# About the Wirral Libraries Strategy Consultation

28th June - 20th September 2021

Survey: Participants were invited to complete a survey, the finding of which would be used to develop the final version of the Library Stratey for the next 5 years.
The survey was available online and as a physical paper or simplified easy read copies according to preference.

1,562 responses were received consisting of:

- 1,073 via the online survey
- 459 paper copies
- 30 Easy Read copies

Responses were amalgamated and are reported as a whole within this report.

Ideas Board: participants were invited to submit ideas about the library service, and were able to vote for (like) or comment upon other people's ideas.

71 contributors submitted, voted for, or commented on 66 ideas.

Ideas were categorised into themes, in order to identify those types of idea with the highest number of submissions and 'likes'.

How to use this report

This report is designed to enable you to view the findings as a whole, by Wirral ward, or by the participants' most used library. Use the drop-down options at the top of each page to filter as desired.  The filters will sync across the whole report.

Hover the mouse over parts of a graph to display further information – such as percentages.

Where a question is free text (these are the charts in green), right clicking with the mouse on a bar within the chart will present a 'drill through' option.  This will enable you to read the full free text comments made by participants in relation to the selected category.  Then click the back button to return to the report page you were originally on.

# Wirral Libraries Strategy Consultation

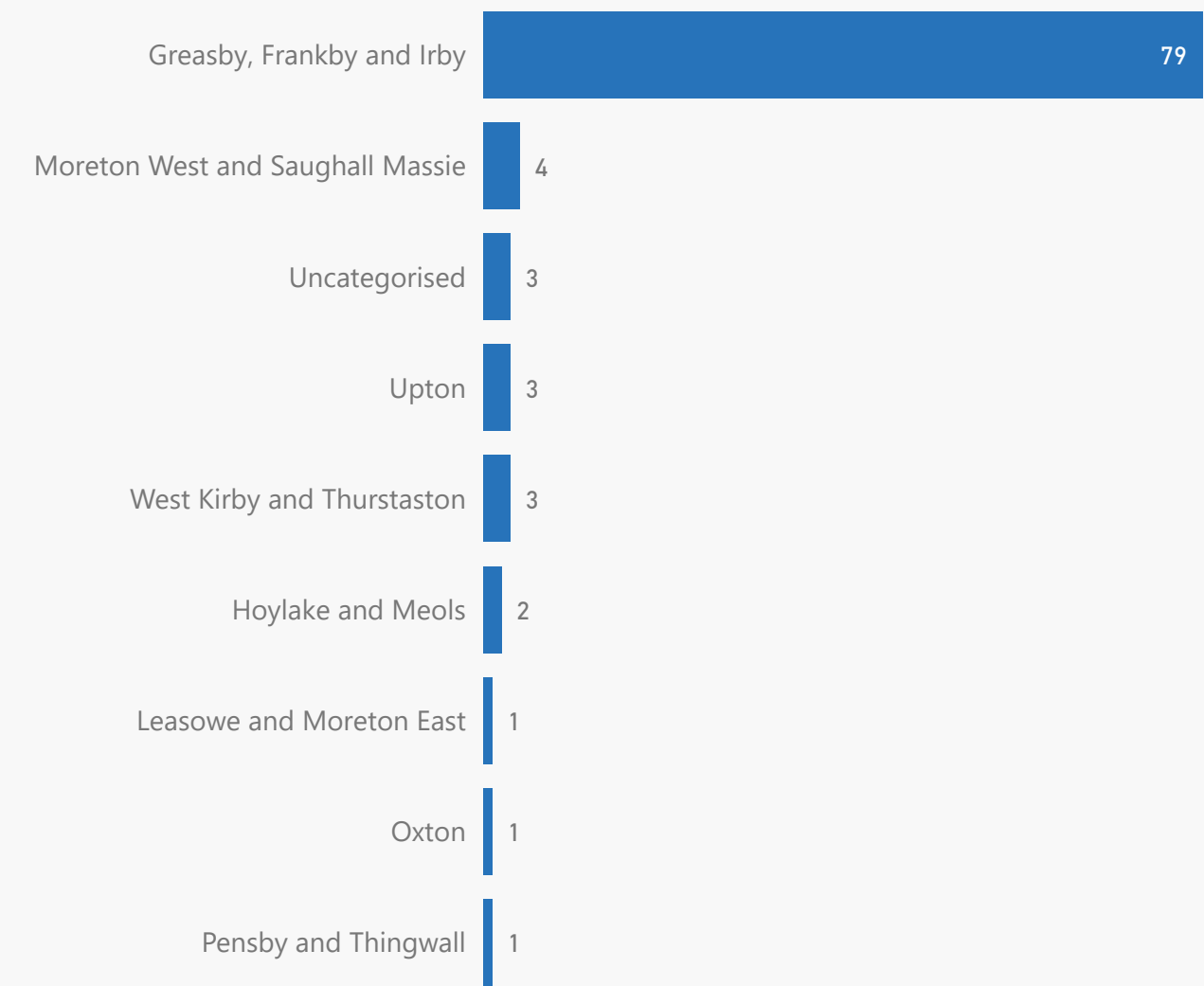## Registration questions - participant location

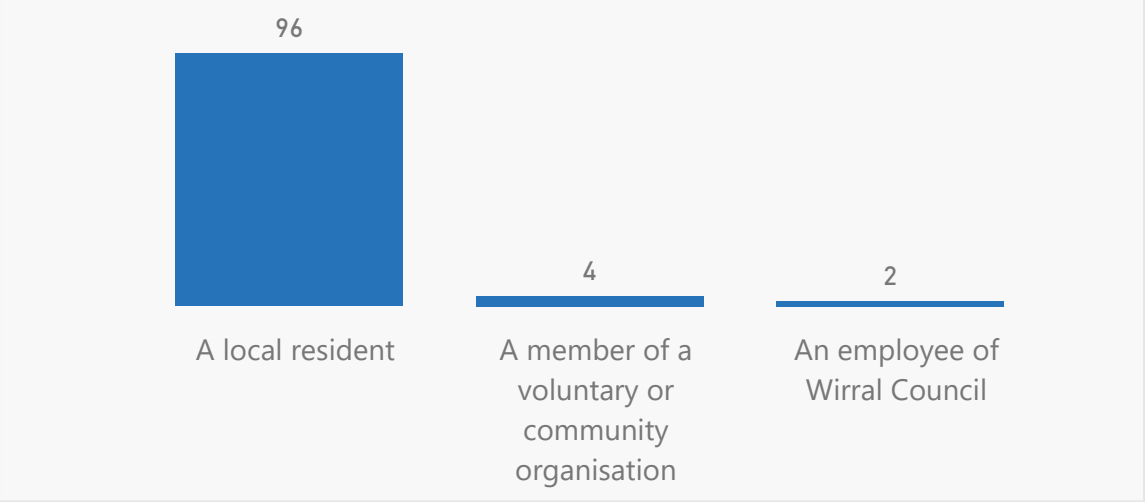### Count of Postcode and Partcipants by Ward name

| Ward name | Count |
|---|---|
| Greasby, Frankby and Irby | 79 |
| Moreton West and Saughall Massie | 4 |
| Uncategorised | 3 |
| Upton | 3 |
| West Kirby and Thurstaston | 3 |
| Hoylake and Meols | 2 |
| Leasowe and Moreton East | 1 |
| Oxton | 1 |
| Pensby and Thingwall | 1 |

### Are you registering as:

| Category | Count |
|---|---|
| A local resident | 96 |
| A member of a voluntary or community organisation | 4 |
| An employee of Wirral Council | 2 |

### Count of Postcode and Participants by IMD Decile (from 1 - most deprived to 10 - least deprived)

| IMD Decile | Count |
|---|---|
| (Blank) | 3 |
| 2 | 1 |
| 5 | 1 |
| 6 | 11 |
| 7 | 13 |
| 8 | 16 |
| 9 | 52 |

IMD Decile (from 1 - most deprived to 10 - least deprived)
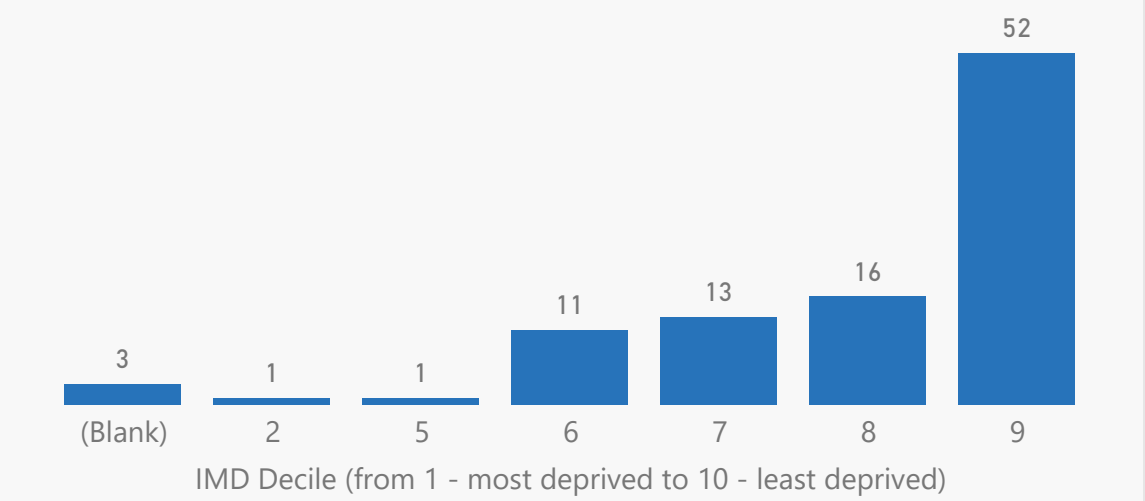
# Wirral Libraries Strategy Consultation

