



Hampshire County Council

**Library Services Consultation
2015/2016**



**Hampshire
County Council**

Draft Report of Results

**Opinion Research Services
March 2016**



Hampshire County Council

Library Services Consultation

2015/2016



Hampshire
County Council

Draft Report

by Opinion Research Services

Opinion Research Services

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1. Introduction

Overview of the Consultation

- 1.1 In November 2015, Hampshire County Council (HCC) published its draft Library Strategy to 2020. The draft Library Strategy outlines the challenges, considerations and direction for the Library Service over the next four years with the goal of ensuring it is sustainable and relevant to the diverse and changing needs of people who live, work or study in Hampshire. This includes not only responding to changing demand, but also providing services efficiently, developing staff, increasing access to digital resources and ensuring that the buildings used are fit for purpose.
- 1.2 Hampshire has one of the largest library services in the country, employing 525 staff (325 full time equivalent posts) and providing a broad range of services. The total library budget for 2015-16 from the County Council is £12.4 million and the service generates a further £1.5 million in income. This budget sustains all of Hampshire's Public Library Service (delivered through a network of 53 static libraries, including three Discovery Centres and five volunteer Community Libraries) in addition to the online library, the School Library Service, the Home Library Service, the Mobile Library Service, the Prison Library Service and the Learning in Libraries initiative.
- 1.3 As part of the wider Government reduction in funding for Local Authorities, it is estimated that the Library Service will need to make a 14% reduction in its annual budget by 2020; that is about £1.7 million. The draft Library Strategy to 2020 sets out ways in which this could be achieved.
- 1.4 HCC wants to continue to offer high quality library services to all of its residents but will need to change how these services are delivered in order to respond to the financial challenge, as well as to make the most of emerging opportunities to meet people's needs in new and different ways. The Council has investigated many ways to provide the service more effectively and efficiently and has developed several proposals to meet its targets.
- 1.5 HCC is seeking the views of Hampshire residents – both users and non-users of libraries – and people from outside the county who use Hampshire's libraries, as part of the consultation process. HCC also wishes to find out if people have any particular concerns with the potential options they have developed, and needs their input to help shape its plans so that it can meet the challenges it faces and provide a sustainable Library Service in the future.
- 1.6 The formal consultation for the future of the Library Service was launched on 2nd November 2015 and ended on 16th January 2016. During the consultation period, the public and interested stakeholders were invited to provide feedback via an open questionnaire, available online and distributed in paper format in static libraries and mobile libraries across Hampshire. A telephone survey was also undertaken with a representative sample of Hampshire residents.
- 1.7 In total, 8,972 responses were received to the open consultation, comprising 8,914 from individuals and 58 on behalf of organisations. Research was also conducted with 603 Hampshire residents in a representative telephone survey.

- 1.8 Opinion Research Services (ORS) is a spin-out company from Swansea University with a UK-wide reputation for social research and major statutory consultations. ORS was appointed by HCC to facilitate aspects of the consultation process and to provide an independent report of the formal consultation programme.

Nature of Consultation

Accountability

- 1.9 Consultation should promote accountability and assist decision making: public bodies should give an account of their plans or proposals and they should ensure that all responses are taken into account in order to:
- » Be informed of any issues, viewpoints, implications or options that might have been overlooked;
 - » Re-evaluate matters already known; and
 - » Review priorities and principles.
- 1.10 Nevertheless, a consultation is not a vote; and influencing public policy through consultation is not simply a ‘numbers game’ in which the loudest voices or the greatest numbers automatically determine the outcome, for all the various consultation methods have to be assessed.
- 1.11 All types of consultation responses are important – for example, in the current consultation we received a range of different responses from individuals and organisations.
- 1.12 This report aims to identify where strength of feeling may be particularly intense while recognising that interpreting consultation is not simply a matter of counting responses.

Interpreting the Consultation Outcomes: The Council’s Role

- 1.13 Importantly, the different consultation methods cannot just be combined to yield a single point of view on the future transformation of Hampshire’s Library Services that reconciles everyone’s differences and is acceptable to all stakeholders involved.
- 1.14 This is especially true given that there were a number of differences in the populations that were consulted (e.g. those whose nearest Library may be affected by the proposed changes or those whose nearest Library won’t be affected).
- 1.15 In our experience there is no formula in any consultation process that can reconcile everyone’s differences. Whilst the consultation process highlights aspects of this information that stakeholders consider to be important, the Council will need to consider the appropriate emphasis to be placed on each element. In this sense there can be no single ‘right’ interpretation of all the consultation elements and other information available to the Council in their decision-making process.
- 1.16 ORS is clear that its role is to outline and report the opinions and arguments of those who have responded to the consultation, but not to make any recommendations as to how the Council should make use of the reported results. Whilst this report brings together a wide range of evidence for the Council to consider, the report does not provide a single, public point of view on the proposed changes for Hampshire’s Library Services. It is for the elected members to take high-level policy decisions based on their understanding of the evidence presented.

2. Executive Summary

Summary of Main Findings

- 2.1 The following paragraphs selectively highlight some key findings, but readers are referred to the detailed graphics for the full story. The suite of ORS reports also includes full cross tabulations.
- 2.2 The executive summary reviews results for the representative telephone survey carried out with Hampshire residents as well as responses received from individuals to the open consultation questionnaire. Responses from organisations to the open consultation questionnaire have been reported separately in the report.

Use of the Library Service

- 2.3 Almost all (96%) of those responding to the open consultation questionnaire had visited a library building in the last year. A third (33%) used the service at least once a week, and nearly three quarters of respondents (72%) had visited at least once a month. By contrast, three fifths (60%) of residents taking part in the representative telephone residents survey had visited a library building in Hampshire at least once in the last year, including 1 in 10 (10%) who visited a library building at least once a week and over a quarter (26%) who visited libraries in Hampshire at least once a month.
- 2.4 Almost three fifths (58%) of respondents to the open questionnaire had used additional library services. Almost half (49%) had used the online library or library web pages provided by Hampshire County Council in the last year, more than 1 in 20 respondents (6%) had used the Mobile Library Service, and a further 3% had used the Home Library Service provided by Hampshire County Council. Usage of additional library services was lower among residents in the representative telephone survey, with less than a fifth (17%) having used an additional library service, with more than 1 in 10 (13%) having used the online library, 3% having used the Mobile Library Service and just 1% having used the Home Library Service in the last year.
- 2.5 Those responding to the consultation were initially asked two questions to assess support and opposition to the key principles that the Library Service needs to change to meet the changing demands placed on it, and that the Council should seek to make savings to ensure that the Library Service is financially sustainable.
- 2.6 More than three fifths (64%) of respondents to the open questionnaire residents agreed that Hampshire's Library Service needs to change to meet the changing demands placed on it. A fifth (20%) of respondents disagreed with this statement. These proportions were similar for the telephone survey, with three fifths (60%) of residents agreeing with this principle and less than a fifth (17%) disagreeing.
- 2.7 Just over two thirds (67%) of open questionnaire respondents agreed that the County Council should seek to make savings to ensure that the Library Service is financially sustainable, while more than two fifths (22%) disagreed. The proportion agreeing with this principle was higher in the

representative telephone survey. More than three quarters (77%) of residents agreed that the County Council should seek to make savings to ensure that the Library Service is financially sustainable. More than 1 in 10 (14%) disagreed that the County Council should seek to make savings in this context.

- 2.8 Respondents and residents were then asked questions to measure support and opposition for a series of specific proposals regarding Hampshire Library Services.
- 2.9 More than three quarters (77%) of open consultation respondents agreed that library buildings should be shared with partner organisations so that multiple services can be accessed in a single visit. This proportion that agreed was higher among residents in the representative survey, where almost 9 in 10 (89%) agreed with this proposal.
- 2.10 Just under three fifths (58%) of open questionnaire respondents agreed with the proposal to increase the use of trained volunteers to support the work of the Library Service. However, when residents in the representative survey were asked the extent to which they agreed with the proposal to develop library staff, as well as increasing the use of trained volunteers, more than four fifths (83%) agreed.
- 2.11 Half (50%) of open consultation questionnaire respondents agree with this proposal to invest £500,000 of the Book Fund every year for the next four years to improve library buildings. Just over three quarters (76%) of residents supported this proposal.
- 2.12 In the open consultation questionnaire, the proposals to phase a withdrawal of poorly used library collections and transfer specialist library collections to other providers were separated into two proposals, while in the representative telephone survey these questions were combined. Three quarters (75%) of respondents agreed with the proposal to withdraw poorly used library collections, while just 36% of respondents agreed with the proposal to transfer specialist library collections to other providers.
- 2.13 This compares to 7 in 10 residents (70%) who agreed with the combined proposal in the residents' survey to phase a withdrawal of poorly used library collections, such as CDs, games and DVDs, as well as transfer specialist collections to other providers. Only a fifth (20%) of residents disagreed with this proposal.
- 2.14 Over half (54%) of open consultation questionnaire respondents agreed with the proposal to provide a standardised approach with four tiers, while around 16% disagreed. This compares to around 7 in 10 residents (69%) in the representative survey who agreed that libraries should be placed into four tiers to provide a standardised approach. Around a fifth (19%) disagreed with this proposal.
- 2.15 In the open questionnaire, just over 1 in 10 (12%) of respondents agreed with the proposed £500,000 reduction in the Book Fund, while almost three quarters (73%) disagreed. The support for this proposal was higher among residents from the representative survey; however, the permanent reduction of the Book Fund was the only proposal with which more residents disagreed than agreed. While around a quarter (26%) of residents agreed that the Book Fund should be permanently reduced by £500,000 from 2020, more than three fifths (62%) disagreed with this proposal.

Future Library Buildings, Tiers, Criteria

- 2.16 Those responding to the consultation were then asked whether they agreed or disagreed that the Council should review the future viability of smaller tier 3 libraries, typically situated in smaller towns and villages. In the open consultation, over a third of respondents (36%) supported the plans to review the viability of tier 3 libraries, but less than half (48%) disagreed with this proposal. In the telephone survey, while an absolute majority of just over half (52%) of residents agreed that the Council should review the future viability of smaller tier 3 libraries, more than two fifths (43%) disagreed with this proposal. However, it should also be noted (as discussed in the 'Respondent Profile' section) that active library users were over-represented. In the telephone survey, residents who were not users of the library service were significantly more likely to agree with this proposal, and had more residents that don't use libraries taken part levels of support for reviewing the future viability of smaller tier 3 libraries may have been higher still (and levels of disagreement lower).
- 2.17 Around a fifth of residents or more expressed some concerns relating to access, including comments stating that 'proposals will penalise smaller towns and villages/tier 3+4 libraries won't provide adequate coverage for rural areas/proposals will negatively impact small/rural areas' (24%), 'proposals will negatively impact elderly people/local libraries are vital for elderly people/closures will isolate elderly people' (22%), and that the 'tier 1 libraries are too far away/local access to libraries is needed' (19%).
- 2.18 When asked the extent to which they agreed or disagreed with the tier that had been proposed for each of the static libraries, around three fifths (59%) of the open consultation questionnaire respondents agreed.
- 2.19 For respondents to the open consultation, the frequency of specific library mentions was monitored for open-ended questions. Yateley and Alresford libraries received consistently high numbers of mentions when respondents discussed why they disagreed with the plan to review the viability of tier 3 libraries and with the proposed tier for each of the static libraries.
- 2.20 Those taking part in both the telephone survey and open questionnaire were informed that decisions regarding libraries would be based on the criteria of usage, community needs, access, the buildings, and value for money. They were then asked to rate the criteria on a scale of 0 to 10 in terms of their importance.
- 2.21 The rank order of the average scores was the same in both the representative survey and open questionnaire. Taking into account *community needs* was the criterion rated as most important, with an average score of 8.5 in the open questionnaire and 7.9 out of 10 for the representative survey. *The building, i.e. the quality and locations of library buildings* received the lowest average scores (6.1 and 7.0 respectively) and as such was generally considered of slightly lower importance to respondents and residents.

Mobile Library Service

- 2.22 In the open consultation, more than three fifths (62%) of respondents agreed that the Mobile Library Service should be closed from summer 2016, providing that there are a range of alternative options. A quarter (25%) of respondents opposed the closure of the Mobile Library Service, despite the fact that only 6% of residents taking part in the survey identified themselves as having used the Mobile Library Service in the last year. For the telephone survey, the proportion of mobile library

users was smaller (3%), and support was higher for the proposal to close the Mobile Library Service (75%). However, around a fifth (18%) of respondents disagreed with the proposed closure of the Mobile Library Service.

- 2.23 Residents who disagreed with this proposal were asked why this was. In the telephone survey, nearly a third (29%) disagreed because they felt that proposals will negatively impact elderly people/the mobile library is vital for elderly people/closures will isolate elderly people, while around a fifth (19%) disagreed with the use of technology/believe that e-readers are not a suitable substitute for mobile libraries/believe that people don't want to use e-readers i.e. the elderly, the computer illiterate/prefer hard copy books.
- 2.24 In terms of a replacement for the Mobile Library Service, respondents to the open consultation questionnaire were provided with a list of possible alternatives, and asked the extent to which they believed that they could provide an effective alternative to the Mobile Library Service. Overall, more than 7 in 10 (71%) respondents agreed that the Home library service could provide an effective alternative to the Mobile Library Service. A new community library exchange service was also widely considered as an effective alternative, with over three fifths (63%) of respondents agreeing. Almost three fifths (56%) agreed with the free loan of an e-reader as an effective alternative to the Mobile Library Service. Despite having the lowest level of agreements for any of the proposed alternative options, just over half of respondents (51%) agreed that visiting the nearest static library could pose an effective alternative to the Mobile Library Service.
- 2.25 As they are the group who will be most affected by the changes to the mobile library service, these results were filtered by Mobile Library Service Users to analyse their views on alternatives. Support for all of these alternatives was lower for Mobile Library Service Users; however, the rank order of the alternative proposals remained the same. Just over two fifths (41%) agreed that the Home Library Service could provide an effective alternative to the Mobile Library service. Two fifths (40%) agreed with a new community library exchange service, less than a third (31%) agreed with the free loan of an e-reader, and just less than a quarter (24%) agreed that visiting the nearest static library was a suitable alternative.

