



Cheshire East Council

Library Survey 2016

Summary of Results

DRAFT



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6th October 2016.

Introduction

Background

Cheshire East Council regularly conducts Library Surveys, to see what library users and non-users think about them. The last Library Survey was conducted in 2013, with results used to develop the Sustainable Libraries Strategy.

The Library Survey 2016 was conducted by the Council's Research and Consultation Team, on behalf of Councillor Paul Bates (Cabinet Member for Communities and Health), Paul Bayley (Principal Manager for Local Community Services), Joanne Shannon (Library Services Manager) and Helena Jones (Library Service Development Manager).

Results from the survey will once again be used to inform Libraries Strategies for the next few years.

Number of responses

In total, 8,930 responses to the survey were received, giving an overall response rate of 30%. This represents an increase in responses since 2013, up from 7,593 responses.

Further to increasing the number of responses in 2016 from 2013, improvements were also made to the survey methodology in 2016. Most notably, responses to the 2016 survey are more reflective of the library membership as a whole than in 2013, as surveys were not distributed in the libraries themselves.

Please see Appendix 1 for a full description of the survey methodology, and for a detailed breakdown of response rates.

Reading this report

Sections 1 to 9 of this report give a summary of results to each of the closed questions in the survey. Please note that results presented in sections 1 to 4 and 9 are based on responses from library members only, whereas results presented in section 5 to 8 are based on responses from library members, as well as library non-members.

Appendix 7 gives a summary of all responses to the open questions of the survey, appendices 5 and 6 give a breakdown of results for each of the individual libraries in Cheshire East, and appendix 8 provides a summary of staff responses to the survey.

Appendices 1 and 2 give information about technical aspects of the survey, and appendices 3 and 4 give some additional information to assist the interpretation of survey results.

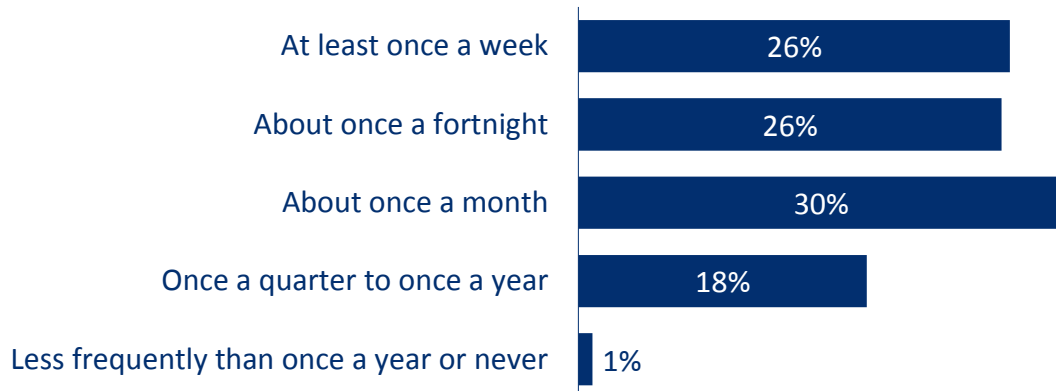
Section 1 – Library visitor habits

Results in this section are based on responses from library members only.

Visit frequencies

Just over half of library members, 52%, use public libraries at least once a fortnight, with 26% using them once a week – see chart 1.

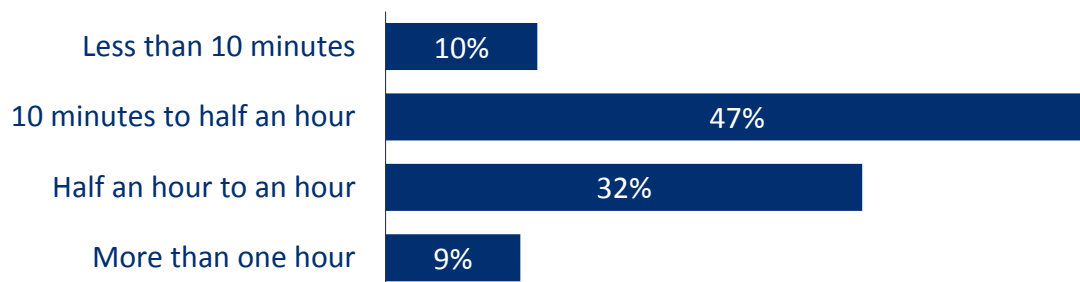
Chart 1: How often do you use a public library?



Number answering the question = 8,117

A large majority of library members, 79%, spent between 10 minutes and an hour at their library on their last visit. Just 9% of library members spent more than one hour at their library last time they visited – see chart 2.

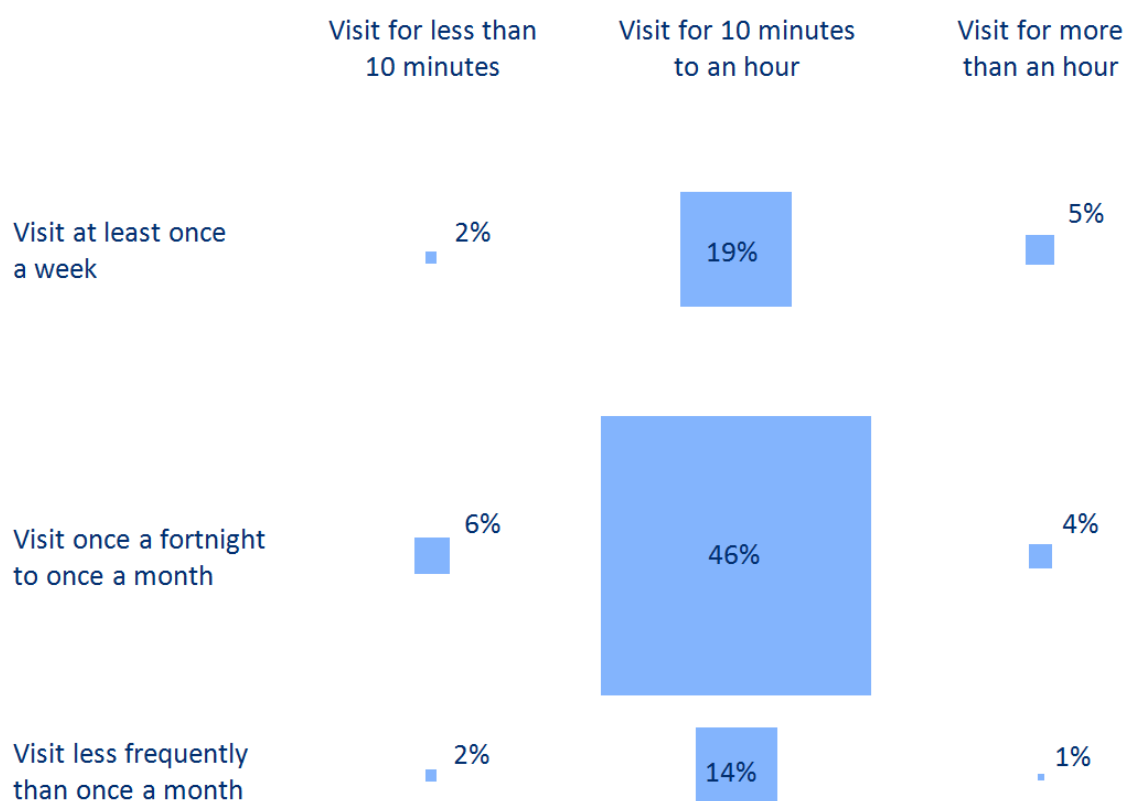
Chart 2: For the library you use most, how long did you spend there on your last visit?



Number answering the question = 7,852

Combining visit frequency with length of visit, we see that almost half of library members, 46%, visit a public library once a fortnight to once a month AND visit for 10 minutes up to an hour – this represents the core visit frequencies of library members, see chart 3.

Chart 3: Library members – Visit frequencies



Certain types of Cheshire East resident were more likely than others to be library members, including females, those aged 55 plus, those living in rural areas of Cheshire East and those living in the least deprived areas of Cheshire East – see Appendix 3 for a profile of library users.

When they do visit, on average library members spent 18.4 hours per year in the library. Some types of library member spent more time in the library each year on average than others, including:

- Males (21.9 average hours per year) Vs Females (16.6)
- Those living in single adult households (21.1)
- Those who considered themselves disabled (23.3)
- Those who considered they belong to an ethnic group other than "White English/Welsh/Scottish/Northern Irish/Irish" (31.1)
- Urban residents (20.7)
- Residents from the most deprived quintiles (23.8)
- Those more likely to be dissatisfied with the library service overall (32.6).

Day and time of visit – Reported figures

Almost two thirds of library members, 66%, stated that they made their last visit to their library between the hours of 9 am and 1pm. The remaining 34% of visitors visited between 1pm and 7pm. The most popular days to visit were Tuesday and Saturday – see table 1.

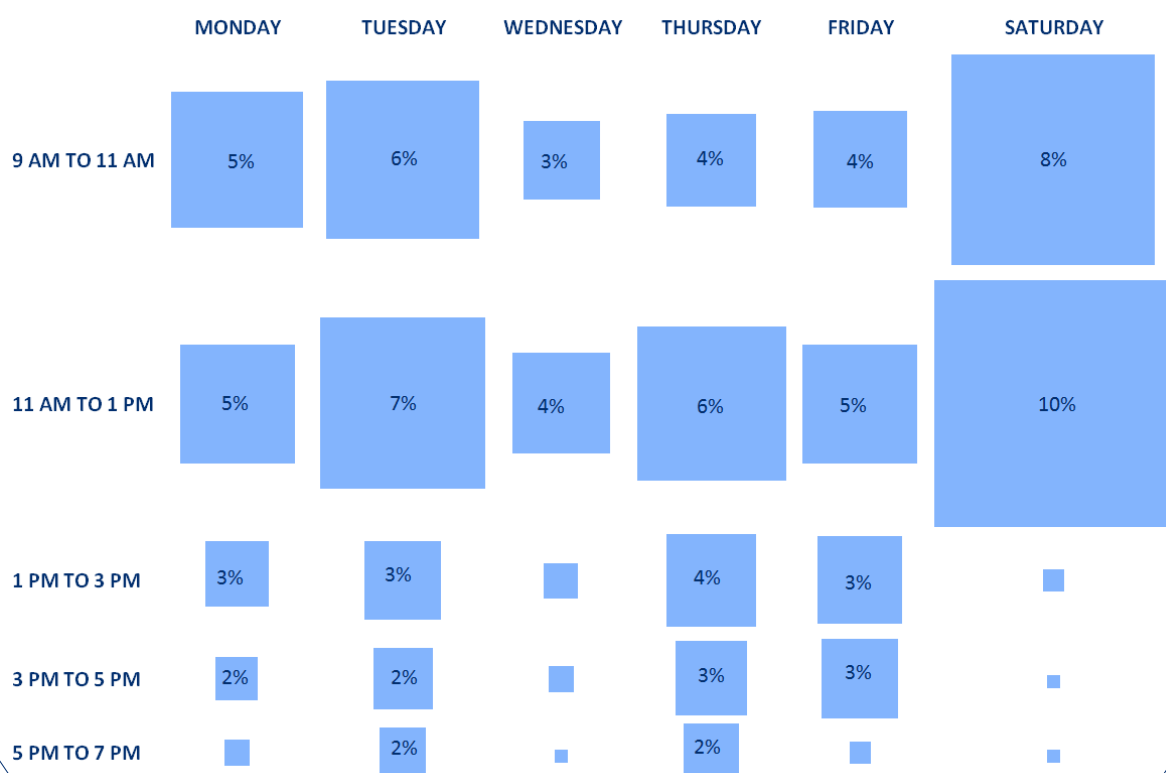
Table 1: Library members - Day and time of visit

	Mon	Tues	Weds	Thurs	Fri	Sat	Total
9 am to 11 am	5%	6%	3%	4%	4%	8%	30%
11 am to 1 pm	5%	7%	4%	6%	5%	10%	36%
1 pm to 3 pm	3%	3%	1%	4%	3%	1%	15%
3 pm to 5 pm	2%	2%	1%	3%	3%	0%	12%
5 pm to 7 pm	1%	2%	0%	2%	1%	1%	7%
Total	15%	20%	10%	19%	16%	20%	

The most popular days/times to visit were Saturday 9 am to 1 pm (18% of all visitors) and Tuesday 9 am to 1 pm (13% of all visitors).

The least popular days/times to visit were Saturday 1 pm to 7 pm (2% of all visitors), Wednesday 1 pm to 7 pm (3% of all visitors) and Monday 1 pm to 7 pm (5% of all visitors) – see chart 4.

Chart 4: Library members – Day and time of visits



Please note days/time of the week in chart 4 without a % figure had 1% or less of all visitors.

Day and time of visit – Reported Vs Actual figures

Comparing reported visit times against actual library opening hours we again see a clear preference for Saturdays and for mornings as times to visit.

The most popular times to visit are:

- Saturday morning (9am to 1pm) with 18% of visits occurring in 9% of the total library service opening hours
- Monday to Friday mornings with 49% of visits occurring in 42% of the total library service opening hours.

The least popular times to visit were afternoons, with 25% of visits occurring in 41% of total library service opening hours – see below.

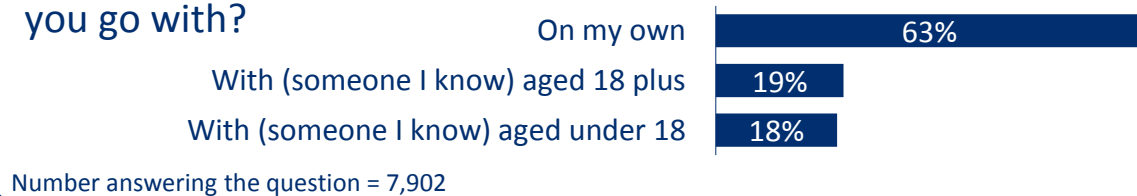
Table 2: Reported Vs Actual opening hours

	Reported visits		Actual opening hours		Ratio (reported / actual)	
	Mon to Fri	Sat	Mon to Fri	Sat	Mon to Fri	Sat
Morning (9am to 1pm)	49%	18%	42%	9%	1.2	1.9
Afternoon (1pm to 5pm)	25%	1%	41%	0%	0.6	n/a
Evening (5pm to 7pm)	6%	1%	8%	0%	0.7	n/a

Visiting with who

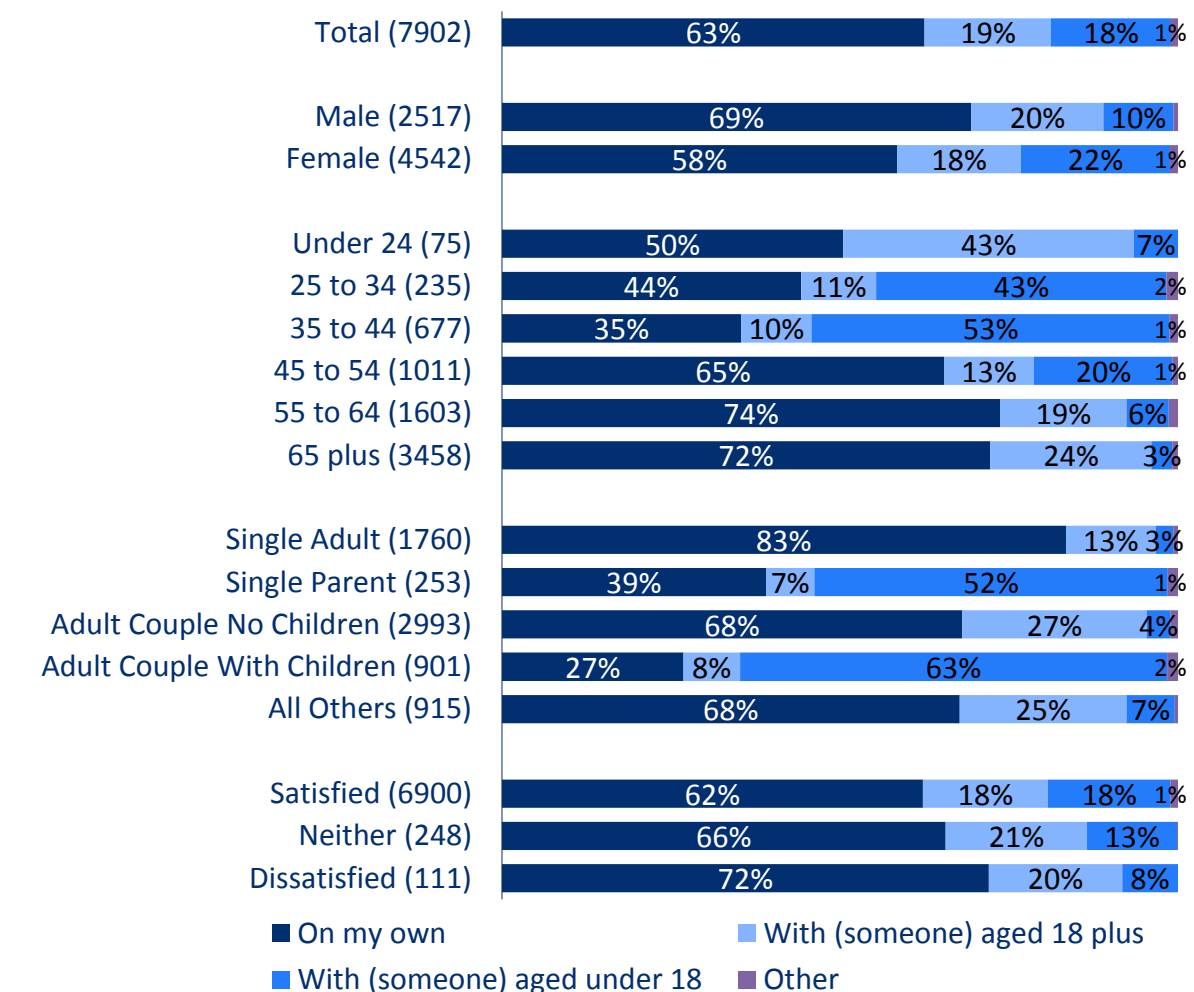
Almost two thirds of Library members, 63%, visited on their own when they last went.

Chart 5: On your last visit to the library you use most, who did you go with?



Some types of library member were more likely to visit on their own, including males, those aged 45 plus, those living in single adult households and those who were dissatisfied with library services overall – see chart 6.

Chart 6: On your last visit to the library you use most, who did you go with? By library member type

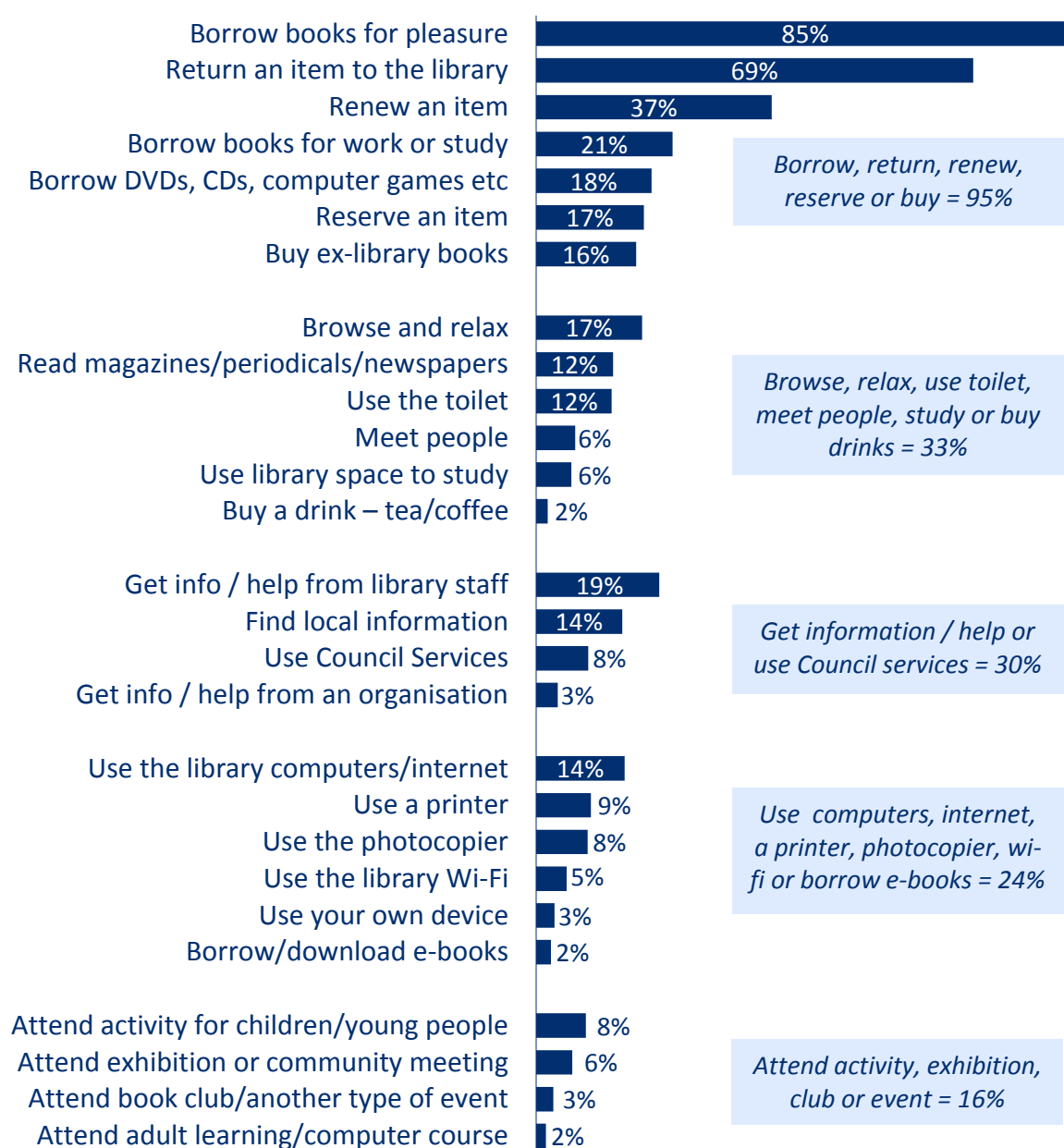


Section 2 – Reasons for visits

Results in this section are based on responses from library members only.

The vast proportion of members, 95%, last visited their library to “borrow, renew, return or reserve” an item, with 85% borrowing a book for pleasure. 58% did something other than “borrow, renew, return or reserve”, with the most popular of these being to get information or help from library staff (19% had done this on their last visit), browse and relax (17%), find local information (14%) and use the library computers/internet (14%).

Chart 7: Reasons for library visits



Number answering the question = 7,695

Section 3 – Overall library usage

Results in this section are based on responses from library members only.