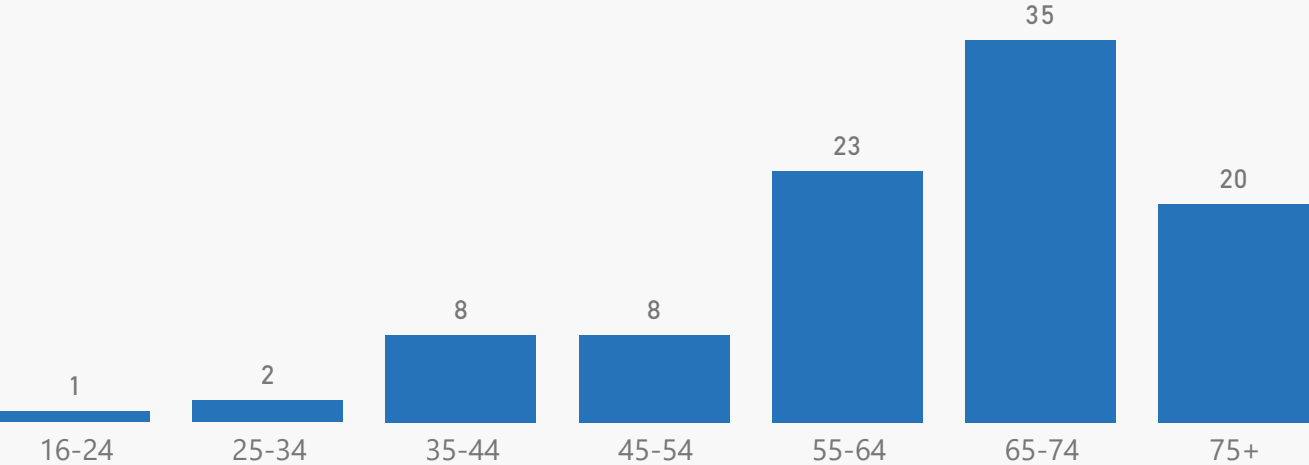Registration questions – participant demographics

## What is your age?

| Age range | Count |
|-----------|-------|
| 16-24 | 1 |
| 25-34 | 2 |
| 35-44 | 8 |
| 45-54 | 8 |
| 55-64 | 23 |
| 65-74 | 35 |
| 75+ | 20 |

## Which of these groups do you consider yourself to belong to?

| Group | Count |
|-------|-------|
| White - English/Welsh/Scottish/... | 92 |
| Other ethnic group - Other ethn... | 3 |

## What is your gender?

- Prefer not to say 1
- Male 33
- Female 59

Legend: ● Female ● Male ● Prefer not to say ● Prefer to use own term
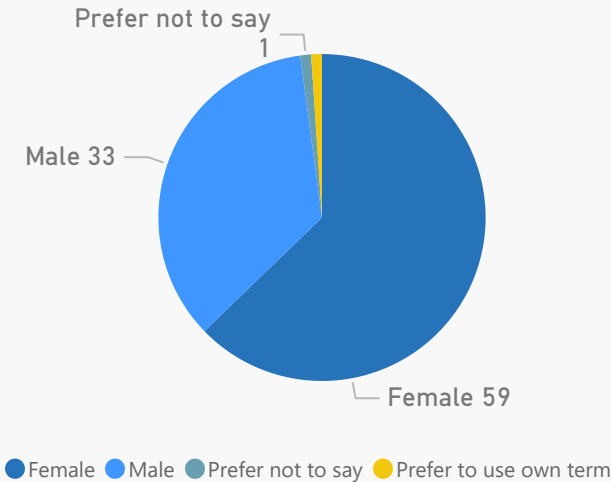
## What is your sexual orientation??

| Orientation | Count |
|-------------|-------|
| Heterosexual | 80 |
| Prefer not to say | 12 |
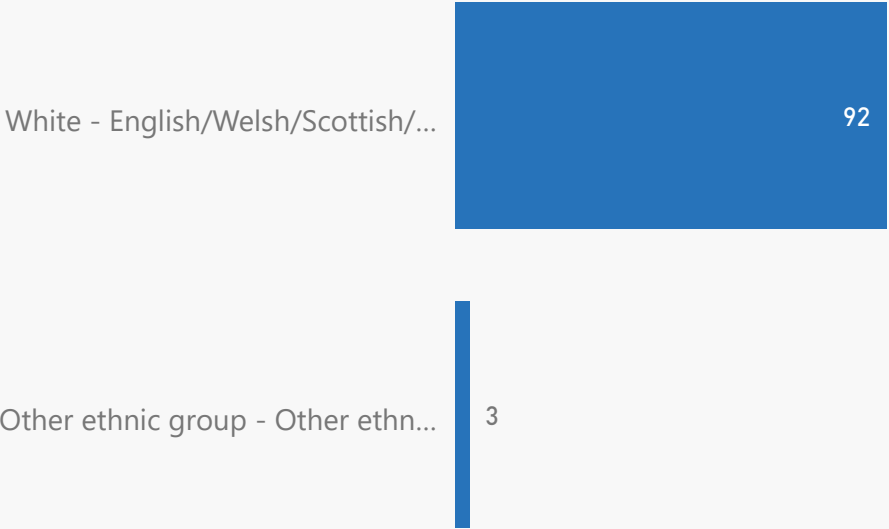
# Wirral Libraries Strategy Consultation

## Question 1 and 2

## Q1. Who are you?

| | |
|---|---|
| Resident | 94 |
| Library volunteer | 5 |
| Community group | 1 |
| Other | 1 |
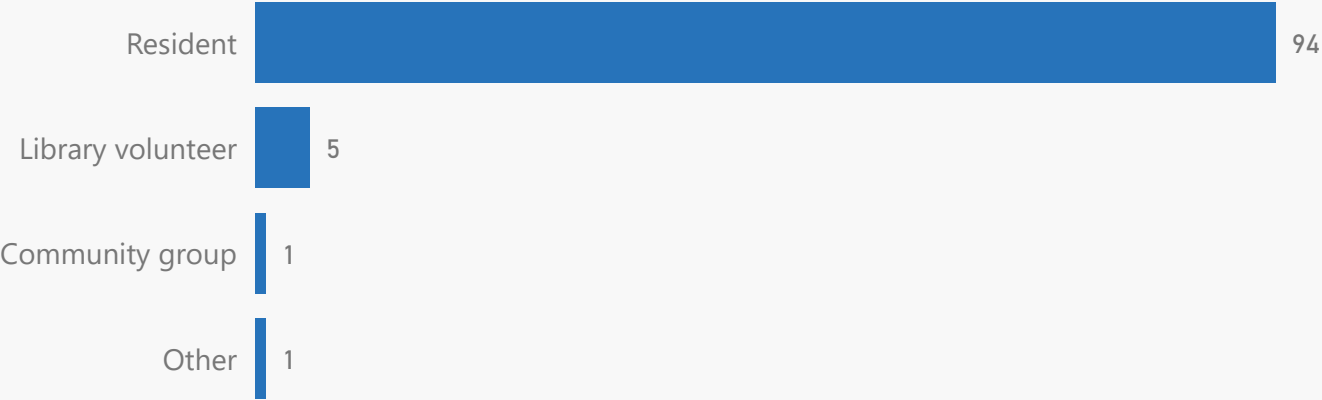
## Count of Category and % of Q1 'other' respondents by Category