Further comments

- 2.26 There was an opportunity at the end of both the open consultation and telephone survey to express any further comments about the proposed changes to the Library Service.
- 2.27 In the open consultation questionnaire, 22% of those giving further comment expressed that 'libraries are essential/that the library service should be kept 'as is'/that current library provision should be maintained'.
- 2.28 A further 17% put forward the view that 'libraries are important features of local communities/act as a meeting place for smaller communities/give people a sense of community'
- 2.29 In the telephone survey, 15% of residents giving further comments used this opportunity to express that libraries are vital for children's educational needs/children's social interaction/encouraging children to read from a young age.

- 2.30 A further 15% expressed that 'libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community/provides social interaction/community groups'.

Suggested Alternatives

- 2.31 The open consultation received more than a hundred alternative suggestions to a variety of the proposals put forward by the Council. Hampshire County Council has received these alternative proposals in full, and some more frequently appearing or detailed alternatives have been outlined in the main body of the report.
- 2.32 Some of the most frequent alternatives proposed related to an alternative replacement services for the Mobile Library Service. Multiple suggestions related to using a replacement shuttle-bus/minibus service to take current Mobile Library Service Users to their nearest static library.
- 2.33 There were many suggestions on how to raise income for libraries to make them more cost effective and/or profitable. These suggestions typically revolved around using library spaces to host events or activities out of hours, and charging for this use.
- 2.34 While not directly alternative to the proposals, there were a number of suggestions regarding combining or co-ordinating with existing volunteer services in order to deliver library services in the community, such as collaboration with the 'meals on wheels' service or other volunteer community care organisations.
- 2.35 Suggestions for a direct alternative method of library provision in the form of a postal service for books appeared frequently in the further comments section. Multiple suggestions included forming partnerships with local community facilities, shops, supermarkets and post offices as drop-off or collection points for a new library postal service, or as book collection points to assist Home Library Service volunteers distribute books locally.
- 2.36 There were a number of alternative proposals suggested by residents of the telephone survey. The content of these proposals have been summarised below.
- 2.37 Regarding mobile libraries, four comments related to changes that could be made to save money in order to keep the Mobile Library Service running. One suggestion was to move assets from under-utilised libraries onto the mobile libraries. Another was to co-ordinate the Mobile Library visits with other village events, such as coffee mornings and children's groups and the third suggestion was to decrease running costs by using electric vehicles. The final suggestion was to add a charge to the library service to cover costs.
- 2.38 Two comments related to alternative delivery models to replace the mobile libraries, such as a library postal service or using designated areas in charity shops.
- 2.39 Additional alternatives were suggested more generally when residents were asked if they had any further comments to make about the proposals. One suggestion was to use community buildings, such as schools, halls and churches as libraries, while another suggestion was to open up existing libraries in schools and colleges for community use.

- 2.40 A further suggestion was to upgrade online library services, while reducing the numbers of library buildings.
- 2.41 One comment contained a suggestion relating to specialist collections, requesting a greater concentration on specialist areas and improvement in their sub-categorisation in order to increase use.
- 2.42 Finally, one resident suggested using libraries as a place to host after-school courses on learning to read and other practical skills courses, as well as courses on how to use libraries. They further suggested that there could be an offer whereby books are sent out to workplaces to increase borrowing.

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3. The Telephone Survey

The Survey

- 3.1 Hampshire County Council commissioned ORS to develop a telephone survey, the purpose of which was to achieve interviews with a representative sample of Hampshire residents aged 16 and over. The survey included questions about the following key topics:
- » Use of the library services, including background to the consultation and its key aims
 - » Future library buildings, tiers, and criteria
 - » The future of the Mobile Library Service
- 3.2 An additional question was included which allowed residents to raise any further comments they had regarding any of the proposals and the wider consultation.

Survey Response

- 3.3 The results in this report are based on 603 telephone interviews conducted between 1st December 2015 and 8th January 2016 with a sample of Hampshire residents. The interviews were achieved using Random Digit Dialling (RDD) and a purchased sample of mobile phone numbers to ensure coverage of households without a landline.

Weighting the Data

- 3.4 The extent to which results can be generalised from a sample depends on how well the sample represents the population from which it is drawn, and different types of people in different places may have been more or less likely to take part. This is known as response bias, and under these circumstances, inferences about the views of the population can be improved through a process of statistical weighting.
- 3.5 Characteristics identified in the returned sample (completed surveys) were checked against comparative data for the population of Hampshire.
- 3.6 In this case, the data was checked against Mid-year Population Estimates 2014 for age, gender and area, Annual Population Data for working status, and Census 2011 data for ethnicity, disability, and urban/rural split. The data was then subsequently weighted by age and gender interlocked, disability, urban/rural split and area. The results presented here are therefore representative of Hampshire in these criteria and will be treated as being so throughout this report. When the un-weighted data is discussed, the report refers to 'respondents', but for weighted data it refers to 'residents'.

Respondent Profile

3.7 The tables on the following pages show the profile characteristics of respondents to the survey. Any value denoted by a * represents a percentage which is less than 1%. Please note that the figures may not always sum to 100% due to rounding.

Table 1: Gender - All Residents

Gender	Unweighted Count	Unweighted Valid %	Weighted Valid %	Population %
Male	268	44	48	48
Female	335	56	52	52
TOTAL	603	100	100	100

Table 2: Age - All Residents

Age	Unweighted Count	Unweighted Valid %	Weighted Valid %	Population %
Aged 16 to 17	7	1	1	3
Aged 18 to 24	68	11	11	9
Aged 25 to 34	90	15	14	14
Aged 35 to 44	89	15	16	16
Aged 45 to 54	108	18	19	19
Aged 55 to 64	89	15	15	15
Aged 65 to 74	94	16	15	13
Aged 75+	58	10	10	12
TOTAL	603	100	100	100

Table 3: Ethnic Group - All Residents

Ethnic Group	Unweighted Count	Unweighted Valid %	Weighted Valid %	Population %
White	579	96	96	96
Non-white	23	4	4	4
Not known	1	-	-	-
TOTAL	603	100	100	100

Table 4: Long-standing illness/Disability - All Residents

Long-standing illness/Disability	Unweighted Count	Unweighted Valid %	Weighted Valid %	Population %
Long-standing illness/disability	79	13	17	18
No illness/disability	519	87	83	82
Not known	5	-	-	-
TOTAL	603	100	100	100

Table 5: Working Status - All Residents

Working Status	Unweighted Count	Unweighted Valid %	Weighted Valid %	Population %
Working	362	60	59	61
Retired	161	27	27	25
Otherwise not working	80	13	14	14
TOTAL	603	100	100	100

Table 6: Urban/Rural - All Residents

Urban/Rural	Unweighted Count	Unweighted Valid %	Weighted Valid %	Population %
Urban	464	77	78	78
Rural	139	23	22	22
TOTAL	603	100	100	100

Table 7: Area - All Residents

Area	Unweighted Count	Unweighted Valid %	Weighted Valid %	Population %
Basingstoke and Deane	81	13	13	13
East Hampshire	49	8	9	9
Eastleigh	61	10	9	9
Fareham	57	9	9	9
Gosport	36	6	6	6
Hart	42	7	7	7
Havant	45	7	9	9
New Forest	90	15	14	14
Rushmoor	39	6	7	7
Test Valley	50	8	9	9
Winchester	53	9	9	9
TOTAL	603	100	100	100

Table 8: Library User/Non-user - All Residents

Library User/Non-user	Unweighted Count	Unweighted Valid %	Weighted Valid %
User	360	60	60
Non-user	243	40	40
TOTAL	603	100	100

- 3.8 When undertaking sample surveys it is important to ensure that the achieved sample is an accurate representation of the whole population. In this case it is clear that the final weighted sample is representative of the overall Hampshire population on many criteria including age, gender, working status, ethnicity, disability, and area.
- 3.9 Nevertheless, in a survey such as this one it is possible that interested parties (i.e. residents with an interest in using and the future of libraries) will be more likely to respond than those who have no such interest. This introduces self-selection into the sample and respondents to the survey cannot necessarily be considered a fully representative cross-section of all residents.

- 3.10 Hampshire County Council holds customer data sourced from the library management system and from data recorded in branches to determine the number of library visits, issues and active library members (defined as someone who has used the library to borrow something in a 12 month period) for their libraries.
- 3.11 This data suggests that only around a fifth (20%) of the general public uses Hampshire Library Services, which differs considerably from the three fifths (60%) of residents responding to the survey who said they had visited a static library in the last year. However, adjustments have not been made to correct for this difference, as the data held by the County Council is not deemed definitive enough to be relied on as a basis for statistical weighting.
- 3.12 It should therefore be noted in the results that follow, that the achieved sample (completed interviews) has an over-representation of library users, who may well have different views on some of the proposals in comparison to under-represented group of residents that don't use libraries.

Interpretation of the Data

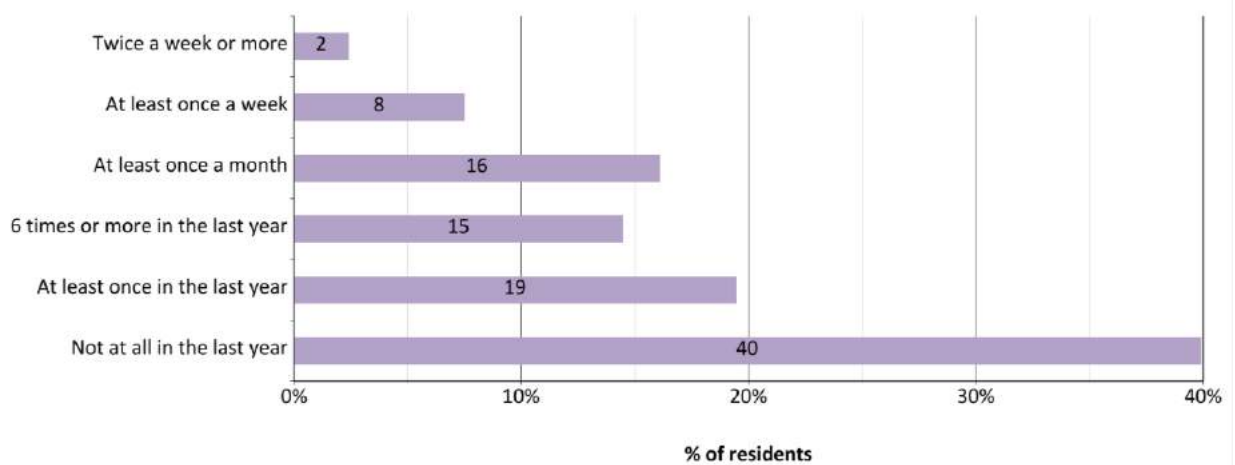
- 3.13 The results of the consultation questionnaires are presented in a largely graphical format. The pie and bar charts (and other graphics) show the proportions (percentages) of respondents making relevant responses. The bolder shades are used to highlight responses at the 'extremes', for example 'strongly agree' or 'strongly disagree'. Where possible, the colours of the charts have been standardised with a 'traffic light' system in which:
- » Green shades represent positive responses
 - » Beige and purple/blue shades represent neither positive nor negative responses
 - » Red shades represent negative responses
 - » The bolder shades are used to highlight responses at the 'extremes', for example, strongly agree or strongly disagree
- 3.14 Additionally, where possible, an effort has been made to improve readability of charts when printed in Black and White.
- 3.15 Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout the volume an asterisk (*) denotes any value less than half of one per cent. In some cases figures of 2% or below have been excluded from graphs to avoid potential identification of individual responses.
- 3.16 The number of valid responses recorded for each question (base size), are reported throughout. As not all respondents answered every question, these base sizes vary between questions. Every response to every question has been taken into consideration.
- 3.17 All responses provided to the open-ended questions have been read, and then classified (coded) using a standardised approach (code frame). This approach helps ensure consistency when classifying different comments and the resulting codes represent themes that have been repeatedly mentioned in a quantifiable manner. The responses provided by a resident to a single text question may present a number of different points or arguments, therefore in many cases the overall number of coded comments counted in a particular question can actually be higher than the number of people responding to that open-ended question (i.e. each resident may have made comments about two or more different topics).

Telephone Survey Results

Use of the Library Service

During the last year, how often have you visited any of the library buildings in Hampshire?

Figure 1: Frequency of visits to static library buildings in Hampshire

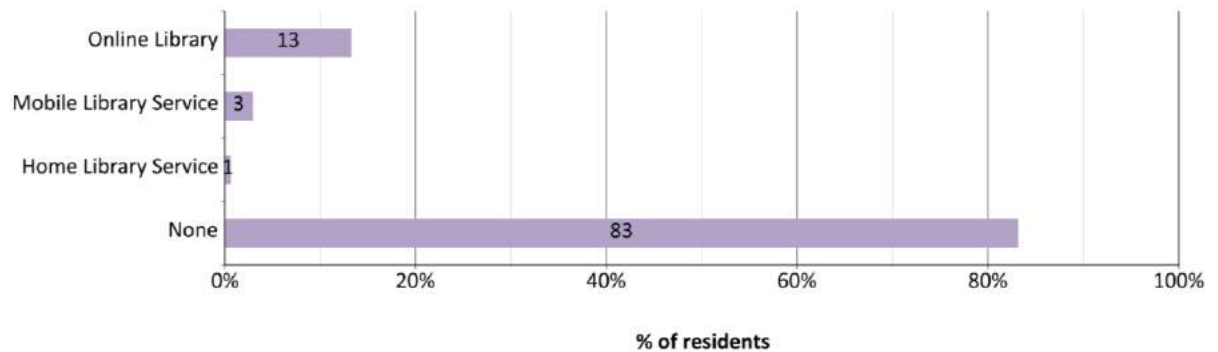


Base: All Residents (603)

- 3.18 Three fifths (60%) of residents taking part in the survey had visited a library building in Hampshire at least once in the last year, including 1 in 10 (10%) who used a static library building at least once a week and over a quarter (26%) who used static libraries in Hampshire at least once a month.