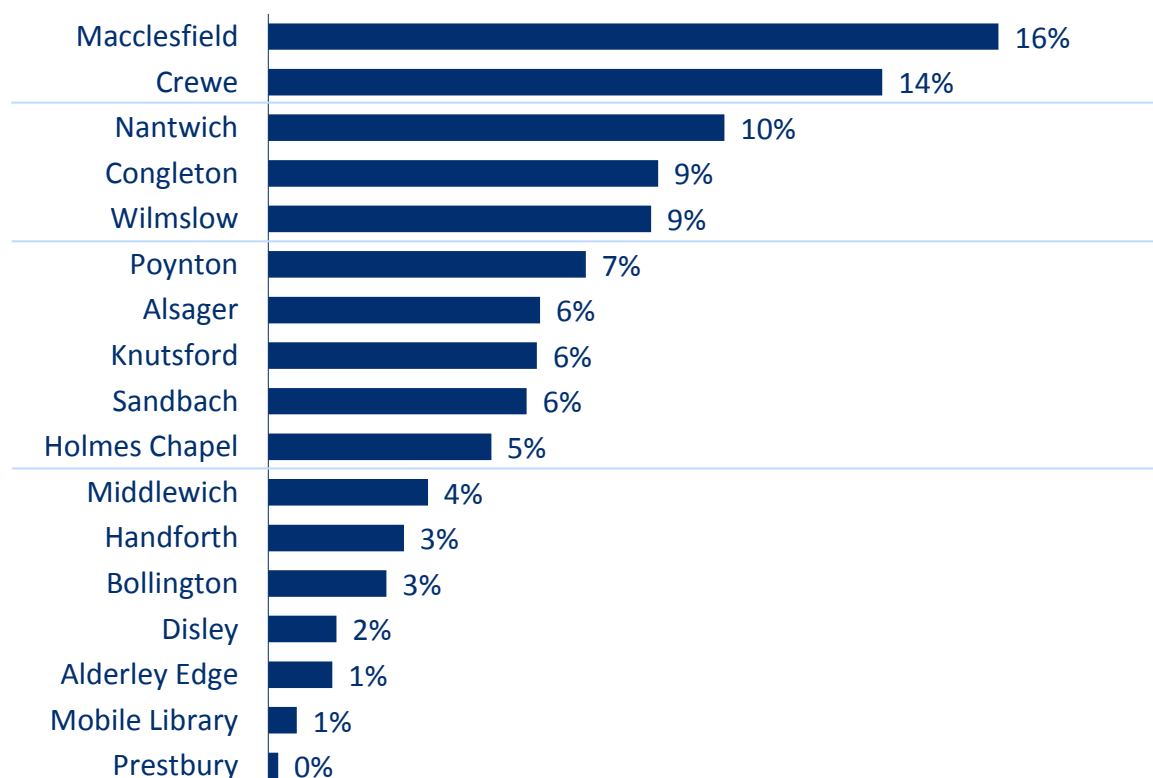
Overall library usage figures

Overall Library Usage figures were calculated for each library by taking averages of footfall, number of library members, and Q1 visits per month figures. This average has been used to give us more reliable figures for library usage – see Appendix 4 for more detail.

Overall Library Usage figures indicate to us that Macclesfield library has the largest proportion of all library visitors/members, with 16% of the total, followed by Crewe library with 14% – see chart 8. Cheshire East libraries can be divided into 4 distinct groups depending on Overall Library Usage figures:

- Group 1 (30% of all library visits/members) – Consists of the 2 main libraries, Macclesfield and Crewe
- Group 2 (27%) – Consists of the 3 libraries at Nantwich, Congleton and Wilmslow
- Group 3 (30%) – Consists of the 5 libraries at Poynton, Alsager, Knutsford, Sandbach and Holmes Chapel
- Group 4 (13%) – Consists of the remaining 7 libraries at Middlewich, Handforth, Bollington, Disley, Alderley Edge, Prestbury and the mobile library.

Chart 8: Overall library usage figures by library



Library catchment areas

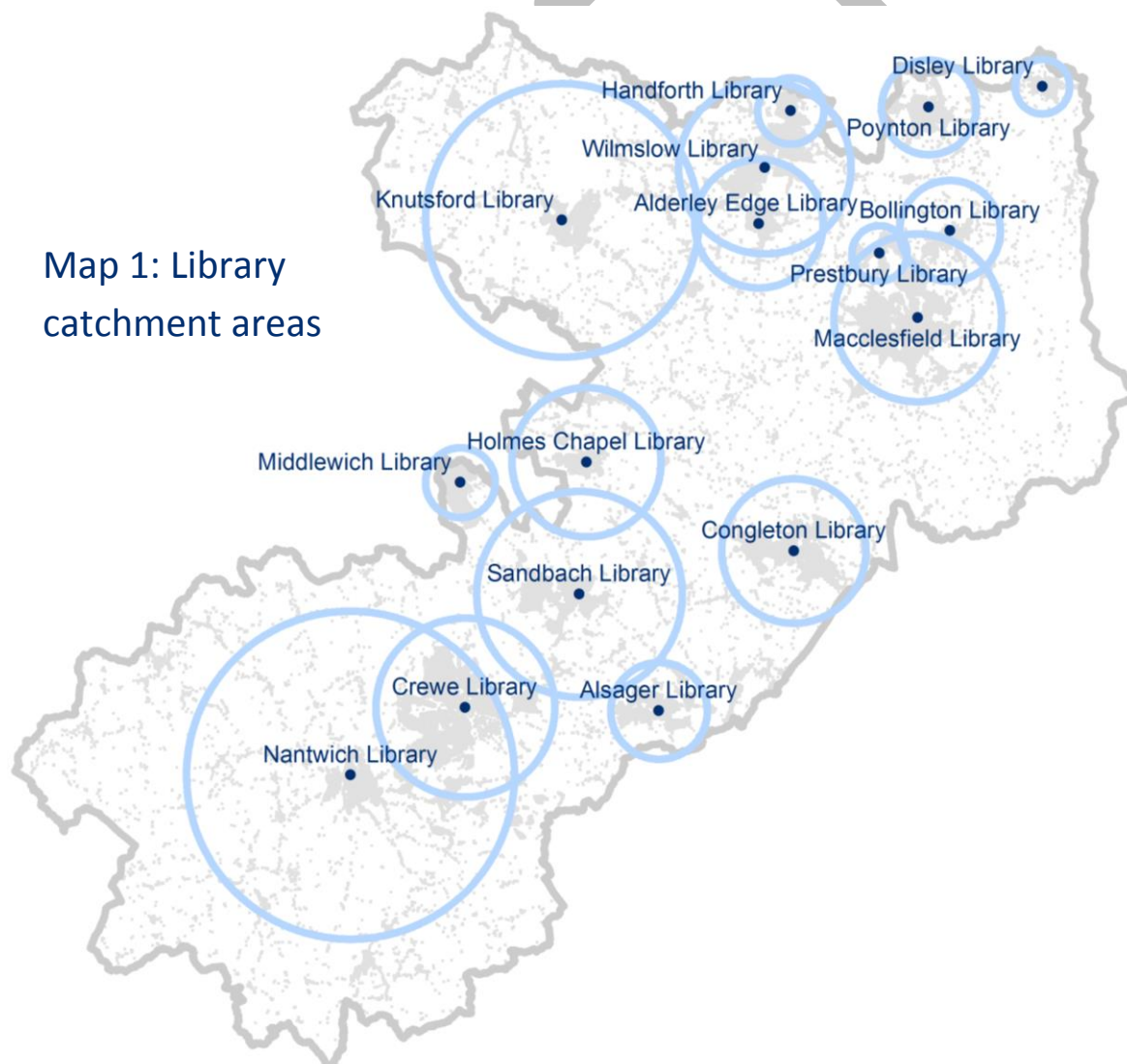
As well as looking at the number of people using individual libraries, we can look at the catchment areas for the individual libraries.

Map 1 below shows the distance within which 90% of library members completing the survey live to each library. It shows that some libraries have larger circles, and cover more rural areas, such as Knutsford and Nantwich, whereas others cover urban areas, such as Crewe and Macclesfield.

The catchment areas for some libraries overlap significantly, particularly between libraries:

- Wilmslow – Handforth – Alderley Edge
- Macclesfield – Prestbury – Bollington
- Crewe – Nantwich.

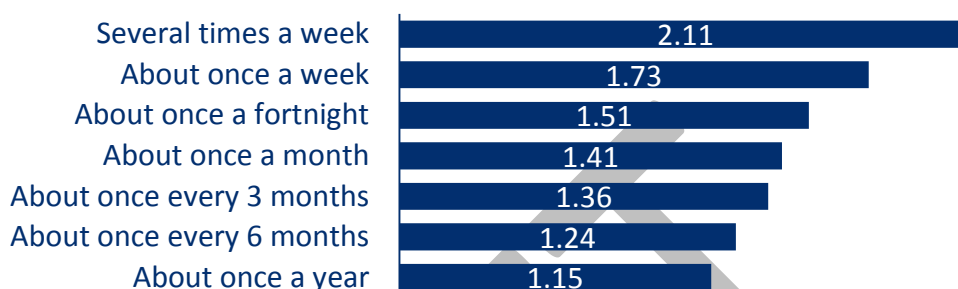
Map 1: Library catchment areas



Primary and secondary library usage

On average each library member had used 1.5 Cheshire East libraries over the last 12 months, with the minimum number being 1, and the maximum being 11. Library members who visit most frequently also visit more libraries on average per year – see chart 9.

Chart 9: Average number of libraries visited, by visit frequency



Number of respondents answering the question = 8,137

Users of some libraries were also more likely to have visited more than one library – the most likely of these being: Bollington library users (64% had visited Macclesfield library in the past 12 months), Alderley Edge library users (54% had visited Wilmslow library), Handforth library users (47% had visited Wilmslow library), Prestbury library users (35% had visited Macclesfield library) – see table 3.

Table 3: Primary and secondary library usage in the last 12 months

Primary library:	Secondary libraries used (% indicates % of library users that have used each secondary library e.g. 64% of those using Bollington Library as their main library had visited Macclesfield Library):
Bollington →	Macclesfield (64%)
Alderley Edge →	Wilmslow (54%)
Handforth →	Wilmslow (47%)
Prestbury →	Macclesfield (35%), Wilmslow (10%) or Bollington (10%)
Nantwich →	Crewe (either) (29%)
Crewe (either) →	Nantwich (25%)
Sandbach →	Crewe (24%) or Alsager (10%)
Middlewich →	Sandbach (23%), Crewe (14%), Outside CE (14%) or Holmes Chapel (11%)
Holmes Chapel →	Sandbach (19%), Knutsford (12%) or Congleton (10%)
Wilmslow →	Handforth (16%), Alderley Edge (16%) or Macclesfield (10%)
Congleton →	Macclesfield (17%)
Poynton →	Macclesfield (17%)
Alsager →	Crewe (15%) or Sandbach (14%)
Disley →	Poynton (12%) or Outside CE (14%)
Knutsford →	Wilmslow (11%)
Mobile Library →	Nantwich (17%)

Overall library usage Vs Library budgets

Please note all library budget figures in the report are provisional – to be confirmed

We can also look at Overall library usage Vs Library budgets, to help understand the relative 'value' of each of the libraries in Cheshire East. This in essence compares how much it costs for each library to get each individual through the door / to be a member.

This shows us that the 'good value' libraries are Macclesfield, Nantwich, Crewe and Holmes Chapel – For the size of budget, these libraries pull in large numbers of visitors/members.

The 'poorer value' libraries were the mobile library, Prestbury, Disley, Alderley Edge, Knutsford, Sandbach, Bollington and Middlewich libraries – see table 4 and chart 10.

Essentially the group 1 libraries provided the 'best value' and the group 4 libraries provided the 'poorest value' purely from a usage / budget perspective.

Table 4: Overall library usage vs Budgets

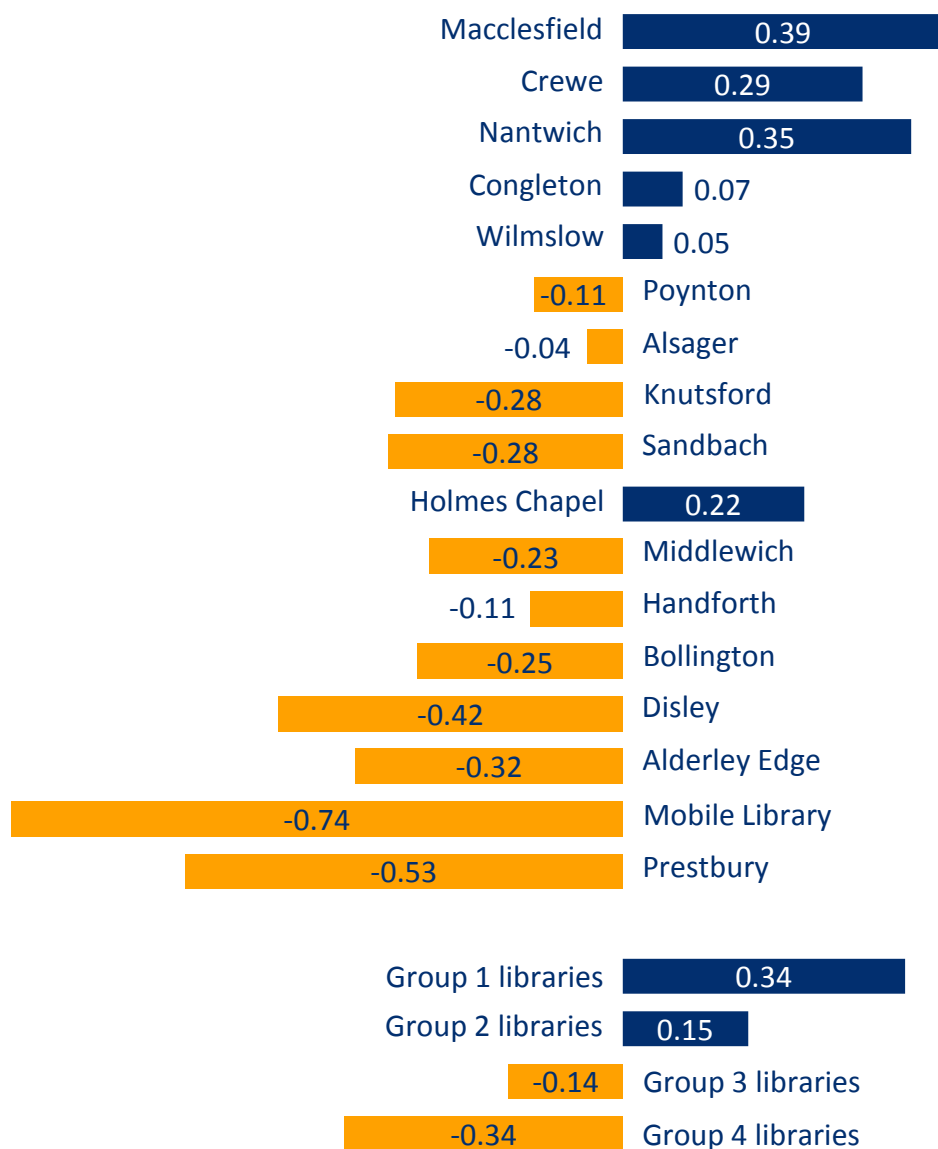
Library	Overall library usage (% of total)	Budget (% of total)	Overall library usage / Budget*	Relative scores**
Macclesfield	16%	12%	1.39	0.39
Crewe	14%	11%	1.29	0.29
Nantwich	10%	8%	1.35	0.35
Congleton	9%	8%	1.07	0.07
Wilmslow	9%	8%	1.05	0.05
Poynton	7%	8%	0.89	-0.11
Alsager	6%	6%	0.96	-0.04
Knutsford	6%	8%	0.72	-0.28
Sandbach	6%	8%	0.72	-0.28
Holmes Chapel	5%	4%	1.22	0.22
Middlewich	4%	5%	0.77	-0.23
Handforth	3%	3%	0.89	-0.11
Bollington	3%	4%	0.75	-0.25
Disley	2%	3%	0.58	-0.42
Alderley Edge	1%	2%	0.68	-0.32
Mobile Library	1%	2%	0.26	-0.74
Prestbury	0%	0%	0.47	-0.53
Group 1 libraries	30%	22%	1.34	0.34
Group 2 libraries	27%	24%	1.15	0.15
Group 3 libraries	30%	35%	0.86	-0.14
Group 4 libraries	13%	19%	0.66	-0.34

* Figures greater than 1 indicate "good value", figures less than 1 indicate "poor value"

** Figures greater than 0 indicate "good value", figures less than 0 indicate "poor value"

Relative scores given in table 4 are presented in Chart 10.

Chart 10: Overall library usage / Library budget – Relative scores



Population Spread Vs Library Budgets

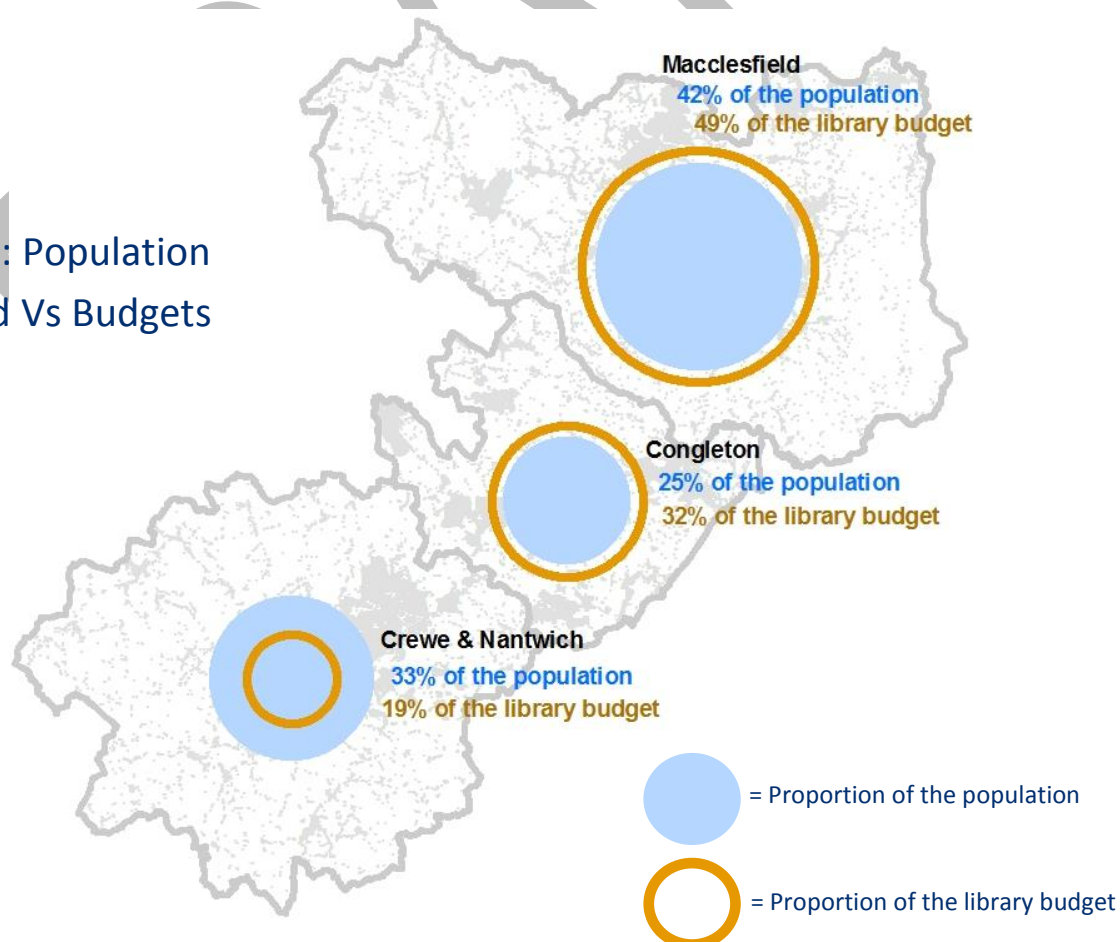
Finally we can quickly look at how library budgets are distributed geographically compared to how the Cheshire East population is distributed geographically – this is most easily achieved by looking at population figures and budgets for the 3 former District Council areas of Macclesfield, Congleton and Crewe & Nantwich.

As libraries in Cheshire East have been distributed within towns, and as there are more towns in the North and Centre of the borough, we see that the former Crewe & Nantwich borough has a proportionally lower budget as compared the rest of the borough. Whilst Crewe & Nantwich contains 33% of the Cheshire East population, it only has 19% of the library budget – see Table 5 and Map 2 below.

Table 5: Population Spread Vs Library Budgets by former District Council areas

Ex- Council area	Population (2014 ONS estimates)	% of total population	% of library budget	Budget / Population ratio
Macclesfield	158,224	42%	49%	1.2
Congleton	92,663	25%	32%	1.3
Crewe	123,292	33%	19%	0.6
Cheshire East	374,179	100%	100%	3.0

Map 2: Population Spread Vs Budgets



Section 4 – Individual library ratings

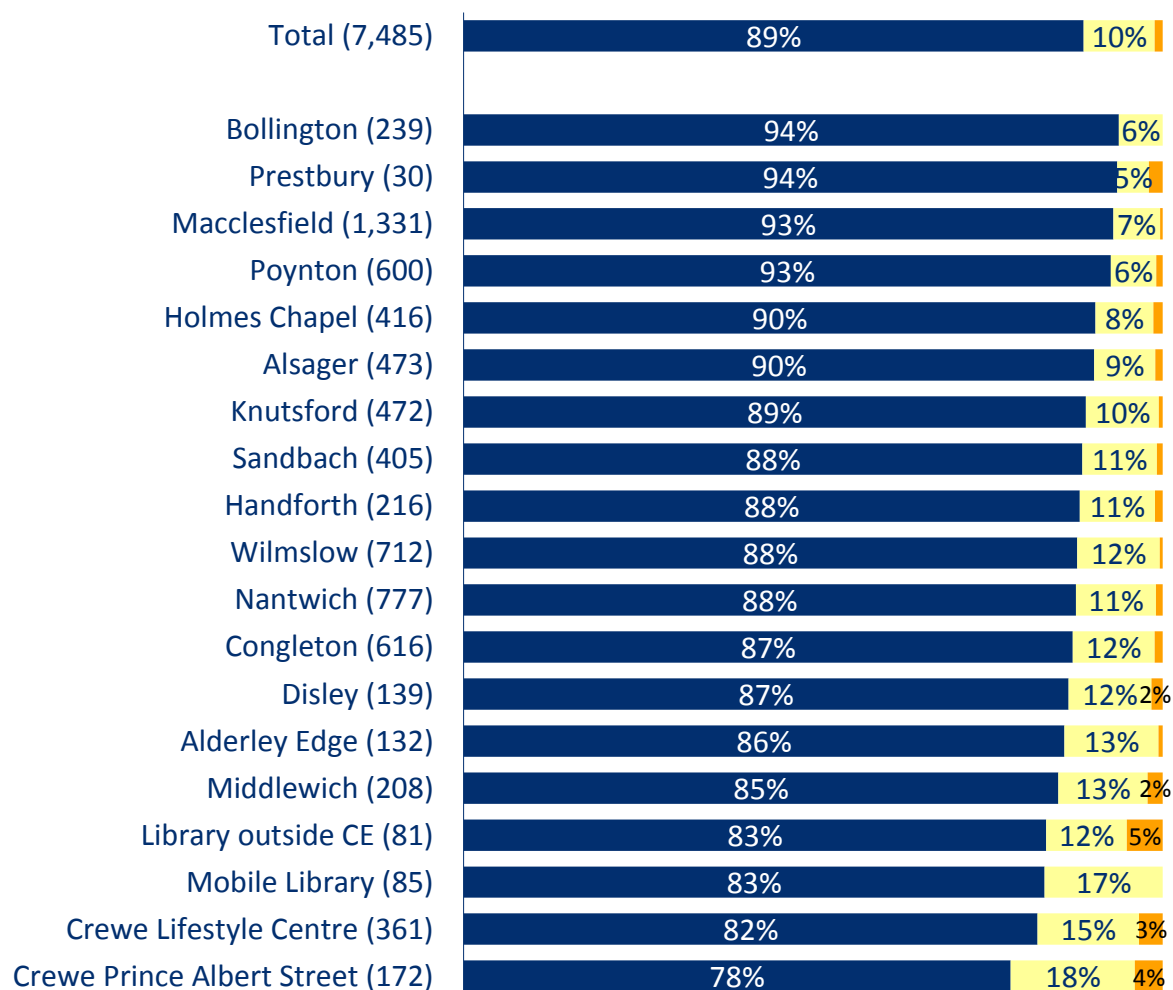
Results in this section are based on responses from library members only.

