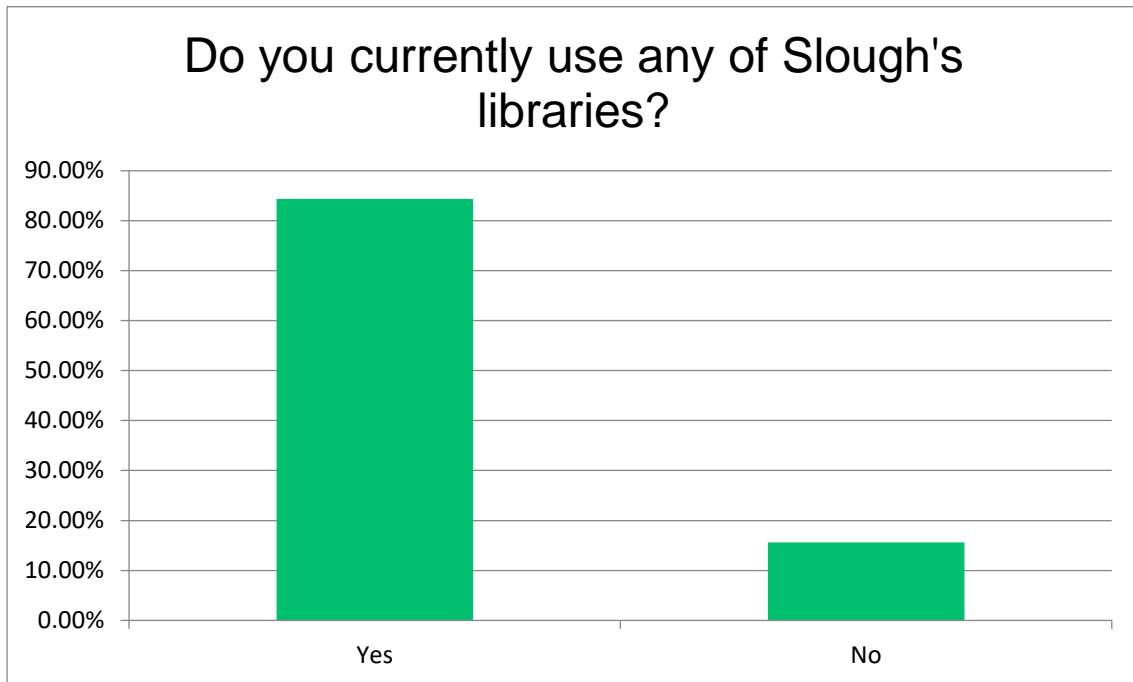
Q2. Slough resident

Almost 93% (2,347) of respondents live in Slough.



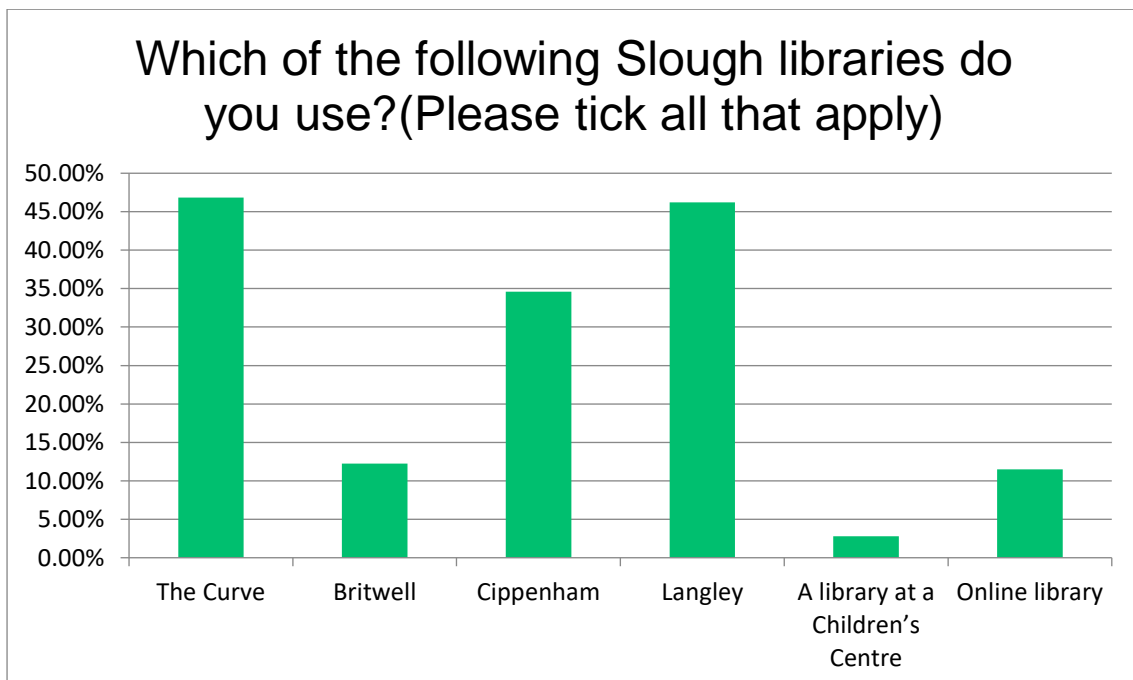
Do you use Slough library service?

Approximately 84% of survey respondents do currently use the library service, but just over 15% of respondents are not current users.