Have you used any of the following additional library services in the last year?

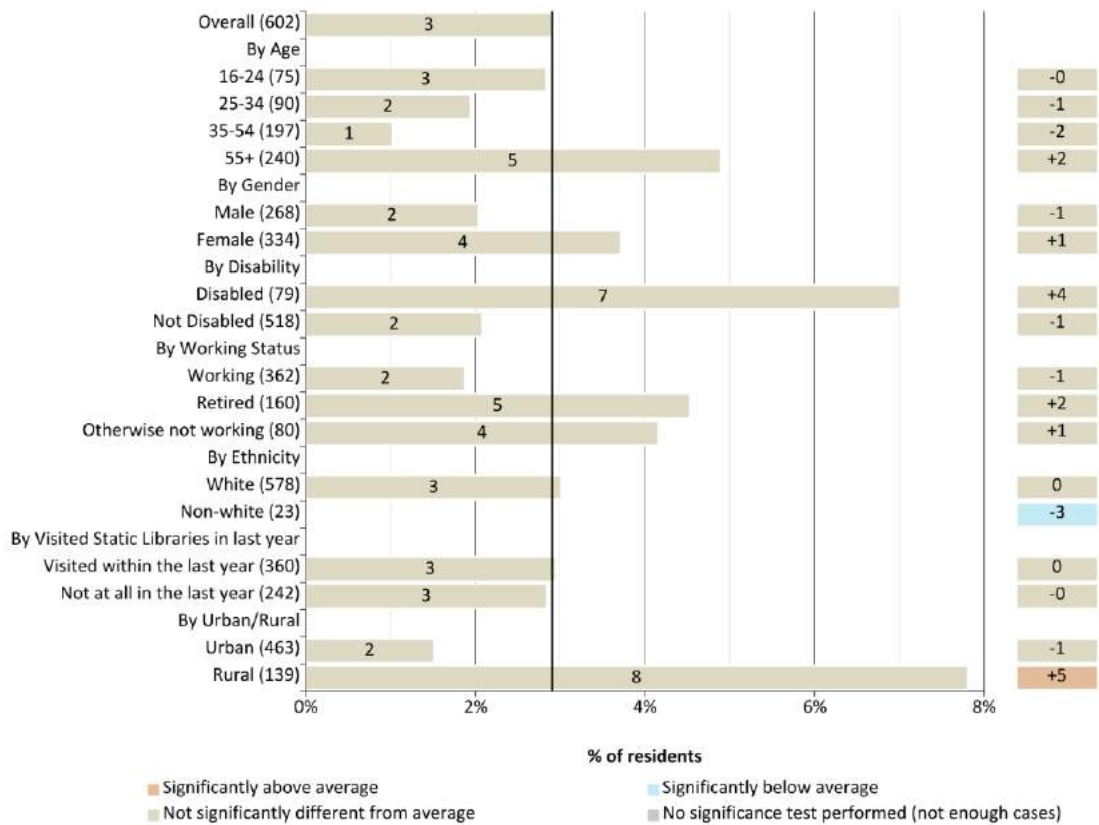
Figure 2: Usage of additional library services



Base: All Residents (602)

- 3.19 Less than a fifth (17%) of residents had used an additional Library Service. More than 1 in 10 (13%) had used the online library, while 3% had used the Mobile Library Service and just 1% had used the Home Library Service in the last year.

Figure 3: Have you used any of the following additional library services in the last year? Mobile Library Service

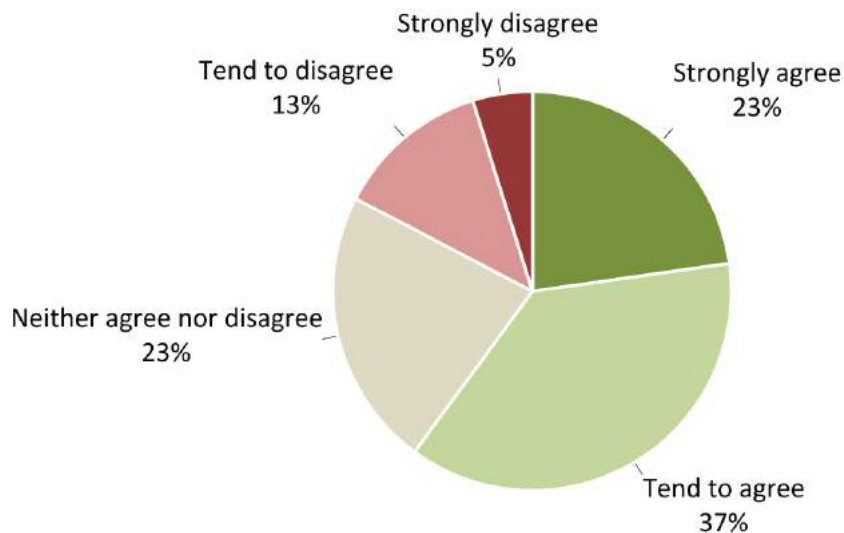


Base: All Residents (number of Residents shown in brackets)

- 3.20 This chart shows how the responses for this score vary across different sub-groups of the population. Results for sub-groups that are significantly higher (statistically) than the overall score are highlighted in orange, whilst results that are significantly lower (statistically) are highlighted in turquoise.
- 3.21 In order to identify which differences in sub-group responses are significant, ORS applies statistical tests to calculate whether apparent differences are due to chance or are statistically significant. By taking into account the sample and sub-sample sizes, we calculate whether we can be 95% confident that a particular difference between datasets is statistically significant.
- 3.22 In this instance, residents living in rural areas were significantly more likely to say they had used the Mobile Library Service in the last year. Non-white residents were significantly less likely to have used the Mobile Library Service in the last year.

To what extent do you agree or disagree that Hampshire's Library Service needs to change to meet the changing demands placed on it?

Figure 4: Hampshire's Library Service needs to change to meet the changing demands placed on it



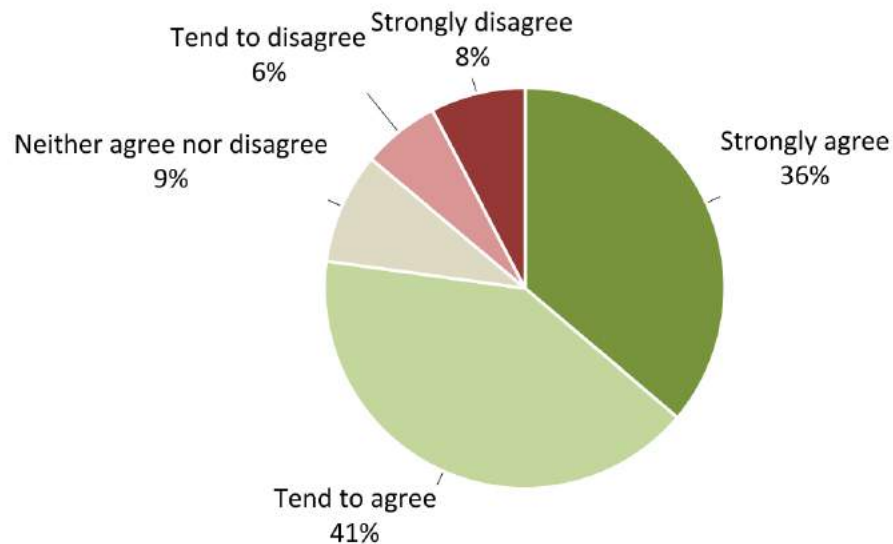
Base: All Residents (564)

3.23 Three fifths (60%) of residents agreed that Hampshire's Library Service needs to change to meet the changing demands placed on it. Less than a fifth (17%¹) of residents disagreed with this statement, while more than a fifth (23%) neither agreed nor disagreed.

¹ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

To what extent do you agree or disagree that the County Council should seek to make savings to ensure that the Library Service is financially sustainable?

Figure 5: To what extent do you agree or disagree that the County Council should seek to make savings to ensure that the Library Service is financially sustainable?

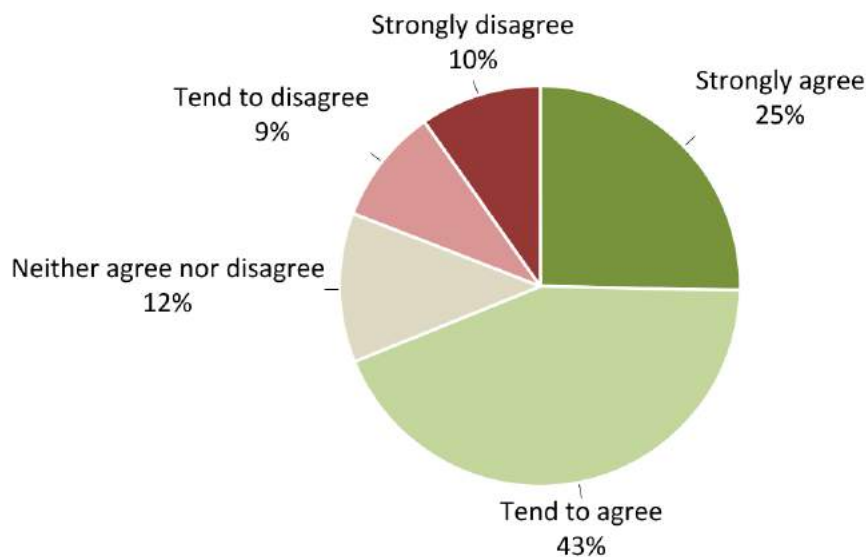


Base: All Residents (590)

- 3.24 Residents were read a short preamble, explaining the funding for the Library Service and the expected savings that the Council will have to make by 2020 due to a reduction in funding by central Government.
- 3.25 Residents were then asked the extent to which they agreed or disagreed that the County Council should seek to make savings to ensure that the Library Service is financially sustainable. More than three quarters (77%) of residents agreed that the County Council should seek to make savings to ensure that the Library Service is financially sustainable. More than 1 in 10 (14%) disagreed with this.

To what extent do you agree or disagree with each of these proposals? Hampshire's libraries should be placed into four tiers in order to provide a standardised approach

Figure 6: Hampshire's libraries should be placed into four tiers in order to provide a standardised approach

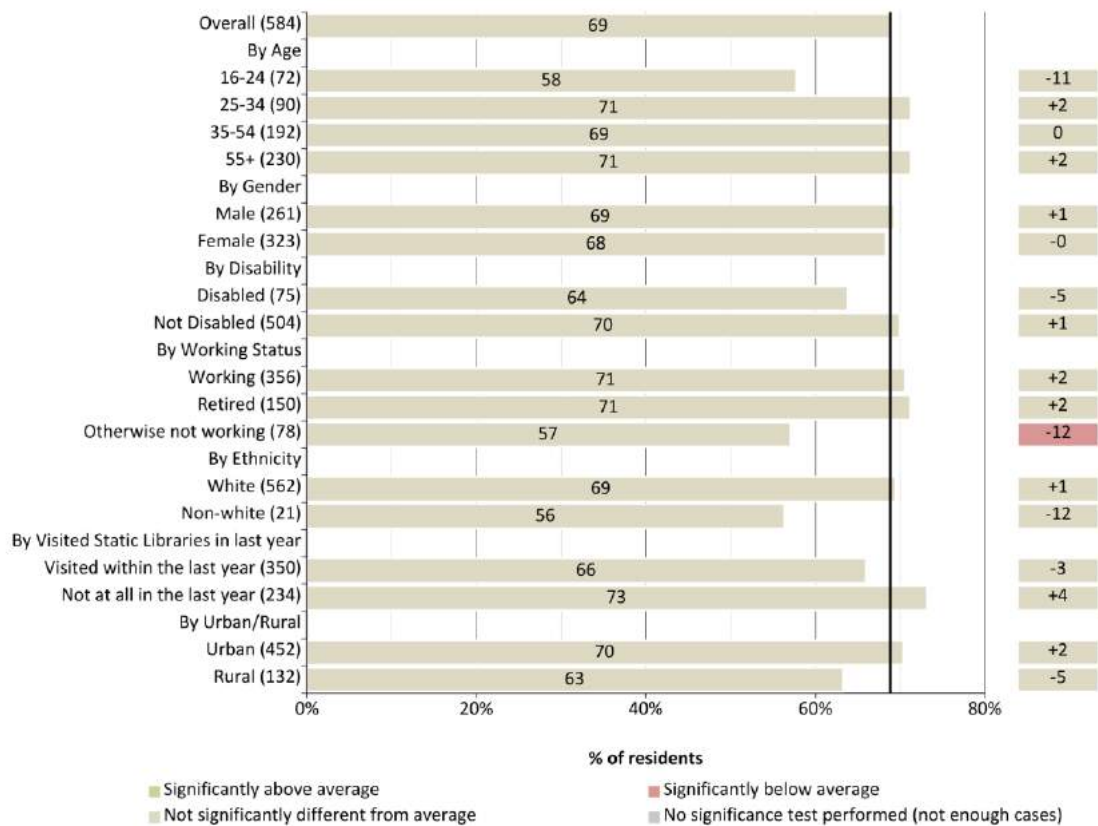


Base: All Residents (584)

- 3.26 Residents were asked the extent to which they agreed or disagreed that Hampshire's libraries should be placed into four tiers in order to provide a standardised approach. Residents were provided with additional information explaining the proposed tier system upon request, including the proposition to reduce the number of smaller, tier 3 libraries.
- 3.27 Around 7 in 10 residents (69%²) agreed with the proposed tier system for libraries, while around a fifth (19%) disagreed.

² Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

Figure 7: To what extent do you agree or disagree with each of these proposals? Hampshire's libraries should be placed into four tiers, in order to provide a standardised approach (Grouped Responses)

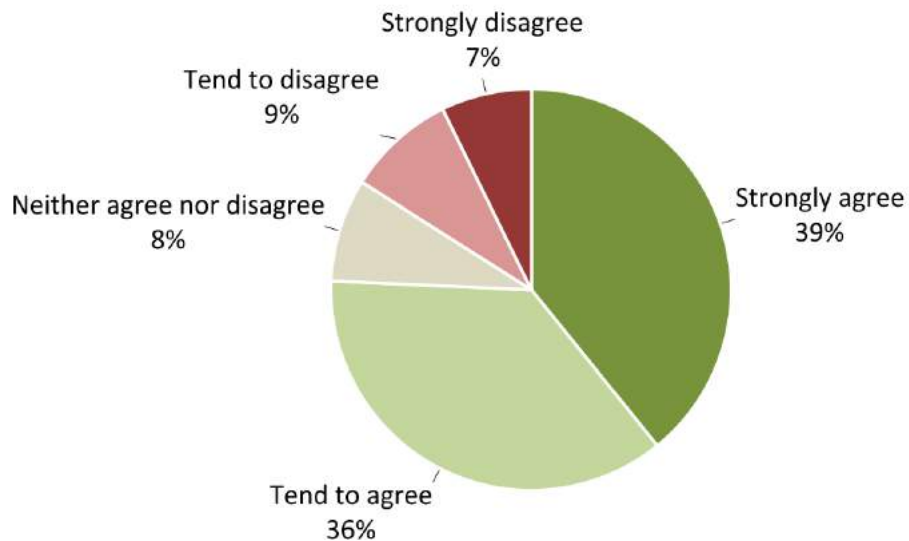


Base: All Residents (number of residents shown in brackets)

- 3.28 This chart shows how the responses for this score vary across different sub-groups of the population. Results for sub-groups that are significantly better (statistically) than the overall score are highlighted in green, whilst results that are significantly poorer (statistically) are highlighted in red.
- 3.29 Residents who are otherwise not working are significantly less likely to agree that Hampshire's libraries should be placed into four tiers.

To what extent do you agree or disagree with each of these proposals? Invest £500,000 every year for four years from the £2 million Book Fund to make library buildings modern and vibrant, making best use of new technology and digital systems

Figure 8: Invest £500,000 every year for four years from the £2 million Book Fund to make library buildings modern and vibrant, making best use of new technology and digital systems



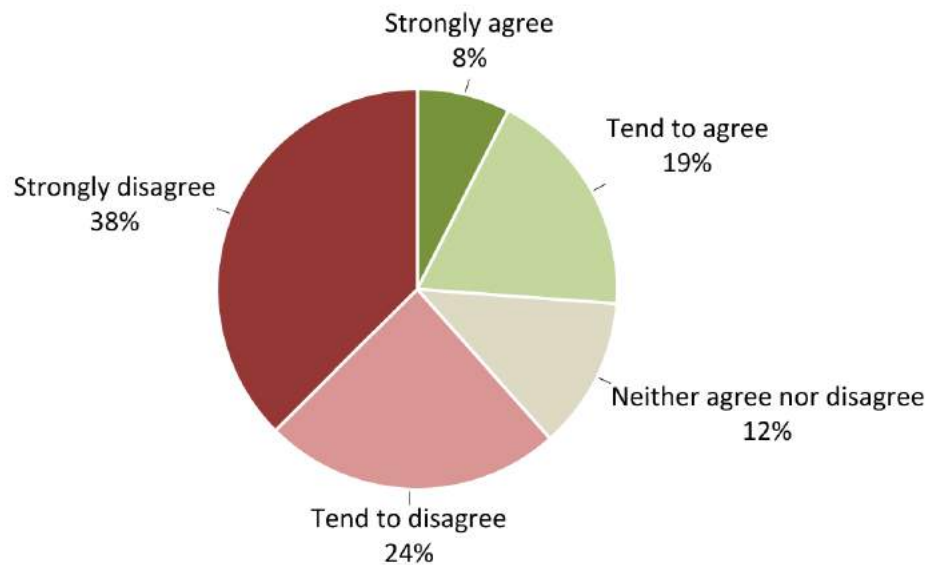
Base: All Residents (592)

3.30 Just over three quarters (76%³) of residents supported the proposal to invest £500,000 of the Book Fund every year for the next four years into library buildings, in order to make them modern and vibrant and make best use of new technology and digital systems.

³ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

To what extent do you agree or disagree with each of these proposals? Permanently reduce the Book Fund by £500,000 from 2020 onwards

Figure 9: Permanently reduce the Book Fund by £500,000 from 2020 onwards



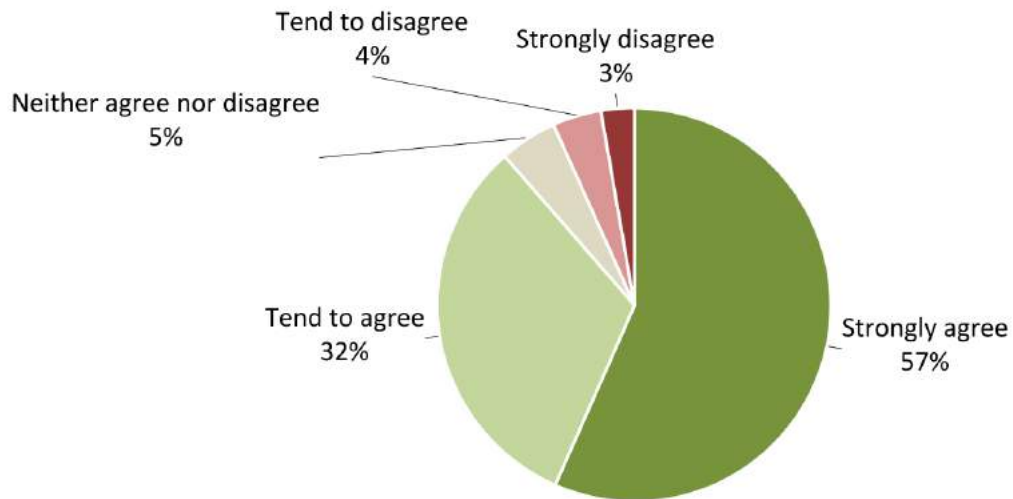
Base: All Residents (593)

3.31 The permanent reduction of the Book Fund was the only proposal with which more residents disagreed than agreed. While around a quarter (26%⁴) of residents agreed that the Book Fund should be permanently reduced by £500,000 from 2020, more than three fifths (62%) disagreed with this proposal.

⁴ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

To what extent do you agree or disagree with each of these proposals? Share library buildings with partner organisations so that several services can be accessed in one visit

Figure 10: Share library buildings with partner organisations so that several services can be accessed in one visit

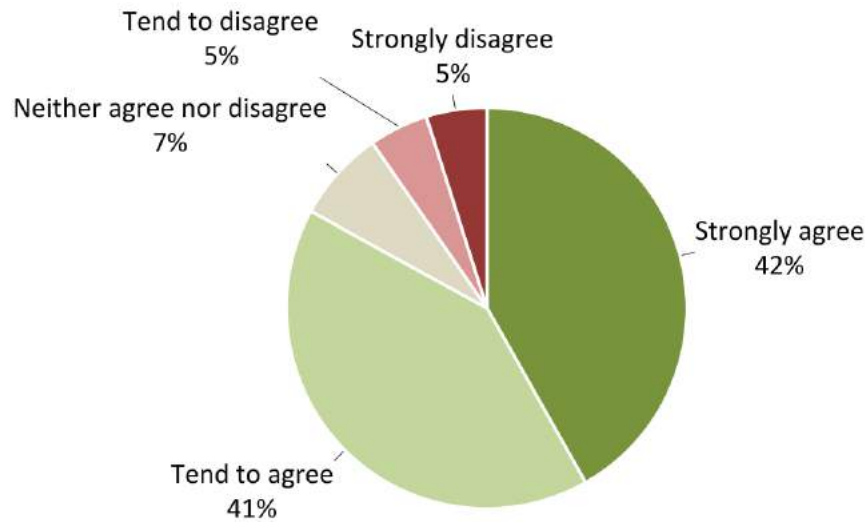


Base: All Residents (594)

^{3.32} Almost 9 in 10 residents (89%) agreed that library buildings should be shared with partner organisations so that multiple services can be accessed in a single visit. Only 7% of residents disagreed that library buildings should be shared with partner organisations.

To what extent do you agree or disagree with each of these proposals? Develop library staff, as well as increase the use of trained volunteers

Figure 11: Develop library staff, as well as increase the use of trained volunteers

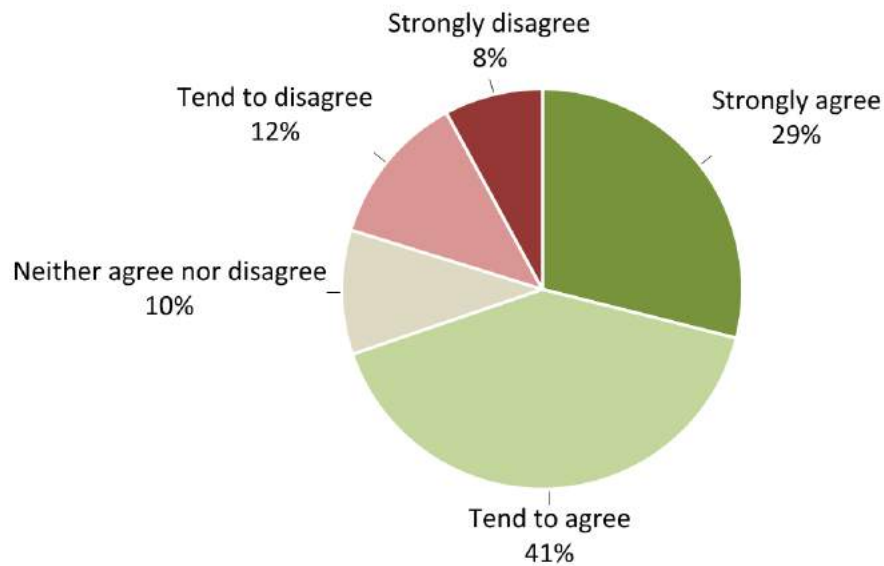


Base: All Residents (597)

^{3.33} More than four fifths (83%) of residents agreed with the proposal to develop library staff, as well as increasing the use of trained volunteers. 1 in 10 (10%) disagreed with this proposal.

To what extent do you agree or disagree with each of these proposals? Phase a withdrawal of poorly used library collections (e.g. CDs, games, and DVDs) and transfer specialist collections to other providers

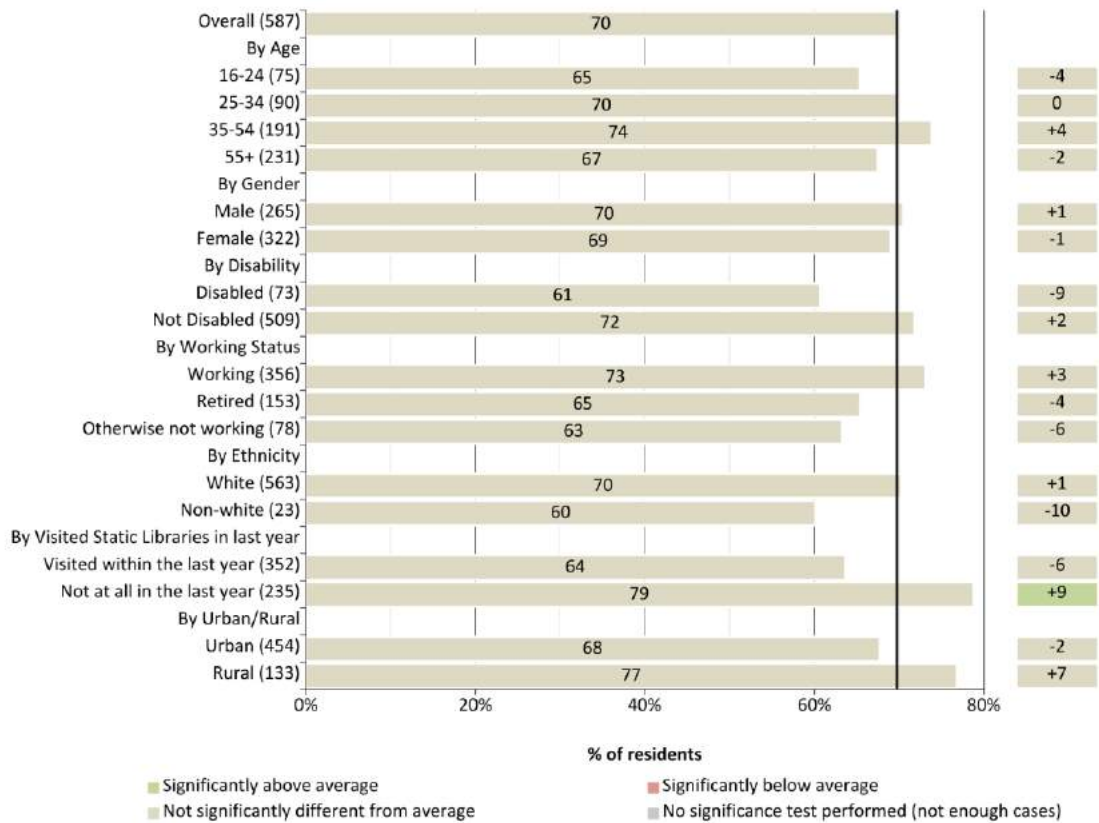
Figure 12: Phase a withdrawal of poorly used library collections and transfer specialist collections to other providers



Base: All Residents (587)

^{3.34} 7 in 10 residents (70%) agreed with the proposal to phase a withdrawal of poorly used library collections, such as CDs, games and DVDs, as well as to transfer specialist collections to other providers; only a fifth (20%) of residents disagreed.