Overall library ratings

89% of library members rated the library they used most as good – either very good (42%) or fairly good (47%). Just 1% felt the library they used most was poor (either fairly or very). This overall rating is down slightly, from 94% in 2013 to 89% this year (2016) – see Appendix 2 for details.

Bollington, Prestbury, Macclesfield and Poynton libraries had the highest overall ratings (between 93% and 94% good), with the two libraries in Crewe having the lowest ratings (between 78% and 82% good).

Chart 11: Still thinking about the library you use most, what do you think of the library as a whole?



Number answering the question in brackets

■ Good ■ Adequate ■ Poor

Aspects of libraries rated

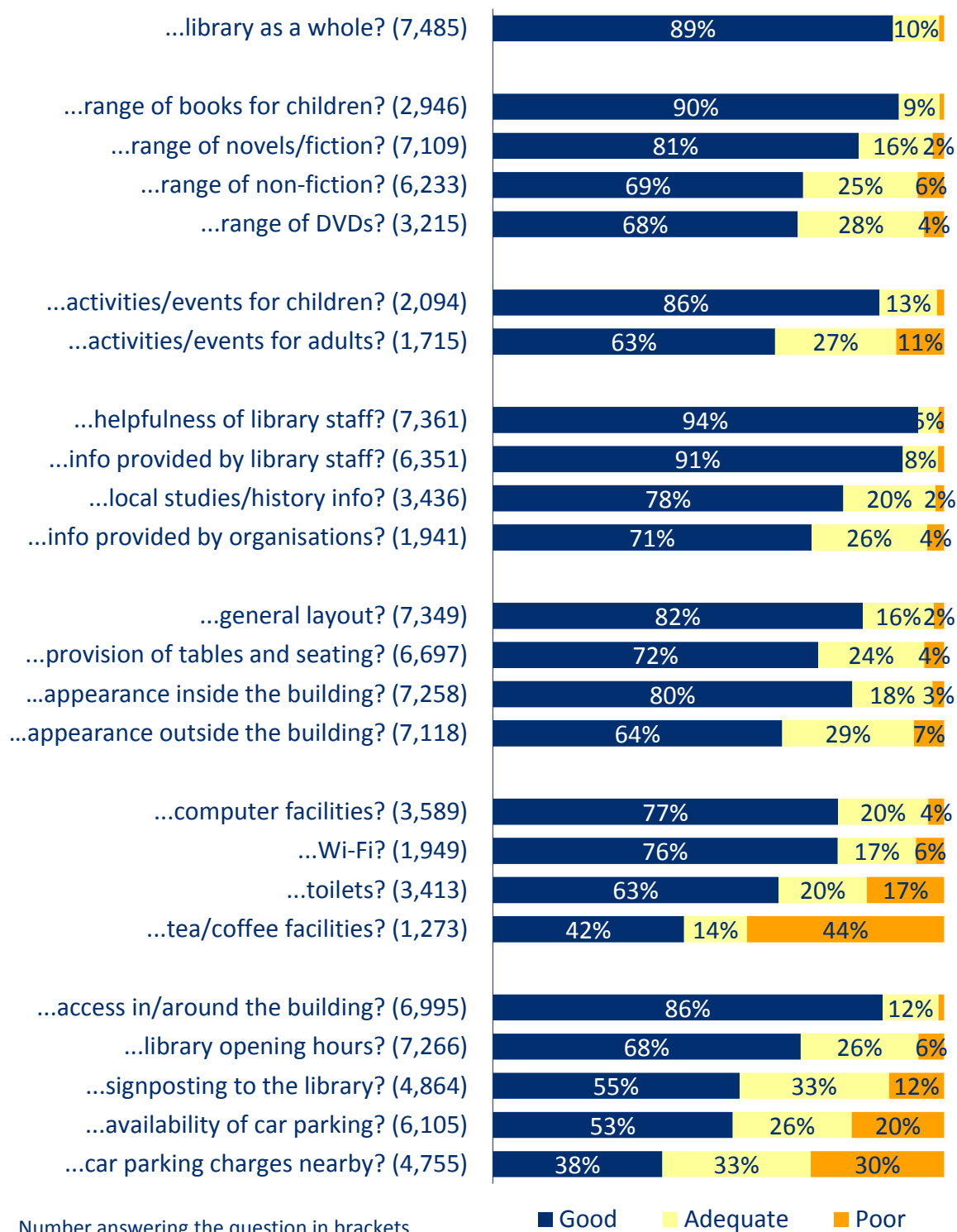
The aspects of libraries that library members rated highest included:

- The helpfulness of library staff (94% rated this as good)
- The range of books for children (90%)
- Access in/around the building (86%)
- Activities/events for children (86%)
- The general layout (82%).

The aspects of libraries that library members rated lowest included:

- Car parking charges near to libraries (38% rated good; 30% rated as poor)
- Availability of car parking near to libraries (53% good; 20% poor)
- Tea/coffee facilities (42% good; 44% poor)
- Toilets (63% good; 17% poor)
- Signposting to the libraries (55% good; 12% poor)
- Activities/events for adults (63% good; 11% poor)
- Appearance of the outside of the library (64% good; 7% poor)
- Library opening hours (68% good; 6% poor)
- Range of non-fiction (69% good; 6% poor).

Chart 12: Still thinking about the library you use most, what do you think of the...



Section 5 – Overall satisfaction with library services

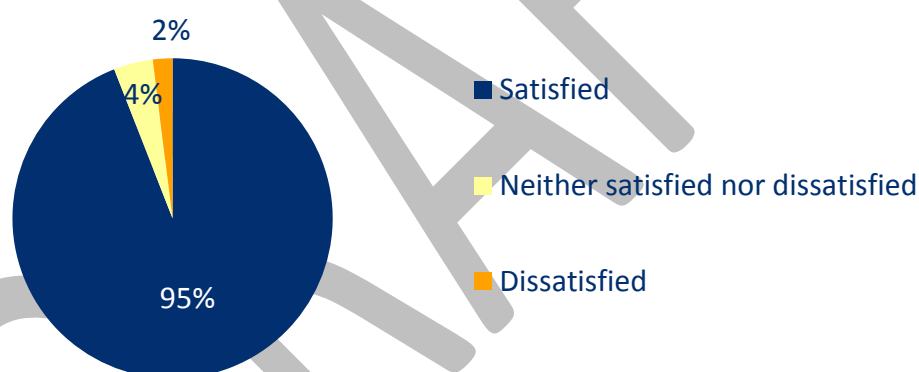
Results in this section are based on responses from library members, as well as library non-members.

Library member satisfaction

95% of library members were satisfied with library services, which is a high level of satisfaction for any service. Just 2% of library members were dissatisfied with library services.

This result for satisfaction with library services is the same as it was in 2013 – see Appendix 2 for more detail.

Chart 13: Whether you visit libraries or not, how satisfied or dissatisfied are you with library services generally speaking?
Library members only

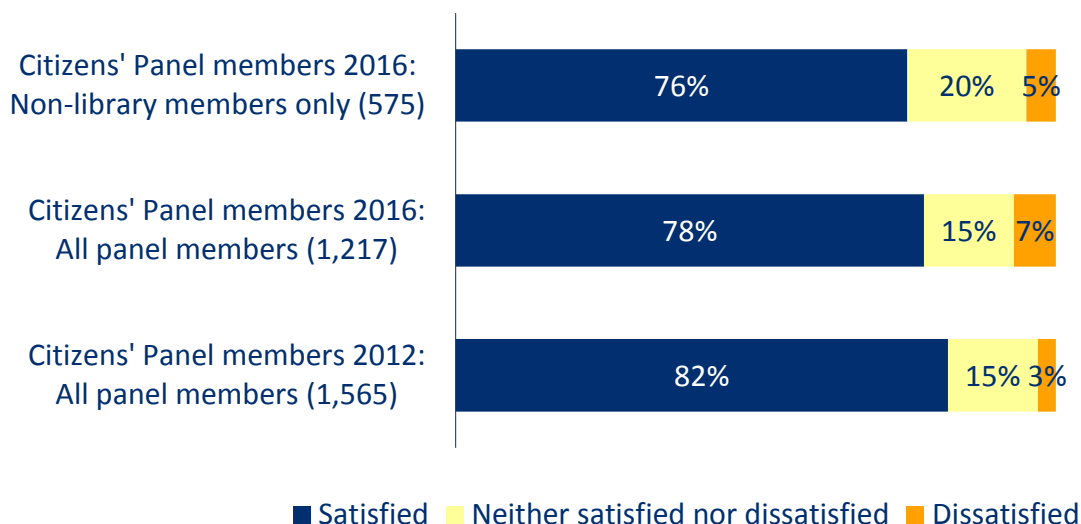


Number answering the question = 7,353

Citizens' Panel member satisfaction

Citizens' panel members have also been asked for their level of satisfaction with library services since 2012. Since 2012, citizens' panel member satisfaction with library services has hovered around the 80% mark

Chart 14: Whether you visit libraries or not, how satisfied or dissatisfied are you with library services generally speaking?
Citizens' Panel members only

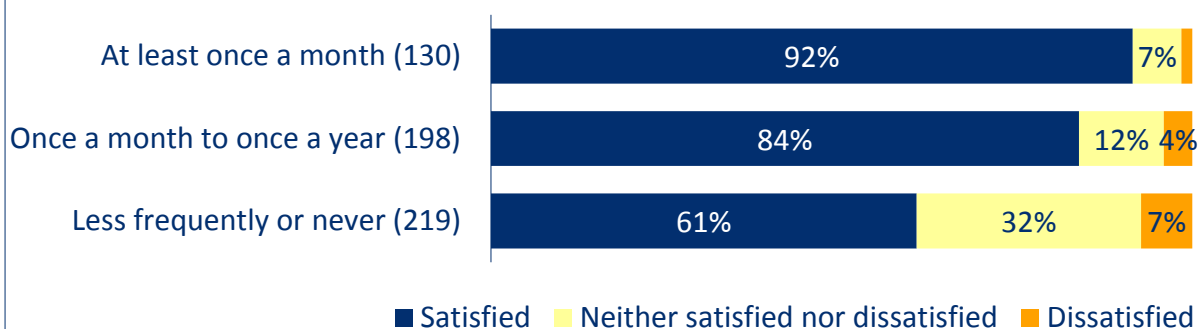


Number answering the question in brackets

Levels of citizens' panel member satisfaction with libraries depended on how frequently they visited.

92% of citizens' panel members visiting at least once a month were satisfied with library services, whereas just 61% of those that visited less frequently than once a year were satisfied with library services – see chart 15.

Chart 15: Citizens' Panel member library satisfaction 2016, by frequency of visit. *Non-library members only*



Number answering question in brackets

Section 6 – Barriers to increased library usage

Results in this section are based on responses from library members, as well as library non-members.

Barriers to increased library usage can be split into 2 main groups – those over which the library service has little influence, and those over which the library service has some degree of influence.

Barriers to library usage which the service has *little* influence over

The barriers to library usage which the service has little influence over included:

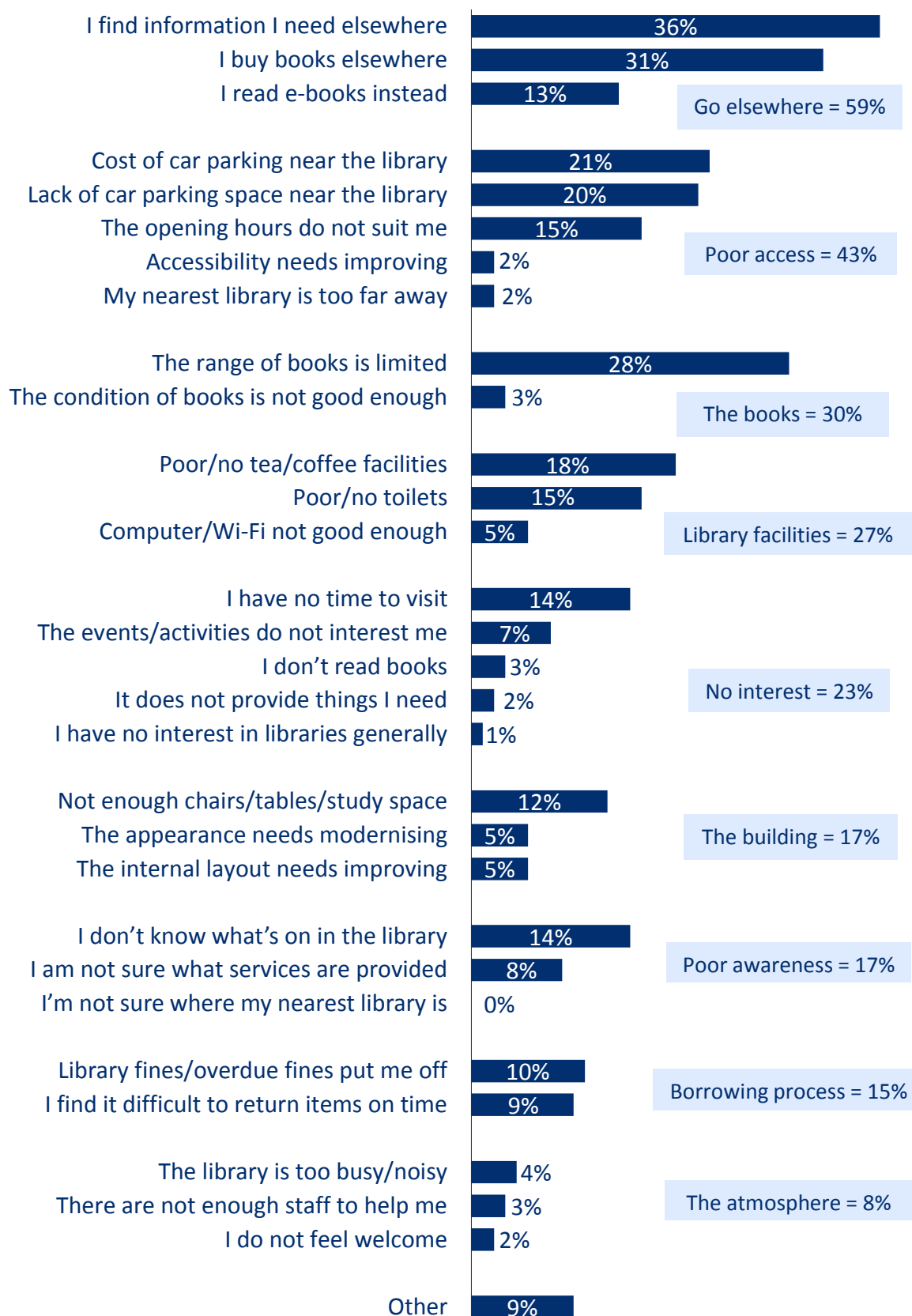
- People **going elsewhere** for services traditionally provided by libraries (59% selected one of these barriers). This includes respondents going elsewhere for information (36% selected this) or respondents buying books online or from bookshops/second hand shops (31% selected this).
- **Poor access** (43% selected one of these barriers). This mainly included issues around car parking, which seems to be a significant barrier to increased library usage. 21% of respondents selected the cost of car parking as a barrier to increased visits, with 20% selecting lack of car parking space near libraries as a barrier. 15% of respondents also stated that the opening hours of libraries did not suit them.
- People who have **no interest** in libraries generally speaking (23% of respondents selected one of these barriers). This mainly consists of respondents not having enough time to visit a library (14% selected this), or not having any interest in the events and activities libraries put on (7% selected this). It is encouraging to note that just 3% of respondents stated that they do not read books.

Barriers to library usage which the service has *significant* influence over

The barriers to library usage which the service has significant influence over included:

- The **books** (30% of respondents selected this barrier). This mainly included respondents saying the limited range and choice of books in the library put them off visiting more often (28% selected this option).
- Library **facilities** (27% of respondents selected this barrier). This included 18% of respondents who selected the lack of/poor tea and coffee facilities, and 15% who selected the lack of/poor toilets.
- Finally, respondents were most likely to select a **lack of awareness of what's on** in the library (17%), an aversion to the **borrowing process** (e.g. overdue fines and length of borrowing periods – 17%) and the **lack of chairs/tables/study space** (12%) as barriers to increased visits.

Chart 16: Which of the following stops you visiting libraries more often than you do now?



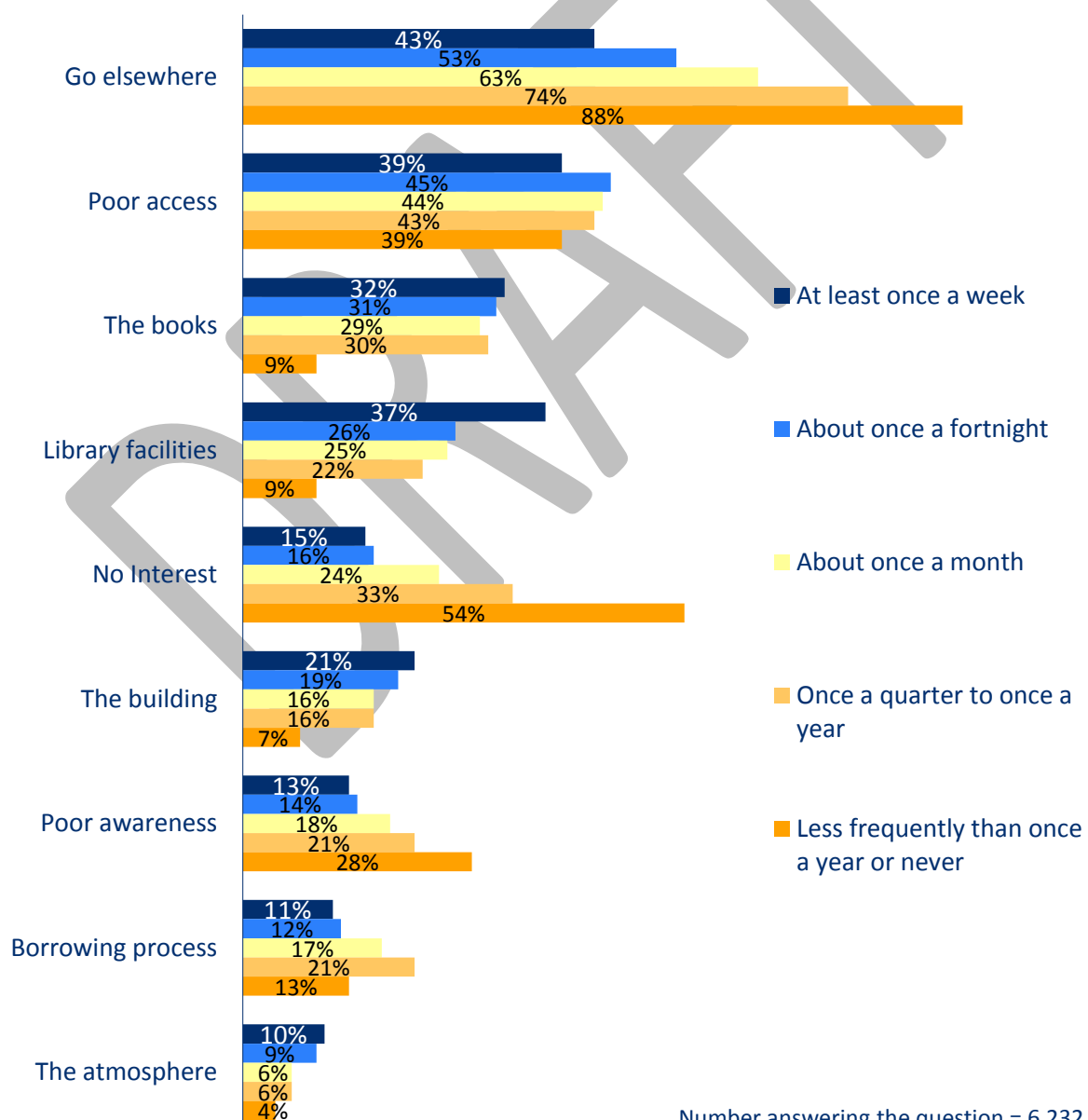
Number answering the question = 6,232

Barriers to increased library usage, by non-frequent and frequent visitors

Some of the barriers to increased library visits were significantly more likely to be selected by infrequent users of libraries, including the 2 which the service has little influence over (people going elsewhere, and having no interest in libraries). Infrequent visitors were also more likely to select poor awareness as a barrier to increased visits – suggesting that increased promotion of libraries and their services may help to increase the number of infrequent users visiting them.

Some barriers to increased library usage were more likely to be selected by frequent library visitors – these were generally to do with the libraries themselves, and included: Library facilities, the building and the atmosphere.

Chart 17: Barriers to library visits, by visit frequency



Section 7 – Improving the range of books

Results in this section are based on responses from library members, as well as library non-members. Results in this section are summarised from charts 7, 12 and 16 from within this report, as well as from open comments summaries in appendix 7.

How library members rated the library books

Borrowing books for pleasure still remains the main activity for anyone visiting the library, with 85% of library members borrowing a book for pleasure last time they visited.

Other items, including books for work/study, were not borrowed to anywhere near the same degree – see the following reasons for library visits (results taken from chart 7):

- Borrow books for pleasure (85%)
- Borrow books for work/study (21%)
- Borrow DVDs, CDs, computer games etc (18%)
- Buy ex-library books (16%)
- Read magazines/periodicals/newspapers (12%)
- Borrow/download e-books (2%).