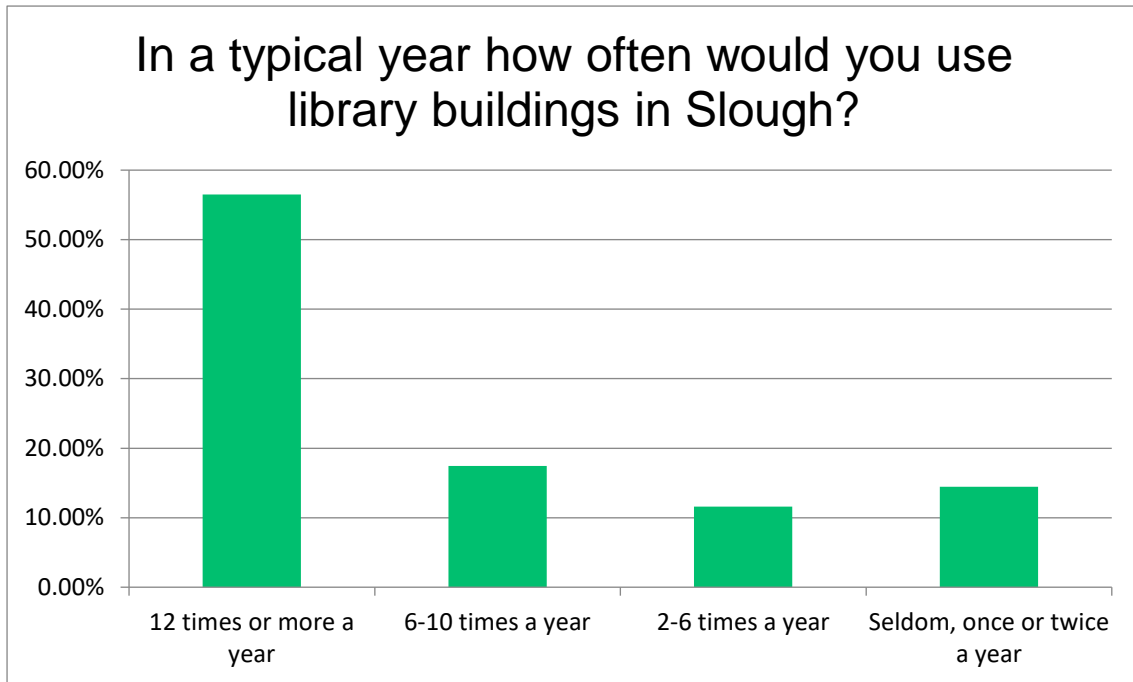


Q4. Which libraries do you currently use?

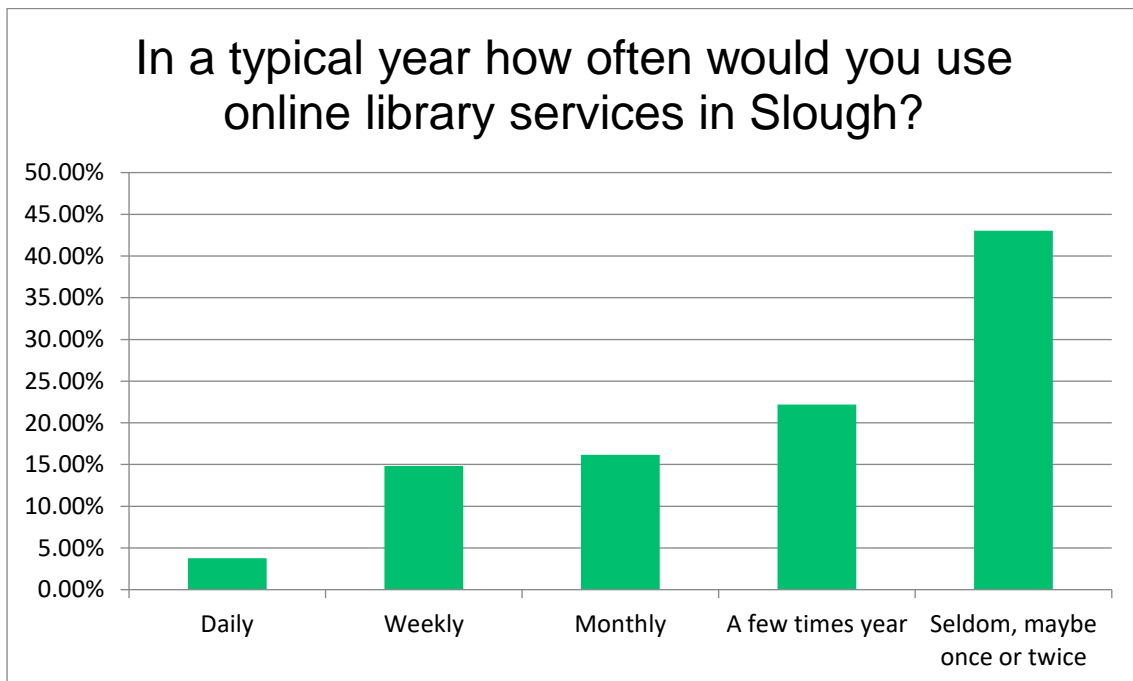
Respondents could tick more than one option.



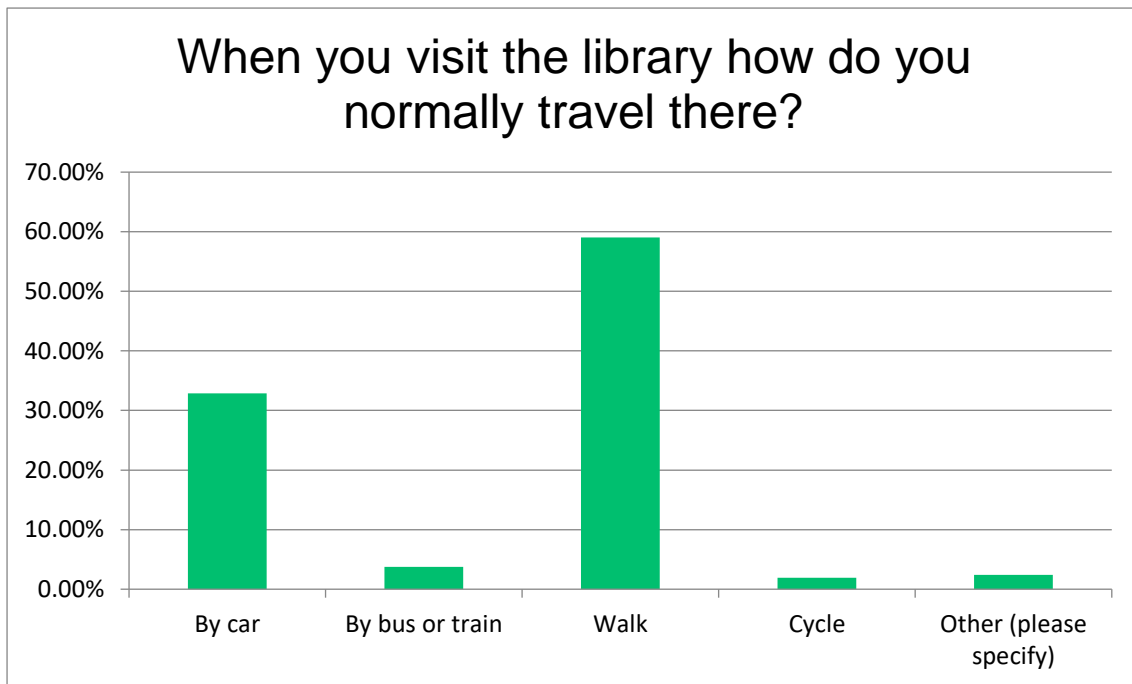
Q5. How often do you use library services?