Figure 13: To what extent do you agree or disagree with each of these proposals? Phase a withdrawal of poorly used library collections (e.g. CDs, games, and DVDs) and transfer specialist collections to other providers (Grouped Responses)

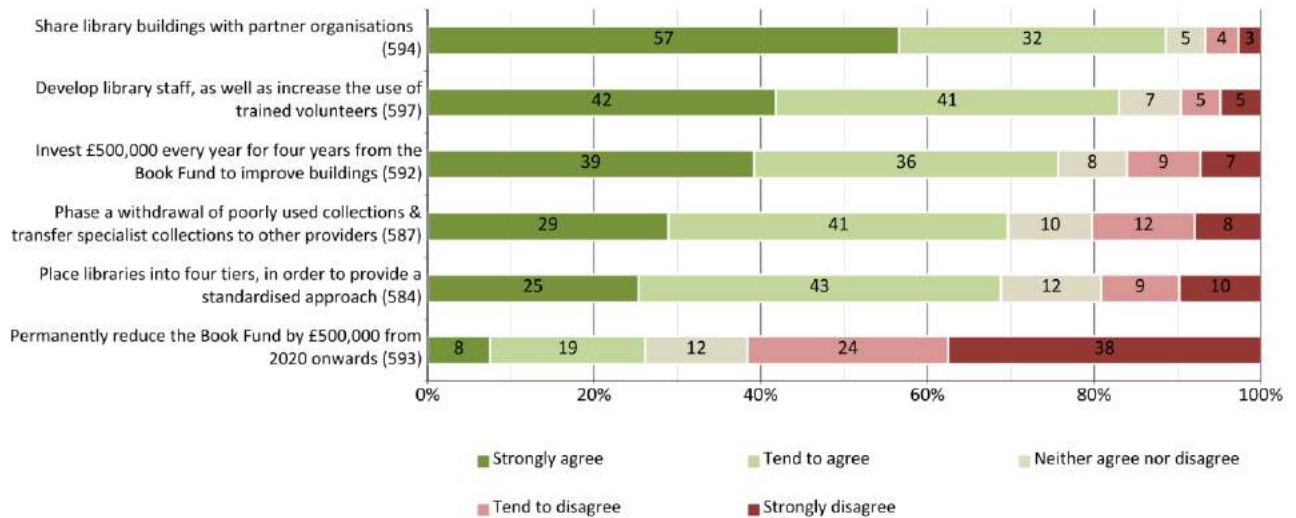


Base: All Residents (number of residents shown in brackets)

3.35 Residents who had not visited static libraries in the last year were significantly more likely to agree with the phased withdrawal of poorly used library collections and transfer of specialist collections to other providers.

To what extent do you agree or disagree with each of these proposals?

Figure 14: Levels of support and opposition for the key proposals



Base: All Residents (number of residents shown in brackets)

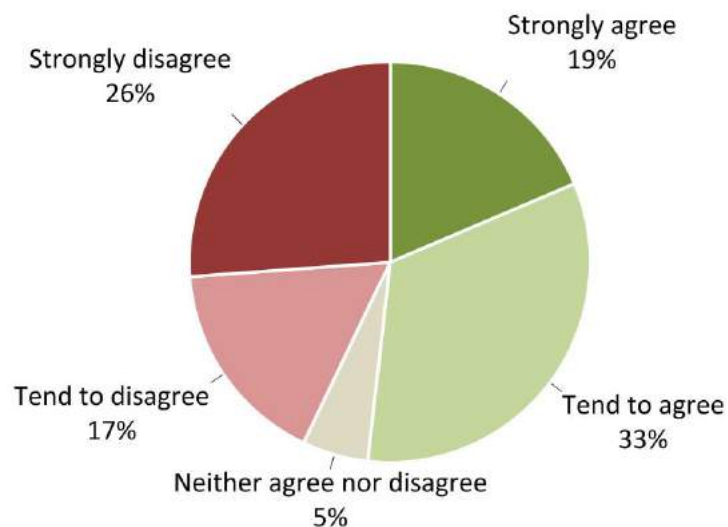
3.36 Key proposals from the consultation are displayed here ranked by agreement for comparison. The proposal which received the highest level of agreement was to share library buildings with partner organisations so that several services can be accessed in one visit (89%), while the proposal which received the lowest levels of agreement was to reduce the Book Fund by £500,000 from 2020 (26%⁵).

⁵ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

Future Library Buildings, Tiers, Criteria

To what extent do you agree or disagree with each of these proposals? The Council should review the future viability of smaller tier 3 libraries typically located in smaller towns and villages?

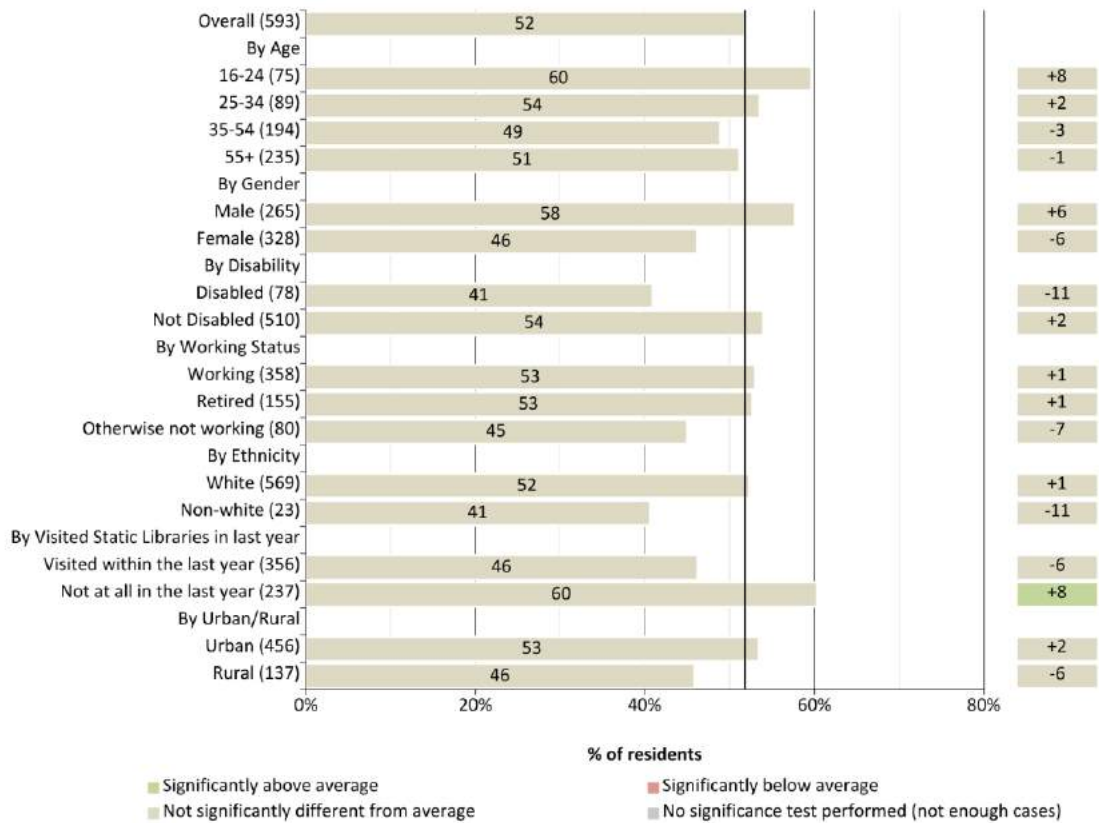
Figure 15: The Council should review the future viability of smaller tier 3 libraries typically located in smaller towns and villages



Base: All Residents (593)

- 3.37 Residents were then asked whether they agreed or disagreed that the Council should review the future viability of smaller, tier 3, libraries, typically situated in smaller towns and villages. Once again, residents had the opportunity to ask for further clarification about the tier system, and interviewers were given a complete list of libraries in Hampshire and their proposed tiers in order to inform residents who had questions about specific libraries.
- 3.38 While more than half (52%) of residents agreed that the Council should review the future viability of smaller, tier 3, libraries, more than two fifths (43%) disagreed with this proposal.

Figure 16: To what extent do you agree or disagree that the Council should review the future viability of smaller, tier 3, libraries typically located in smaller towns and villages? (Grouped Responses)



Base: All Residents (number of residents shown in brackets)

3.39 Residents who had not visited a static library in the last year were significantly more likely to agree that the Council should review the future viability of smaller, tier 3, libraries.

Please tell me why you disagree, and provide any alternatives that the Council should consider to meet the agreed savings target?

- 3.40 Residents who expressed disagreement with the proposal that the Council should review the future viability of smaller tier 3 libraries were asked why this was. In order to take these comments into account, a code frame was produced to highlight frequently occurring themes within the data.
- 3.41 From the 252 residents who provided valid answers to this question, 460 different comments have been classified, the details of which are outlined below.

Figure 17: Please tell me why you disagree, and provide any alternatives that the Council should consider to meet the agreed savings target?

Coded comment	% of residents	Base
Access: Proposals will penalise smaller towns and villages/Tier 3+4 libraries won't provide adequate coverage for rural areas/proposals will negatively impact small/rural areas	24%	62
Disagree with closure of libraries/keep smaller libraries open/smaller (Tier 3 libraries) are vital	23%	55
Access: Proposals will negatively impact elderly people/local libraries are vital for elderly people/closures will isolate elderly people	22%	53
Access: Tier 1 library (non-specific) is too far/Need local access to libraries	19%	48
Access: Proposals will negatively impact children/families with children/local libraries are vital for children/families with children	19%	47
Libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community	17%	42
Access: Proposals will negatively impact people without transport/cars/who cannot travel to a library (non-specific)	6%	15
Access: Tier 1 library (non-specific) is hard to reach via public transport/Public transport service is poor/not frequent enough/inadequate	6%	16
Libraries are essential/keep the library service 'as is'/maintain current library provision	3%	8
Disagree with the use of volunteers/community libraries/Tier 4 libraries/All libraries should have fully trained and paid staff	3%	9
Libraries should merge/share facilities with other services to save money	3%	7
Access: Proposals will negatively impact people with disabilities/local libraries are vital for people with disabilities	2%	5
Mobile Libraries are vital/need to keep mobile libraries/mobile libraries need to be kept open especially if closing static libraries	2%	4
'Other'	29%	73
No reason	6%	16

- 3.42 Many comments focussed on the reasons for disagreement, with four of the five most frequent coded responses relating to concerns with access. Nearly a quarter (24%) believed ‘the proposal would penalise smaller towns or villages/that tier 3 and 4 libraries won’t provide adequate coverage for rural areas/that proposals will negatively impact on small/rural areas’. A typical example of a quote includes the following:

I come from a village where the library is under threat. If this library closes, it affects the villages all around it, as people come from surrounding villages to use the library.

- 3.43 Almost a quarter (23%) of residents expressed that they ‘disagreed with the closure of libraries/that smaller libraries should be kept open/that smaller (tier 3) libraries are vital’. Typical examples of quotes include the following:

I don't think that the smaller libraries should be closed as the community needs them more than a larger town/city.

It would depend on what areas you live in. Where I live if they took away the tier 3 library it would be very problematic for the whole area. The nearest large library is 30 miles away.

- 3.44 More than a fifth (22%) disagreed because of concerns about the ‘impact on elderly people/local libraries being vital for elderly people/that closures will isolate elderly people’. A typical example of a quote includes the following:

I think that little communities probably have a lot of elderly people living there that may not have the means to get into town, so it's important that services remain local. It's a vital hub for the community, especially the elderly.

- 3.45 Around a fifth (19%) disagreed because ‘tier 1 libraries are too far away/local access to libraries is needed’. Typical examples of quotes include the following:

People in small towns with bad bus services; it makes it difficult to get there.

I don't think that you should close smaller libraries. A lot of people don't have access to larger libraries, if someone is old or something they can't make it to larger ones, where as they can get to smaller ones.

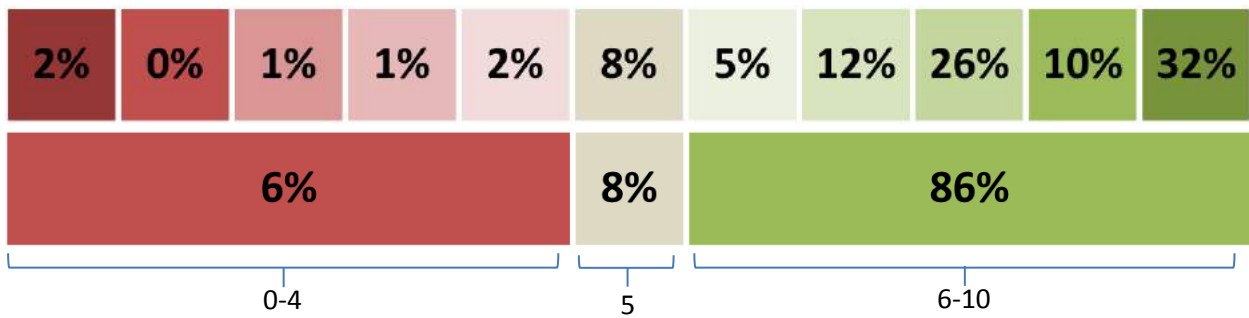
Please rate how important you think each of these criteria are when taking decisions about libraries, where '10' means the criteria is critically important and '0' means the criteria is of no importance...

- 3.46 Residents were informed that decisions regarding libraries would be based on the following criteria:
- » **USAGE:** the number of users at the library and patterns of library services used
 - » **COMMUNITY NEEDS:** taking account of educational, ethnic, social and economic backgrounds
 - » **ACCESS:** whether there are any other libraries nearby
 - » **BUILDING:** the quality and location of buildings
 - » **VALUE FOR MONEY:** running costs compared to similar libraries
- 3.47 Residents were then asked to rate the criteria on a scale of 0 to 10 in terms of their importance. The criteria below have been arranged according to their average scores. Almost a third (32%) of residents thought that considering *community needs* was critically important when taking decisions about libraries, while more than a quarter (28%) identified *access* as critically important.
- 3.48 Average scores were calculated for each criterion, and have been ranked according to how important they are according to residents. Taking into account *community needs* was the criterion rated as most important, with an average score of 7.9 out of 10. The *building*, i.e. the quality and locations of library buildings received the lowest average score (7.0) and as such was generally considered of lower importance to residents.