Ratings for the various types of books were generally high, which is positive to see:

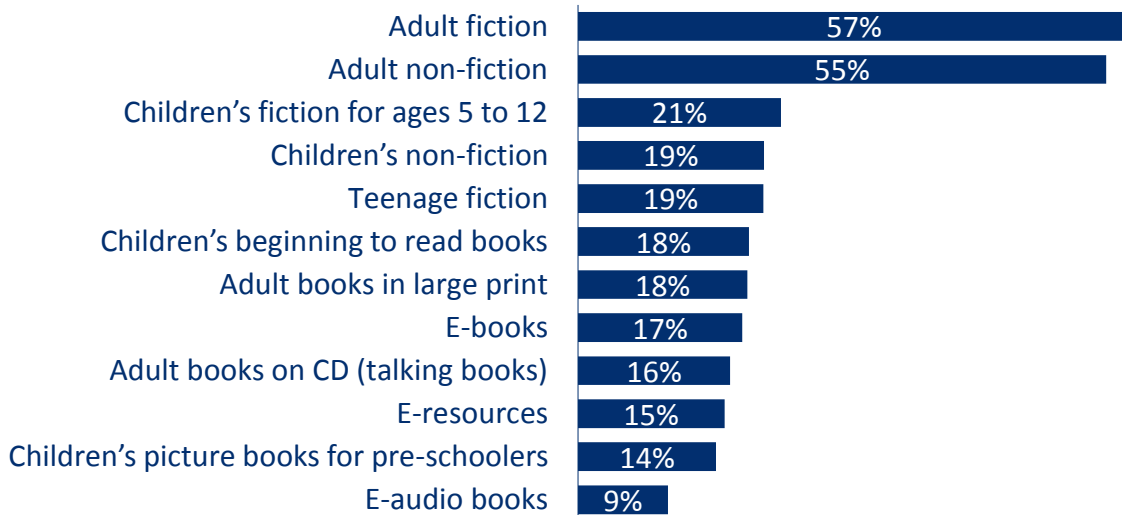
- Range of books for children (90% rated as good)
- Range of novels/fiction (81% rated as good)
- Range of non-fiction (69% rated as good)
- Range of DVDs (68% rated as good).

However, “the range and choice of books in the library is limited” was the 3rd main barrier to increased library visits – 30% of respondents selected this (results taken from chart 16) – this would seem to indicate that although ratings for the current range and choice of books is high, the library members do place great emphasis on this factor. Overall, borrowing books for pleasure remains the critical function of the library, and there would seem to be some potential to ensure this aspect of the service is kept ‘fresh’.

More adult fiction and non-fiction

Respondents were most likely to select adult fiction and non-fiction as the categories of book they would like to see more of – around 55% of respondents selected these categories. All other categories of books were then selected by between 21% and 9% of respondents. It is interesting to note that library staff were more likely than library members to suggest there should be more e-books/e-resources, children’s non-fiction and adult books in large print – see Appendix 8.

Chart 18: Which 5 of the following categories of books do you think there should be more of? *Library members only*



Number answering the question = 6,654

How the choice of adult books could be improved

The following summary is taken from appendix 7, which is a summary of the open comments made within the survey. Please read appendix 7 for more detail.

Respondents made a wide range of suggestions for improving the range of adult books in Cheshire East libraries, including:

- **Provide new stock** – Respondents listed the adult books they would like to see more of:
 - General fiction and non-fiction
 - “Classics” / Poetry
 - Science-Fiction/Fantasy/Science/Astronomy books
 - Hobby books including gardening, cookery, DIY, woodwork, crafts, knitting, sewing, food & drink, self-help, computing
 - Travel books including travel guides, maps and transport
 - History books, both modern and ancient
 - Foreign language books including French, German and Spanish
 - Auto/Biographies, of “important” figures rather than minor “celebrities”
 - Crime/thriller novels
 - Art & Design books including textiles, drama and photography
 - Academic textbooks / Educational books
 - Miscellaneous others including nature, engineering, romance, religion and horror books

- Respondents also listed the types of authors that they would like to see stocked, including:
 - Dean Koontz, Richard Layman, Kate Morton and Dick Francis
 - Current trending/prize winning authors such as winners of the booker prize
 - Authors currently in the Top 20 and authors matching current TV trends
 - A miscellaneous list of authors including international authors, lesser known authors, new and upcoming authors, older classic authors, local authors and fantasy authors.
- **Reduce certain stock**, such as books described as “trash” or “chick-lit” novels, romance novels and autobiographies by “unimportant” celebrities
- **Ask the readers what stock they want** either by surveying library members to ask what books they would like to see, by having a vote in libraries on what new stock should be introduced, or by having a ‘request box’ in libraries where readers could request certain authors or genres for example
- **Circulate stock** between the different libraries more regularly
- **Stock full series of books**
- **Advertise better what is available and or most popular**
- **Stop selling off current stock**
- **Improve the signage** – They suggested having better overhead signs in the ‘isles’, having signs/ labels in large print, having clearer labelling on the shelves, having clearer labelling of the actual books
- **Improve the book search facilities**, including by having more computers/iPad’s in the library to search on, having maps placed around the library showing how the books are organised, colour coding the maps/shelves to make the search process easier and by making maps downloadable to enable more efficient searching
- **Improve the organisation of the books**
- **Improve the organisation of the shelves.**

Section 8 – Improving the opening hours

Results in this section are based on responses from library members, as well as library non-members. Results in this section are summarised from table 1, charts 4, 14 and 15 from within this report, as well as from open comments summaries in appendix 7.

How library members rated the current library opening hours

Library members did feel there was some improvement that could be made to the opening hours, with 68% rating them as good – a high rating, but showing room for improvement.

Furthermore, the barrier to increased visits “the opening hours do not suit me” was selected by 15% of respondents, making it the joint 7th most significant barrier to increased library visits.

How respondents felt the opening hours could be improved

Within the open comments (see appendix 7 for more detail), respondents suggested that current library opening times didn’t suit their work / personal life thus limiting their ability to visit – in essence that current library opening hours aren’t suited to those with a full time job.

As a result there were requests for late night opening hours so people can visit after work, and for the library to be open all weekend so families can visit together. Specific requests were made for afternoon opening on Saturday and all day opening on Sunday.

Current opening hours Vs Preferred opening hours

As already shown in table 1 and chart 4, the majority of library members currently visit in the morning (between 9am and 1pm), with the most popular day and time for a visit being Saturday morning, when almost one fifth of weekly library visits take place (18%).

When asked what day of the week would be most convenient to visit their local library, responses were fairly evenly spread across Monday to Saturday, with a slight preference towards Saturday, as shown below.

Table 6: Day of visit – Current Vs Preferred

	Current visit percentages	Preferred visit percentages	+/-
Monday	15%	17%	1%
Tuesday	20%	17%	-4%
Wednesday	10%	16%	6%
Thursday	19%	16%	-2%
Friday	16%	17%	1%
Saturday	20%	18%	-1%

When asked what time of the day would be most convenient to visit their local library, responses showed a preference for the morning (9am to 1pm), and not much preference for earlier than 9.30, nor after 7pm, as shown below.

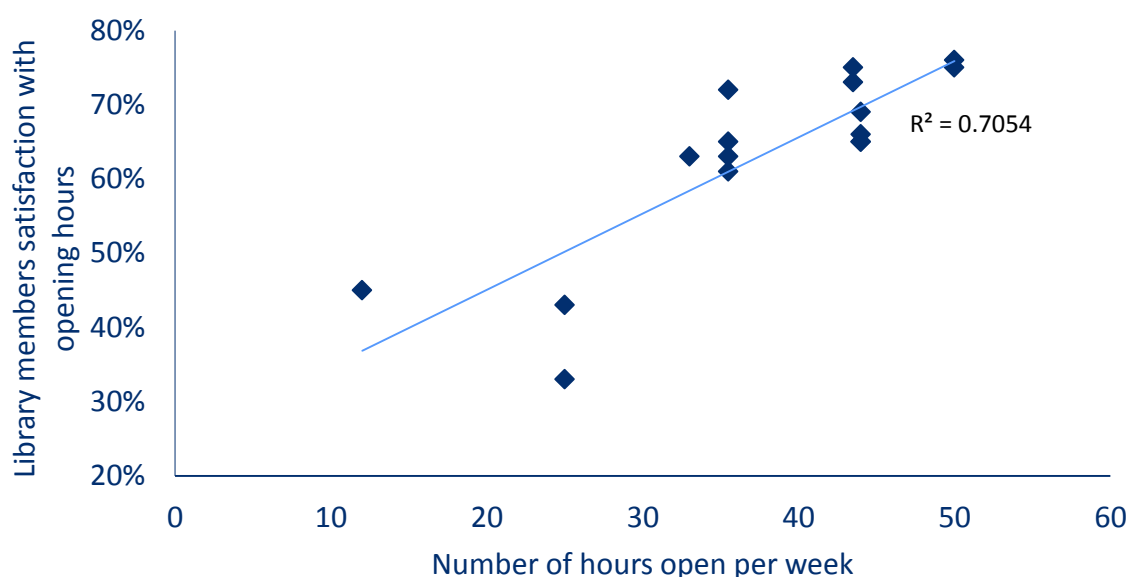
Table 7: Time of visit – Current Vs Preferred

	Current visit percentages	Preferred visit percentages	+/-
8.30 to 9.30	0%	6%	6%
9 (9.30) to 11	30%	19%	-11%
11 to 1	36%	19%	-17%
1 to 3	15%	17%	2%
3 to 5	12%	15%	3%
5 to 7	7%	14%	7%
7 to 9 pm	0%	10%	10%

The correlation between number of, and satisfaction with, opening hours

Finally there is a correlation between library opening hours and with the members' satisfaction with opening hours. Generally speaking, the more hours libraries are open during a week the higher the levels of satisfaction with opening hours for individual libraries – see below.

Chart 19: Number of Vs Satisfaction with opening hours



Section 9 – The Mobile Library

Results in this section are based on responses from library members only.

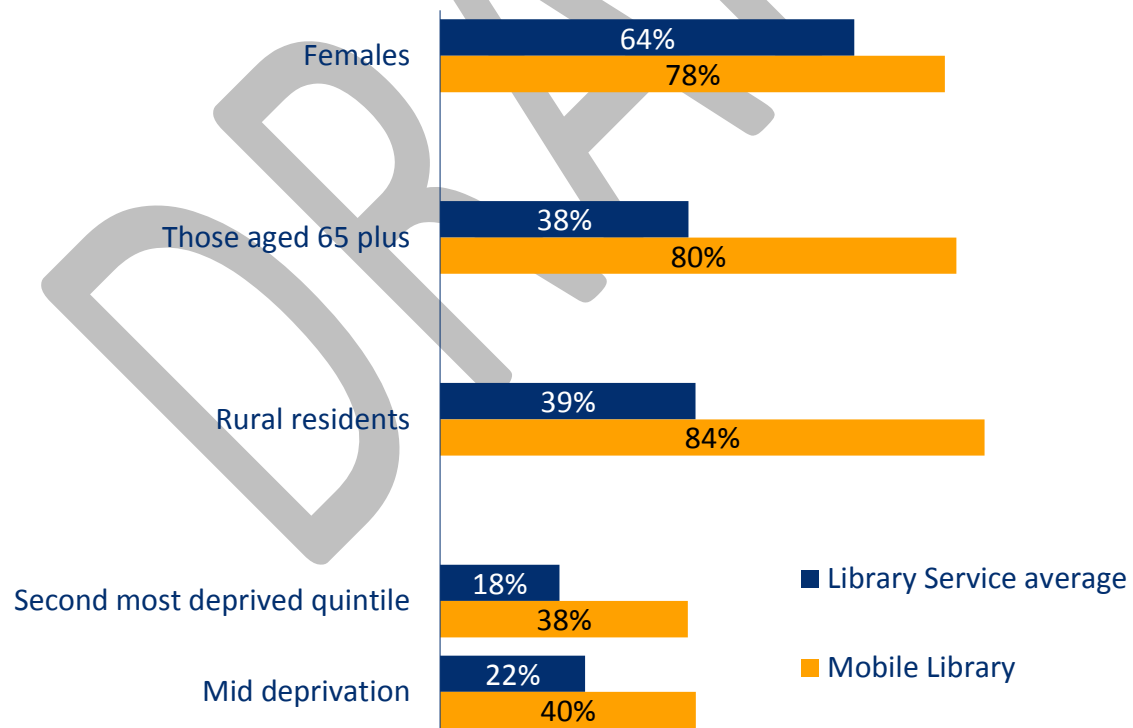
The mobile library service was given a value rating of -0.74, making it the 'poorest value' of all libraries in the borough (see section 3 for details).

However, this rating is based on the cost to acquire each member / visitor, when the mobile library service is set up to also deliver an added 'community value'.

This added 'community value' ensures that rural residents in particular have access to the service when they otherwise might not.

Chart 20 below shows the types of library members more likely to use the mobile library service, and these include females (78% using mobile libraries vs 64% of all library members), those aged 65 plus (80% Vs 38%) and rural residents (84% Vs 39%) – this clearly shows that older, and more rural residents benefit from the mobile service.

Chart 20: The mobile library - User profile



Respondents were more likely to use mobile libraries to renew items, reserve items, use Council Services and get info, guidance etc from an organisation. They were less likely to use them to browse and relax and read newspapers. The types of books that mobile library

users wanted to see stocked were more likely to include adult books in large print (45% of mobile library users wanted more of these Vs 18% across the whole service) – this is probably a reflection of the fact that mobile library users are more likely to be aged 65 plus.

Various comments about the mobile library service were made in response to the survey, and these included:

- Complaints that the mobile library service has been disbanded in many areas, meaning some people have had to stop using the library service all together
- Calls for the service be reinstalled in areas where it had been cut, and that visits be increased to once a week
- A call for a supplementary service such as "reading companions who visit the lonely", which could be run by volunteers so that those who miss the mobile service can still have the social interaction and continue to read books
- Others stated that they would use the regular libraries more than the mobile library if there was a reliable public transport system throughout Cheshire East.

Summary and Conclusions

Introduction

The Library Survey 2016 once again received a very high number of responses – 8,930 – which, if nothing else, highlights the level of interest in the service. An overall response rate of 30% is also encouraging, and lends significant credibility to the results.

More important this year has been improvements to the survey methodology from 2013, which have ensured that:

- Results are more reflective of library members as a whole
- The opinions of non-library members have been captured this year
- The opinions of library staff have been captured this year.

Overall satisfaction with library services

Library members' satisfaction with library services remained extremely high, at 95% – a high level of satisfaction for any service.

Citizens' panel members' satisfaction with library services remained at around 78% – the citizens' panel consist of library members and non-members and is more representative of the whole Cheshire East population. Citizens' panel member satisfaction with library services drops to 61% for those who do not use the service regularly, or at all.

Library visitor habits

It is interesting to note that males, those aged under 35, urban residents and those living in the most deprived areas of Cheshire East were less likely to be library members.

Of those who are library members:

- 74% visit less frequently than weekly
- 79% visit for between 10 minutes and an hour when they go
- 66% visit in the morning (between 9am and 1pm)
- Saturday morning (9am to 1pm) is the most popular day/time to visit
- 63% visit on their own.

Reasons for visits

The main reason for visiting a library was to borrow books for pleasure – 85% of library members gave this as a reason for their last visit. Last time they visited their library, 58% of

library members did something other than “borrow, renew, return or reserve” an item – the most popular other activities were to:

- Get information or help from library staff (19%)
- Browse and relax (17%)
- Find local information (14%)
- Use the library computers/internet (14%).

Overall library usage

The 17 libraries in Cheshire East can be split into 4 main groups depending on the number of library visitors/members each has:

- Group 1 (30% of all library visitors/members) – Macclesfield and Crewe libraries
- Group 2 (27%) – Nantwich, Congleton and Wilmslow
- Group 3 (30%) – Poynton, Alsager, Knutsford, Sandbach and Holmes Chapel
- Group 4 (13%) –Middlewich, Handforth, Bollington, Disley, Alderley Edge, Prestbury and the mobile library.

Further to numbers of visitors/members, catchment areas for some of the libraries overlap significantly, particularly between:

- Wilmslow – Handforth – Alderley Edge
- Macclesfield – Prestbury – Bollington
- Crewe – Nantwich.

Perhaps as a result of these overlaps, significant proportions (at least one third) of members from some libraries had visited other libraries in the past 12 months, including:

- 64% of Bollington library members had visited Macclesfield library in the last 12 months
- 54% of Alderley Edge library members had visited Wilmslow library in the last 12 months
- 47% of Handforth library members had visited Wilmslow library in the last 12 months
- 35% of Prestbury library members had visited Macclesfield library in the last 12 months.

We can also look at the relative “value” of each of the libraries – this is the number of visitors/members divided by the total budget. We see here that generally speaking the group 1 libraries (the largest ones) provide the “best value”, and the group 4 libraries (smallest ones) provide the “worst value”:

- Group 1 – Relative value score of 0.34 = “good value”
- Group 2 – Relative value score of 0.15 = “good value”
- Group 3 – Relative value score of -0.14 = “poor value”
- Group 4 – Relative value score of -0.34 = “poor value”.

The “best value” libraries were Macclesfield (0.39), Nantwich (0.35), Crewe (0.29) and Holmes Chapel (0.22). The “worst value” libraries were the mobile library (-0.74), Prestbury (-0.53), Disley (-0.42), Alderley Edge (-0.32), Knutsford (-0.28), Sandbach (-0.28) and Bollington (-0.25).

Finally for library usage, there is a suggestion that based on population and budget figures, the former Crewe & Nantwich area receives a smaller proportion of the libraries budget in comparison with the rest of the borough.

Library ratings

89% of library members rated the library they used most as good, just 1% felt the library they used most was poor.

Bollington, Prestbury, Macclesfield and Poynton libraries had the highest overall ratings (between 93% and 94% good), with the two libraries in Crewe having the lowest ratings (between 78% and 82% good).

The aspects of libraries that members rated highest included:

- The helpfulness of library staff (94% rated this as good)
- The range of books for children (90%).

The aspects of libraries that library members rated lowest included:

- Car parking charges near to libraries (38% rated good; 30% rated as poor)
- Availability of car parking near to libraries (53% good; 20% poor)
- Tea/coffee facilities (42% good; 44% poor)
- Toilets (63% good; 17% poor)
- Signposting to the libraries (55% good; 12% poor)
- Activities/events for adults (63% good; 11% poor).

Barriers to increased library usage

The main barriers to increased library usage for library members and non-members were:

- People going elsewhere for information (36%) or books (31%)
- The limited range of books (28%)
- The cost of car parking (21%) and availability of car parking (20%)
- A lack of facilities such as tea coffee (18%) and toilets (15%)
- Inconvenient opening hours (15%)
- Lack of awareness of what’s on (14%)
- Lack of time to visit (14%).

Conclusions

Going on the number of survey responses, interest in the service remains high, as does service satisfaction for both library members and non-members – this is great to see.

The principle activity for those using libraries is still borrowing books for pleasure – this is far and away the main reason people visit. All other activities, excluding returning and renewing items, are done to a far smaller degree.

Interestingly the borrowing/downloading of e-books in particular has not been popular with those visiting libraries – just 2% had done this activity last time they visited. It may be that despite technological advances, the popularity of ‘real’ books remains high, and the threat to the library service from “e” technology may not be as significant as first thought.

Increasing service usage

Certain types of resident seem to use the service more than others. Increasing the number of visitors from those groups who don’t currently use the service as much may be one way to increase overall service usage:

- **Males** in particular seem to use the service less than females – is there anything the service can do to encourage males to use it more? One respondent did suggest that as well as being used by females more than males, they felt the service is also more likely to be run by females too, and that that may be a factor
- It is also surprising to see that **younger people** do not seem to use the service as much as those aged 65 plus for example. Again, is there anything that can be done to encourage those aged 18 to 35 to use the service more?
- There is also a suggestion that **urban residents**, and those from the **most deprived** areas of the borough are less likely to be library members, which is rather surprising. This suggests the service is geared too heavily towards servicing rural residents, when it could perhaps be geared more towards urban residents, particularly those in Crewe which contains some of the borough’s most deprived areas, and which seems to receive a smaller proportion of the libraries budget than it should based on its population size.

As well as encouraging those who don’t use the service to do so, there are also a number of barriers which could be preventing people from using the service as much as they want to:

- Although ratings for the range of fiction (81% satisfied) and non-fiction (69% satisfied) are very high, given the importance that a good **range and choice of books** plays in the overall offer of libraries, it may be that utilising current stock more creatively could improve the range and choice of books to library members. This could be achieved by reducing “trashy” stock, asking readers what stock they want to see provide in their local

library, circulating stock between libraries more, and through better advertising of what stock is currently available/popular

- **Car parking** is clearly identified throughout the survey as a barrier to increased service usage, and seems to be a problem most significantly with Macclesfield, Crewe and Alderley Edge libraries. However, it is acknowledged that this is a barrier which requires a Council wide solution, as opposed to a Library service solution alone
- Poor facilities such as **toilets** and **tea/coffee facilities** were also identified as barriers to increased usage, however, given the low proportions of respondents that currently do these activities in libraries, and given that a very large majority (91%) of visitors currently stay for less than an hour when they do visit, this may not be as much of a priority for improvement as some of the other barriers, such as car parking and quality of stock. Introducing tea/coffee facilities in particular may also require a 'cultural change' in the way people use libraries to be successful
- Another potential barrier to increased service usage seems to be around **opening hours**, particularly for those that are currently in work full time. Satisfaction with a libraries opening hours did correlate to the number of hours the library was open – the more hours open each week, the higher the level of satisfaction with opening hours. Respondents indicated that extended weekend opening (on both Saturday and Sunday) would be the preferred time for extra opening hours. However, this does contradict the finding that 68% of library members are satisfied with the opening hours currently, and does contradict service efficiency proposals below
- The final main barrier to increased visits, especially for those that don't currently use the service regularly, is around a **lack of awareness** of what the service provides.

Increasing service efficiency

Further to increasing service usage, there are a number of ways service efficiency might be improved. In particular there are a number of ways service efficiency could be increased around opening hours and service provision – these are given below. It should be noted that some of these efficiencies contradict library members desire for increased opening hours – it depends on whether an increase in user satisfaction is a service priority, or whether making the service more efficient is the priority:

- **Morning opening** – Given the majority of respondents, 66%, visit in the mornings between 9am to 1pm, could service efficiency be improved through afternoon closing?
- **Weekend opening** – As stated the most popular time for visits is Saturday morning between 9am and 1pm – almost one fifth of weekly library visitors visit during this 4 hour period. Could weekend opening be extended to improve service efficiency?
- **Weekly opening** – Three quarters of library members visit less frequently than once a week, could libraries be opened on a one week open, one week closed approach?
- **"One stop shop"** – With 91% of library members visiting for less than one hour when they do, could the service be geared around making individual visits faster, and more

efficient? Equally, could services currently provided in libraries which are only used by small proportions of visitors be reduced?

Service efficiency could perhaps also be improved by looking at the provision of libraries. The most obvious libraries to reduce would be the ones that serve the smallest number of visitors/members, or the “group 4” libraries.

Thereafter we can look at the relative value each library provides, and whether or not libraries are within the ‘catchment areas’ of other, larger libraries.

Using these criteria, the libraries which if closed might improve service efficiency most might be Alderley Edge, Bollington and Prestbury libraries.

Group 4 libraries	“Poorest value” libraries (Relative value of -0.20 or less)	Libraries that are in another catchment area
	Knutsford (-0.28)	
	Sandbach (-0.28)	
	Poynton (-0.21)	
Middlewich	Middlewich (-0.23)	
Handforth		Handforth
Bollington	Bollington (-0.25)	Bollington
Disley	Disley (-0.42)	
Alderley Edge	Alderley Edge (-0.32)	Alderley Edge
Prestbury	Prestbury (-0.53)	Prestbury
Mobile library	Mobile library (-0.74)	

Increasing service satisfaction

Satisfaction with the service for library members and citizens’ panel members is extremely high, which makes increasing overall satisfaction a challenge. However, many of the aspects of the service which had lower ratings were also ones highlighted as barriers to increased service usage, such as car parking and facilities (e.g. toilets and tea/coffee).