1

Friends of' library group member
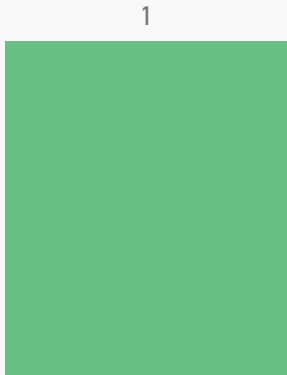
## Q2. Which area of the Wirral do you live in?
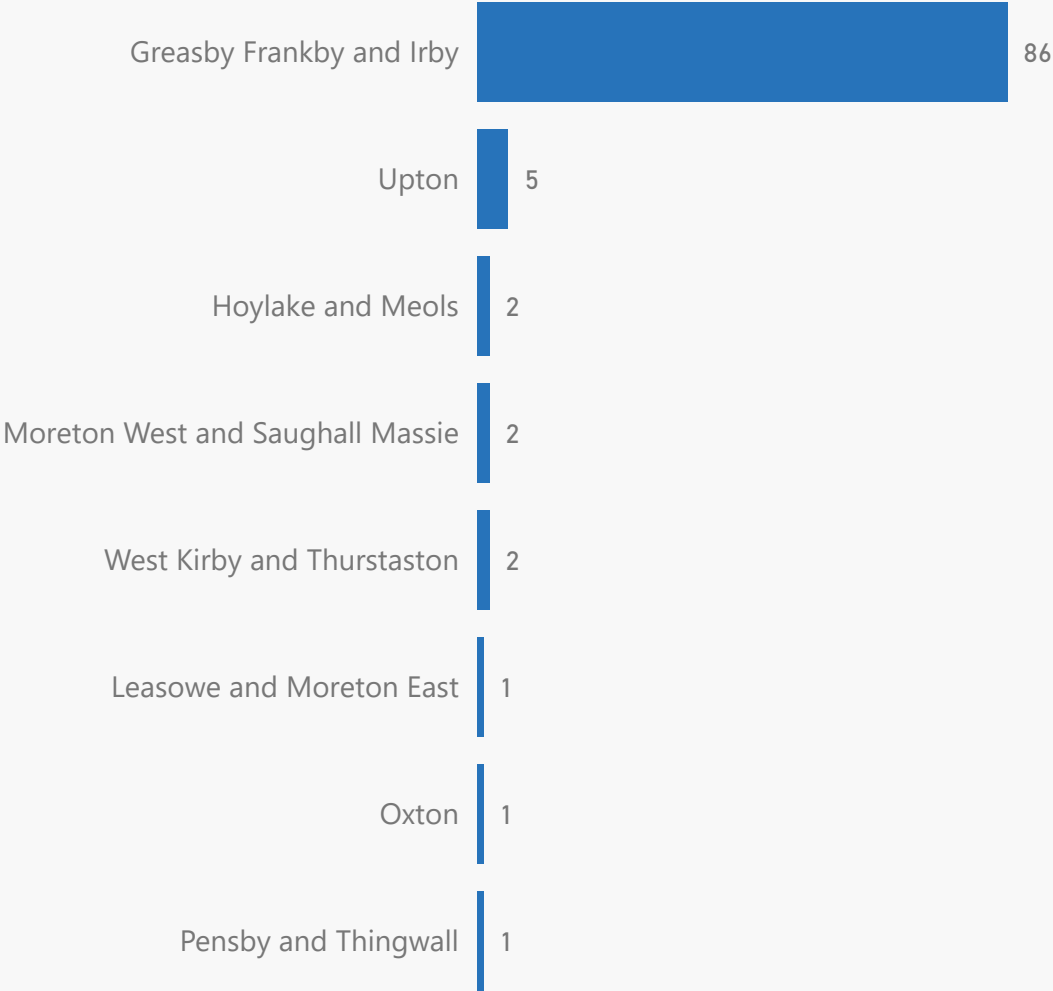
| | |
|---|---|
| Greasby Frankby and Irby | 86 |
| Upton | 5 |
| Hoylake and Meols | 2 |
| Moreton West and Saughall Massie | 2 |
| West Kirby and Thurstaston | 2 |
| Leasowe and Moreton East | 1 |
| Oxton | 1 |
| Pensby and Thingwall | 1 |

# Wirral Libraries Strategy Consultation
## Questions 3 to 6

### Q3. Are you a library member?

No 4

Yes 96
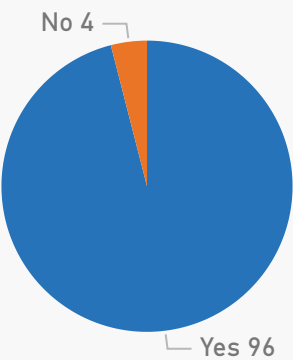
### Q4. Do you, or have you, visited one of our library buildings or used the Home Reader service

No 1

Yes 99
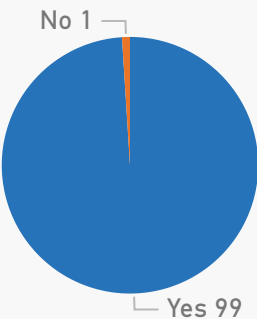
### Q6. How often do you use the library?

| Category | Count |
|---|---|
| Once a week | 42 |
| Once a month | 35 |
| Other | 16 |
| Every day | 4 |
| Once a year | 3 |
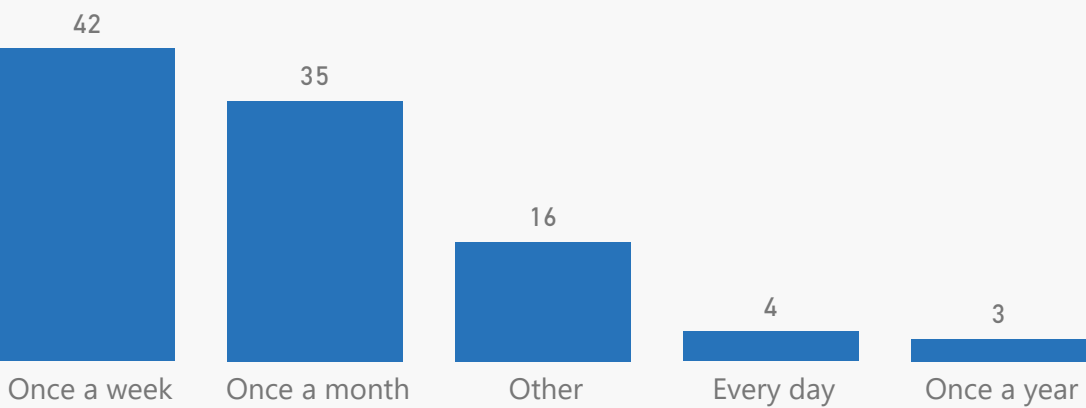
### Q5. Which of Wirral's libraries do you use the most?

Greasby — 101

### Count of Category and % of Q6 'other' respondents by Category

| Category | Count |
|---|---|
| 2-3 times a week | 5 |
| Impacted by COVID-19 | 3 |
| Every few months | 2 |
| Fortnightly | 2 |
| Irregularly | 2 |
| Once a month | 2 |
| 2-3 times a year | 1 |
| Online Service | 1 |
| Rarely | 1 |

# Wirral Libraries Strategy Consultation

## Questions 7 to 8
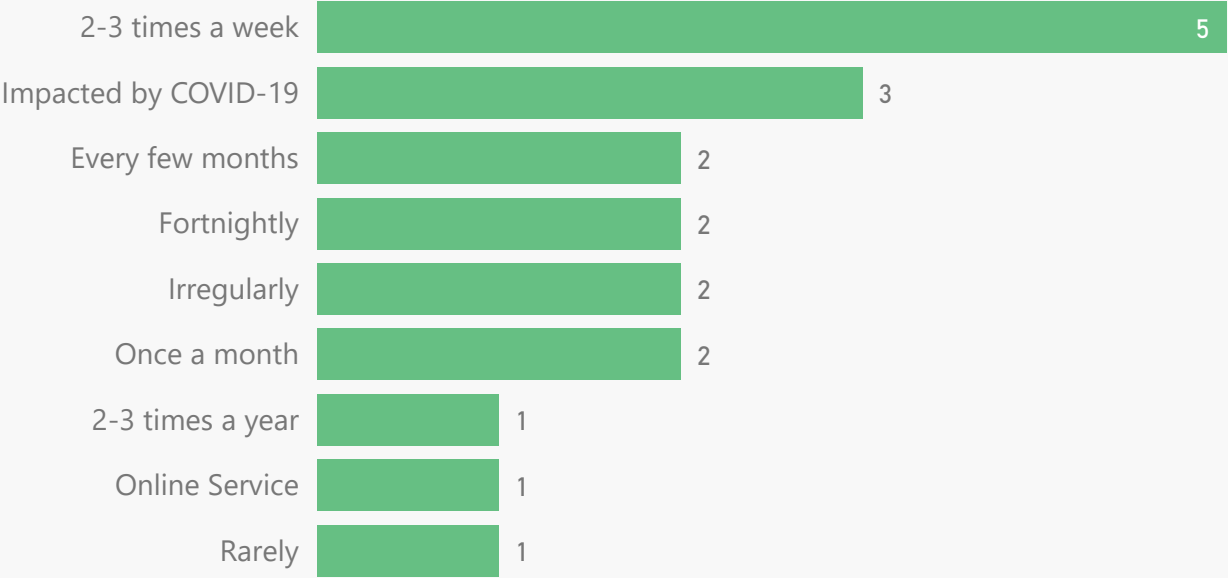
## Q7. How do you get to the library?

| Category | Count |
|---|---|
| On foot (walking) | 76 |
| Car | 34 |
| Bus | 5 |
| On bike (cycling) | 4 |
| Other | 1 |

## Q8. Why do you visit the library?

| Category | Count |
|---|---|
| Borrow/ return books | 94 |
| Photocopier/ printer use | 38 |
| Events for adults (talk or author events) | 36 |
| Leisure / relaxation | 31 |
| Research | 29 |
| Children's events (Storytime/ Bounce & Rhyme / Le... | 28 |
| Newspapers | 26 |
| Computers/ internet/ scanner | 22 |
| Family History (find my past and birth records) | 22 |
| Volunteer | 18 |

## Count of Category and % of Q7 'other' respondents by Category

| Category | Count |
|---|---|
| Home Reader/Delivered | 1 |

## Count of Category and % of Q8 'other' respondents by Category

| Category | Count |
|---|---|
| Archives | 1 |
| Borrow books | 1 |
| Family History | 1 |
| Online library | 1 |
| Safe space | 1 |
| With children or grandchildren | 1 |