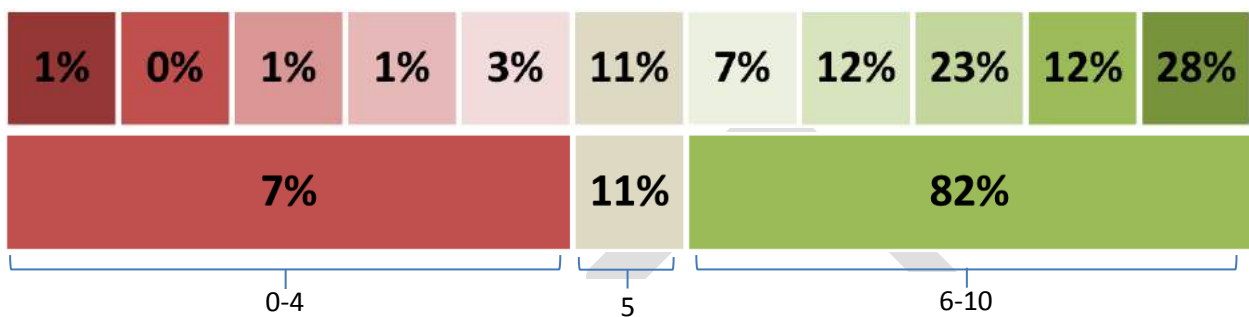
Figure 18: Average score of the importance of criteria when taking decisions about libraries

Criterion	Overall average score (out of 10)	Base
Community needs	7.9	(592)
Access	7.7	(596)
Usage	7.5	(590)
Value for money	7.1	(598)
Building	7.0	(580)

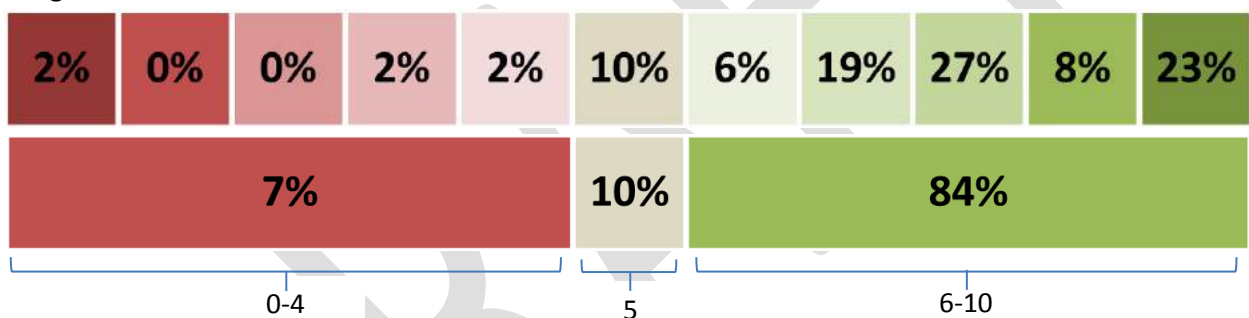
Community Needs



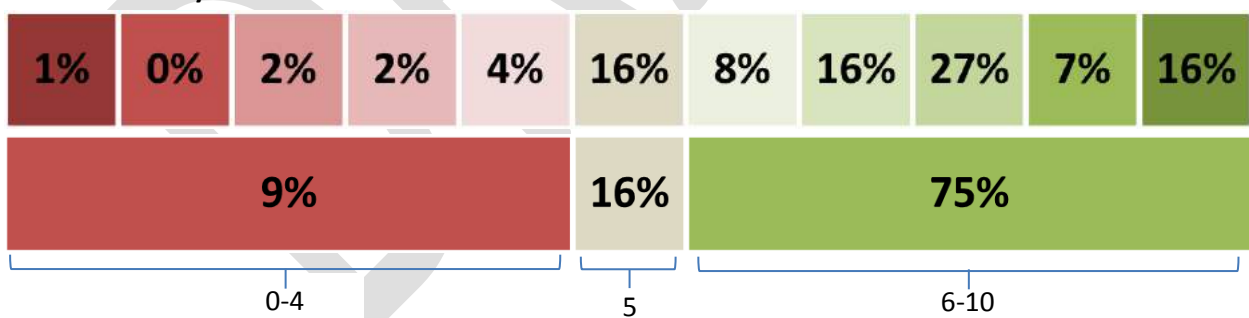
Access



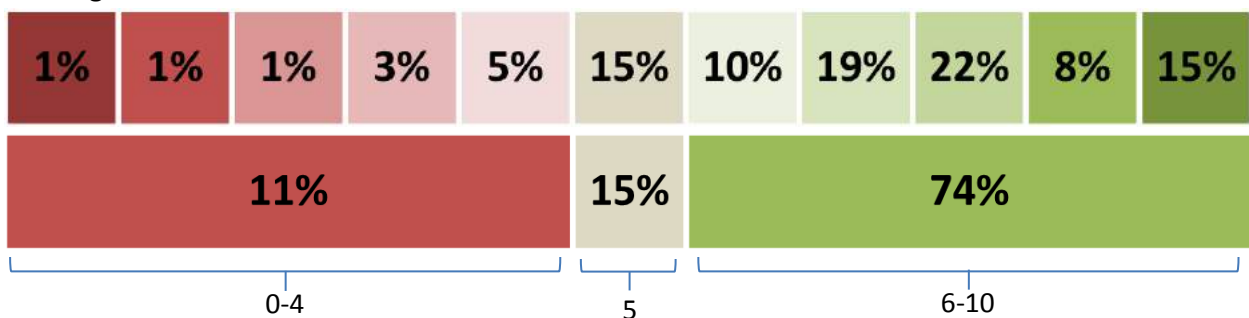
Usage



Value for money



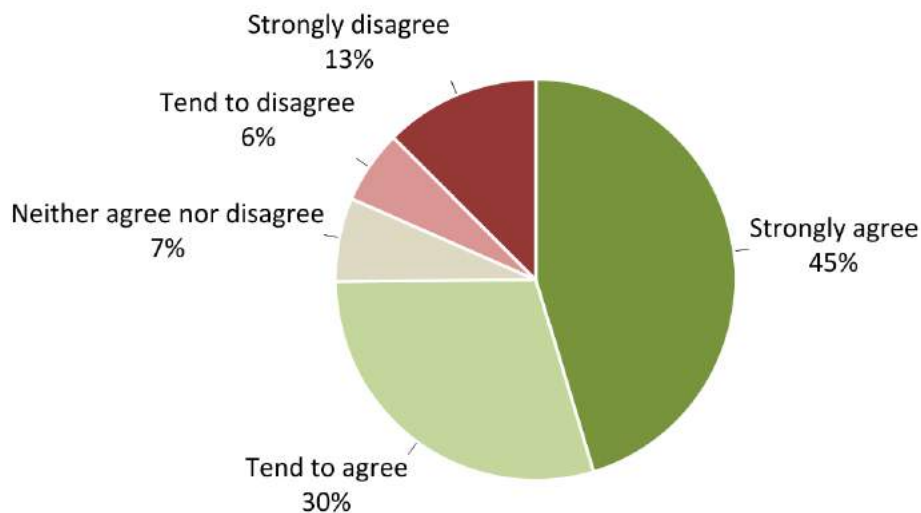
Building



Mobile Library Service

To what extent do you agree or disagree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents?

Figure 19: To what extent do you agree or disagree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents?

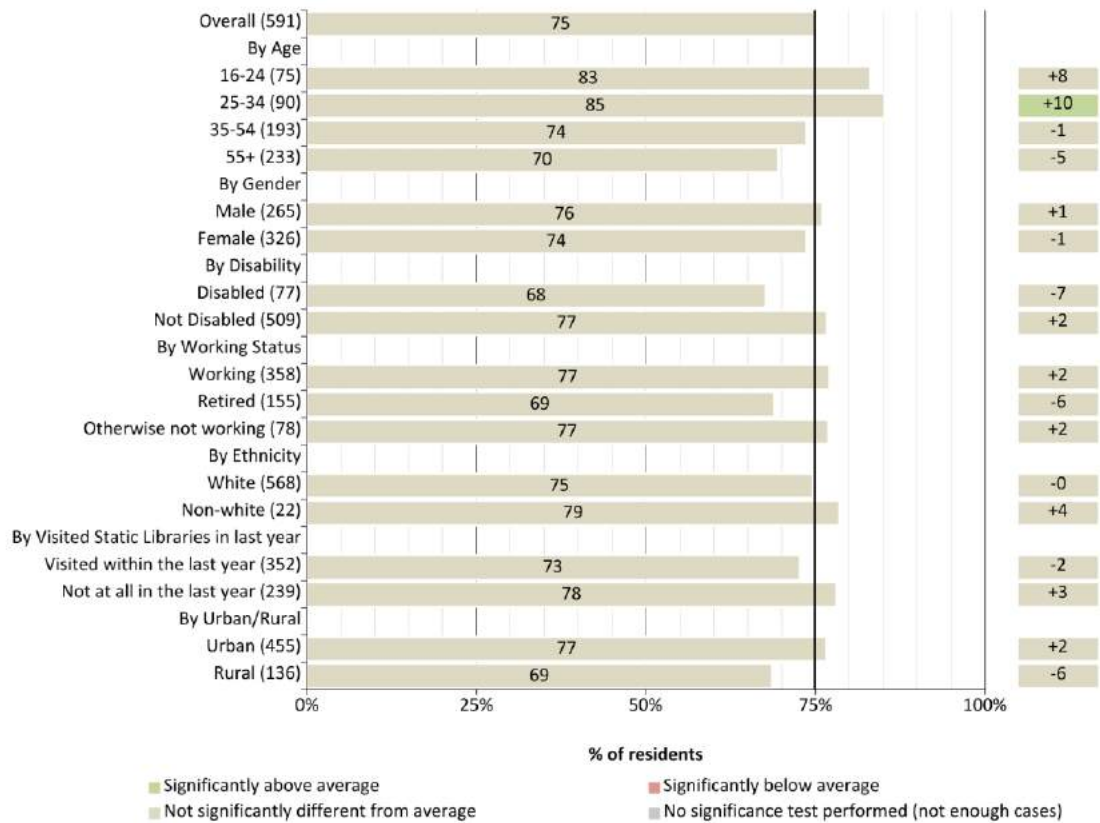


Base: All Residents (591)

- ^{3.49} Residents were read a short preamble, informing them of usage and cost-per-user information for the Mobile Library Service, and that there was a proposal for the Mobile Library service to close from 2016. They were also informed of a range of alternatives to the Mobile Library Service that were being proposed by the Council, such as a free loan of an e-reader, offering a Home Library service to those unable to access static libraries, and introducing a new community library exchange service.
- ^{3.50} Three quarters (75%) of residents agreed that the Mobile Library Service should be closed from summer 2016, providing that there are a range of alternative options provided for residents. Just under a fifth (18%⁶) of residents opposed the closure of the Mobile Library Service, despite the fact that only 3% of residents taking part in the survey identified themselves as having used the Mobile Library Service in the last year.

⁶ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

Figure 20: To what extent do you agree or disagree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents? (Grouped Responses)



Base: All Residents (number of residents shown in brackets)

3.51 Residents aged 25-34 were significantly more likely to agree that the Mobile Library Service should be closed from summer 2016, with a range of alternative options provided for residents.

Please tell me why you disagree, and provide any alternatives that the Council should consider as part of its decision making process.

- 3.52 Residents who expressed disagreement with the proposal to close the Mobile Library Service from summer 2016 were asked for the reasons why, and were asked to provide alternatives for the Council to consider as part of its decision making process.
- 3.53 Of the 108 residents who were asked this question, 170 different comments have been classified, the details of which are outlined below.

Figure 21: Please tell me why you disagree, and provide any alternatives that the Council should consider as part of its decision making process.

Coded comment	% of residents	Base
Proposals will negatively impact elderly people/the mobile library is vital for elderly people/closures will isolate elderly people	29%	31
Disagree with use of technology/e-readers are not a suitable substitute for mobile libraries/people don't want to use e-readers i.e. the elderly, the computer illiterate/prefer hard copy books	19%	20
Mobile libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community/vital for social interaction	16%	18
Access: Proposals will penalise smaller towns and villages/closure of mobile library won't provide coverage for rural areas/proposals will negatively impact small/rural areas	15%	16
Access: People need local access (non-specific)	15%	15
Mobile Libraries are vital/need to keep mobile libraries/mobile libraries need to be kept open especially if closing static libraries	13%	14
Proposals will negatively impact disabled people/the mobile library is vital for disabled people/closures will isolate disabled people	8%	8
The mobile library is important for educational purposes/young children i.e. mobile library visits schools	8%	9
Generally disagree with closure/reduction of mobile library	7%	8
Alternative proposal provided	5%	5
Support a reduction in service to keep mobile library provision i.e. less frequent stops	1%	1
'Other'	17%	20
No reason	5%	5

- 3.54 Nearly a third (29%) disagreed because they felt that ‘proposals will negatively impact elderly people/the mobile library is vital for elderly people/closures will isolate elderly people’. A typical example of a quote includes the following:

I know from my father that he wasn't able to drive and it wasn't so easy with buses. He would walk to Mobile library and it was a social time, he would meet other people. They've got to supply something for the loneliness of the old people. I think there are some people in towns and villages with very few facilities.

- 3.55 Around a fifth (19%) ‘disagreed with the use of technology/believe that e-readers are not a suitable substitute for mobile libraries/believe that people don’t want to use e-readers i.e. the elderly’, the computer illiterate/prefer hard copy books. Typical examples of quotes include the following:

Not everyone has access to technology; people will need to have access to a library service. If internet does not upgrade in villages, they will struggle to download a file to read or a book to read, therefore it is not going to create a great customer experience.

The alternatives suggested don't seem to me to be easily accessible to those who rely on a mobile library – e-readers especially.

- 3.56 5% of residents who disagreed with the proposal to close the Mobile Library Service suggested an alternative. These alternative proposals have been included in full below.

There are many underutilised libraries so save money with them and put it on the mobile libraries.

More rural places need regular visits. See if there is a way to make mobile libraries financially viable and tie in visits to coincide with other events in the villages e.g. coffee mornings, kids groups.

Mobile service could remain if the County Council use an electric HGV.

I think the Mobile Library Service is quite good, particularly for older people. Maybe a library postal service as an alternative.

I can't think of how they would get books to people, especially to people like me, especially as I am not fond of computers. Maybe have designated areas in charity shops or a more nominal charge to the Mobile Library Service to try and cover costs.

Further Comments

At this point in the survey I'd like to ask if there are any other comments that you would like to make about the proposed changes to the Library Service.