One area for concern may be around the rating given to the library at the new Crewe Lifestyle Centre, which with an overall rating of 82% was somewhat lower than the Cheshire East average of 89%.

The role of library staff

Finally it is worth noting the high esteem within which library staff are held – 94% of library members rated the helpfulness of library staff as good, which is an excellent rating for any front line staff. Many respondents also commented on the service provided by librarians, saying they were lovely, helpful, and that they felt they should be rewarded for their hard work. In terms of the number of staff, just 3% of respondents stated that a lack of staff was a barrier to increased visits.

One extremely interesting finding in the survey was the difference in opinion between library staff, and library members/users – see Appendix 8. Most notably it seems clear that:

- Library staff put a much greater value on having good computer and Wi-Fi facilities than library members do. Just 5% of library members said that not having good computer, Wi-Fi and IT facilities was a barrier to increased visits, yet 52% of staff stated they were – It may be that staff felt Wi-Fi in particular was a much bigger priority for improvement than library members
- Staff were also much more likely than library members to think the library should stock more e-books/e-resources, children's non-fiction and large print adult books.

This highlights that whilst library staff are clearly very well appreciated, and clearly provide a great conduit between library members and the library service, it may be slightly dangerous to solely rely on librarians as the main way of gathering feedback, particularly on library stock. It may be too that librarians have needs that members do not, such as different Wi-Fi and car parking requirements, which may need to be addressed separately.

Appendix 1 – Survey methodology and response rates

Survey methodology

There were 3 different stakeholder groups asked to complete the survey – library members, library non-members, and library staff. Each stakeholder group was surveyed using a different method – an explanation of each of these methods is given below.

Library members survey methodology

Library members were the main stakeholder group surveyed in 2016, and this mirrored the Library survey of 2013, which only surveyed library members.

The Library Members database, held by the Cheshire Shared Services Libraries Services team, holds the details of almost 40,000 active library members – this database of names formed the sample frame for the Library Members Survey 2016.

66% of library members in the database had, when signing up to be a library member, supplied an email address (as well as a postal address), with the remaining 34% only supplying a postal address – library members were surveyed depending on whether they had supplied an email address when signing up or not.

All 25,875 online library members (those supplying an email address) were invited to complete the survey via email on 6th June 2016, with a reminder being sent out to complete the survey on 27th June 2016. By the 5th July, when the survey closed, 6,848 online library members had completed the survey.

Due to the higher costs associated with sending out paper versions of the survey, a sample of 1 in 4 paper members (those not supplying an email address) were randomly selected to take part in the survey. On 6th June 2016, 3,491 paper surveys were sent out to these randomly selected paper members, with 1,306 completed survey responses being received by 5th July 2016. No reminder to complete the survey was issued.

The key differences between the 2013 and 2016 library member surveys were that:

- In 2016 paper surveys were sent out via post, rather than being distributed in libraries as they were in 2013. This was the most significant difference between the two methodologies, and did have a significant impact on results to some questions in the surveys (see appendix 2 for more detail).
- No face to face surveys were conducted in 2016 as they were in 2013, as they were not felt to be necessary given the large number of survey responses possible via email. In 2013, just 500 face to face surveys were conducted, which formed only 7% of the total

number of 7,593 completed surveys received in 2013. This was not felt to be justified in 2016 due to face to face surveys costing significantly more to conduct.

The main benefits of changes to the members survey methodologies between 2013 and 2016 were that:

- Responses received in 2016 are a fairer representation of all library members – results are not as unfairly weighted towards the opinions of the most frequent library members
- Not distributing paper surveys in libraries meant there was less disruption on the library service and librarians
- Not having face to face surveys meant there was less disruption on the library service and librarians
- Savings were made in 2016 as compared 2013, in part due to the lack of a face to face surveys.

For the library members survey, individual survey responses were weighted by survey completion medium (online or paper), gender, age and by the library which members were affiliated to.

Non-members survey methodology

As an addition to the library members survey of 2013, in 2016 we also targeted library non-members, to gather more informed feedback on what they felt the main barriers to increased library usage were.

This was achieved by sending the Library survey 2016 out to members of Cheshire East's [Citizens' Panel](#), who were not on the library members database. On 17th June 2016, 2,049 surveys were sent out to non-members via email and via post, with 710 responses received in reply by 5th July 2016. One reminder to complete the survey was issued to online panel members, no reminder was issued to paper panel members.

The Citizens' Panel non-members survey results were not weighted.

Library staff survey methodology

On 10th June 2016 the Library Survey 2016 was also emailed out to all libraries staff for them to complete if they wished. The survey was sent out to 144 library staff, with there being 66 survey completions received by 5th July 2016. No reminder to complete the survey was issued. See Appendix 8 for a summary of library staff responses to the survey.

The staff survey results were not weighted.

Survey response rates

In total there were 8,930 successfully completed survey responses, which contributed towards an overall response rate of 30%.

Response rates for the various survey audiences and distribution methods varied from 27% for the library members' online survey, up to 46% for the online staff survey – see below.

Table 8: Survey response rates by method

	Number sent out	Bounced or returned unopened	Completed incorrectly	Completed successfully	Response rate
Library Members Survey (online)	25,875	843	0	6,848	27%
Library Members Survey (paper)	3,491	56	103	1,306	41%
Non-members Survey (online)	933	48	0	317	36%
Non-members Survey (paper)	1,116	31	27	393	39%
Staff Survey (online only)	144	0	0	66	46%
Total	31,559	978	130	8,930	30%

Appendix 2 – 2016 results compared to 2013 results

Comparisons of results between the 2016 survey, and its previous incarnation in 2013, are contained in the following appendix. Comparisons are presented for questions which had not changed too significantly between the two surveys, although it should be noted that most questions in the surveys altered to some degree.

Results between the two surveys are significantly different for a number of the questions. This is primarily due to the difference in survey methodologies between the 2 years – in 2016 surveys were sent out to a random sample of library members, whereas in 2013 surveys were distributed in libraries themselves. This meant that in 2013, a larger number of regular visitors completed surveys than should have, meaning that in 2013 results were unnaturally weighted in favour of the more regular library users. The 2016 survey results are more representative of all library members.

Frequency of library visits

Results to the question about how frequently library members visited their local library changed significantly between 2013 and 2016. Whereas in 2013 48% of respondents reported that they visited a library in Cheshire East at least once a week, in 2016 this percentage almost halved, down to 26%. This is mainly due to the change in survey methodologies between the 2 years.

The question wording also changed slightly between the 2 years, although this should not have had too much impact on the results. The question wording in 2013 was *“Which of the following comes closest to how often you use a library in Cheshire East?”*, whereas the question wording in 2016 was *“How often do you use a public library?”*. Full comparisons are given below.

How often do you use a public library? (2016 question wording)	2013	2016	+/-
Several times a week	23%	7%	-16%
About once a week	25%	19%	-6%
About once a fortnight	19%	26%	7%
About once a month	18%	30%	12%
About once every 6 months	8%	17%	9%
About once a year	4%	1%	-3%
Less frequently than once a year or never	2%	1%	-1%
Number answering the question	7,563	8,117	

Length of visit

Similar to figures for frequency of visit, figures for length of stay also varied significantly between 2013 and 2016. In 2016, 90% of library members had spent less than an hour at

their library last time they visited, up from 71% in 2013. This is again probably due to the changes in survey methodologies between 2103 and 2016.

For the library you use the most, how long did you spend there on your last visit? (Same wording 2013 and 2016)	2013	2016	+/-
Less than an hour	71%	90%	19%
One to two hours	25%	9%	-16%
Three to four hours	3%	1%	-2%
Five to six hours	0%	0%	0%
More than six hours	0%	0%	0%
Number answering the question	7,388	7,852	

Library usage

Results for library usage were broadly similar between 2013 and 2016, with the exception of Crewe libraries (from 17% in 2013, down to 10% in 2016). This is probably due to the fact that Crewe library has switched buildings, from Prince Albert Street to the new Lifestyle Centre, and so some library members/visitors may have been “lost in transition”. These results should be treated with caution.

The wording for this question changed slightly from “Which Cheshire East library do you use most?” in 2013, to “Which of the following public libraries do you use most often?” in 2016.

Which of the following public libraries do you use most often? (2016 question wording)	2013	2016	+/-
Macclesfield	18%	18%	0%
Crewe	17%	10%	-7%
Nantwich	10%	10%	0%
Wilmslow	10%	9%	-1%
Congleton	8%	8%	0%
Knutsford	5%	6%	1%
Holmes Chapel	4%	5%	1%
Middlewich	4%	3%	-1%
Poynton	4%	7%	3%
Sandbach	4%	6%	2%
Alsager	4%	6%	2%
Bollington	3%	3%	0%
Handforth	3%	3%	0%
Disley	3%	1%	-2%
Alderley Edge	2%	1%	-1%
Prestbury	1%	0%	-1%
Number answering the question	7,168	8,038	

Overall satisfaction levels

Overall levels of satisfaction with library services remained constant between 2013 and 2016, at 95% satisfied.

Results to this question remained constant despite a change in the wording of the question, from *“Taking everything into account, what do you think of the library you visit the most...?”* in 2013, to *“Whether you visit libraries or not, how satisfied or dissatisfied are you with library services generally speaking?”* in 2016.

Whether you visit libraries or not, how satisfied or dissatisfied are you with library services generally speaking? <i>(2016 question wording)</i>	2013	2016	+/-
Satisfied	95%	95%	0%
Neither satisfied nor dissatisfied	3%	4%	1%
Dissatisfied	2%	2%	0%
Number answering the question	7,504	7,353	

Library ratings

Ratings for various aspects of the library service varied significantly between 2013 and 2016.

The aspects rated higher in 2016 than in 2013, such as the range of books, levels of local studies information, and availability of car parking, are probably higher in 2016 because less frequent library users rated them higher than more frequent users. The aspects rated lower in 2016 as compared 2013, such as opening hours, are probably lower in 2016 because less frequent library users rated them lower than more frequent users.

Q10 Still thinking about the library you use most, what do you think of the... <i>(Same wording 2013 and 2016)</i>	2013	2016	+/-
...library as a whole?	94%	89%	-5%
...range and choice of books for children?	74%	90%	16%
...range and choice of novels/fiction?	70%	81%	11%
...range and choice of non-fiction?	60%	69%	9%
...local studies and local history information?	48%	78%	30%
...provision of tables, seating and study space?	67%	72%	5%
...attractiveness of the inside of the building?	82%	80%	-2%
...attractiveness of the outside of the building?	61%	64%	3%
...computer facilities?	75%	77%	2%
...library opening hours?	82%	68%	-14%
...availability of car parking?	41%	53%	12%
...car parking charges in the surrounding area?	40%	38%	-2%
Minimum number answering the question	3,834	2,946	
Maximum number answering the question	7,469	7,485	

Appendix 3 – Profiling library members

Library members' demographic profile

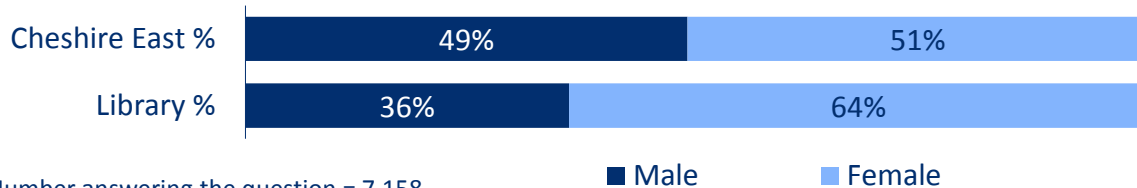
Based on the weighted survey responses, we can profile the types of demographic library users are more likely to be, as compared the whole Cheshire East population.

Please take care when interpreting these results, as whilst they may show the types of demographic library users are more likely to be, they may also show the types of demographic more likely to have completed the Library Survey 2016 – these results should be treated as indicative only.

Library members are more likely to be...

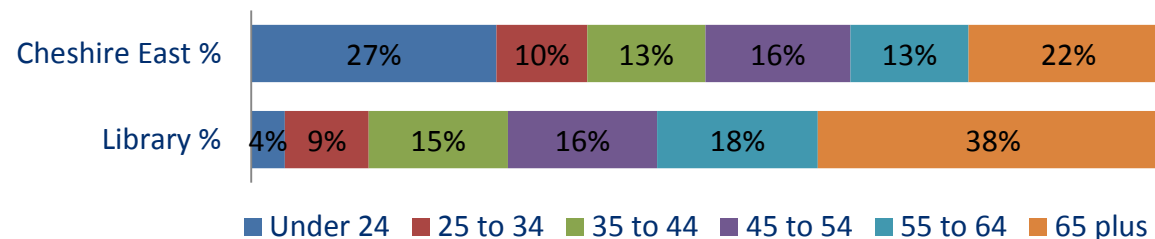
...female: 64% of library members are female, compared to 51% of the CE population.

Chart 21: Library user profile - *Gender*

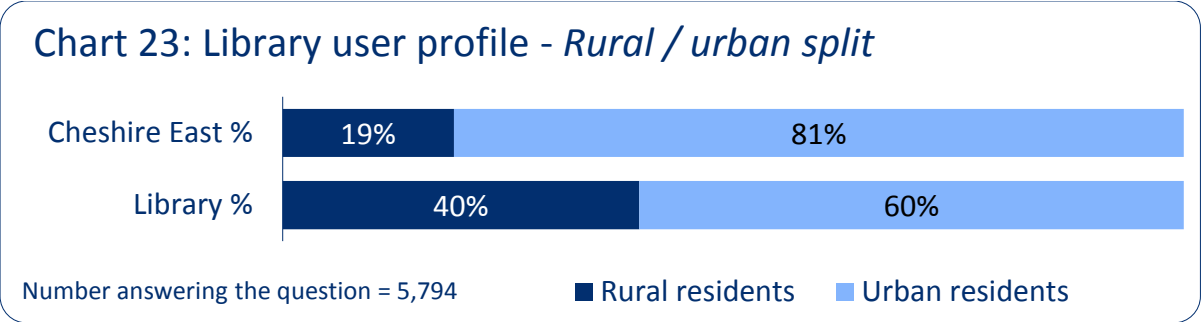


...aged 55 plus: 56% of library members are aged 55 plus, compared to 35% of the CE population. Just 13% of library members are aged 18 to 34, compared to 37% of the CE population.

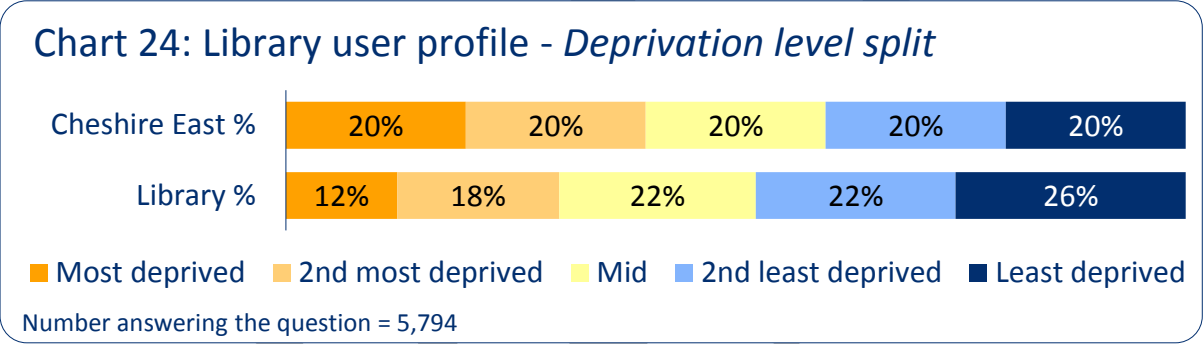
Chart 22: Library user profile - *Age range*



...from rural areas: 40% of library members are from rural areas, compared to 19% of the CE population.



...from the least deprived areas of Cheshire East: 48% of library members are from the least deprived areas of Cheshire East, compared to 30% of library members who are from the most deprived areas of Cheshire East.



Library members' Acorn profile

As well as providing a demographic profile of library members, we can also provide an Acorn profile of them.

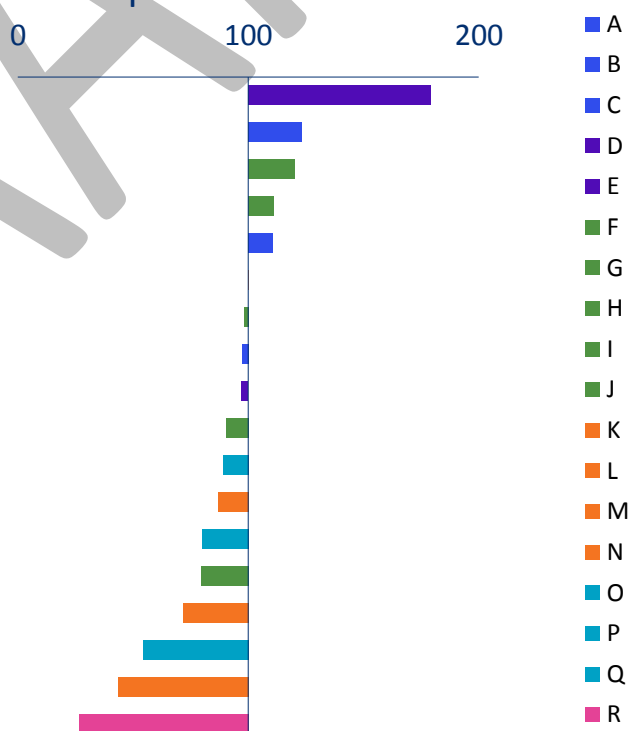
Acorn is a socio-economic segmentation tool, which segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. It takes information from a range of public, commercial and administrative sources to categorise residents depending on their socio-economic status.

The index below shows us the make-up of library members as compared to the Cheshire East population as a whole. An index of more than 100 means that type is over-represented against the Cheshire East average, an index below 100 means that type is under-represented against the Cheshire East average.

The below chart shows us that it is the less affluent types, particularly those classed as “young hardship”, “modest means”, “difficult circumstances”, “steady neighbourhoods”, “striving families” and “struggling estates” who are least likely to be library members.

Group Description	Index
D - City Sophisticates	179
C - Mature Money	123
I - Comfortable Seniors	120
G - Successful Suburbs	111
B - Executive Wealth	111
N - Poorer Pensioners	100
J - Starting Out	98
A - Lavish Lifestyles	97
E - Career Climbers	97
F - Countryside Communities	90
O - Young Hardship	89
L - Modest Means	87
Q - Difficult Circumstances	80
H - Steady Neighbourhoods	80
M - Striving Families	72
P - Struggling Estates	54
K - Student Life	43
R - Not Private Households	27

Chart 25: Library members - Acorn profile

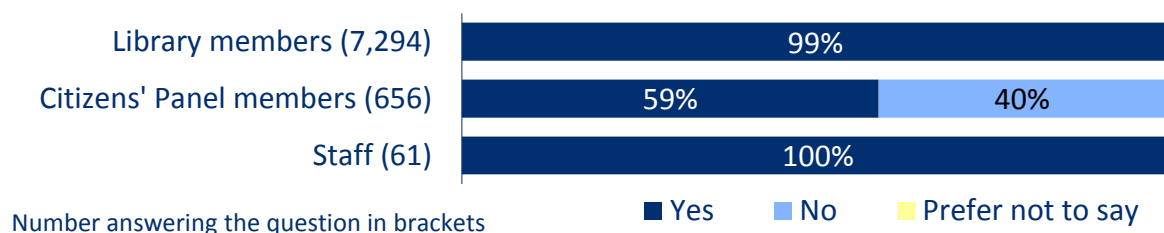


Colour codes: Dark blue and purple = more affluent. Orange, turquoise and pink = less affluent. Source: Acorn, 2016, Copyright CACI Ltd

Library card ownership

Unsurprisingly, 99% of library members filling out the survey had a library card in their own name. This compared to 59% of Citizens' Panel members who had a library card in their own name, and 40% who did not.

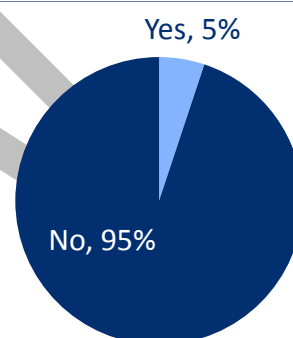
Chart 26: Do you have a library card in your own name?



Of the 40% of Citizens' Panel members who did not have a library card in their own name, 5% did use another household members' library card to access library services. Overall, this might equate to 2% of the total number of library users who use another person's library card to access library services ($40\% \times 5\% = 2\%$).

Chart 27: Do you ever use another household members' library card to access library services? *Citizens' Panel members only, who do not have a library card in their own name*

Number of respondents answering the question = 255



Appendix 4 – Calculating overall library usage figures

There are 3 main ways of measuring how much each library in Cheshire East is used, including:

- **Footfall** – The number of people entering libraries on a monthly basis, as reported by the individual libraries within the borough for the months April to July 2016, and used as the Council’s main library service performance indicator (listed as measure 1.1.11 in the Performance Framework as of August 2016)
- **Number of library members** – As of May 2016, the total number of library members affiliated to the various libraries in the borough, as stored on the Council’s Library members’ database
- **Q1 Visits Per Month** – An estimated number of library visits per month is assigned for each survey respondent depending on their answer to Q1 of the survey (which asked “How often do you use a public library?”). A score of 8 was assigned for the answer “Several times a week”, a score of 4 for “About once a week”, 2 for “about once a fortnight”, 1 for “About once a month” etc.