# Wirral Libraries Strategy Consultation

## Questions 9 to 10

### Q9. What other services would you like to access from this library?

| Service | Count |
|---|---|
| Café facilities | 43 |
| Event / exhibition space | 40 |
| Events for adults (talk or author event) | 35 |
| Creative spaces (crafting resources/ space... | 31 |
| Family history zone | 29 |
| Organised groups (reading groups/ exerci... | 29 |
| Council services based at the library (leisu... | 28 |
| Courses (computer course/ maths course/... | 23 |
| Better technology (computers/ laptops/ t... | 22 |
| Bookable spaces for communities (room h... | 21 |
| Wi-fi Printing | 21 |
| Children's play pod area / soft play | 20 |

### Q10. Why do you not use the library service?

| Reason | Count |
|---|---|
| I don't like the atmosphere of the library | 1 |
| I don't like the book selection available | 1 |
| I don't think the service is good | 1 |
| The library does not have the services tha... | 1 |

### Count of Category and % of Q9 'other' respondents by Category

| Category | Count |
|---|---|
| Activities for all ages | 1 |
| Borrowing books | 1 |
| More paperbacks | 1 |
| Social interaction events | 1 |
| Uncategorised | 1 |
| Wider selection (books) | 1 |

### Count of Category and % of Q10 'other' respondents by Category

# Wirral Libraries Strategy Consultation

## Questions 11 to 12
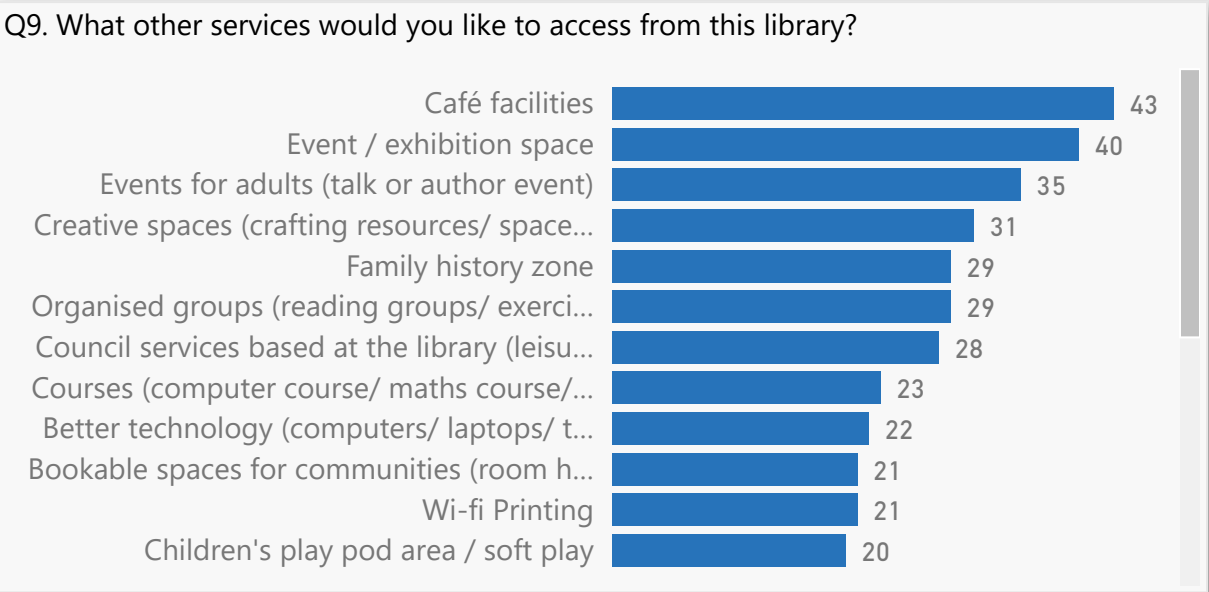
### Q11. What services could we offer that would make you want to use the library?

| Service | Count |
|---|---|
| Better technology (computers/ laptops/ tablets/ high speed wi-fi) | 4 |
| Café facilities | 4 |
| Creative spaces (crafting resources/ space to do art) | 4 |
| Council services based at the library (leisure facilities/ One Stop ... | 3 |
| Event / exhibition space | 3 |
| Access to council services on library computers | 2 |
| Access to help and support (IT computer help/ job seeking supp... | 2 |
| Children's events (Storytime/ Bounce and Rhyme) | 2 |
| Courses (computer course/ maths course/ creative writing course) | 2 |
| Events for adults (talk or author events) | 2 |

### Count of Category and % of Q11 'other' respondents by Category

### Q12. Do you use the online library?
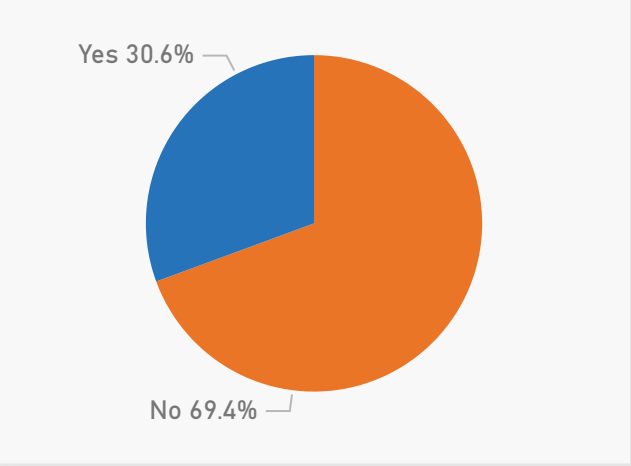
Yes 30.6%

No 69.4%

# Wirral Libraries Strategy Consultation
## Questions 13 to 15

## Q13. Why do you use the online library?

| Category | Count |
|---|---|
| Download e-books | 18 |
| Family history (Find My Past) | 13 |
| Research (information sources - Encyclopaedia Br... | 11 |
| Download eAudio | 7 |
| Other | 7 |
| Newspapers | 6 |
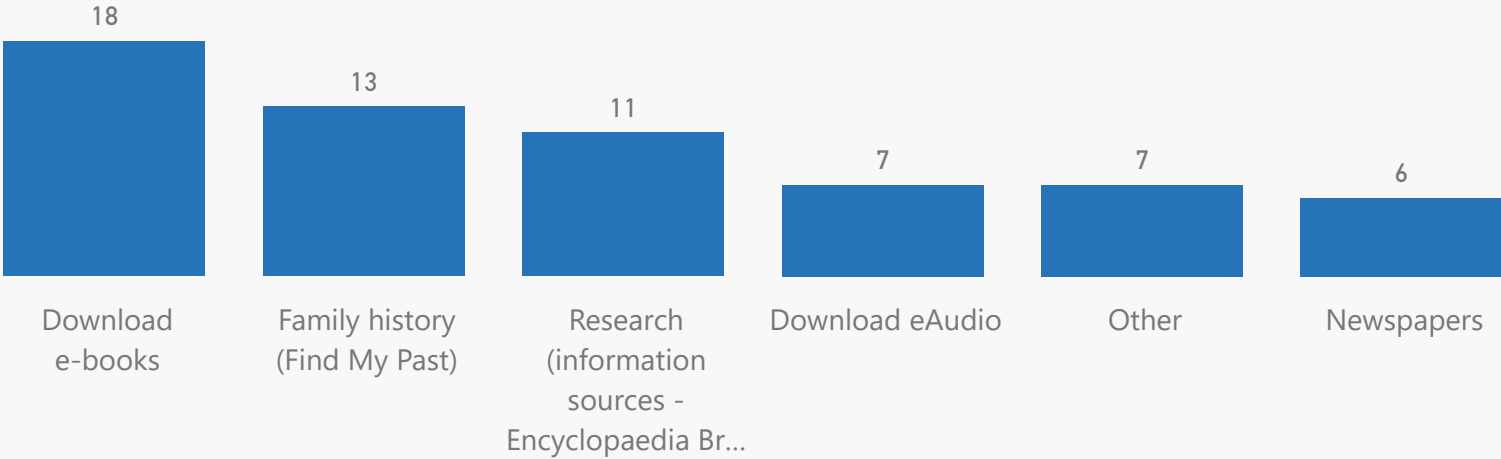
## Q14. During the last year, did you use the online library more?