- 3.57 Residents were given the opportunity to express any further comments they had about the proposed changes to the Library Service.
- 3.58 242 residents provided further comments about the proposed changes, from which 397 separate comments were classified according to a code frame, the details of which are outlined below.

Figure 22: Further comments

Coded comment	% of residents	Base
Libraries are vital for children's educational needs/children's social interaction/encouraging children to read from a young age	15%	38
Libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community/provides social interaction/community groups	15%	36
Disagree with closure of libraries/keep smaller libraries open/smaller (Tier 3 libraries) are vital.	14%	33
Libraries are essential/keep the library service 'as is'/maintain current library provision/happy with current library service.	12%	28
Proposals will negatively impact elderly people/local libraries are vital for elderly people/closures will isolate elderly people	9%	22
Proposals should only be adopted if adequate alternative options are in place/agree for mobile libraries to be closed if other facilities are available	7%	19
Libraries need to modernise/update services i.e. online facilities need to be improved	5%	12
Everybody needs access to the libraries/need equal access to libraries	4%	10
Agree with cuts of service if they are wasting money/agree with closing mobile libraries if it has a positive impact on cost	4%	10
Disagree with the use of volunteers/community libraries/Tier 4 libraries/All libraries should have fully trained and paid staff	4%	9
Libraries are vital for educational needs/providing books/materials i.e. adult learning	4%	8
Access: Proposals will negatively impact people without transport/cars/who cannot travel to a library (non-specific)	4%	9
The library service needs to be better advertised to encourage more people to use library facilities	3%	8
Alternative proposal provided	3%	6
Disagree with the use of technology/e-readers/not everyone has access to computers/is computer literate	3%	7
Proposals will negatively impact disadvantaged people/people on low income	2%	6
Access: Proposals will negatively impact people with disabilities/local libraries are vital for people with disabilities	2%	6
Libraries are vital for providing computer/internet access to people who need it	2%	5
Agree with the use of technology/e-readers/think electronic access is a good idea	2%	5
Need to provide more public consultation for this survey/need to consult professionals	2%	5
'Other'	47%	114

- 3.59 15% of residents giving further comments used this opportunity to express that ‘libraries are vital for children’s educational needs/children’s social interaction/encouraging children to read from a young age’. A typical example of a quote includes the following:

Would be a shame if the small libraries were to close. Good place for children to do homework and to go in the holidays; don't always want to travel miles to do that.

- 3.60 A further 15% expressed that ‘libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community/provides social interaction/community groups’. A typical example of a quote includes the following:

I think it's a very valuable part of the village community and it would be very sad to see it go and anything that can be done to save it will obviously be worth considering as it is important to all age groups in the community. It's not just a library it's the social hub/heart of the community.

- 3.61 A similar proportion (14%) expressed that they ‘disagreed with the closure of libraries/that smaller libraries should be kept open/that smaller (tier 3) libraries are vital’. A typical example of a quote includes the following:

Regarding tier 3 libraries I tend to agree but as long as no closures are made. I feel that libraries are very important and it was a big part of my childhood and my children's and it's lovely that they're so accessible now and it would be a great shame if they should close.

- 3.62 A small number (3%) provided alternative suggestions to the proposals. These alternative proposals have been included in full below.

I'd suggest that that is a good thing for libraries to do after school; learning to read and practical skills courses, and courses on how to use the library, what can you find and how you to find it. Take notes in schools and other community groups. If you don't advertise yourselves people will stop going. Some sort of offer to go out into work places. I'm sure if books went out into workplaces you'd get a lot more people borrowing.

Regarding the mobile library service, I believe you could possibly change the vehicles to 100% electric, which would help costs all round.

Every town should have a static library for the access for the community. Every single town/village has at least 1 school and churches or halls so they could be used to keep the books there, making a deal with the churches.

They need to upgrade online library services. The amount of libraries we have could be reduced; fewer but better bigger libraries.

Libraries should concentrate on specialist areas so that it is easier to find books on sub-genres of topics e.g. divide art into, ceramics, fine art, illustration etc.

Local schools and college libraries should be open to the community, if it does come down to cutting costs.

4. The Open Consultation Questionnaire

The Open Questionnaire

- 4.1 As part of its Libraries consultation, a consultation document covering the proposed changes was produced by Hampshire County Council and made available on the Council's website.
- 4.2 A consultation questionnaire was also developed by ORS, which included questions about the following key topics:
 - » Use of the Library Services
 - » The Draft Library Strategy 2020
 - » The Future of the Mobile Library Service
- 4.3 Additional sections were included which allowed respondents to raise any further comments they had regarding the proposals and the wider consultation, and captured information about the type of response being submitted, as well monitoring respondents' demographic information.
- 4.4 This questionnaire was available to the public both in an online format and as a paper version. The online questionnaire went live on 2nd November 2015 via the Hampshire County Council website, and was available until 16th January 2016; the duration of the consultation period.
- 4.5 Paper versions of the questionnaire were made widely available for individuals who were unable to fill in the questionnaire online, and were distributed in static and mobile libraries across Hampshire on 2nd November.
- 4.6 The open consultation questionnaire could be completed by individuals or on behalf of organisations. In total, 8,972 responses were received to the open consultation, including 8,914 from individuals and 58 on behalf of organisations.

Respondent Profile of Consultation Questionnaire

- 4.7 Table 9 below provides a breakdown of the respondent profile from the 8,914 individuals who responded either online or by post to the open consultation questionnaire. Figures for Hampshire's population are also outlined for comparison.
- 4.8 Figures for Hampshire's population are based on ONS 2014 Mid-Year Population Estimates (for age and gender) and Census 2011 data (for ethnicity and disability). ORS prefers to report ONS Mid-Year population estimates (over Census 2011 data) where possible as we believe this more accurately reflects the current state of the population. Where this is not possible due to data being unavailable (e.g. for ethnicity and disability data), Census 2011 data has been used as an alternative. As a result, the total number of occurrences in the population across the two data sources will not match exactly.

Table 9: Socio-demographic characteristics for the consultation questionnaire and Hampshire's population (Note: Percentages may not sum due to rounding)

Characteristic		All Responses		Hampshire population 16+	
		Number of Responses	% of Valid Responses	Number of occurrences	% of population
BY AGE	Under 25	111	1.3%	133,843	12.2%
	25 to 34	390	4.6%	149,558	13.6%
	35 to 44	1,017	12.1%	172,452	15.7%
	45 to 54	1,213	14.4%	203,268	18.5%
	55 to 64	1,911	22.7%	164,369	15.0%
	65 to 74	2,541	30.1%	147,684	13.5%
	75 to 84	1,017	12.1%	88,331	8.0%
	85 or over	235	2.8%	37,872	3.5%
	Total valid responses	8,435	100.0%	1,097,377	100.0%
<i>Not known</i>	479	-	-	-	
BY GENDER	Male	3,216	38.2%	531,035	48.4%
	Female	5,206	61.8%	566,342	51.6%
	Total valid responses	8,422	100.0%	1,097,377	100.0%
	<i>Not known</i>	492	-	-	-
BY ETHNIC GROUP	White	7,799	97.9%	1,024,360	95.6%
	Mixed or multiple ethnic	65	0.8%	9,830	0.9%
	Asian or Asian British	49	0.6%	27,751	2.6%
	Black, African, Caribbean, Black	20	0.3%	6,366	0.6%
	Any other ethnic group	32	0.4%	3,076	0.3%
	Total valid responses	7,965	100.0%	1,071,383	100.0%
<i>Not known</i>	949	-	-	-	
BY DISABILITY	With disability	635	7.6%	187,733	17.6%
	No disability	7,670	92.4%	880,436	82.4%
	Total valid responses	8,305	100.0%	1,068,169	100.0%
	<i>Not known</i>	609	-	-	-

- 4.9 When considering differences between the achieved sample (completed returns) and population data, it is apparent that certain groups are over-represented and others under-represented in the data.

Geographical Spread of Respondents

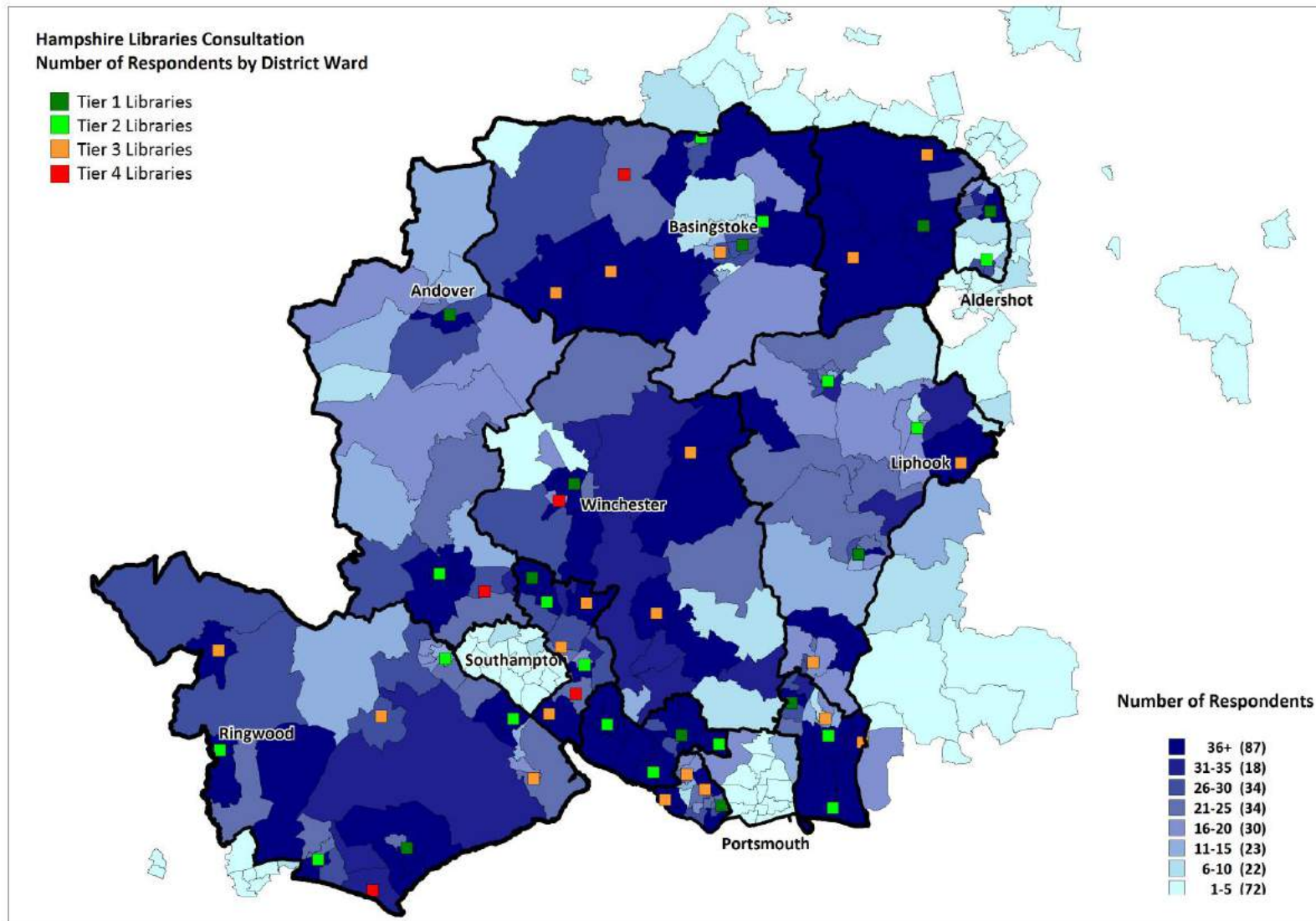
- 4.10 Table 10 below provides a breakdown of responses to the questionnaire by area (for respondents who provided their postcode, excluding responses from organisations), while figures for Hampshire’s population are also outlined for comparison. Figures for Hampshire’s population are based on ONS 2014 Mid-Year Population Estimates.

Table 10: Breakdown of responses to the questionnaire by area and comparison to Hampshire’s population (Note: Percentages may not sum due to rounding)

Characteristic	All Responses		Hampshire population 16+		
	Number of Responses	% of Valid Responses	Number of residents	% of population	
BY AREA	Basingstoke and Deane	800	10.0%	138,024	12.6%
	East Hampshire	864	10.8%	96,094	8.8%
	Eastleigh	766	9.6%	104,251	9.5%
	Fareham	766	9.6%	94,860	8.6%
	Gosport	506	6.3%	68,170	6.2%
	Hart	719	9.0%	74,624	6.8%
	Havant	541	6.8%	100,466	9.2%
	New Forest	1,089	13.6%	149,976	13.7%
	Rushmoor	280	3.5%	76,374	7.0%
	Test Valley	620	7.7%	97,187	8.9%
	Winchester	1,062	13.3%	97,351	8.9%
	Total valid responses (within Hampshire)	8,013	100%	1,097,377	100%
	Portsmouth, Southampton and Isle of Wight	128	-	-	-
	Other (outside Hampshire)	234	-	-	-
<i>Not known</i>	<i>539</i>	-	-	-	

- 4.11 The 8,972 open consultation questionnaire responses included 58 responses which were indicated to have been submitted on behalf of an organisation. These organisational responses typically represent the views of many individuals, and therefore are reported separately in this report.
- 4.12 As it is not appropriate to report percentages where the sample size is so small, responses from organisations have been summarised to provide an outline of their views and feedback.
- 4.13 Figure 23 overleaf shows the density of responses that have been received for the consultation questionnaire (based on respondents who provided their postcode), broken down by wards, for Hampshire County and the surrounding areas.
- 4.14 Wards are shaded according to how many responses have been received from each area:
- » The **darker** the colour, the **more responses** have been received
 - » **Transparent/White** wards indicate areas for which **no responses** have been recorded
- 4.15 Coloured markers represent libraries; dark green markers representing Tier 1 libraries, light green markers representing Tier 2 libraries, orange markers for Tier 3 libraries and red markers representing Tier 4 libraries.