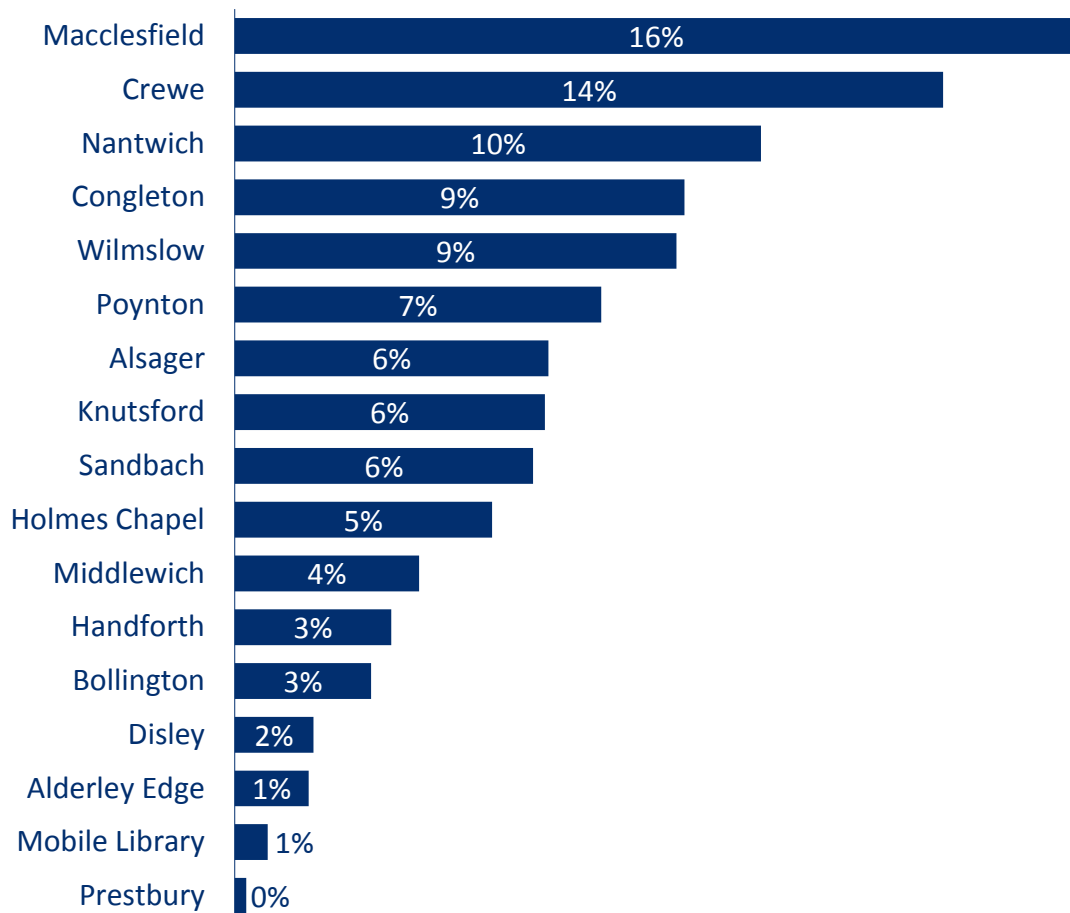
Taking an average of these 3 indicators gives us an “Overall Library Usage” percentage:

Table 9: Overall Library Usage

Library	Footfall		No. of Library Members		Q1 Visits Per Month		Overall Library Usage
Macclesfield	65,479	13%	16,001	18%	3,110	18%	16%
Crewe	73,851	15%	14,561	16%	1,723	10%	14%
Nantwich	57,559	12%	7,764	9%	1,787	10%	10%
Congleton	38,913	8%	7,950	9%	1,636	9%	9%
Wilmslow	39,519	8%	7,962	9%	1,530	9%	9%
Poynton	43,780	9%	5,136	6%	1,166	7%	7%
Alsager	26,988	5%	4,670	5%	1,318	7%	6%
Knutsford	26,973	5%	5,300	6%	1,157	7%	6%
Sandbach	30,440	6%	5,291	6%	914	5%	6%
Holmes Chapel	28,179	6%	3,438	4%	943	5%	5%
Middlewich	18,365	4%	2,865	3%	661	4%	4%
Handforth	14,475	3%	2,585	3%	571	3%	3%
Bollington	13,135	3%	2,169	2%	495	3%	3%
Disley	9,243	2%	1,280	1%	220	1%	2%
Alderley Edge	6,284	1%	1,322	1%	270	2%	1%
Mobile Library	n/a	n/a	654	1%	95	1%	1%
Prestbury	n/a	n/a	126	0%	53	0%	0%
Total	493,183		89,074		17,647		

These 'Overall library usage' figures are shown in the chart below, and referred to throughout the report. Please note that this chart is repeated as chart 8 in section 3.

Chart 28: Overall Library Usage figures for each library



Some of the figures in table 7 showed inconsistencies for certain libraries, these were:

- **Macclesfield** – Footfall figures were slightly low as compared number of library members and Q1 visit figures as derived from survey responses
- **Crewe** – Q1 visit figures were low for Crewe libraries because the actual number of survey responses were low for the Crewe libraries. This may be because of the switch over from the old library location (Albert Street) to the new one (Lifestyle Centre)
- **Nantwich and Poynton** – Footfall figures for Nantwich and Poynton were higher than number for library members, and for Q1 visit numbers. This may be these libraries have recently been refurbished, which may have increased the footfall in the very recent future.

Appendix 5 – Summaries of responses for each library

The following tables present an overview of survey results for each individual library in Cheshire East. See appendix 6 for a more detailed breakdown of results for each library.

Alderley Edge library				
86%	Overall Rating	1%	Of total library members/visitors	-0.32 Classed as "poor value"
Within the catchment area of Wilmslow library – 54% of Alderley Edge library members had visited Wilmslow library in the last 12 months				
Low rated for: Car parking (provision and cost) Tea/coffee facilities Opening hours		Barriers to increased visits for members: Car parking provision Opening hours		

Alsager library				
90%	Overall Rating	6%	Of total library members/visitors	-0.04 Classed as "average value"
Not in the catchment area of any other libraries				
Low rated for: Tea/coffee facilities Toilets External signposting		Barriers to increased visits for members: The range and choice of books Lack of toilets		

Bollington library				
94%	Overall Rating	3%	Of total library members/visitors	-0.25 Classed as "poor value"
Within the catchment area of Macclesfield library – 64% of Bollington library members had visited Macclesfield library in the last 12 months				
Low rated for: Tea/coffee facilities Toilets The range and choice of DVDs		Barriers to increased visits for members: Lack of toilets The range and choice of books Lack of tea/coffee facilities		

Congleton library				
87%	Overall Rating	9%	Of total library members/visitors	0.07 Classed as "average value"
Not in the catchment area of any other libraries				
Low rated for: Car parking cost Attractiveness of the outside of the building External signposting		Barriers to increased visits for members: Cost of car parking The range and choice of books Lack of tea/coffee facilities		

Crewe library (Lifestyle Centre)			
82%	Overall Rating	14%	Of total library members/visitors
		0.29	Classed as "good value"
Within the catchment area of Nantwich library – 25% of Crewe library members had visited Nantwich library in the last 12 months			
Low rated for: <i>Car parking (provision and cost)</i> <i>External signposting</i> <i>Activities and events for adults</i>		Barriers to increased visits for members: <i>Lack of and cost of car parking</i> <i>The range and choice of books</i>	

Disley library			
87%	Overall Rating	2%	Of total library members/visitors
		-0.42	Classed as "poor value"
Not in the catchment area of any other libraries			
Low rated for: <i>Tea/coffee facilities</i> <i>Opening hours</i> <i>The range and choice of non-fiction books</i>		Barriers to increased visits for members: <i>The range and choice of books</i> <i>Opening hours</i>	

Handforth library			
88%	Overall Rating	3%	Of total library members/visitors
		-0.11	Classed as "average value"
Within the catchment area of Wilmslow library – 47% of Handforth library members had visited Wilmslow library in the last 12 months			
Low rated for: <i>Tea/coffee facilities</i> <i>Toilets</i> <i>Activities and events for adults</i>		Barriers to increased visits for members: <i>Car parking provision</i> <i>Lack of toilets</i> <i>The range and choice of books</i>	

Holmes Chapel library			
90%	Overall Rating	5%	Of total library members/visitors
		0.22	Classed as "good value"
Not in the catchment area of any other libraries			
Low rated for: <i>Tea/coffee facilities</i> <i>Car parking provision</i> <i>Opening hours</i>		Barriers to increased visits for members: <i>The range and choice of books</i> <i>Lack of tea/coffee facilities</i>	

Knutsford library				
89%	Overall Rating	6%	Of total library members/visitors	-0.28 Classed as "poor value"
Not in the catchment area of any other libraries				
Low rated for: <i>Tea/coffee facilities</i> <i>Toilets</i> <i>Car parking cost</i>		Barriers to increased visits for members: <i>Lack of toilets</i> <i>Lack of tea/coffee facilities</i>		

Macclesfield library				
93%	Overall Rating	16%	Of total library members/visitors	0.39 Classed as "good value"
Not in the catchment area of any other libraries				
Low rated for: <i>Car parking (provision and cost)</i> <i>Tea/coffee facilities</i> <i>External signposting</i>		Barriers to increased visits for members: <i>Lack of and cost of car parking</i> <i>The range and choice of books</i>		

Middlewich library				
85%	Overall Rating	4%	Of total library members/visitors	-0.23 Classed as "average value"
Not in the catchment area of any other libraries				
Low rated for: <i>Toilets, tea/coffee facilities</i> <i>Car parking provision</i> <i>The range and choice of non-fiction books</i>		Barriers to increased visits for members: <i>The range and choice of books</i> <i>Lack of toilets</i>		

Nantwich library				
88%	Overall Rating	10%	Of total library members/visitors	0.35 Classed as "good value"
Within the catchment area of Crewe library – 29% of Nantwich library members had visited Crewe library in the last 12 months				
Low rated for: <i>Car parking provision</i> <i>Tea/coffee facilities</i> <i>Toilets</i>		Barriers to increased visits for members: <i>Car parking cost</i> <i>The range and choice of books</i>		

Poynton library				
93%	Overall Rating	7%	Of total library members/visitors	-0.11 Classed as "poor value"
Not in the catchment area of any other libraries				
Low rated for: <i>Tea/coffee facilities</i> <i>External signposting</i> <i>The range and choice of DVDs</i>		Barriers to increased visits for members: <i>The range and choice of books</i>		

Prestbury library				
94%	Overall Rating	0%	Of total library members/visitors	-0.53 Classed as "poor value"
Within the catchment area of Macclesfield library – 35% of Prestbury library members had visited Macclesfield library in the last 12 months				
Low rated for: <i>Opening hours</i> <i>External signposting</i> <i>The range and choice of non-fiction books</i>		Barriers to increased visits for members: <i>Ease of access</i>		

Sandbach library				
88%	Overall Rating	6%	Of total library members/visitors	-0.28 Classed as "poor value"
Not in the catchment area of any other libraries				
Low rated for: <i>Toilets, tea/coffee facilities</i> <i>Attractiveness of the outside of the building</i> <i>The range and choice of DVDs</i>		Barriers to increased visits for members: <i>The range and choice of books</i> <i>Lack of toilets</i>		

Wilmslow library				
88%	Overall Rating	9%	Of total library members/visitors	0.05 Classed as "average value"
Not in the catchment area of any other libraries				
Low rated for: <i>Tea/coffee facilities</i> <i>Car parking cost</i> <i>Toilets</i>		Barriers to increased visits for members: <i>Lack of and cost of car parking</i> <i>Lack of toilets</i>		

Mobile library				
83%	Overall Rating	1%	Of total library members/visitors	-0.74 Classed as "poor value"
Not in the catchment area of any other libraries				
Low rated for car parking provision, attractiveness of the outside and ease of access.				

Appendix 6 – Detailed responses for each library

The following tables present results for each library in the Cheshire East Library Survey 2016, based on answers given by library members (e.g. these results exclude responses from Citizens' Panel members, and library staff).

Results for individual libraries which are statistically significant against the Cheshire East average have been highlighted – results highlighted in green are statistically significantly higher than the Cheshire East average, those in pink are statistically significantly lower than the Cheshire East average.

Please take care when interpreting results for individual libraries where the number answering the questions gets low – Results for Prestbury library in particular must be treated with extreme caution. Where less than 20 respondents have answered any one question for any one library, results have been suppressed. Please take caution with any results based on less than 100 responses.

Library name abbreviations have been used within the tables. A full key for these abbreviations is as follows: CE = Cheshire East; Alde = Alderley Edge; Als = Alsager; Boll = Bollington; Cong = Congleton; Crewe PAS = Crewe Prince Albert Street; Crewe LC = Crewe Lifestyle Centre; Dis = Disley; Hand = Handforth; Holm = Holmes Chapel; Knuts = Knutsford; Macc = Macclesfield; Nant = Nantwich; Poyn = Poynton; Prest = Prestbury; Sand = Sandbach; Wilm = Wilmslow; Mob = Mobile Library.

	CE	Alde	Als	Boll	Cong	Crewe PAS	Crewe LC	Dis	Hand	Holm	Knuts	Macc	Midd	Nant	Poyn	Prest	Sand	Wilm	Mob
Borrow books for pleasure	85%	87%	84%	89%	85%	82%	86%	89%	82%	90%	82%	81%	87%	87%	90%	100%	82%	85%	91%
Return an item to the library	69%	68%	72%	77%	68%	66%	68%	70%	59%	71%	69%	67%	70%	67%	74%	61%	68%	70%	71%
Renew an item	37%	44%	39%	43%	35%	32%	37%	36%	47%	38%	38%	33%	38%	35%	36%	39%	35%	40%	62%
Borrow books for work or study	21%	11%	26%	20%	25%	19%	20%	13%	23%	20%	20%	23%	26%	20%	18%	0%	19%	24%	27%
Get information, guidance or help from library staff	19%	23%	20%	12%	20%	18%	15%	20%	30%	21%	21%	19%	27%	20%	19%	24%	15%	20%	20%
Borrow DVDs, talking books, CDs or computer games	18%	18%	21%	20%	21%	17%	17%	14%	16%	19%	16%	19%	24%	16%	18%	6%	15%	22%	9%
Reserve an item	17%	23%	17%	19%	17%	7%	13%	14%	18%	17%	18%	16%	17%	19%	16%	38%	18%	19%	32%
Browse and relax	17%	22%	18%	17%	19%	14%	16%	15%	19%	18%	13%	18%	23%	16%	19%	9%	13%	12%	3%
Buy ex-library books	16%	14%	20%	15%	21%	24%	12%	14%	16%	20%	13%	15%	17%	12%	14%	13%	16%	17%	1%
Use the library computers/internet	14%	11%	10%	19%	18%	11%	16%	16%	23%	11%	16%	16%	19%	11%	6%	4%	12%	14%	9%
Find local information	14%	18%	17%	10%	11%	14%	6%	13%	13%	16%	12%	15%	19%	12%	12%	13%	17%	12%	18%
Read magazines/periodicals/newspapers	12%	20%	10%	9%	16%	14%	10%	8%	12%	14%	14%	10%	27%	11%	12%	7%	13%	8%	6%
Use the toilet	12%	6%	2%	3%	16%	18%	18%	8%	0%	22%	1%	20%	6%	10%	23%	13%	6%	2%	0%
Use a printer	9%	7%	6%	13%	12%	9%	8%	12%	22%	4%	10%	9%	14%	7%	3%	0%	9%	8%	1%
Use Council Services	8%	9%	10%	2%	12%	7%	4%	8%	11%	9%	9%	3%	9%	12%	7%	16%	13%	10%	18%
Use the photocopier	8%	9%	9%	6%	9%	6%	9%	6%	16%	6%	6%	8%	12%	6%	5%	0%	12%	8%	10%
Attend a children's story time or other activity for children or young people	8%	13%	7%	17%	9%	4%	7%	8%	10%	5%	7%	9%	13%	6%	9%	0%	8%	5%	4%
Meet people	6%	9%	8%	9%	7%	1%	8%	11%	3%	6%	4%	6%	10%	5%	7%	33%	8%	3%	10%
Attend an exhibition or community meeting	6%	2%	11%	8%	7%	5%	0%	5%	3%	6%	5%	10%	4%	1%	4%	0%	6%	6%	3%
Use library space for work/study/homework/research	6%	4%	3%	4%	8%	6%	6%	3%	4%	2%	7%	7%	9%	5%	2%	0%	7%	5%	0%
Use the library Wi-Fi	5%	3%	4%	3%	2%	2%	8%	5%	7%	6%	6%	5%	6%	5%	3%	0%	4%	5%	5%
Get information, guidance or help from an organisation/charity	3%	1%	5%	0%	4%	4%	2%	0%	3%	3%	2%	3%	7%	4%	3%	0%	3%	4%	10%
Use your own device	3%	3%	3%	2%	3%	2%	5%	3%	1%	1%	3%	3%	2%	3%	2%	0%	3%	3%	1%
Attend a reading group/author talk/book club or another type of event	3%	3%	6%	2%	3%	3%	1%	2%	2%	3%	3%	2%	7%	1%	1%	5%	4%	3%	1%
Borrow/download e-books	2%	3%	1%	5%	3%	2%	1%	2%	1%	2%	1%	3%	3%	3%	3%	0%	0%	3%	1%
Buy a drink – tea/coffee	2%	2%	3%	0%	1%	5%	10%	0%	1%	0%	0%	1%	4%	1%	1%	0%	1%	1%	1%
Attend an adult learning course or computer-based course	2%	0%	2%	3%	1%	2%	0%	4%	2%	1%	1%	2%	0%	1%	2%	0%	1%	1%	0%
Number answering the question	7,695	125	478	247	627	181	380	139	216	426	497	1,364	216	795	606	27	414	736	114

Table 11: Q10 – Still thinking about the library you use most, what do you think of the... % selecting good

	CE	Alde	Als	Boll	Cong	Crewe PAS	Crewe LC	Dis	Hand	Holm	Knuts	Macc	Midd	Nant	Poynt	Prest	Sand	Wilm	Mob
...library as a whole?	89%	86%	90%	94%	87%	78%	82%	87%	88%	90%	89%	93%	85%	88%	93%	94%	88%	88%	83%
...range and choice of books for children?	90%	70%	90%	91%	91%	84%	93%	90%	85%	87%	91%	92%	78%	92%	91%	*	92%	92%	84%
...range and choice of novels/fiction?	81%	67%	83%	75%	81%	81%	82%	68%	73%	82%	81%	85%	78%	80%	82%	67%	83%	82%	79%
...range and choice of non-fiction?	69%	60%	70%	62%	68%	60%	70%	51%	64%	63%	68%	77%	57%	65%	69%	46%	67%	72%	79%
...range and choice of DVDs?	68%	65%	75%	56%	66%	54%	67%	69%	54%	72%	69%	77%	64%	65%	59%	*	58%	73%	*
...activities and events for children?	86%	82%	87%	90%	92%	62%	83%	86%	71%	88%	89%	89%	85%	86%	79%	*	87%	89%	*
...activities and events for adults?	63%	53%	73%	70%	62%	43%	69%	54%	46%	69%	55%	64%	64%	62%	66%	*	59%	64%	*
...helpfulness of library staff?	94%	97%	93%	100%	93%	91%	89%	99%	95%	93%	95%	96%	96%	94%	95%	100%	92%	95%	97%
...information provided by library staff?	91%	93%	90%	98%	90%	87%	88%	93%	92%	94%	91%	93%	90%	90%	89%	94%	86%	91%	98%
...local studies and local history information?	78%	62%	79%	81%	77%	79%	80%	69%	62%	72%	81%	86%	78%	74%	73%	*	80%	77%	75%
...information provided by organisations/charities?	71%	62%	76%	64%	67%	46%	62%	81%	65%	73%	58%	76%	74%	72%	78%	*	75%	77%	76%
...general layout?	82%	82%	85%	91%	81%	70%	70%	85%	83%	86%	85%	84%	83%	82%	85%	69%	78%	82%	75%
...attractiveness of the inside of the building?	80%	86%	78%	85%	75%	62%	78%	85%	81%	86%	83%	81%	75%	82%	89%	63%	78%	73%	77%
...provision of tables, seating and study space?	72%	63%	75%	77%	70%	65%	70%	70%	80%	79%	76%	74%	76%	69%	75%	*	65%	68%	*
...attractiveness of the outside of the building?	64%	76%	72%	63%	32%	51%	71%	73%	55%	74%	76%	79%	62%	62%	78%	73%	57%	43%	62%
...computer facilities?	77%	84%	72%	83%	77%	73%	80%	80%	69%	76%	73%	79%	80%	78%	79%	*	69%	70%	*
...Wi-Fi?	76%	78%	75%	84%	75%	70%	86%	75%	65%	72%	69%	83%	77%	77%	79%	*	72%	69%	*
...library opening hours?	68%	33%	75%	72%	65%	69%	76%	43%	63%	61%	65%	75%	63%	65%	73%	45%	69%	66%	71%
...toilets?	63%	72%	42%	9%	80%	57%	83%	59%	19%	84%	16%	70%	38%	50%	84%	*	38%	26%	*
...tea/coffee facilities?	42%	12%	35%	1%	34%	74%	84%	17%	13%	23%	3%	24%	54%	49%	24%	*	41%	16%	*
...ease of access into and within the building?	86%	89%	90%	88%	80%	68%	83%	93%	85%	93%	89%	88%	87%	82%	94%	61%	89%	87%	67%
...external signposting to the library?	55%	42%	69%	72%	48%	37%	45%	59%	53%	65%	56%	52%	65%	51%	58%	45%	64%	53%	*
...availability of car parking?	53%	6%	91%	79%	51%	27%	23%	66%	51%	47%	60%	17%	55%	54%	81%	*	66%	69%	49%
...car parking charges in the surrounding area?	38%	6%	95%	87%	26%	17%	17%	60%	69%	66%	41%	16%	80%	22%	86%	*	84%	25%	*
Minimum number answering the question	1,273	14	83	52	89	32	73	24	29	42	74	172	46	129	57	20	80	87	21
Maximum number answering the question	7,485	132	473	243	616	174	361	141	216	416	472	1,331	210	777	600	32	405	712	124

*Result has been suppressed as the number of respondents answering the question is below 20

Table ??: Q10 – Still thinking about the library you use most, what do you think of the... % selecting poor

	CE	Alde	Als	Boll	Cong	Crewe PAS	Crewe LC	Dis	Hand	Holm	Knuts	Macc	Midd	Nant	Poyn	Prest	Sand	Wilm	Mob
...library as a whole?	1%	1%	1%	0%	1%	4%	3%	2%	1%	1%	1%	0%	2%	1%	1%	2%	1%	0%	0%
...range and choice of books for children?	1%	4%	1%	0%	1%	0%	1%	0%	1%	0%	2%	0%	3%	1%	2%	*	0%	1%	2%
...range and choice of novels/fiction?	2%	1%	2%	3%	2%	4%	3%	6%	4%	3%	2%	2%	6%	2%	4%	6%	0%	3%	1%
...range and choice of non-fiction?	6%	12%	4%	6%	8%	11%	5%	15%	8%	5%	6%	4%	12%	4%	5%	14%	4%	7%	3%
...range and choice of DVDs?	4%	4%	3%	6%	5%	9%	6%	7%	6%	4%	3%	2%	9%	4%	3%	*	5%	5%	*
...activities and events for children?	2%	4%	0%	0%	0%	5%	4%	0%	2%	2%	0%	0%	5%	1%	2%	*	2%	1%	*
...activities and events for adults?	11%	19%	5%	13%	8%	18%	9%	18%	11%	12%	15%	11%	10%	11%	5%	*	12%	7%	*
...helpfulness of library staff?	1%	0%	2%	0%	1%	0%	2%	0%	3%	3%	1%	1%	3%	1%	1%	0%	1%	1%	0%
...information provided by library staff?	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	3%	2%	2%	0%	1%	1%	0%
...local studies and local history information?	2%	1%	1%	3%	1%	0%	3%	5%	7%	4%	2%	0%	3%	2%	0%	*	3%	2%	3%
...information provided by organisations/charities?	4%	7%	1%	1%	4%	3%	7%	0%	11%	3%	3%	3%	3%	4%	7%	*	4%	2%	4%
...general layout?	2%	1%	1%	1%	1%	8%	9%	1%	0%	2%	1%	1%	3%	2%	2%	11%	5%	1%	2%
...attractiveness of the inside of the building?	3%	1%	3%	2%	3%	5%	5%	3%	3%	0%	1%	2%	3%	1%	2%	7%	3%	5%	1%
...provision of tables, seating and study space?	4%	4%	2%	3%	5%	8%	6%	5%	1%	3%	1%	3%	3%	7%	5%	*	9%	4%	*
...attractiveness of the outside of the building?	7%	1%	4%	2%	23%	11%	7%	6%	6%	2%	3%	2%	8%	5%	3%	8%	8%	12%	2%
...computer facilities?	4%	0%	1%	3%	4%	5%	2%	7%	5%	5%	2%	2%	1%	2%	3%	*	5%	8%	*
...Wi-Fi?	6%	9%	3%	3%	9%	6%	2%	9%	11%	9%	8%	3%	4%	3%	4%	*	10%	14%	*
...library opening hours?	6%	27%	2%	6%	8%	4%	5%	14%	8%	9%	5%	4%	5%	6%	4%	4%	4%	6%	5%
...toilets?	17%	19%	36%	81%	8%	11%	2%	16%	68%	4%	71%	7%	42%	14%	3%	*	45%	59%	*
...tea/coffee facilities?	44%	88%	54%	88%	52%	15%	4%	83%	71%	60%	86%	68%	27%	19%	64%	*	31%	78%	*
...ease of access into and within the building?	1%	1%	0%	0%	1%	3%	4%	0%	2%	1%	0%	1%	2%	3%	1%	6%	0%	1%	2%
...external signposting to the library?	12%	28%	6%	8%	12%	26%	25%	8%	6%	4%	12%	14%	10%	10%	15%	7%	6%	9%	*
...availability of car parking?	20%	73%	2%	3%	16%	44%	51%	7%	21%	17%	15%	50%	9%	16%	3%	*	8%	9%	19%
...car parking charges in the surrounding area?	30%	77%	1%	6%	34%	55%	49%	12%	9%	13%	20%	44%	2%	38%	5%	*	3%	26%	*
Minimum number answering the question	1,273	14	83	52	89	32	73	24	29	42	74	172	46	129	57	20	80	87	21
Maximum number answering the question	7,485	132	473	243	616	174	361	141	216	416	472	1,331	210	777	600	32	405	712	124

*Result has been suppressed as the number of respondents answering the question is below 20

Table 12: Q14 – Which 5 of the following categories of books do you think there should be more of?