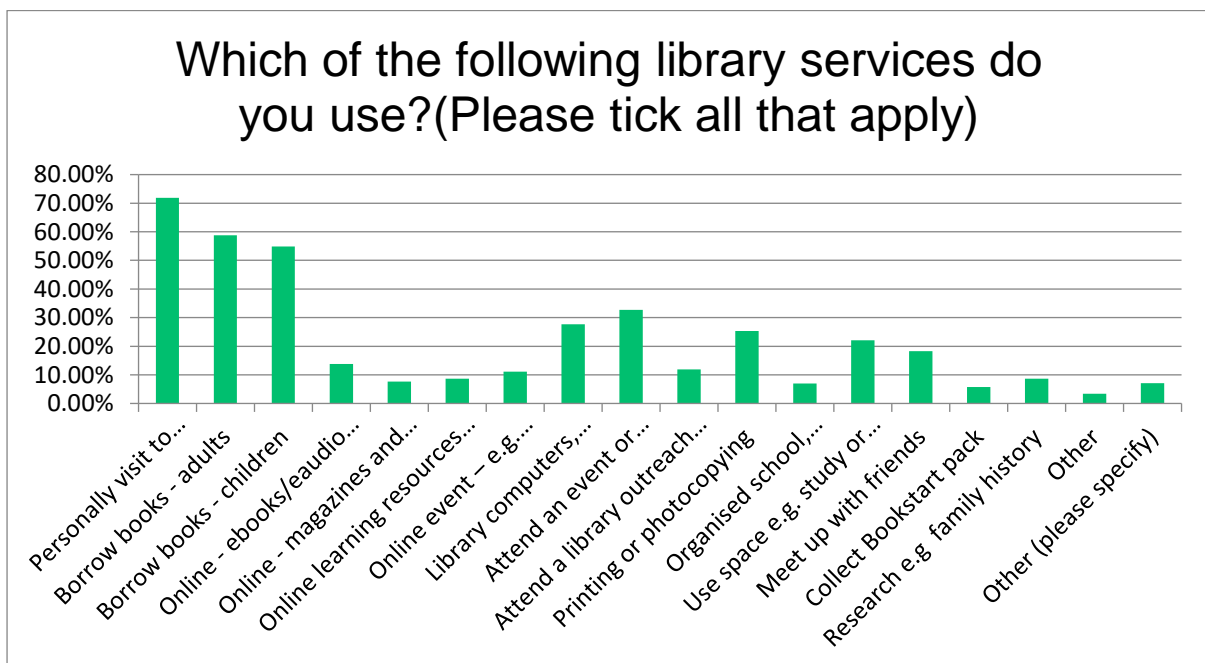
Q6. How often do you use online library services?



Q7. How do you travel to library buildings?



Q8. What library services do you use?



Q9. If you don't currently use library services, why not?

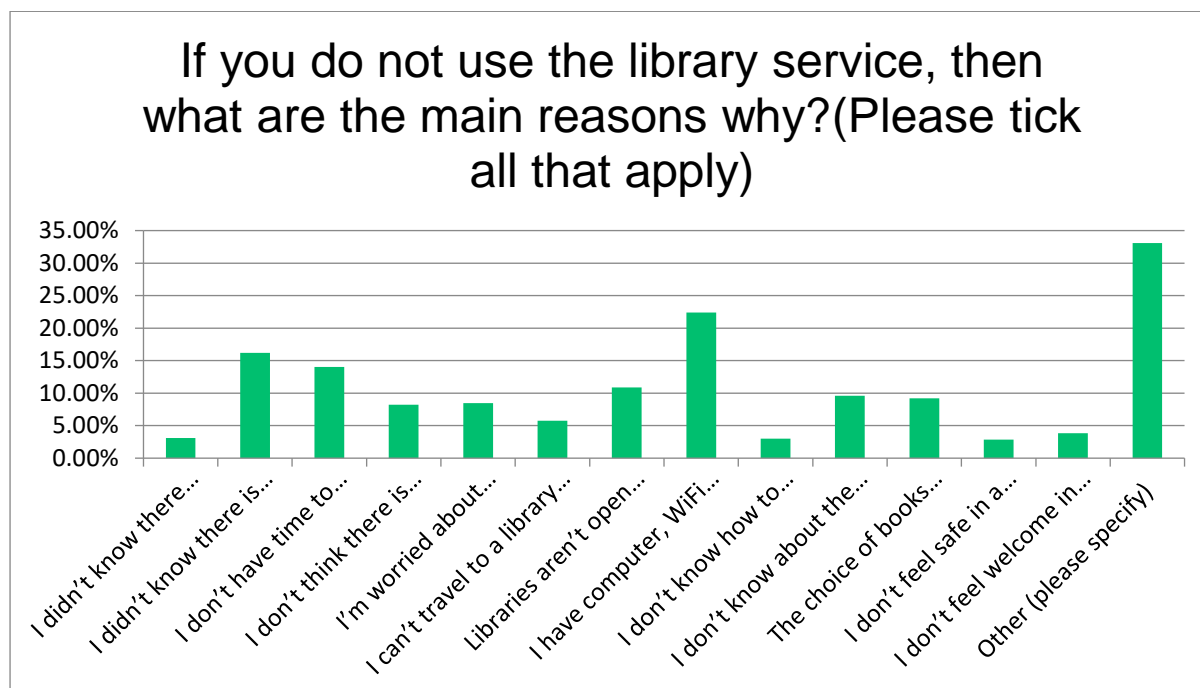
Over 1,200 people responded to this question even though for Q3 only 394 people said they do not use the library service.