No 12.0
Yes 20.0
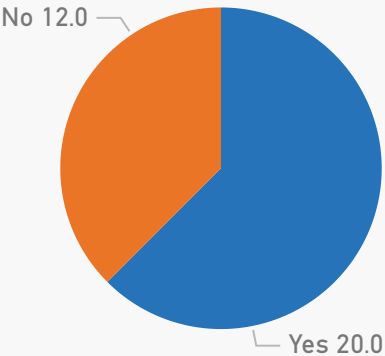
## Count of Category and % of Q13 'other' respondents by Category

| Category | Count |
|---|---|
| Check catalogue | 4 |
| British Newspaper Archive | 1 |
| My local library is closed | 1 |
| Order & reserve books | 1 |
| Renew books | 1 |
| Uncategorised | 1 |
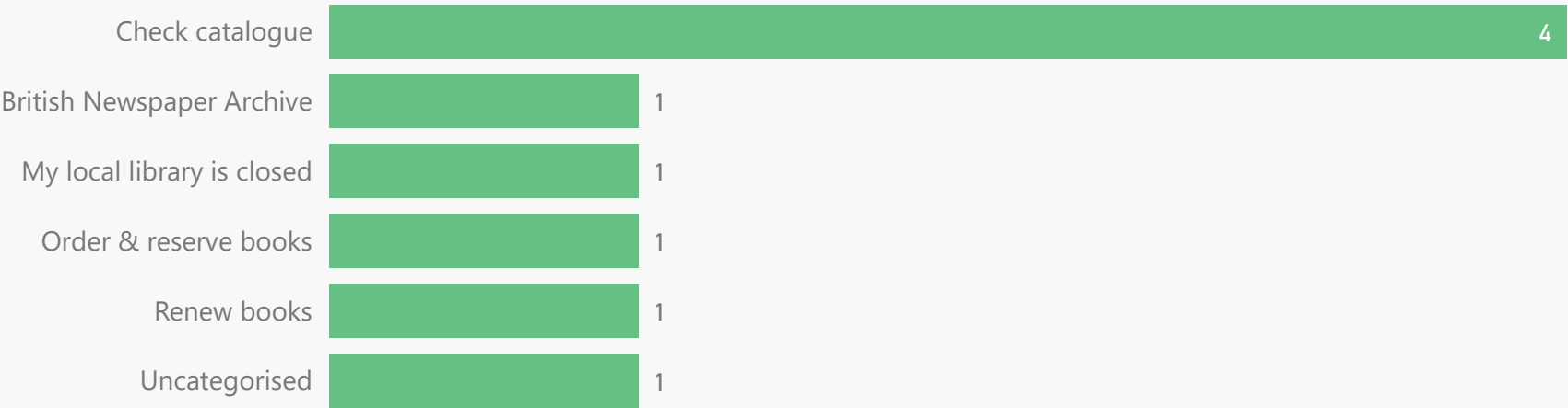
## Q15. Will you continue to use the online library?



No 6.0
Yes 26.0

# Wirral Libraries Strategy Consultation

## Questions 16 to 17

## Q16. What other services would you like to access from the online library?

| Service | Count |
|---|---|
| Archive information (old photographs/ sou... | 14 |
| Increased availability of eBooks (more to lo... | 14 |
| Library service app | 12 |
| More variety of eBooks (genre) | 11 |
| Streamed film | 11 |
| More variety of eAudio (genre) | 9 |
| increased availability of eAudio (more to lo... | 8 |
| Streamed music | 8 |
| Access to other council services (One Stop ... | 7 |
| Academic Journals | 6 |

## Q17. Why do you not use the online library?

| Reason | Count |
|---|---|
| I don't like to read eBooks or listen to eAudio | 29 |
| I don't know what services I can access onli... | 17 |
| I don't think the online library service is use... | 14 |
| I don't feel confident accessing the library ... | 9 |
| I am too busy with family/work/ other resp... | 7 |
| I use another book service (Audible/ Kindle... | 7 |
| Other | 7 |
| I don't think the online service is good | 5 |
| I find the online library difficult to access an... | 5 |
| I don't like the eBook or eAudio selection a... | 4 |

## Count of Category and % of Q16 'other' respondents by Category

| Category | Count |
|---|---|
| None - happy with service | 1 |
| Wider selection of e-books | 1 |

## Count of Category and % of Q17 'other' respondents by Category

| Category | Count |
|---|---|
| Enjoy visiting physical library | 2 |
| Prefer physical books | 2 |
| Not confident using | 1 |
| Use another online library | 1 |
| Yet to try | 1 |

# Wirral Libraries Strategy Consultation

Question 18

## Q18. What other services could we offer through our online library?

| Category | Count |
|---|---|
| Archive information (old photographs/ soun... | 15 |
| Library service app | 14 |
| Access to other council services (One Stop S... | 12 |
| Increased availabiliy of eAudio (more to loa... | 11 |
| Streamed film | 11 |
| Increased availabiliy of eBooks (more to loa... | 10 |
| More variety of eBooks (genre) | 10 |
| Academic journals | 8 |
| More variety of eAudio (genre) | 6 |
| Streamed music | 6 |
| Opera videos | 4 |
| Other | 2 |
| Dance videos | 1 |

## Count of Category and % of Q18 'other' respondents by Category

| Category | Count |
|---|---|
| Large Print materials | 1 |
| Nothing; not interested in online services | 1 |
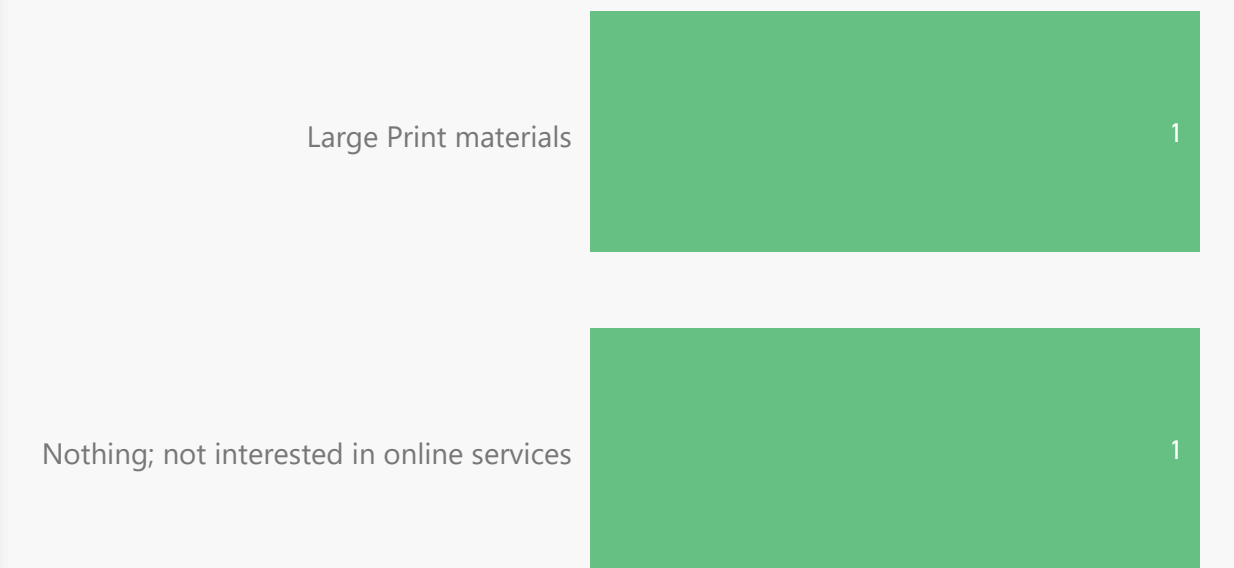
# Wirral Libraries Strategy Consultation

## Questions 19 to 20

### Q19. What do you think about the service that Wirral libraries provide?

| Very Good | Good | Neutral | Bad | Very Bad |
|-----------|------|---------|-----|----------|
| 26 | 43 | 19 | 6 | 2 |
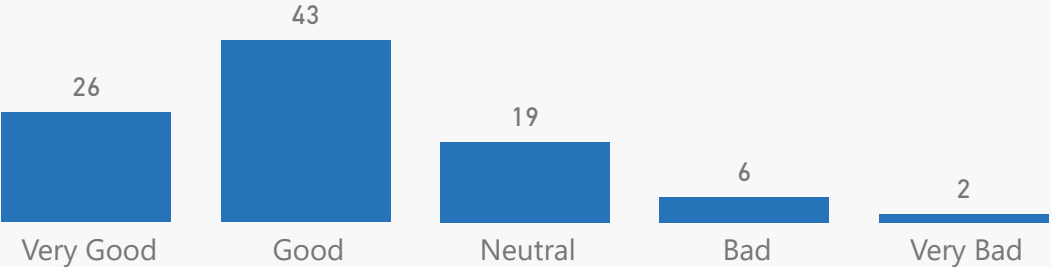
### Q20a. The library staff are helpful & knowledgeable:

| Strongly agree | Agree | Neither agree nor disagree | Disagree |
|----------------|-------|----------------------------|----------|
| 52 | 39 | 6 | 1 |
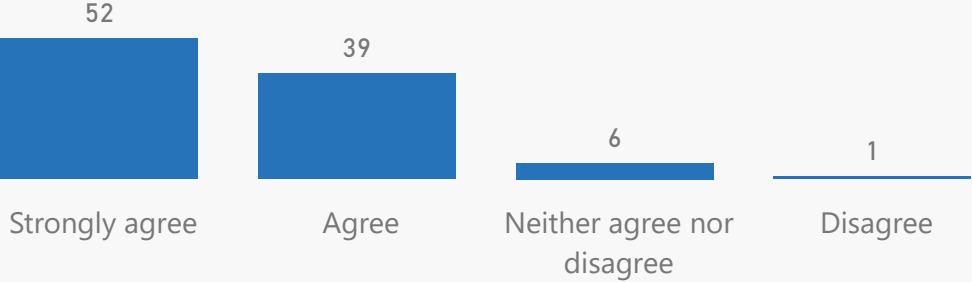
### Q20b. I feel welcome & safe in the library:

| Strongly agree | Agree | Neither agree nor disagree |
|----------------|-------|----------------------------|
| 63 | 32 | 3 |
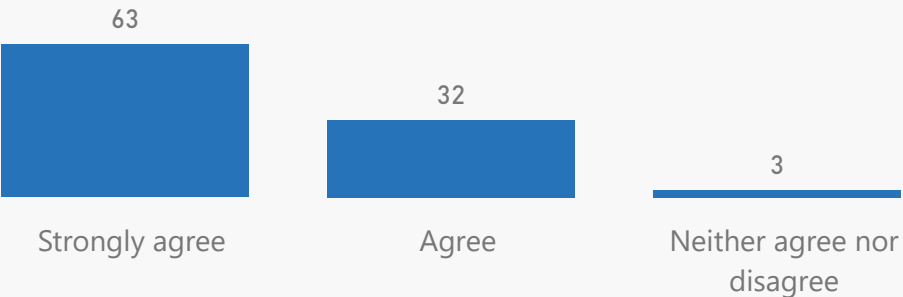
### Q20c. I find the library service useful:

| Strongly agree | Agree |
|----------------|-------|
| 65 | 33 |
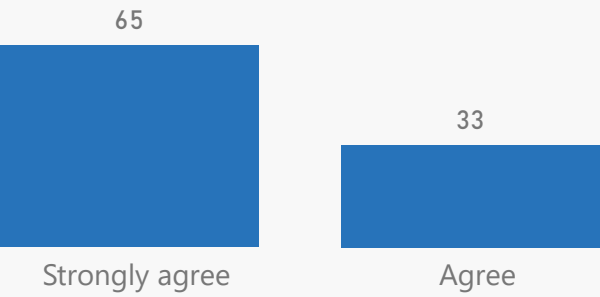
### Q20d. The library opening hours are helpful:

| Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
|----------------|-------|----------------------------|----------|-------------------|
| 22 | 26 | 17 | 21 | 11 |
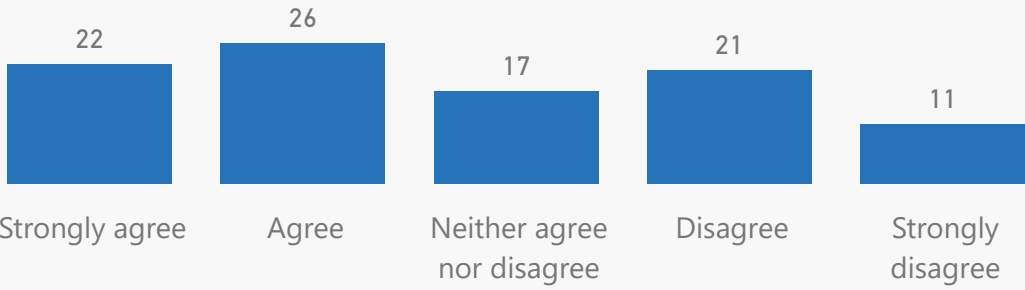
### Q20e. I feel confident accessing the online library:

| Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
|----------------|-------|----------------------------|----------|-------------------|
| 17 | 16 | 32 | 15 | 13 |

# Wirral Libraries Strategy Consultation
## Question 21
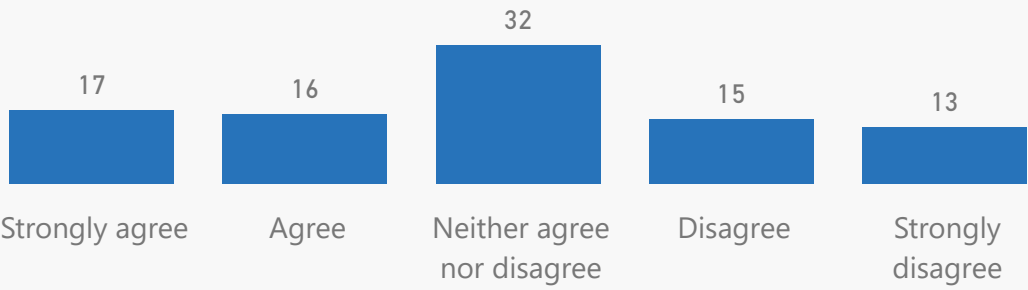
The vision of our draft Library Strategy is to "provide first-rate reading, digital, learning and cultural opportunities for our residents; creating vibrant community hubs to inspire and enrich our residents' lives and enhance community belonging and wellbeing."
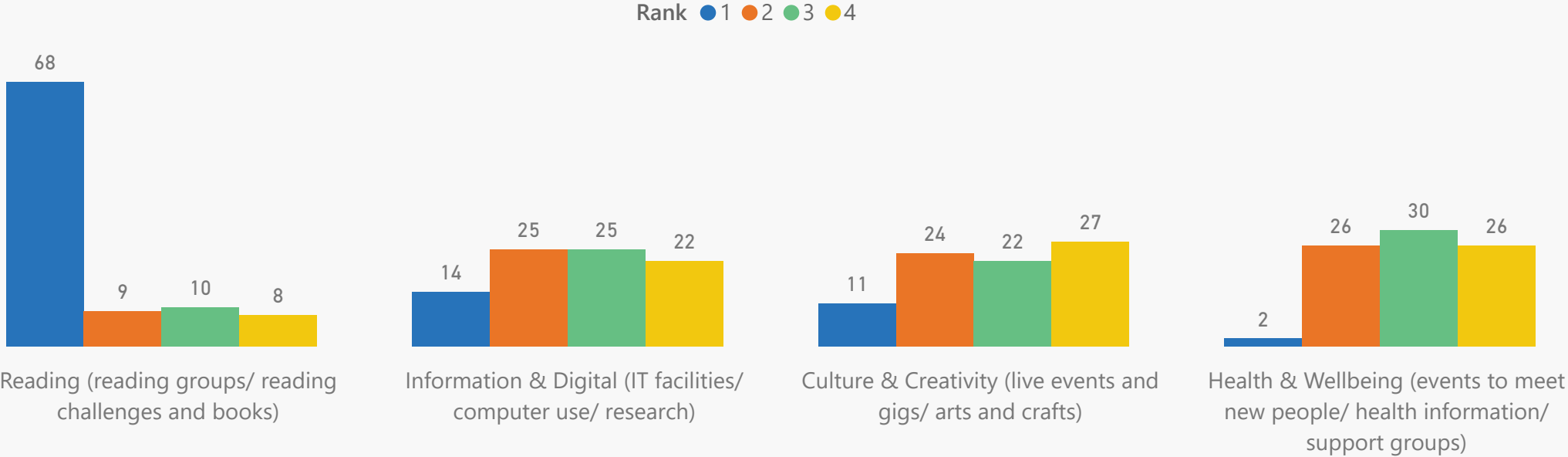
Q21. Rank which services are most important to you (1: most important, 4: least important)



Rank ● 1 ● 2 ● 3 ● 4

| | Rank 1 | Rank 2 | Rank 3 | Rank 4 |
|---|---|---|---|---|
| Reading (reading groups/ reading challenges and books) | 68 | 9 | 10 | 8 |
| Information & Digital (IT facilities/ computer use/ research) | 14 | 25 | 25 | 22 |
| Culture & Creativity (live events and gigs/ arts and crafts) | 11 | 24 | 22 | 27 |
| Health & Wellbeing (events to meet new people/ health information/ support groups) | 2 | 26 | 30 | 26 |

| Reading services | Culture & Creativity services | Information & digital services | Health & wellbeing services |
|---|---|---|---|
| **1.51** | **2.74** | **2.75** | **2.88** |
| Average rank | Average rank | Average rank | Average rank |

# Wirral Libraries Strategy Consultation

## Question 22 to 24
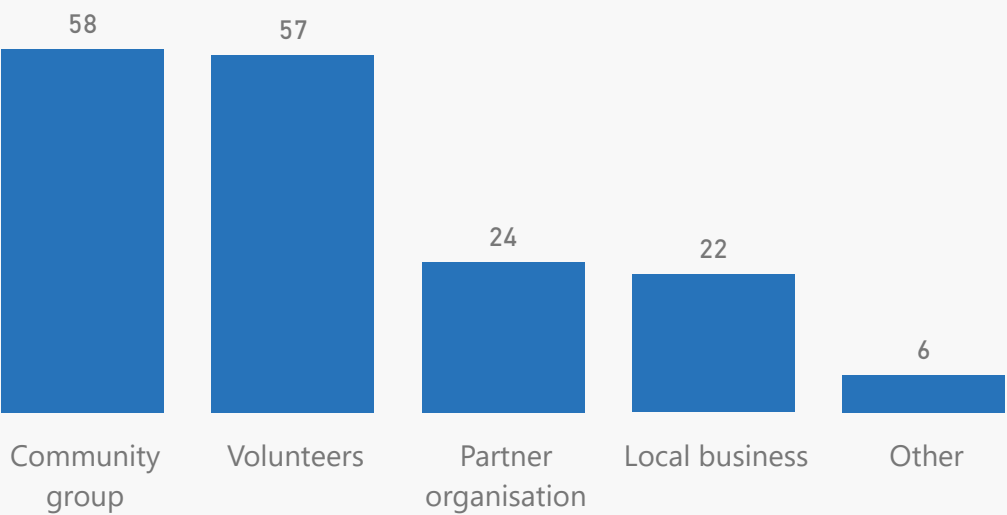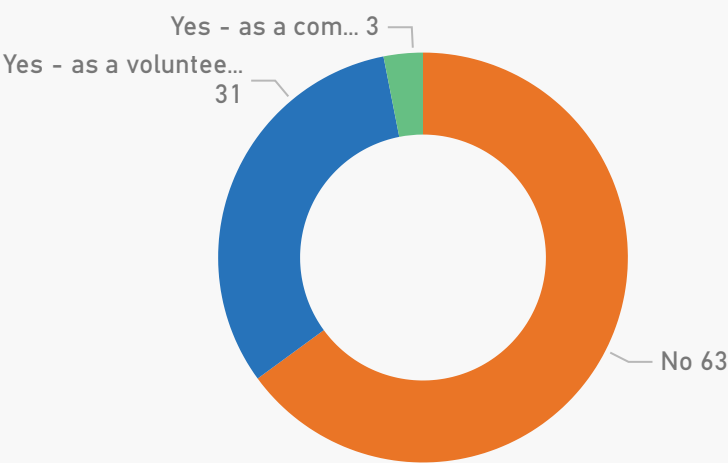
### Q22. Which of the 4 types of library outlined in the draft strategy is most suitable for the library you use the most?