	CE	Alde	Als	Boll	Cong	Crewe PAS	Crewe LC	Dis	Hand	Holm	Knuts	Macc	Midd	Nant	Poyn	Prest	Sand	Wilm	Mob
Adult fiction	57%	52%	64%	65%	57%	57%	57%	58%	56%	63%	62%	55%	57%	57%	59%	77%	51%	56%	50%
Adult non-fiction	55%	62%	52%	52%	54%	59%	48%	59%	55%	56%	59%	55%	61%	55%	53%	56%	51%	59%	39%
Children's fiction for ages 5 to 12	21%	21%	16%	20%	24%	19%	22%	23%	24%	17%	21%	19%	19%	24%	21%	17%	22%	22%	12%
Children's non-fiction	19%	17%	20%	16%	21%	15%	21%	26%	18%	16%	16%	19%	23%	22%	16%	14%	23%	18%	11%
Teenage fiction	19%	20%	16%	22%	20%	18%	21%	25%	16%	19%	18%	20%	20%	20%	19%	6%	20%	17%	6%
Children's beginning to read books	18%	22%	13%	12%	22%	16%	19%	24%	19%	15%	17%	17%	16%	20%	16%	17%	19%	19%	10%
Adult books in large print	18%	15%	19%	9%	17%	28%	23%	12%	20%	14%	13%	15%	19%	16%	18%	40%	17%	19%	45%
E-books	17%	17%	17%	21%	15%	12%	19%	12%	14%	18%	13%	20%	15%	17%	19%	0%	17%	17%	4%
Adult books on CD (talking books)	16%	8%	18%	17%	16%	16%	10%	15%	22%	13%	16%	17%	17%	14%	17%	4%	14%	16%	22%
E-resources	15%	13%	16%	16%	15%	11%	14%	11%	15%	11%	15%	17%	12%	17%	16%	2%	15%	17%	2%
Children's picture books for pre-school children	14%	19%	10%	15%	16%	10%	14%	20%	17%	12%	15%	15%	14%	13%	13%	14%	17%	15%	4%
E-audio books	9%	7%	12%	12%	11%	4%	10%	5%	9%	11%	6%	10%	6%	9%	10%	0%	11%	10%	3%
Number answering the question	6,654	111	427	217	556	146	326	118	192	368	418	1,185	194	669	530	22	351	635	99

Table 13: Q17 – Which of the following stops you visiting libraries more often than you do now?

	CE	Alde	Als	Boll	Cong	Crewe PAS	Crewe LC	Dis	Hand	Holm	Knuts	Macc	Midd	Nant	Poyn	Prest	Sand	Wilm	Mob
I find information I need online or from other sources	35%	24%	36%	41%	35%	26%	32%	31%	30%	33%	36%	34%	34%	35%	41%	14%	38%	35%	7%
I buy books from bookshops/booksellers/online/second hand shops	31%	16%	33%	31%	32%	29%	30%	32%	31%	26%	25%	35%	28%	29%	31%	42%	30%	30%	15%
The range and choice of books in the library is limited	29%	32%	30%	33%	28%	38%	23%	41%	34%	31%	25%	27%	36%	28%	31%	38%	22%	35%	25%
Cost of car parking near the library	20%	17%	2%	3%	33%	36%	32%	1%	3%	3%	22%	28%	1%	38%	2%	3%	3%	28%	23%
Lack of car parking space near the library	20%	42%	4%	8%	11%	35%	40%	13%	35%	17%	10%	35%	10%	16%	5%	19%	15%	9%	20%
Tea/coffee facilities – not provided or poor quality	18%	18%	23%	31%	23%	6%	2%	21%	25%	23%	29%	21%	13%	9%	20%	6%	16%	20%	5%
The opening hours do not suit me	15%	38%	11%	21%	15%	14%	14%	38%	16%	18%	19%	13%	17%	14%	12%	0%	12%	15%	10%
Toilets – not provided or unclean	15%	18%	28%	36%	12%	5%	2%	11%	34%	1%	33%	7%	30%	11%	4%	21%	19%	28%	4%
I have no time to visit the library	14%	2%	11%	16%	14%	24%	11%	14%	14%	9%	14%	16%	16%	12%	17%	0%	15%	14%	10%
I don't know what's on in the library – events and activities	13%	8%	7%	12%	13%	21%	17%	7%	12%	13%	13%	13%	17%	15%	12%	0%	13%	12%	7%
I read e-books instead of paperback/hardback books	13%	14%	14%	13%	13%	12%	13%	12%	11%	12%	10%	14%	11%	11%	15%	0%	13%	16%	3%
There are not enough chairs/tables/study space	12%	7%	9%	12%	17%	13%	12%	10%	7%	14%	8%	11%	8%	14%	12%	3%	14%	13%	4%
Library fines/overdue fines put me off	10%	5%	7%	11%	11%	12%	9%	4%	13%	9%	10%	8%	15%	11%	16%	0%	9%	11%	15%
I find it difficult to return items on time	10%	6%	7%	14%	10%	13%	10%	7%	11%	10%	6%	10%	14%	9%	12%	19%	11%	7%	9%
I am not sure what services libraries provide	8%	6%	6%	9%	8%	10%	7%	4%	5%	6%	10%	7%	6%	9%	7%	0%	6%	9%	4%
The events and activities in the library do not interest me	7%	5%	9%	6%	7%	5%	6%	6%	8%	5%	9%	4%	6%	5%	8%	0%	8%	7%	0%
The appearance needs modernising	5%	2%	7%	3%	16%	3%	1%	9%	10%	3%	0%	4%	9%	3%	1%	0%	3%	10%	0%
The computer, Wi-Fi and IT facilities are not good enough	5%	2%	7%	5%	6%	3%	4%	8%	9%	5%	5%	5%	4%	4%	5%	0%	5%	6%	0%
The internal layout needs improving	5%	1%	7%	3%	6%	5%	9%	6%	1%	4%	3%	4%	5%	5%	5%	22%	6%	5%	1%
The library is too busy/noisy	4%	2%	1%	6%	5%	2%	3%	1%	2%	4%	6%	4%	2%	4%	4%	0%	3%	3%	0%
There are not enough staff to help me	3%	0%	2%	1%	5%	4%	5%	0%	2%	1%	3%	3%	2%	4%	3%	0%	5%	3%	0%
The condition of the books in the library is not good enough	3%	0%	1%	2%	4%	2%	2%	0%	0%	4%	2%	2%	0%	4%	3%	0%	2%	3%	0%
I do not feel welcome	2%	0%	2%	0%	2%	1%	5%	0%	1%	3%	2%	2%	2%	4%	4%	0%	2%	0%	1%
I don't read books	2%	3%	3%	1%	3%	1%	2%	2%	3%	2%	4%	2%	2%	1%	2%	0%	2%	1%	0%
The library does not provide the things I need	2%	1%	2%	3%	1%	1%	1%	0%	1%	3%	1%	1%	4%	2%	2%	0%	2%	3%	0%
Accessibility needs improving e.g. disability access	2%	0%	1%	1%	2%	4%	4%	0%	0%	1%	0%	1%	1%	4%	0%	29%	1%	2%	3%
My nearest library is too far away/not easy to get to	2%	0%	0%	1%	1%	5%	2%	0%	1%	1%	0%	1%	1%	2%	1%	0%	1%	1%	24%
I have no interest in libraries generally	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
I'm not sure where my nearest library is	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	9%	20%	9%	10%	10%	7%	7%	8%	7%	8%	9%	8%	8%	9%	9%	29%	10%	8%	29%
Number answering the question	6,010	104	356	199	474	146	290	109	181	317	365	1,115	164	622	445	19	315	569	76

Appendix 7 – Open comment question summaries

The following appendix contains summaries to each of the open comment questions in the Library Survey 2016. Further reduced summaries of these summaries may be presented throughout the chapters of the report.

Some responses given by respondents to the questions are repetitive, however, rather than combine all responses from all questions into one summary, a summary is given for each individual question even if the answers do repeat – this helps keep the responses in context.

Q11 – Please help us improve the library service by explaining why you rated any categories as “Poor” or “Very poor” in the previous question:

Availability / Cost of car parking

Respondents who said that car parking was poor felt that in general throughout Cheshire East there is a lack of car parking, and that it is too expensive when charged for, especially for short lengths of stay. They felt that car parking time limits cut short their library visits. Others felt that there are not enough, if any, disabled parking spaces close to the library, meaning those who are disabled either don't visit the library regularly anymore or have to rely on lifts from others to use the library (879 comments).

Toilets

Those that felt toilets were poor complained that there are none/not enough available to the public, and again felt that a lack of toilets cuts short their library visits. Some specifically mentioned the lack of disabled toilets, and child changing facilities, feeling they had to 'beg' library staff to allow them to use the staff toilets for these purposes. Some also commented that toilets in those libraries that do have them were sometimes not kept clean and in a suitable condition for use (368 comments).

Tea / Coffee Facilities

Respondents rating tea/coffee as poor simply did so because there weren't any provided within the library. They felt this meant they don't stay as long as they otherwise might do if they were (334 comments).

Range and quality of books/DVD's

Some suggested that the range and quality of the books, audio books and e-books is poor in both the adult's and children's sections in the libraries. Specifically mentioned was the lack of toddler books and books on history, travel, science and classics (196 comments).

There were comments around the range and choice of non-fiction books, with respondents feeling that the stock never changes so users find themselves having no option but to leave empty handed or take out a book they have already read (48 comments).

Participants rated the range and choice of fiction books as poor as they felt there is not enough stock in large print, and there is too much 'chick-lit' which isn't suited to all users (21 comments).

Some also described the range of DVD's and CD's as poor, feeling they are too pop orientated (40 comments).

Library opening hours

A significant problem for some respondents was that the library opening times didn't suit their work / personal life thus limiting their ability to visit. They felt library opening hours aren't suited to those with a full time job as they cater their hours for the unemployed, those at home during the day and the retired who can visit almost anytime they please. There were requests for late night opening hours so people can visit after work, and for the library to be open all weekend so families can visit together. Specific requests were made for afternoon opening on Saturday and all day opening on Sunday (186 comments).

Attractiveness of the outside and inside of the library

In terms of the attractiveness of the outside of the libraries, respondents felt some of the buildings are old and dull and need a revamp. In addition, some mentioned that the gardens are poorly maintained and full of weeds which are off putting for users. Other notable comments said that in the autumn the leaves are never swept up from the entrance of the library causing a hazard as they become wet and can cause those who are not as stable on their feet to slip (120 comments).

There were fewer comments about the attractiveness of the inside of libraries, but some did describe them as unattractive and dull inside. They mentioned the lack of colourful displays, the lack of natural light and lack of welcoming, relaxing atmosphere (31 comments).

External Signposting to the library

Although not relevant to the majority of users as they already use the library, and therefore know where it is, but some did feel that there is little or no external signposting directing people to the library, meaning those visiting towns wouldn't know the libraries exist, or how to get there. Another point mentioned was that since the library in Crewe has been moved the original sign posting for the library is still directing people to Prince Albert Street rather than the Lifestyle Centre (129 comments).

General Layout

Reasons given for thinking the general layout was poor included (150 comments):

- A lack of internal signposting within the library
- Poor layout of shelving
- A lack of seating areas
- A lack of tables with chairs, and poor placement of them
- Additional chairs dotted around the library would be a huge help
- Check-out machine – Need tables next to them to put book son when checking them out
- Check-out machines – Not placed in the most appropriate positions near the entrances/exits. Some felt the way they are laid out can cause congestion, as some machines don't always work first time and require assistance from staff, which can create queues to build up causing congestion in the walkway, making it hard for others to get past.

Computer facilities for public use / Wi-Fi

Respondents that rated the computer facilities as poor stressed the need for the library service to remain up to date technologically. They also highlighted other reason for poor ratings (106 comments), including:

- The need for new computers as the current ones are slow, in poor condition, as well as working off old software which isn't compatible with more modern technology
- Printers, scanners and photocopiers being old and in poor condition and needing to be replaced with newer models
- The cost for printing and photocopying is too high
- Wi-Fi – either doesn't exist or is slow, it doesn't always connect and when it does it doesn't let you access appropriate sites including email accounts.

Activities and events for adults and children

Those that rated activities and events as poor did so because they felt that (49 comments):

- The range of courses for both adult and children is minimal
- The time some activities and events are held are unsuitable for those that work full time hours as they are held during the day
- There are sometimes long waiting lists for courses.

Staff

When it comes to rating the service provided by staff (59 comments in total), most comments made were in favour of there being more staff made available:

- Staff should replace the check in/out machines which are constantly breaking down
- Libraries have become too impersonal, especially for some elderly people, for whom conversations with library staff provide their only social interaction. Reduced staff numbers has had a negative impact on their quality of life. One respondent said how they visited the library, stayed for a while, checked out their books and didn't see or talk to a single person.

There were a number of reasons given for rating the staff as poor, including:

- Some felt the library staff are rude and unhelpful and make users feel like a burden if they require assistance
- One comment said that when she came in with her husband who has a learning disability they were made to feel unwelcome and that staff asked him to be quiet or leave.

Ease of access into and within the building

Those that felt access into and within the building was poor stated that (26 comments):

- Access for disabled users is difficult, particularly to the mobile libraries
- Some felt the layout of some libraries is not very wheelchair or pram friendly as there isn't enough room for them to pass if someone is looking at books on the shelf
- One respondent also made a point that if a person can't get up a set of stairs, and they also don't like getting in lifts, then they can't access the upstairs part of the library.

Noise

A number of those that rated libraries poor commented on noise levels (23 comments). Comments made here included:

- That libraries are too noisy as children are rowdy and running around the library causing a disturbance to others
- That children's activities aren't segregated from the main library which means if there is an activity on the whole library is noisy (some respondents said that if a children's activity is on when they arrive they leave straight away and come back another time. One respondent suggested that libraries should have adult only times
- Others complained about people talking on mobile phones, or having loud conversations, which they felt is distracting to others trying to quietly work or read.

- Some requested separate rooms which can be used for silent study where mobile phones are prohibited.

Lending and returning items (7 comments)

Finally, a few reasons for poor library ratings were around the lending and returning of items (7 comments), including:

- 3 comments that the delivery period of books from other libraries to their local library is too long and needs to be shorter
- One respondent who said they don't receive a notification in any format when an item is due to be returned, meaning they receive a fine
- Another stating that the library wasn't open when they went to return an item and thus also ended up with a fine – this person suggested having a box where items can be posted through out of hours to avoid getting fines
- One complaint that the borrowing period is too short and should be longer.

Q13 – What would encourage you to use a library more than you do now?

Increase the amount of stock

The largest number of suggested ways of encouraging more library usage was around increasing the amount of stock available to borrow.

A large quantity of comments stated that they would be encouraged to visit the library more often if there was a larger range of books which were up to date, and which there were multiple copies of to avoid having to reserve. Some felt this could be achieved without extra funding by circulating the books between libraries rather than buying lots of new books (410 comments).

Respondents specifically requested an increase in the amount of fiction books available (including teenage fiction, modern fiction, best-selling fiction and classic fiction – 116 comments) and non-fiction books (including non-fiction by lesser known authors as well as best-selling non-fiction – 75 comments).

Other types of books that respondents would like to see more of included hobby books e.g. cooking, gardening, crafts etc. (29 comments), history books (24 comments), travel books (22 comments), reference books (20 comments), children's books (16 comments), foreign language books (11 comments), Science-Fiction books (11 comments), Academic books (11 comments), Large print books (9 comments), Science and nature books (7 comments), crime books (6 comments) and more classics and poetry (5 comments).

Away from books, respondents also asked for an increase in the range and quantity of DVD's and CD's stating that the current range is very dated (84 comments), as well as more e-books and audio books suitable for kindles and mp3 players (55 comments).

More events and activities

The most common suggestion for encouraging greater library usage was an increase in the number of activities and events held in the libraries.

Respondents suggested a wide range of activities and events that could take place in libraries (527 comments), including:

- Events such as music performances, exhibitions, art events, local history talks and book clubs
- Adult classes such as yoga classes, meditation classes, computer courses, family tree research, creative writing courses, foreign language courses and adult vocational learning
- Children's activities suitable for primary and secondary aged children, including writing competitions, interactive story time and rhyme time.

As well as putting these events and activities on, respondents also felt they should be well advertised to ensure take up and participation – respondents suggested they would attend more often if they knew what events were on and what services the library provides.

Suggested improvements to advertising included having a notice board in the entrance of the library with flyers of all the different up and coming activities and events, sending out a weekly email or newsletter with information about library proceedings, and lists around the library detailing new books, popular authors etc. (139 comments).

Expand the opening hours

The next main way of encouraging increased library usage was for longer opening hours. Respondents stated that libraries being open until 9pm on weekdays, open all day Wednesday and open all weekend would encourage them to use them more (418 comments).

Provide tea and coffee refreshments

Several respondents stated that they would be more likely to visit the library more often if there were tea and coffee facilities provided. Some suggested that café areas could be provided, where visitors could sit and read whilst being served basic refreshments (322 comments).

Improve car parking

The next main issue which currently stops people visiting the library more regularly is car parking provision and charges. In essence respondents stated that they would be encouraged to visit more often if the car parking was free and if there was more of it. Some comments surrounded the lack of disabled parking near the library and in general in towns in Cheshire East. Users also suggested having library only car parks, or sections of car parks reserved for library users only (156 comments).

Toilets and baby changing facilities

Another suggested improvement was for the provision of toilets and baby changing facilities for public use. Many said they cut their visits short or simply don't plan to stay long because they know there aren't any facilities to use should they need to (126 comments).

More seating and study areas

Some said that if there were relaxing seating areas they would be encouraged to stay longer with others saying that if there were private rooms for specified purposes such as study only, or silent reading, they would be encouraged to visit more and stay for longer (118 comments).

Improved computing facilities

Respondents suggested that improvements to computing facilities would encourage them to make more use of libraries (103 comments), and included specifics such as:

- The computers being 'old and slow' and 'in dire need of an upgrade'
- Colour photocopiers and wireless printing systems are needed
- The Wi-Fi needs to be improved – where it is available it is slow and doesn't let you access websites which are appropriate and necessary for studying.

Overall respondents felt the computing facilities in libraries need to become more modern to survive the 21st century.

Other improvements

Smaller numbers of respondents suggested a few other ways of encouraging more visits (220 comments), including:

- Remove charges and fees - Some stated that a reduction or abolishment of book/item reservation charges and fines would encourage them to visit more often
- Have a more welcoming atmosphere and user friendly layout
- Have more staff to replace the check in machines
- Have more expert staff to help with requests
- Have a better book search and reservation facility.

Mobile Library

Finally, there were some suggestions made about what would encourage more use of the mobile libraries. These included that the mobile library visit more often than once every three weeks, and several pleas for the mobile service not to be cut. Others have said they would use the regular libraries more than the mobile library if there was a reliable public transport system through Cheshire East (53 comments).

Q15 (1) – How could the choice of adult books be improved (in the library you use most)?

Respondents made a wide range of suggestions for improving the range of adult books in Cheshire East libraries, including:

Provide new stock

First and foremost respondents suggested that increasing the stock of bestsellers, popular books, new titles and books suited towards a male audience would be the best way of increasing the range of books available. Respondents listed the types of adult book they would like to see more of, and these included:

- General fiction and non-fiction (164 comments)
- “Classics” / Poetry (118 comments)
- Science-Fiction/Fantasy/Science/Astronomy books (46 comments)
- Hobby books including gardening, cookery, DIY, woodwork, crafts, knitting, sewing, food & drink, self-help, computing (46 comments)
- Travel books including travel guides, maps and transport (38 comments)
- History books, both modern and ancient (36 comments)
- Foreign language books including French, German and Spanish (30 comments)
- Auto/Biographies, of “important” figures rather than minor “celebrities” (22 comments)
- Crime/thriller novels (16 comments)
- Art & Design books including textiles, drama and photography (15 comments)
- Academic textbooks / Educational books (11 comments)
- Miscellaneous others including nature, engineering, romance, religion and horror books (56 comments in total).

Respondents also listed the types of authors that they would like to see stocked, including:

- Dean Koontz, Richard Layman, Kate Morton and Dick Francis (40 comments)
- Current trending/prize winning authors such as winners of the booker prize (27 comments)
- Authors currently in the Top 20 and authors matching current TV trends (12 comments)
- A miscellaneous list of authors including international authors, lesser known authors, new and upcoming authors, older classic authors, local authors and fantasy authors (39 comments in total).

Overall there was a feeling that respondents wanted books by “rated” authors, with one participant stating they want the council to “*assume a higher brow in users*” rather than simply supplying the latest popular titles (27 comments).

Reduce certain stock

As well as supplying new stock, respondents suggested that the stock could be improved by reducing the number of certain types of books, including:

- Books they described as “trash”, which included “chick-lit” novels, romance novels and autobiographies by “unimportant” celebrities such as footballers. Some male respondents suggested the stock was more tailored towards women, and hence suggested a reduction in the amount of romance and “chick-lit” stock (30 comments)
- Other respondents suggested a reduction in the amount of sport, cookery, travel and crime/thriller novels (28 comments in total).

Ask the readers what stock they want

Further to providing new stock, or reducing certain stock, respondents suggested engaging library users in the process of deciding on new stock, either by:

- Surveying library members to ask specifically what books they would like to see
- Having a vote in libraries on what new stock should be introduced
- Or having a ‘request box’ in libraries where readers could request certain authors or genres for example (59 comments).