Respondents were given 13 options to choose from (they could choose as many options as they liked) plus space to tell us of other reasons. A third of people chose "other" as their response. Of the 13 pre-set options the top 3 reasons for not currently using library services were:

- I have computers/WiFi/Printers at home which I use 22%
- I didn't know there was an online library 16%
- I don't have time to visit a library 14%

From the "other reason" category, the main issues raised were:

- Concerns about using a library (going into buildings, touching books, restrictions about numbers in buildings etc) due to COVID.
- Lack of free and/or dedicated parking (particularly at The Curve).
- Libraries not being open at times that suit busy people (a preference for Sunday opening was mentioned a number of times).
- Inadequate management of "poor" behaviour of people in libraries (ranging from loud talking, general misbehaviour through to anti-social behaviour).
- There are alternative resources available elsewhere – particularly people buying their own books and using on-line resources at home.



Q10. Which library services do you use now, and which would you use in the future?

Respondents were given 25 options to choose from (they could choose as many options as they liked), plus space to tell us of other reasons.

The top 5 most popular services (from the pre-set options) that are used now are:

- Visit a library to browse/borrow/return publications (general) 88%

Appendix E

- Going to a library within walking distance of my home 85%
- Visit library to browse/borrow/return publications (children's) 84%
- Going to a library within driving distance of my home 78%
- Go to an event held at a library 72%

The top 5 most popular services that would be used in the future are:

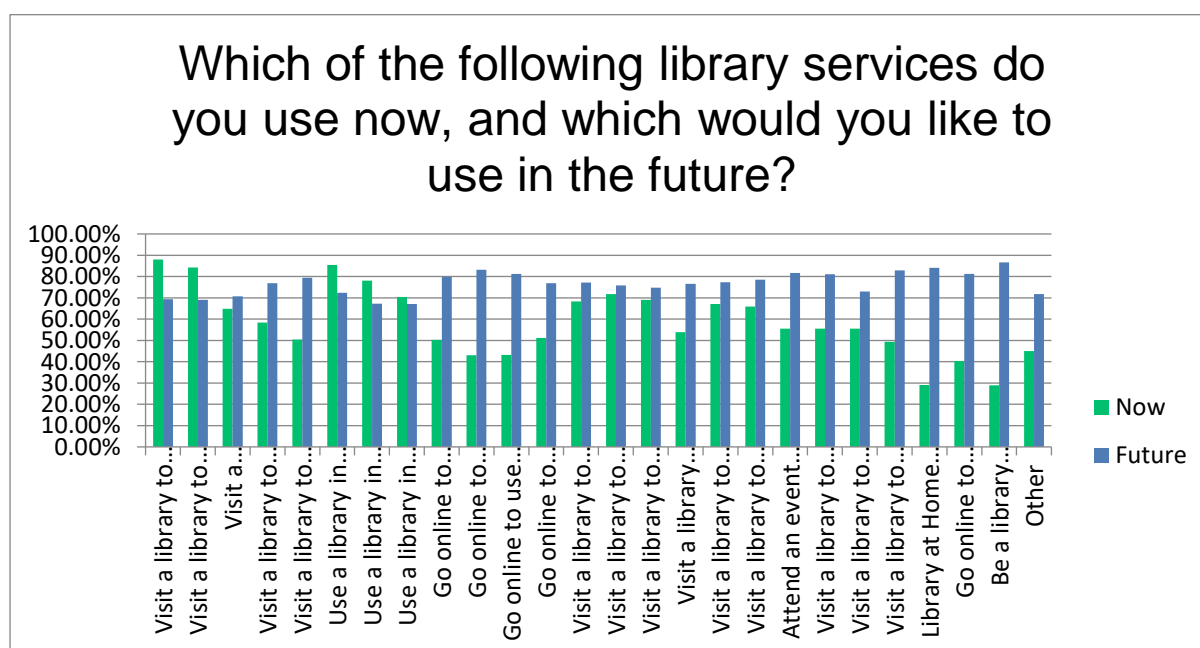
- Be a library volunteer 86%
- Use the "library at home" service 84%
- Borrow e-Magazines/e-newspapers 83%
- Carry out on-line research 83%
- Attend an event at a library 81%

For some options there were significant changes in popularity between current and future usage. The following activities/options recorded decreases in popularity:

- Visit a library to browse, borrow or return books from the general library: decrease of 19%
- Visit a library to browse, borrow or return books from the children's section of a library: decrease of 15%
- Use a library in a location within walking distance from my home: decrease of 13%
- Use a library in a location that I can get to easily & cheaply on public transport: decrease of 13%

All of the following activities/options recorded the largest increases in popularity between current and future use:

- Be a library volunteer: increase of 58%
- Library at Home service (volunteers bring library books to you): increase of 55%
- Go online to carryout research – e.g., family history: increase of 41%
- Go online to borrow eMagazines/eNewspapers: increase of 40%
- Go online to use learning resources - e.g., Driver Theory Test, Slough History Online, Citizenship learning, learn a new language: increase of 38%



Appendix E

From the “other” category free text no clear themes emerged. However, respondents did identify the following range of issues that would impact their decision to use the library now or in the future:

- Accessibility of the library service including how close facilities were to resident’s homes, publications in non-English languages (Urdu newspapers were mentioned), receiving support from staff if a user had a vision impairment and interest in the Library at Home Service.
- Using non-library services such as paying Council Tax, seeing other council advisors and staff, using MyCouncil facilities.
- Provision services and spaces to encourage education, learning and training. This included use of homework clubs, applying for jobs and attending formal education or training.
- Provision of services and spaces to encourage and allow socialising. Some comments mentioned specific services like the Lego club, Chit and Chat club, yoga and reading groups.
- Space for local people and/or groups to use or rent out for other community activities.