| Category | Count |
|---|---|
| Neighbourhood Library (smaller library/ managed by the council) | 58 |
| Community Library Hub (involves community part... | 34 |
| Central Library (main library/ central location of Wirral/ managed... | 4 |
| Community Managed Library (involves community part... | 3 |
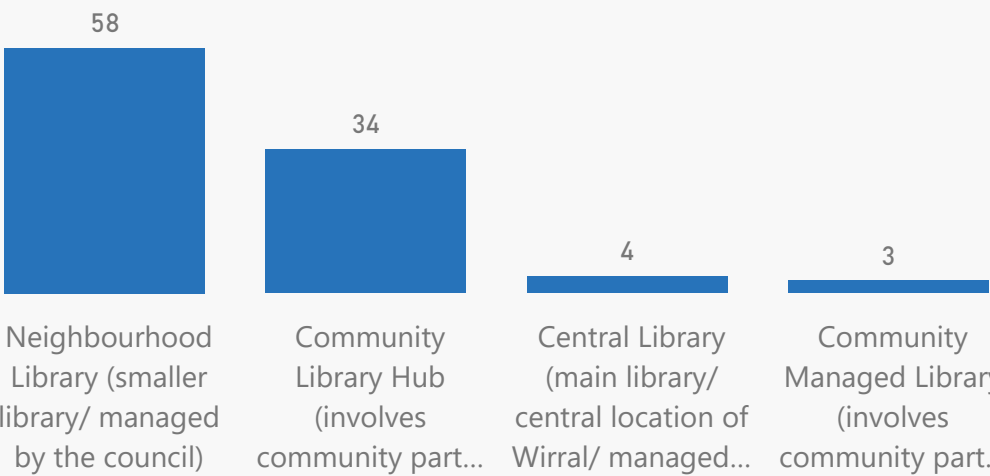
### Q23. Who do you think could support the council to deliver the library service?

| Category | Count |
|---|---|
| Community group | 58 |
| Volunteers | 57 |
| Partner organisation | 24 |
| Local business | 22 |
| Other | 6 |

### Q24. Would you like to be involved with running a library?

- Yes - as a com... 3
- Yes - as a voluntee... 31
- No 63

### Count of Category and % of Q23 'other' respondents by Category

| Category | Count |
|---|---|
| Professional librarians/ trained staff | 3 |
| Council | 2 |
| Focus on online service | 1 |

# Wirral Libraries Strategy Consultation

Questions 25 to 27
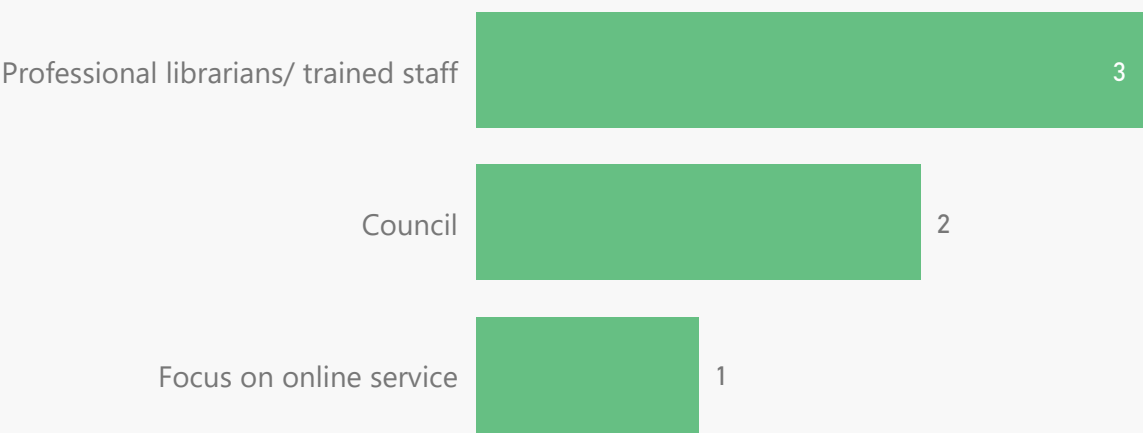
## Q25. How much time do you think you would be able to give to the library service?

| Category | Count |
|---|---|
| A few times a month | 14 |
| Once a week | 11 |
| For large scale events | 3 |
| Every day | 2 |
| Other | 1 |

## Q26. What support would you need to get involved with a community managed library?

| Category | Count |
|---|---|
| Additional facilities | 2 |
| Other | 1 |
| Recruit staff | 1 |
| Recruit volunteers | 1 |
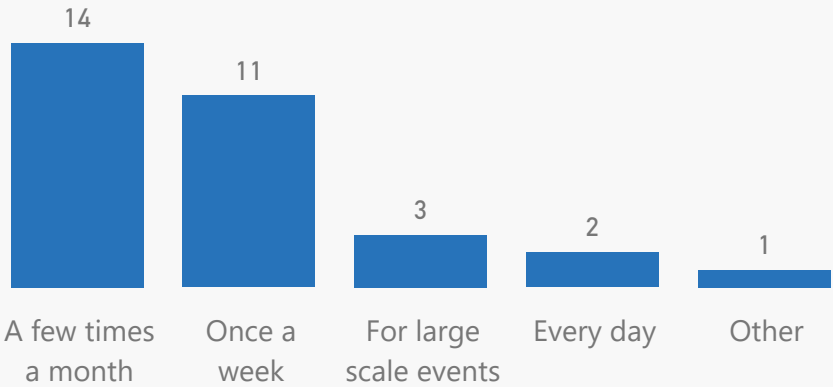
## Count of Category and % of Q25 'other' respondents by Category

| Category | Count |
|---|---|
| Weekly | 1 |
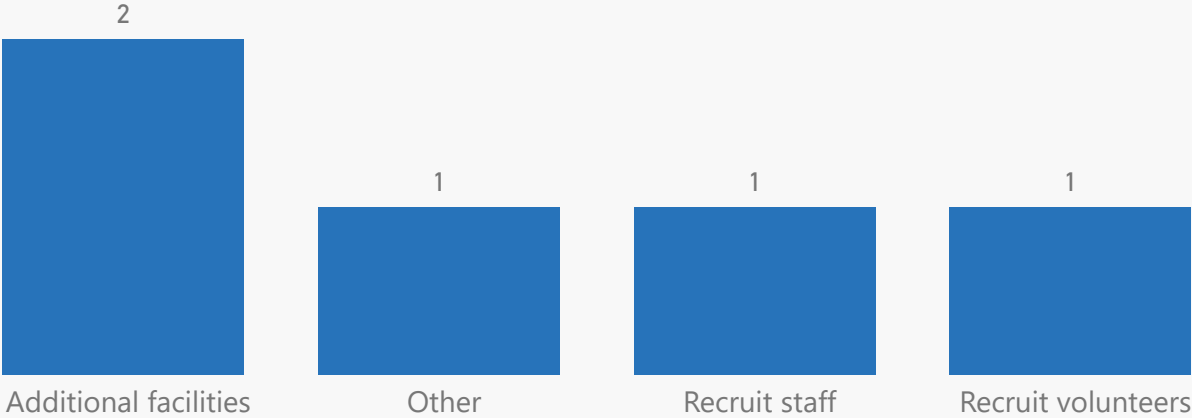
## Count of Category and % of Q26 'other' respondents by Category