Others felt there could also be suggestion boxes so library members could suggest which books others might enjoy who have similar interests e.g. through a “readers’ choice” board or something similar (16 comments).

Circulate stock

Respondents also suggested circulating stock more regularly to help improve stock, which would result in library members having ‘new stock’ in their local library without additional funding being required. A number of participants noted that when books are reserved from other libraries they are sent to their local library anyway so by circulating books it is adding to the service that is currently provided (58 comments).

Stock full series of books

Respondents also suggested that ensuring libraries stock the full series of books, and full ranges of books by author, would help improve stock. Some complained that they would borrow the first book in a series then find the library does not stock the next in the series causing them to have to reserve the book, at a cost, from another library, which caused an inconvenience (52 comments).

Advertise what is available

Other respondents suggested that rather than increasing the number of books, libraries should advertise which authors are becoming popular, and let users know when books are available for loan. This could be done in a number of ways the preference being for weekly emails updating users on what is available – it was felt this would help improve the efficiency of the lending service (39 comments).

Improve the search facility

Respondents also suggested improving the efficiency of the lending service by improving the book search facility both online and within libraries. They felt this would make it easier for members to find what is available, and where it is located, even down to the exact shelf. Some suggested that stock probably isn't lacking, just that it is not necessarily clear where books are located on the shelves, particularly for infrequent users (35 comments).

Stop selling stock

Finally, some asked that libraries stop selling off old stock, as they felt this is ultimately the reason why stock is reducing (8 comments).

Q15 (2) – How could the choice of children’s books be improved (in the library you use most)?

When asked how the range of children’s books could be improved, respondents made similar suggestions as those made for improving the adult book stock. These suggestions included:

Provide new stock

Again, the main suggestion was to add new stock of children’s books, including through having a wider variety of stock including bestsellers, stocking new titles, stocking multiple copies of a book and keeping the range up to date with current trends with TV shows etc (119 comments).

Respondents specifically listed a need for the following new children’s books:

- Young adult and teenager books - specifically mentioned were girls aged 8-12, Boys range and teenage fiction (38 comments)
- Beginning to read books, including ‘read along’ books aged 2-5, and learning to read alone books aged 8+ (18 comments)
- Non-fiction (16 comments)
- Baby/toddler/pre-school books – specifically mentioned were books being colourful and bulky, books around TV characters e.g. Pepper Pig, Winnie the Pooh, and The Wombles (14 comments)
- Classics – specifically mentioned were Beatrix potter, Dr Seuss and The Secret Garden (12 comments)
- Education/Academic books surrounding school projects, the school’s curriculum, homework, educational non-fiction and GCSE revision (11 comments)
- Fiction – specifically mentioned were books aimed at ages 5-12, young adult and a more diverse/bigger range for boys (10 comments)
- Audio books (10 comments)
- Other types of books including; books surrounding family issues such as divorce/adoption/moving schools etc., books suitable for children with learning difficulties, specifically mentioned were books with different coloured backgrounds suitable for children with dyslexia, cartoons, horror, history, science-fiction, nature and bedtime stories (37 comments in total).

Respondents again listed specific authors they would like to see more of, including:

- Books by new authors such as Louis Sachar, Matt Haig and David Solomon
- Books by popular/well known children’s authors such as Jeff Kinney, David Walliams and Jacqueline Wilson

- Books by “classic” children’s authors such as Roald Dahl
- Books by local authors such as Alan Garner
- Books by featured authors and current trending, award winning authors such as those recommended by Blue Peter, and the top 20 children’s novels.

Ask the readers what they want

As young children weren’t completing this survey their grandparents/parents/carers were answering on their behalf. Comments here saw respondents ask that the council survey children asking them which books they would like to see in the library. Numerous comments suggested carrying out the survey within schools, and asking teachers what is popular among their classrooms (46 comments).

Others felt that a suggestion/recommendation box be installed in the library where children can write down what they wish to see in the library when they’re visiting (8 comments).

A final point that was mentioned by a participant was that the library analyse the types of books/authors that are being borrowed most commonly and stock more accordingly.

Finally, respondents made several other suggestions as to how to improve the children’s book stock:

Reduce certain stock – Respondents again suggested that some types of books should be reduced in number, with specific mentions being given to Disney books, fictional books, pop-up books (as they are easily damaged), and books that include story lines on issues which could distort the minds of young children such as on issues of body image for example (6 comments).

Maintain book condition – Maintain the books in good condition, as they are frequently damaged as children, especially babies and toddlers, can be rough with items – some have ripped pages, food stains and are generally in poor condition (6 comments).

Stock full series of books/full range of books by author (5 comments).

Improve the search facility/Advertise what is available – Some users commented that the book search and reservation facility both online and via catalogue needs updating to make it more user-friendly, easier to find available books available, and easier to find where they are located within the library (5 comments).

Circulate books between libraries (4 comments).

Q15 (3) – How could the layout be improved to help you find the books you are looking for (in the library you use most)?

Improve the signage

The main way respondents felt the layout could be improved for finding books was through increased and improved signage (205 comments in total). They suggested:

- Having better overhead signs, like those used in supermarket aisles
- Having all signs and labels in large print thus readable by all library users
- Having clearer labelling on the shelves, including by having bold letters on the end of the shelves to make it easier to navigate through the shelves
- Ensuring labelling is obvious as to what the contents of the shelf is
- Clearer labelling of the actual books.

Improve the search facilities

Alongside improved signage, respondents suggested improving the search functions both online, and inside, the libraries – they wanted to be able to find the books they wanted easier (105 comments). This included:

- Having more computers/iPad's in the library to search on to prevent congestion
- Having maps placed around the library, but especially in the entrances showing how the books are organised
- Colour coding the maps/shelves to make the search process easier
- Making maps downloadable to enable more efficient searching.

Improve the organisation of the books

There were also many comments about the organisation of the books, with some respondents suggesting that improving the way they are organised would make finding them easier. However, there was no common consensus on how the books should be organised, with several different methods suggested including:

- Organising the books by category/genre, and have sub-categories e.g. separate crime and thriller books, and separate science-fiction and fantasy books
- Organising the books alphabetically by author
- Organising the books alphabetically by book name
- Organising the books using Dewey Decimal Classification
- Organising the children's books appropriate to age.

Others suggested that however they're organised, the books should be kept in the same order for long periods of time so people get accustomed to the layout (156 comments).

Improve the organisation of the shelves

There were a number of suggested improvements to the shelving (109 comments in total), including that:

- The shelves should be colour coded to help with identification
- They should be labelled more efficiently, possibly using large print
- Access to the bottom shelves can be difficult, particularly for the elderly or disabled, and so shelving should start at waist height so the majority of books are at eye level and easier to access
- The books should not be 'too tightly crammed in'
- More space be allowed between shelves so that users can pass each other comfortably whilst browsing
- The layout of shelves be 'set around you' rather than in rows to make it flow better.

Other layout improvements

There were a number of other suggested improvements to the layout listed, including that:

- The library layout should have a 'natural flow', so that it is clear what is where (20 comments)
- Once a layout/system had been selected that it shouldn't be continually changed and should be stuck to, as this was considered an issue especially to elderly library users (12 comments)
- Staff should be better acquainted with the layout so they can provide assistance if needed (8 comments)
- More tables and chairs should be provided around the library and at the end of shelves to make browsing a more comfortable experience (8 comments)
- The library should have better lighting (3 comments)
- All books should be on one floor leaving space for private study, activities etc. (4 comments)
- Adult books should be downstairs and children's books upstairs if space permits, as some elderly library members have difficulty getting up stairs (5 comments)
- There should be displays of recommended books e.g. an "if you like this, try this" section, perhaps on separate shelves, such as shelving they have in Waterstones book shops (11 comments)
- Books should be presented in better displays (8 comments), featuring highlighted authors, perhaps introducing an author of the week (5 comments), having the books front cover on display rather than spine (5 comments) and having themed displays (3 comments).

Q15 (4) – How could the layout be improved to help you browse and relax (in the library you use most)?

Seating

The main suggested library layout improvement to help people browse was by adding more comfortable seating/comfortable seating areas. Respondents requested more easy chairs, arm chairs, sofas, beanbags for children, and seating at the end of book shelves as they felt this would heighten their library experience (523 comments).

Separate children's area

Several respondents suggested that children's areas should be kept completely separate from the adult section and study rooms, as the noise from the children's activities are generally felt to be loud and off putting for those who wish to browse and read quietly. Others stated that they felt the library is too noisy due to both children and people on mobile phones. Others felt that they wanted children's areas to be secured to stop children running around the main library. Several respondents also wanted additional study rooms (146 comments).

Tea and coffee facilities

Despite disagreement from a few, several respondents suggested having tea and coffee facilities, perhaps in the form of a café, as they felt this would enhance the relaxing experience – reading a book with a beverage. Some suggested having a social area separate from the main browsing and quiet section, meaning those who don't mind background conversation can enjoy relaxing with a drink, and those who wish to remain in a quiet environment can take a drink to the quiet areas and relax in silence (79 comments).

Tables

Respondents requested more tables – some in the study areas, some specifically for newspaper readers, and some in the reference section etc. These were felt necessary as some felt that if they have a large amount of books it isn't nice to have to balance them or put them on the floor whilst you reading (52 comments).

The books

Others reiterate some of the points made in Q15 (3) surrounding the layout of the books. These comments suggest users will have a more relaxing experience if they can find the books they're looking for quickly rather than having to 'fuss around' going to different sections of the library. This can be better supported by more signage overhead and on the shelves, and with a better search facility (56 comments).

Computer facilities

A number of respondents suggested improvements to the layout of the computer facilities (10 comments), including that:

- There should be more plug sockets to charge personal laptops, as a lack of them cuts short their visits
- Printers and photocopiers should be in the same room so personal documents aren't being left unattended on tables
- The computer section should be in a separate room for privacy so those browsing books don't see personal information.

Further ways of improving the layout for browsing

There were a few other suggestions as to how to improve the library layout:

- Make the library bigger/create more space (18 comments)
- Provide toilets and baby changing facilities – this is especially relevant when events and activities take place. Some felt they can't go to the library to stay for a while to relax as there are no public toilets to use should they need to (16 comments)
- Hold activities / council services in private rooms as many don't want to talk about private affairs such as benefits and unemployment around strangers as it makes them feel uncomfortable (11 comments)
- Ensure that access around and within the library is adequate, particularly for those using wheelchairs or push chairs (4 comments).

Q19 – Are there any other services that you think could, or should, be provided in libraries?

Tea and coffee facilities

The introduction of refreshment facilities including tea and coffee was the most popular facilities users thought should be provided. Some comments suggested rather than the instalment of a dispensing machine, a small café could be put in place which also serves snacks and can be an additional place to sit and relax with a book (86 comments).

Citizens' Advice Bureau

The idea of introducing a Citizens Advice Bureau (CAB) help desk was a fairly popular suggestion. Specific comments included offering pension help, health advice, emotional wellbeing advice, bereavement help, a hotline to all MP Representatives and railcard renewal service (51 comments).

Toilets

Another high number of comments saw library users ask for the provision of public toilets. Many say how it is an necessity to have them and more people will be encouraged in, especially parents with young children, knowing the facilities are there should they need them (47 comments).

Opening hours

The current opening hours were also a big issue for some library users. Several asked for later opening times to suit those with full time jobs during the day, and if that isn't possible full weekend opening so families can visit all together (41 comments).

Quiet/separate rooms

As noise is felt to be an issue by some respondents, they suggested having separate quiet study / reading rooms where mobile phones are banned and silence is enforced by a librarian. Some also suggested having separate rooms provided for services such as CAB to give people using those services privacy, and to keep the noise from these services separate. A final request was for free reservation of private rooms for evening clubs (35 comments).

Computer facilities

Some complained about how old and slow the computers are, and also that some libraries don't have Wi-Fi, or very slow Wi-Fi, which means people can't research on their own devices. In addition, other complaints surrounded the condition of the photocopiers and printers and also the cost of photocopying and printing saying that it was too expensive. As

there is also a limit on free computer use time, a few comments said that researching on the Cheshire East website such as looking for school reports shouldn't be deducted from free time (41 comments).

Elderly and disabled friendly

A few respondents commented that as the majority of library users are older, making the library more elderly and disability friendly is a must. Some complained that they struggle to move around the library in a wheelchair without causing disruption to others and mentioning how there aren't enough chairs. A few comments from elderly participants stated that they aren't as stable on their feet anymore and need to sit down more often, and therefore require more chairs (17 comments).

Mobile library

It has been noted that the mobile library service has been disbanded in many areas which means some people have had to stop using the library service all together – some asked that the service be reinstalled, and that visits be increased to once a week. One suggestion mentioned the possible introduction of "reading companions who visit the lonely" which could be run by volunteers then those who miss the mobile service can still have the social interaction and continue to read books (10 comments).

Other suggested services

Other services respondents suggested might be introduced included Post Office services (such as stamp buying, postcards, lottery tickets, post boxes and picking up parcels), a ticket desk for buying theatre and cinema tickets, a crèche for young children so parents can browse, an out of hours return box and a facility to donate unwanted books (28 comments).

Additional courses and events

Several simply stated that they think the library should provide more courses and activities for adults and children and also make sure they advertise the courses they already provide. Many comments stated that they only knew an event or course was on if they had stumbled across it by accident (62 comments).

Others asked for the provision of book clubs both for adults and children which are free to join. Similarly, some asked for creative writing clubs available for adults and children which are also free from membership (53 comments).

A few respondents asked for more computer based courses for both beginners and advanced users, including how to buy and sell online, about internet safety for younger users, as well as courses on how to use the e-book service, and beginner's classes in the use of social media and mobile phones (19 comments).

Another addition which would draw more people into the library is by having more talks and book signings by authors and illustrators. Other comments said they would be interested in local history talks and talks on wildlife.

Other courses people would like to see include children's activities such as an Xbox or PlayStation club (18 comments), craft groups such as sewing and knitting (16 comments), Adult literacy courses (12 comments), careers advice groups (8 comments), foreign language courses (7 comments) and live music events (5 comments).

Additional book stock

Instead of adding more services to the library a number of comments ask that libraries focus on their main purpose which they felt is to provide books – "Libraries are for books alone". 36 comments simply asked for books including certain topics such as autobiographies and fiction.

Other comments then saw respondents ask for more CD's, Vinyl and DVD's including Blu-ray (19 comments) with a lower cost for reserving them and a longer borrowing period especially if borrowing a full DVD box set.

A large range of comments in this section, 34 in total, asked for the provision of more newspapers and magazines and also e-magazines. One comment suggested that a magazine rack could be provided where people can come and donate a magazine and then take a magazine, this way no additional funding would be needed.

13 comments interestingly asked for the library to pay subscriptions to certain online websites then users can pay a small annual fee for the use of these facilities. Websites included Science Direct, peer reviewed online journal access, ancestry online and the newspaper archive. Like university students can access all of this through their university logins, the same could be done for library users so that they are given a login and can then access them at home too.

The final few comments asked for more local walking maps and Ordinance survey maps available for lending (10 comments), more audio books (8 comments) and one final interesting comment suggested that *"I think you could spend less on large print books which I know are really expensive by increasing your e-book selection and providing cheap e-readers that people could borrow for a small deposit - then they could choose a font size suitable for their needs"*

Displays (101 comments in total)

One main complaint is that the library doesn't advertise all the services they provide. 78 comments asked that there be a general display/notice board at the entrance of the library

which includes bus and train timetables, taxi numbers, town maps, tourist information, what's happening in the area, local tradesmen, nature groups and dates of local markets.

A separate display could be for books only including suggested reads, reader reviews and the top 10/20 books of the month as voted by readers (14 comments in total).

A final suggestion is that a board could be specified to local authors and artists to promote their work and perhaps a small display of 'on this day' where a newspaper front cover could show what the main news was 100 years ago on that day or a photograph showing what the area looked like.

DRAFT

Q20 – Is there anything else you would like to add?

Excellent service

Respondents commented that the current library service is excellent and suits all their needs. Multiple comments said how their library is an essential part of the community and plead that the service including the mobile library isn't cut (811 comments).

Another large amount of respondents commended the work of the staff. They mentioned how lovely and helpful their local library staff are, and felt they should be rewarded for their hard work (363 comments).

Another aspect of the service which received praise was its online services, such as the online renewal, ordering system and the email reminders sent out when books are due to be returned. Respondents praised these online services and asked that they remain to be helpful (58 comments).

A final few comments praised the use of council service desks within the library (5 comments), The E-book/Audio book downloading system (3 comments), the charity Christmas card sale (2 comments), the self-service check out machines (2 comments) and the telephone renewal system (1 comment).

Library Stock

Some commented on wanting a wider range of books and DVD's to borrow specifically mentioning the re-installment of all newspapers including local ones (88 comments).

Users also requested a wider choice of audio and E-books and a few asked that the quality of the DVD's and CD's are checked before being put on the shelves to ensure no scratched discs as a few users said they borrowed an item to find it didn't work when they got home (18 comments).

Reservation costs and fines

Some complained about the cost of reserving an item and about the fines, which some felt were high. Users state that reserving should be free as it isn't their fault their local library doesn't stock a specific book/DVD. Other comments saw respondents asking that the overdue fines be reduced as it puts them off borrowing items and that under 18's and over 65's shouldn't have to pay any reservation or late fees (47 comments).

Staff training

Some requested that there be more trained staff in the libraries to help them with their needs. They felt that as the majority of staff are volunteers, they can't always help with

enquiries from the public, but if they were trained to assist with the additional council services the library provides the system will run much smoother (34 comments).

Online services

Other comments saw participants asking that the online ordering and renewing system be updated to be more user friendly, that the borrowing period needs to be longer to prevent unnecessary journeys to the library to renew an item, and that reminder emails/texts should be sent out of when items are due for renewal/return (49 comments).

More male friendly

One user suggested that the library could be less female orientated, suggesting that "There should be a greater range of books for men. Most librarians are women, and they choose books for women. This needs to be redressed and balanced up".

Opening hours

Some stated again that they would like the library to be open more often including evenings and weekends (51 comments).

Better advertising

Others again suggested the libraries need to advertise what they provide better in order to attract more users. This could be achieved by having noticeboards visible at the entrances, sending out weekly emails and newsletters, updating the online website and Facebook to promote their services and provide information on e-books and how they work (34 comments).

An interesting point from 25 participants encouraged the library to link with their local schools in order to draw more children into the world of books. 6 additional comments then mentioned the library could hold more activities for children which would encourage them to become more active members within the library (31 comments).

16 people have said they would like to see the library offer more courses for adults specifically mentioning courses both beginner and advanced with computers and iPads. One response suggested also having basic help sheets near the computers that could prevent needing to ask staff to help (16 comments).

Other comments suggest more ways the library can improve. 13 comments ask for the instalment of refreshments, 8 comments ask for more events such as movie nights, 7 commenters ask for an out of hours return box, 7 other commenters ask for air conditioning as the library can get very warm and 5 comments ask for a better layout within the library, just to mention a few.

Library atmosphere

Issues around the library atmosphere were raised again with some asking that libraries “return to what they used to be”, e.g. no talking, no mobile phones, no computers, no e-books etc. Some complained about the noise that is now apparent in the libraries with people having phone conversations and general chit-chat which they felt distracts others from their studying and reading. Some also requested that all the space used for DVD’s and computers could be replaced with more shelves with books on, which is what a library is supposed to provide (31 comments).

Regarding noise levels, it was again suggested that a lot of the unwanted noise is coming from people studying in groups or talking to council staff about personal issues which other members of the public don’t want to hear – they requested that private rooms be set aside for those who wish to study in groups and those who can discuss personal matters in private (20 comments).

Finally, some respondents feel that the library is becoming too impersonal with all the new technology, such as the self-service machines, which they felt takes away the ambiance of a library – thus they wanted to see the removal of these kinds of machines, to be replaced with more staff. One respondent mentioned how for some people the conversations with library staff is their only form of social interaction, and now they can enter and leave the library without talking to anyone (32 comments).

Appendix 8 – A summary of staff responses to the survey

Below are the survey results which differed most significantly between library staff and members. Unsurprisingly staff visited Cheshire East libraries more frequently than members:

Q1 % that visit a library at least once a week:	Members	Staff	+/-
	26%	82%	56%
Number answering the question	8,117	66	

Staff satisfaction with the library service was slightly higher than that of library members:

Q16 How satisfied or dissatisfied are you with library services generally speaking?	Members	Staff	+/-
Satisfied	95%	98%	3%
Neither satisfied nor dissatisfied	4%	0%	-4%
Dissatisfied	2%	2%	0%
Total	7,353	61	

Staff were more likely to rate the opening hours, activities and events, and the information provided by library staff as good:

Q10 Still thinking about the library you use most, what do you think of the... % selecting good	Members	Staff	+/-
...library opening hours?	68%	84%	15%
...activities and events for adults?	63%	76%	13%
...activities and events for children?	86%	96%	11%
...information provided by library staff?	91%	100%	9%
Minimum number answering the question	1,715	57	
Maximum number answering the question	7,266	61	

Staff were more likely to rate the Wi-Fi, computer facilities and car parking as poor:

Q10 Still thinking about the library you use most, what do you think of the... % selecting poor	Members	Staff	+/-
...Wi-Fi?	6%	36%	30%
...computer facilities?	4%	30%	26%
...external signposting to the library?	12%	37%	24%
...car parking charges in the surrounding area?	30%	42%	12%
...availability of car parking?	20%	31%	11%
...range and choice of non-fiction?	6%	13%	7%
...toilets?	17%	24%	7%
...attractiveness of the outside of the building?	7%	12%	5%
Minimum number answering the question	1,949	46	
Maximum number answering the question	7,349	61	

Whilst staff agreed with library members that there should be more adult fiction and non-fiction books available in libraries, they were more likely to think there should be more e-books, children's non-fiction and adult books in large print in particular:

Q14 Which 5 of the following categories of books do you think there should be more of?	Members	Staff	+/-
Adult fiction	57%	60%	3%
Adult non-fiction	55%	48%	-6%
E-books	17%	47%	30%
Children's non-fiction	19%	38%	19%
Adult books in large print	18%	36%	19%
E-resources	15%	24%	9%
E-audio books	9%	22%	13%
Adult books on CD (talking books)	16%	14%	-2%
Children's fiction for ages 5 to 12	21%	12%	-9%
Children's beginning to read books	18%	9%	-9%
Children's picture books for pre-school children	14%	5%	-9%
Number answering the question	6,654	58	

As reasons for stopping them visit libraries more often, staff were more likely to select: Poor computer and Wi-Fi facilities, a lack of clean toilets, cost and provision of car parking, lack of tea/coffee facilities and appearances that require modernising:

Q17 Which of the following stops you visiting libraries more often than you do now?	Members	Staff	+/-
The computer, Wi-Fi and IT facilities are not good enough	5%	52%	47%
I find information I need online or from other sources	35%	50%	15%
Toilets – not provided or unclean	15%	30%	15%
Cost of car parking near the library	20%	33%	13%
Tea/coffee facilities – not provided or poor quality	18%	30%	12%
The appearance needs modernising	5%	17%	11%
Lack of car parking space near the library	20%	30%	10%
Number answering the question	6,010	54	

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