Q11. What do you think are the top 3 priority services/activities we need to provide in or from the library service?

		1	2	3	Total		
Visit a library to browse, borrow or return books from the general library	57.39%	637	26.85%	298	15.77%	175	1110
Visit a library to browse, borrow or return books from the children's library	42.51%	318	42.78%	320	14.71%	110	748
Visit a Children's Centre to browse, borrow or return books	20.86%	34	28.22%	46	50.92%	83	163
Visit a library to browse, borrow or return books that are not in English	22.92%	22	21.88%	21	55.21%	53	96
Visit a library to browse, borrow or return large print/Talking Books	22.45%	11	28.57%	14	48.98%	24	49
Use a library in a location within walking distance from my home	34.75%	254	42.27%	309	22.98%	168	731
Use a library in a location within driving distance (10 to 20-minute drive)	20.24%	34	36.31%	61	43.45%	73	168
Use a library in a location that I can get to easily & cheaply on public transport	12.36%	11	38.20%	34	49.44%	44	89
Go online to borrow eBooks/eAudio books	24.84%	38	30.72%	47	44.44%	68	153
Go online to borrow eMagazines/eNewspapers	15.09%	8	32.08%	17	52.83%	28	53
Go online to use learning resources - e.g. Driver Theory Test, Slough	7.25%	5	34.78%	24	57.97%	40	69
Go online to attend an event – e.g. Storytime, Curve Club, Reading For Pleasure	14.10%	11	23.08%	18	62.82%	49	78
Visit a library to use free computers or to use free Wi-Fi	23.30%	48	31.07%	64	45.63%	94	206
Visit a library to attend an event – e.g. Story and Rhyme, seated exercise	16.13%	30	33.33%	62	50.54%	94	186
Visit a library to do your own printing or photocopying	18.32%	24	21.37%	28	60.31%	79	131
Visit a library with a school or nursery visit	48.15%	13	22.22%	6	29.63%	8	27
Visit a library to use quiet study spaces	31.33%	47	18.00%	27	50.67%	76	150
Visit a library to use the toilets	12.00%	6	30.00%	15	58.00%	29	50
Attend an event taking place in a meeting room at a library	17.86%	10	25.00%	14	57.14%	32	56
Visit a library to have an informal meet up with friends	16.67%	12	23.61%	17	59.72%	43	72
Visit a library to collect a Bookstart pack	18.75%	3	50.00%	8	31.25%	5	16
Visit a library to carryout research – e.g. family history	26.09%	12	23.91%	11	50.00%	23	46
Library at Home service (volunteers bring library books to you)	20.83%	5	29.17%	7	50.00%	12	24
Go online to carryout research – e.g. family history	21.74%	10	34.78%	16	43.48%	20	46
Be a library volunteer	28.30%	15	20.75%	11	50.94%	27	53
Other	43.75%	7	12.50%	2	43.75%	7	16

The top 3 services/activities are:

- Visit a library to browse, borrow or return books from the general library (64% of people put this in their top three)
- Visit a library to browse, borrow or return books from the children’s library (43% of people put this in their top three)
- Use a library in a location within walking distance from my home (42% of people put this in their top three)

The services that featured in the top 3 choices least often (so are the least popular activities/services) are:

- Visit a library with a school or nursery visit (1.5% of people put this in their top three)
- Library at Home service (1.4% of people put this in their top three)
- Visit a library to collect a Bookstart pack (0.9% of people put this in their top three)

Q12. What are your preferred times for visiting a library?

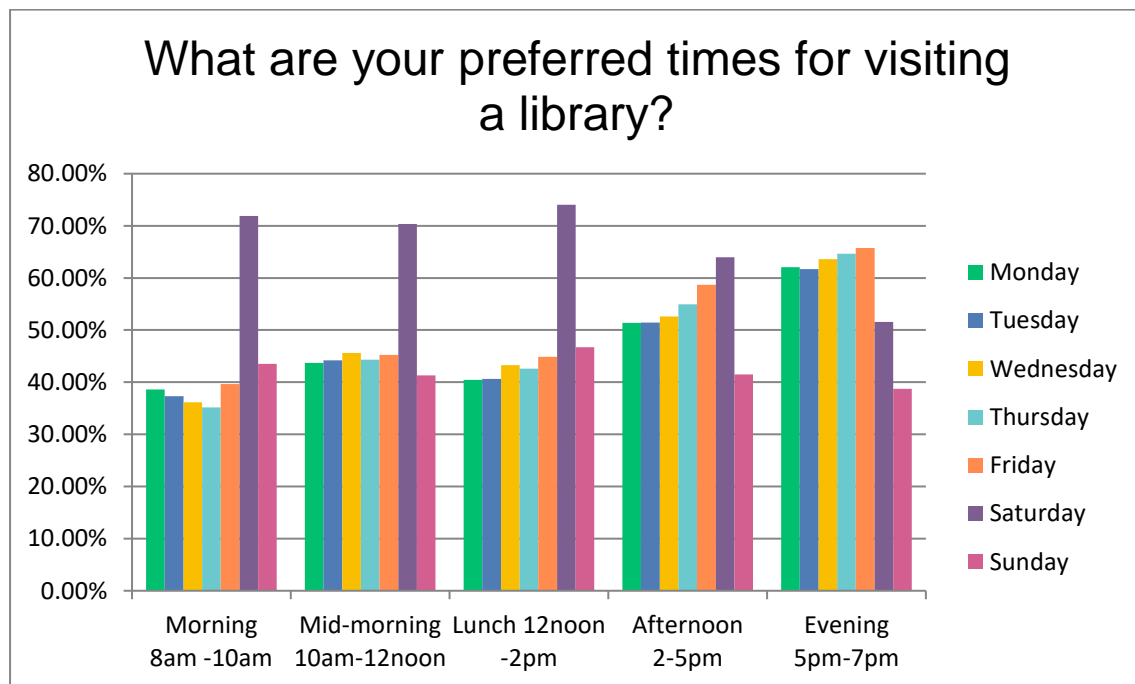
The days of the week which were most popular are ranked below with 1 being the most popular, down to 7 the least popular:

- 1 Saturday
- 2 Friday
- 3 Thursday
- 4 Wednesday
- 5 Monday
- 6 Tuesday
- 7 Sunday

On average across all days of the week, the most popular time to have a library open are ranked below with 1 being the most popular and 4 being the least:

- 1 10am to 12 noon
- 2 2pm to 5pm
- 3 12 noon to 2pm
- 4 5pm to 7pm

Saturday day-time (10am to 5pm) is by far the most popular time to visit a library and Sunday afternoon and evening (2pm to 7pm) is the least popular time. In general afternoon (2pm to 5pm) and evening (5pm to 7pm) are the most popular times Monday to Saturday.



Q13. We may be able to offer self-service times in our libraries. There would be no library staff available at these times. What times you would prefer to have a self-service offer?

The days of the week which were most popular to have self-service on offer are ranked below with 1 being the most popular, down to 7 the least popular:

- 1 Saturday

Appendix E

- 2 Friday
- 3 Sunday
- 4 Thursday
- 5 Wednesday
- 6 Tuesday
- 7 Monday

On average across all days of the week, the most popular time to have self-service only are ranked below with 1 being the most popular and 4 being the least:

- 1 2pm to 5pm
- 2 10am to 12 noon
- 3 5pm to 7pm
- 4 8am to 10am

Respondents were given the opportunity to add free text to this answer and 139 people took the time to add a comment. The overwhelming majority of free text comments were clearly stating that they did not want to use a library service with no staff available (approximately 66%). About half of the people that commented that they would be unhappy with self-service mentioned concerns around lack of safety with no staff in a building, and the other half were concerned specifically about not having staff available for specific reasons (to ask advice from, to help with computers, to talk to).



Q14. We think we need to take 7 specific considerations into account when designing our future library service. Please tell us how important each of these are to you.

Respondents were asked to rank each of the 7 considerations into an order of priority with 1 being the most important and 7 being the least. The list below ranks the overall results:

Appendix E

- 1 Make sure the amount of money spent on buying new hard copy books is in line with the average amount spent by other councils which are most like Slough.
- 2 Make sure that library buildings are used efficiently. This will include seeing if other services can be offered from library buildings with, or instead of the current library service.
- 3 Ensure that library services are open and available at times when they are most needed and understand that this may reduce the numbers of hours physical libraries are open each week.
- 4 Make sure the amount of money spent on buying new eResources is in line with the average amount spent by other councils which are most like Slough.
- 5 Make sure that there is careful consideration of all opportunities to deliver library services from other locations in communities if this is efficient and effective.
- 6 Ensure that library staff are available to deliver services at times when they are most needed, and that this may reduce the numbers of hours library staff are available each week whether that is online or in person.
- 7 Make sure that wherever possible and practical, services are provided virtually and online

Q15. Listed below are 5 possible ways we could continue to deliver a comprehensive, affordable library service that meet our considerations. Please choose the 3 models that you think are the best ones to try to deliver.

The top 3 delivery models, in order of popularity, were:

- 1 Keep all library buildings but reduce the hours they are open, the hours they are staffed, and the space dedicated to the library. Attract other users to rent space in the building alongside a reduced library (co-location) (81%).
- 2 Keep all the main library buildings open but reduce the opening and staffed hours at Langley and Cippenham and reduce the staffed hours at The Curve and Britwell libraries (74%).
- 3 Reduce the money available to spend on buying publications (both hard copy and eResources) (52%).

The remaining two options were variations on closing current library buildings and these both received about 15% approval each.

In addition to the main survey, this question was asked in the Citizen magazine which was sent to all households in the borough during December 2021. This question was one of a range asked about a number of different council services. This question was responded to by 595 residents (we do not know if these people also completed the on-line survey question too). The ranking of the 5 suggested models was the same for the paper copy responses as the on-line ranking.

Q16. Are there other issues you think we need to consider?

This question did not offer any pre-set options and asked respondents to write free text. Just over 700 respondents did take the time to add comments. The main themes from these are:

Accessibility and inclusion: these issues were commented on by most respondents (38%). A strong theme in the comments about accessibility of services referenced loneliness and that keeping physical library buildings open were important to combat this. Respondents frequently commented on the benefits to having a library within their own community, local to where they live and within walking distance. Problems with other forms of transport (including cost) were mentioned a number of times as a reason for not being happy having to travel to access a physical library building. Library buildings are also seen as valuable community assets which could help to build social inclusion and cohesion.

Children, adult, and family interaction: this theme was mentioned by about 23% of respondents. Residents commented on the benefits of parents, grandparents and wider-family groups taking children to local libraries. Many comments highlighted the joy and improvement in reading, but a significant number also talk about the importance of having community spaces where human interactions can take place; many referenced the impact of Covid restrictions in making them realise the importance of social and sociable activity. There were also some comments about how important library buildings are for some people to study and learn.