| Category | Count |
|---|---|
| True partnership | 1 |

## Q27. Number of people who provided an email address to be contacted about being involved in the library service:

**27**

# Wirral Libraries Strategy Consultation

## Question 28

### Q28. Do you have any further comments or ideas about our draft Library Strategy or how we can improve the library service to meet your needs?
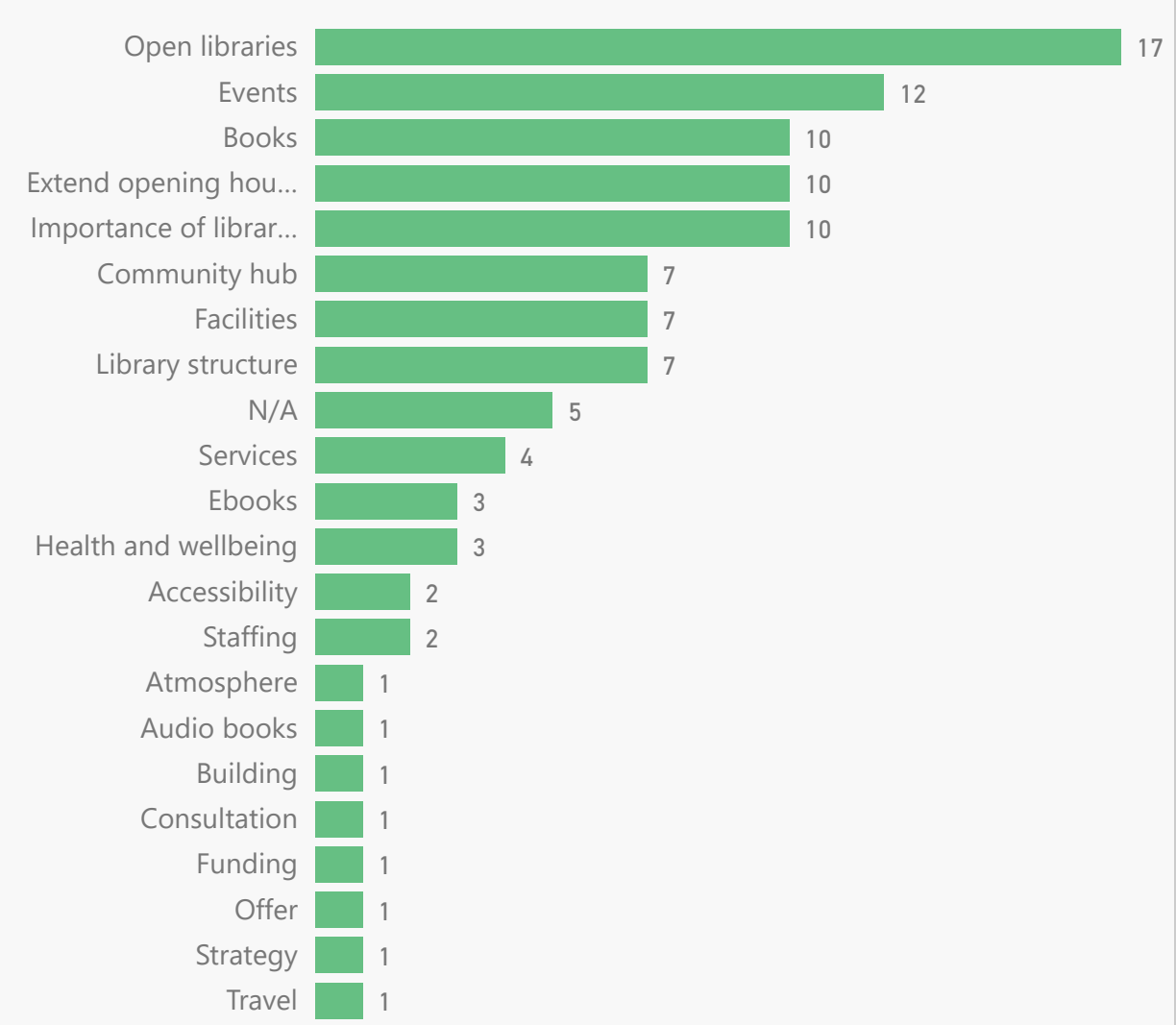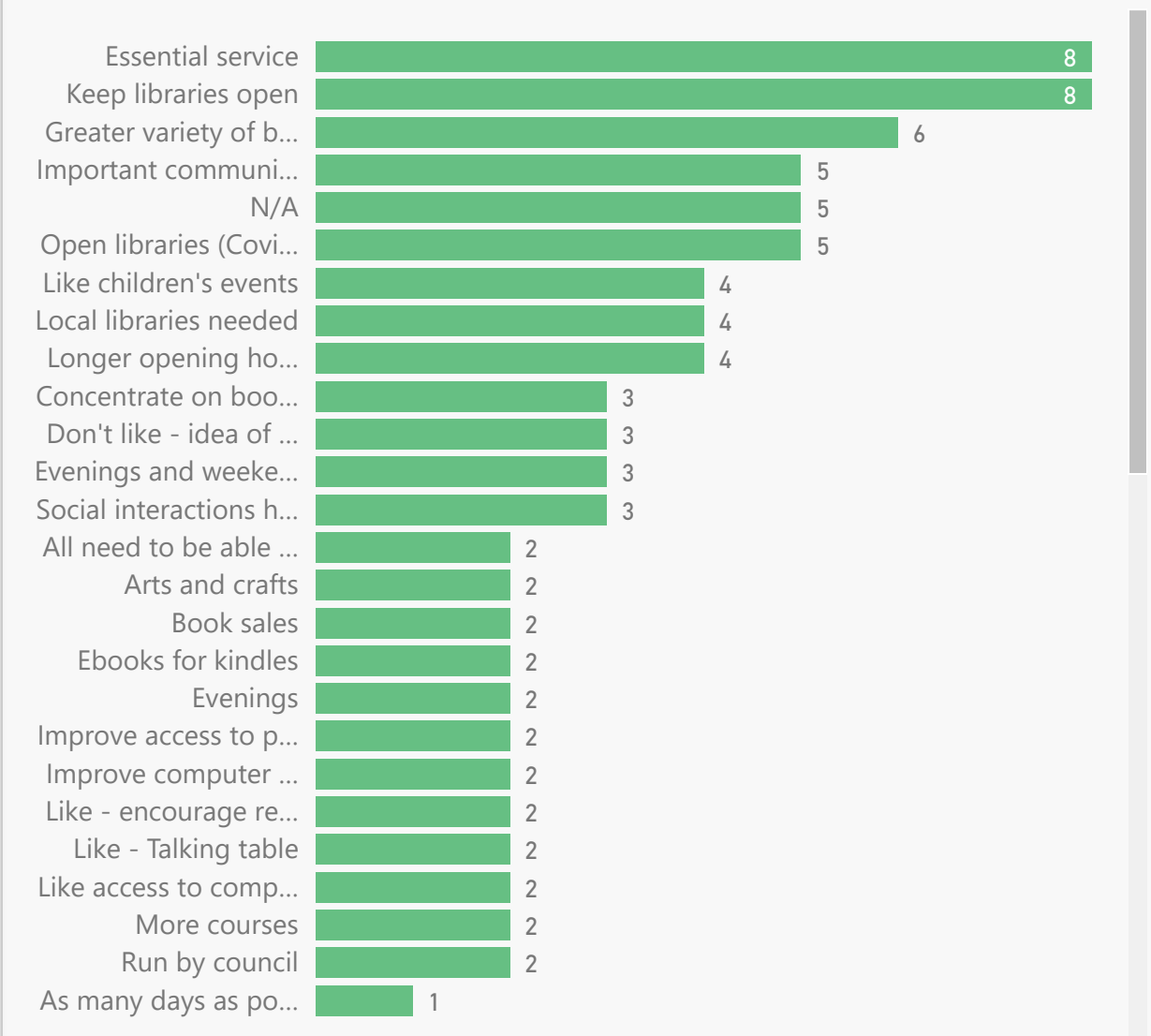
| Category | Count |
|---|---|
| Open libraries | 17 |
| Events | 12 |
| Books | 10 |
| Extend opening hou... | 10 |
| Importance of librar... | 10 |
| Community hub | 7 |
| Facilities | 7 |
| Library structure | 7 |
| N/A | 5 |
| Services | 4 |
| Ebooks | 3 |
| Health and wellbeing | 3 |
| Accessibility | 2 |
| Staffing | 2 |
| Atmosphere | 1 |
| Audio books | 1 |
| Building | 1 |
| Consultation | 1 |
| Funding | 1 |
| Offer | 1 |
| Strategy | 1 |
| Travel | 1 |

### Q28. Sub category

| Sub category | Count |
|---|---|
| Essential service | 8 |
| Keep libraries open | 8 |
| Greater variety of b... | 6 |
| Important communi... | 5 |
| N/A | 5 |
| Open libraries (Covi... | 5 |
| Like children's events | 4 |
| Local libraries needed | 4 |
| Longer opening ho... | 4 |
| Concentrate on boo... | 3 |
| Don't like - idea of ... | 3 |
| Evenings and weeke... | 3 |
| Social interactions h... | 3 |
| All need to be able ... | 2 |
| Arts and crafts | 2 |
| Book sales | 2 |
| Ebooks for kindles | 2 |
| Evenings | 2 |
| Improve access to p... | 2 |
| Improve computer ... | 2 |
| Like - encourage re... | 2 |
| Like - Talking table | 2 |
| Like access to comp... | 2 |
| More courses | 2 |
| Run by council | 2 |
| As many days as po... | 1 |

# Wirral Libraries Strategy Consultation

## Ideas Board

## Ideas Board: Ideas by Category

| Category | Count |
|----------|-------|
| Events | 1 |
| Facilities | 1 |

## Ideas Board: Ideas by Sub-Category

| Sub-Category | Count |
|--------------|-------|
| Create agile work space | 1 |
| Human library | 1 |