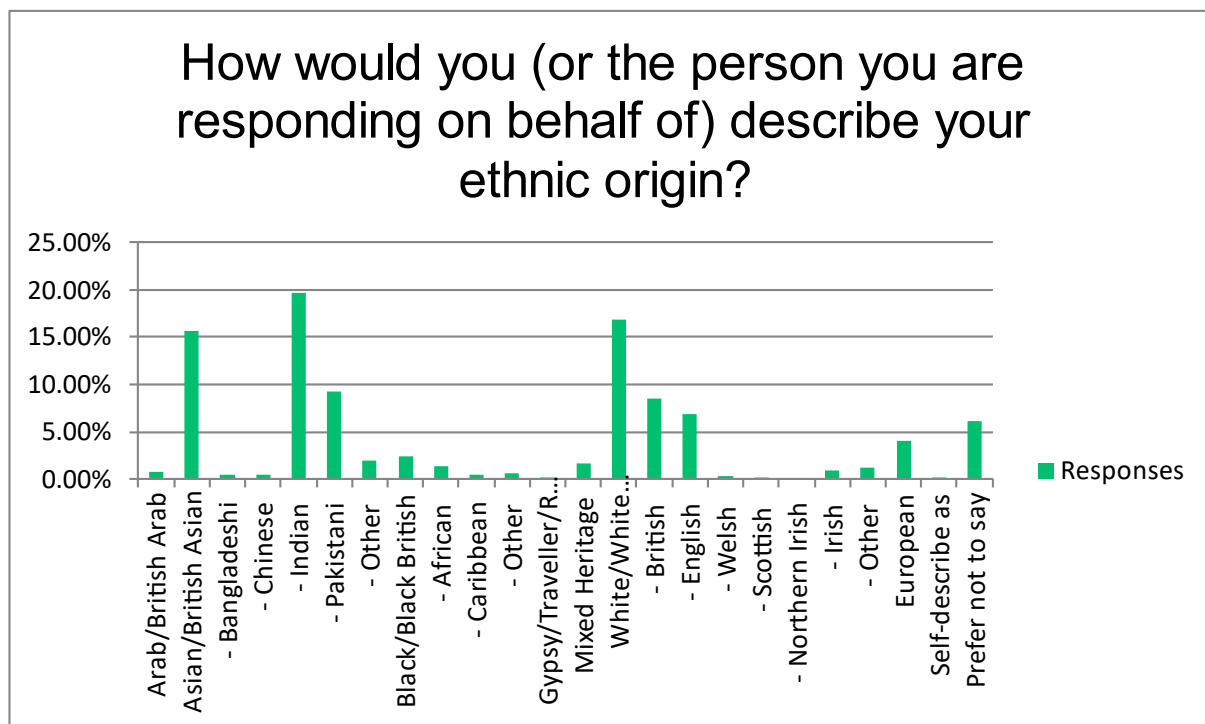
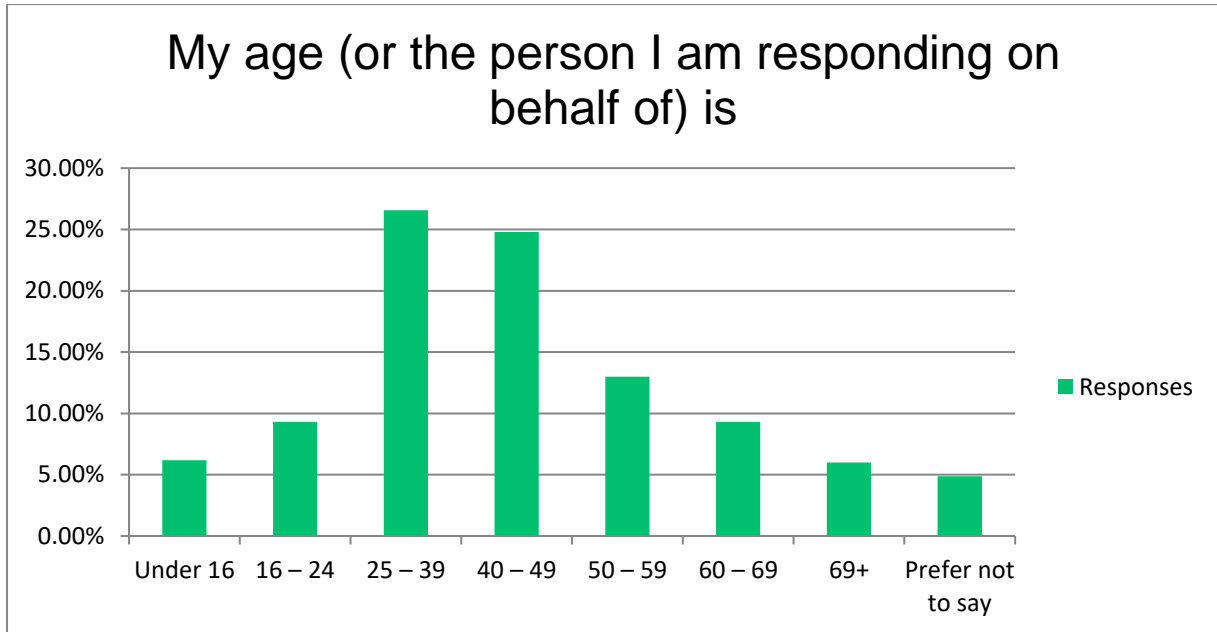
Digital exclusion: a small number of respondents stated that they like to use the library buildings because they do not have access to the internet in any other location like home or work. However, the picture around this is unclear as most respondents to the survey say they do have access to the internet in locations outside of library buildings.

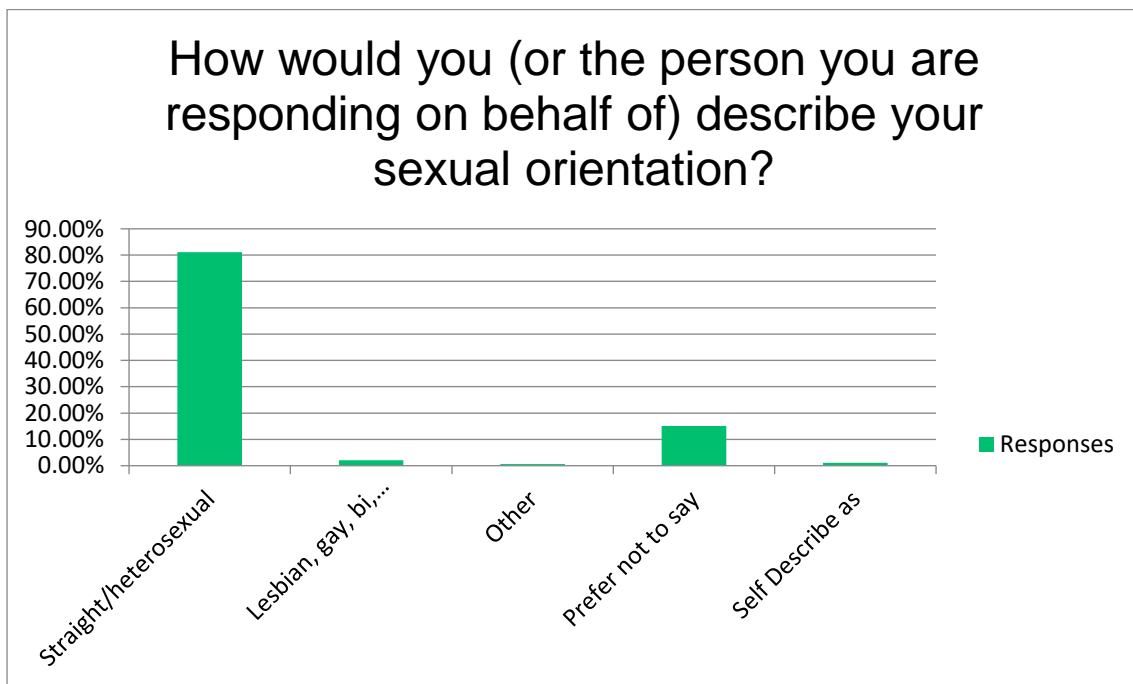
Who completed the survey?

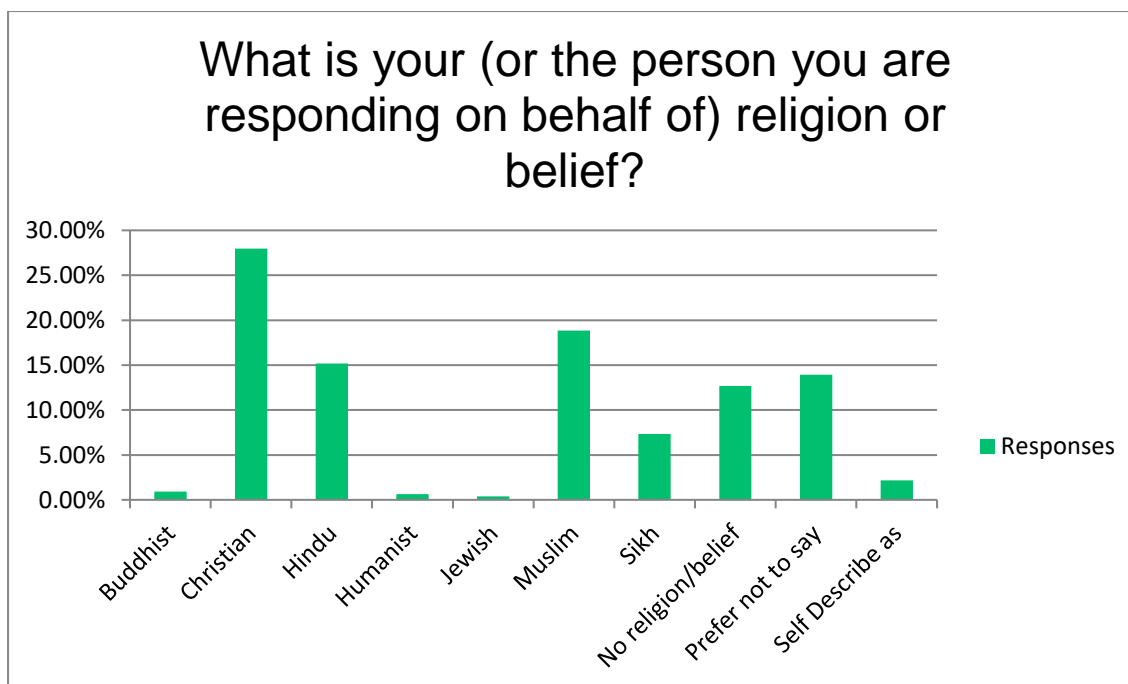
An individual (adult)	64.33%
A parent/guardian/carer for someone else	26.44%
A representative of a group, school, nursery, business	3.70%
Other (please specify)	3.53%
An employee of Slough Borough Council	1.14%
A library volunteer	0.63%
A local councillor/MP	0.23%

I (or the person I am responding on behalf of) describe my sex as	
Female	62.57%
Male	31.40%
Prefer not to say	6.03%

Is your gender (or the person you are responding on behalf of) the same as that assigned at birth / your sex assigned at birth?	
Yes	98.08%
No	1.92%







Do have any regular access to the Internet?	
Yes	91.67%
No	8.33%
Do you have access to the Internet at home?	
Yes	92.01%
No	7.99%

How do you connect to the Internet? (choose all that apply)	
Computer/smart phone/tablet at home, work, or school	87.99%
Your own laptop/smart phone/tablet using library Wi-Fi	20.54%
Public computer or laptop at a library using library Wi-Fi	15.66%
Your own laptop/smart phone/tablet using Wi-Fi somewhere else like a coffee shop	12.01%
Other (please specify)	2.94%

SECTION 2

In December 2021 the “Citizen” magazine was delivered to every home in Slough. Included in this edition was a stand-alone question about the proposed future models of library service delivery. The results of this are below:

“Listed below are five possible ways we could continue to deliver a comprehensive, affordable library service that meets our consideration. Please choose the three models that you think are the best ones to try and deliver.”

Listed below are five possible ways we could continue to deliver a comprehensive, affordable library service that meets our consideration. Please choose the three models that you think are the best ones to try and deliver.