Figure 23: Density of responses to the consultation questionnaire by ward (Hampshire and the surrounding area)



Base: All Individuals that provided a postcode (8375)

Interpretation of the Data

- 4.16 The results for the Consultation Questionnaire are presented in a largely graphical format. The pie charts and other graphics show the proportions (percentages) of respondents making relevant responses.
- 4.17 Where possible, the colours of the charts have been standardised with a ‘traffic light’ system in which green shades represent positive responses, red shades represent negative responses, and beige and purple shades represent neither positive nor negative responses.
- 4.18 The bolder shades are used to highlight responses at the ‘extremes’, for example, strongly agree or strongly disagree.
- 4.19 Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout the volume an asterisk (*) denotes any value less than half of one per cent. In some cases figures of 2% or below have been excluded from graphs.
- 4.20 All open-ended responses have been classified using a standardised code frame. This approach helps ensure consistency when classifying different comments and the resulting codes represent themes that have been repeatedly mentioned in a more quantifiable manner. The various comments provided by a respondent to any single text question may present a number of different points or arguments, therefore in many cases the overall number of coded comments counted in a particular question can actually be higher than the number of people responding to that open-ended question.

Further analysis by sub-groups

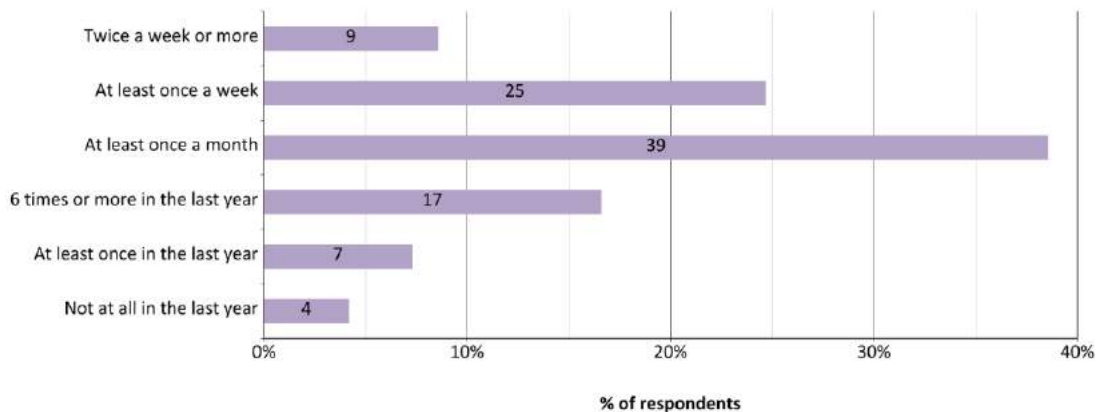
- 4.21 For some questions, further analysis revealed differences in responses by key demographic and other variables e.g. respondents’ local authority. Such analysis highlights how sub-groups within key variables (e.g. within ‘age’, those aged 25-34) provided different answers compared to the overall average.
- 4.22 Where results are particularly higher or particularly lower for certain sub-groups, in comparison to the overall score they are further discussed in commentary text.
- 4.23 Such analysis has been applied to select key questions from the consultation questionnaire, including (but not restricted to) *‘To what extent do you agree or disagree that the County Council should review the future viability of smaller, Tier 3 libraries?’* and *‘To what extent do you agree or disagree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents?’*.

Findings of the Open Consultation Questionnaire

Use of the Library Service

During the last year, how often have you visited any of the static libraries in Hampshire?

Figure 24: During the last year, how often have you visited any of the static libraries in Hampshire?

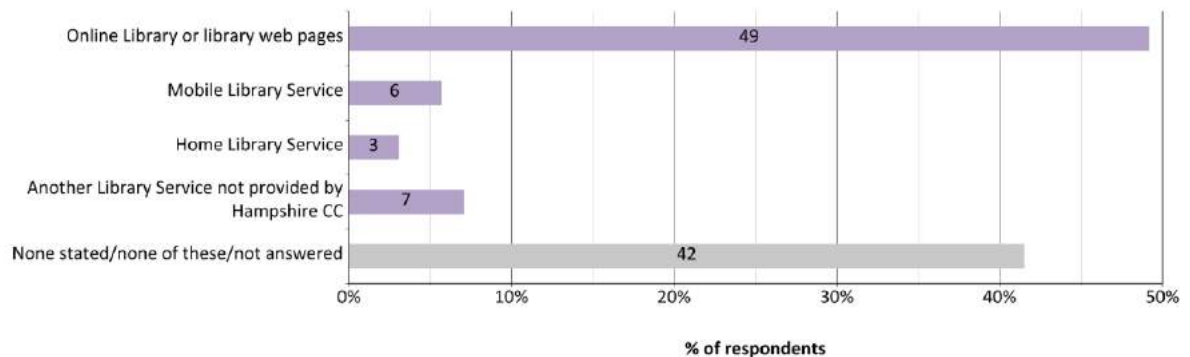


Base: All Individuals (8,845)

- 4.24 The vast majority of respondents (96%) to the open questionnaire are users of Hampshire's static library service, having visited a static library in the last year. Just 4% of respondents had not visited any static libraries in Hampshire in the last year.
- 4.25 While only around 1 in 10 respondents (9%) use Hampshire's static library service twice a week or more, in total, a third (33%) use the service at least once a week, and nearly three quarters of respondents (72%) use the static library service at least once a month.
- 4.26 Although not directly comparable, estimates available from the Council suggest that only 20% of the public use the Hampshire Library Service.

Which, if any, of these other library services have you used in the last year?

Figure 25: Other library services have used in the last year

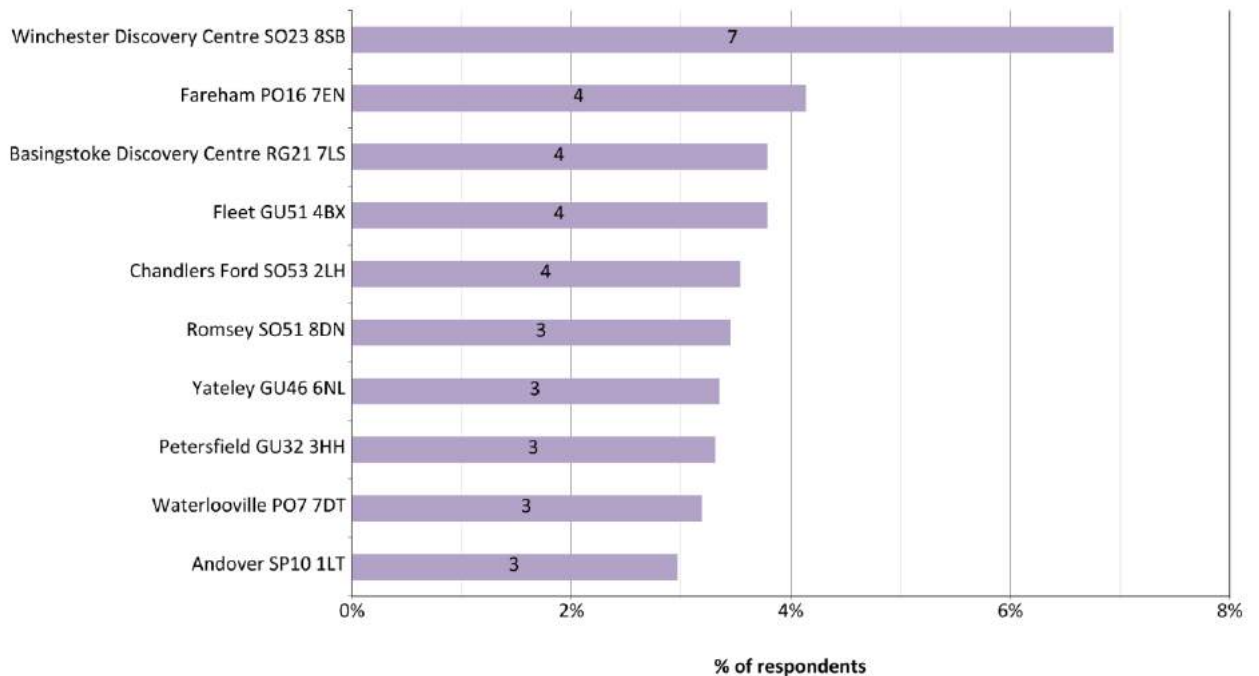


Base: All Individuals (8,972)

- 4.27 Almost half (49%) of respondents had used the online library or library web pages provided by Hampshire County Council in the last year.
- 4.28 While HCC data shows that only 1% of all Hampshire library customers use the Mobile Library Service each year, more than 1 in 20 respondents (6%) to the consultation questionnaire stated that they use the service, and a further 3% use the Home Library Service provided by Hampshire County Council.

If you have visited a library in Hampshire in the last year, which library do you use most often?

Figure 26: Library used most often

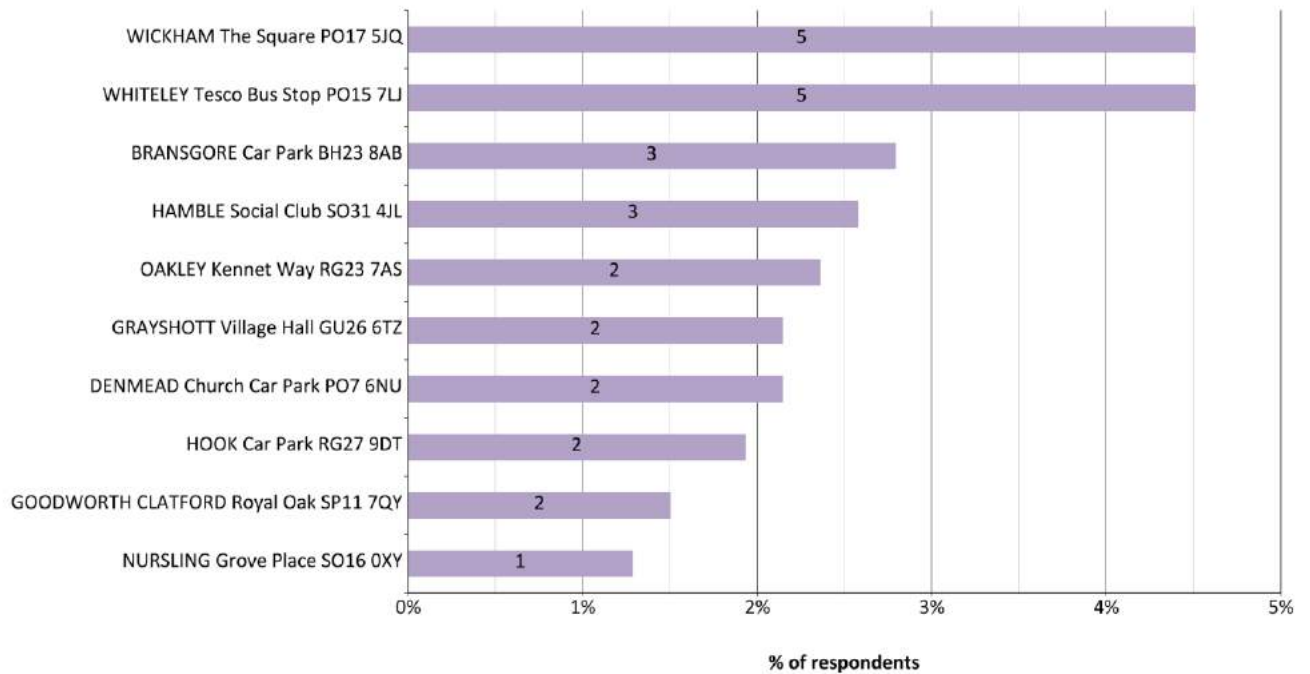


Base: Individuals who visited a library in Hampshire in the last year (7,985)

^{4.29} Respondents who had visited a library in Hampshire in the last year were asked which library they used most often. The results presented here show the top ten libraries used most often by respondents. Less than 1 in 10 (7%) had used Winchester Discovery centre, while only 4% had used Fareham Library, Basingstoke Discovery Centre, Fleet Library and Chandlers Ford Library.

If you have used the Mobile Library Service in the last year, which stop do you normally use?

Figure 27: Mobile Library Service stop normally used

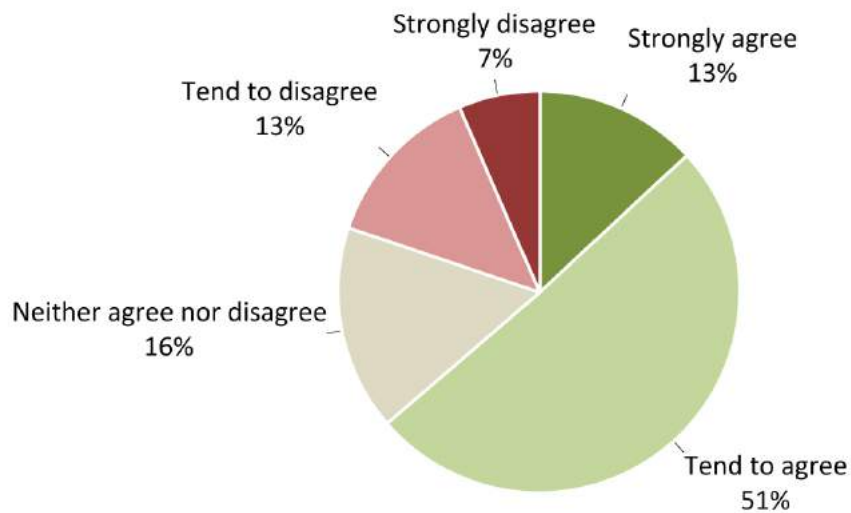


Base: Individuals who used the Mobile Library Service in the last year (465)

- 4.30 Respondents who indicated that they had used the Mobile Library Service in the last year were asked which stop they normally used. 1 in 20 (5%) said they normally used 'The Square' stop in Wickham and 'Tesco Bus Stop' in Whiteley.

To what extent do you agree or disagree that Hampshire's Library Service needs to change to meet the changing demands placed on it?

Figure 28: To what extent do you agree or disagree that Hampshire's Library Service needs to change to meet the changing demands placed on it?

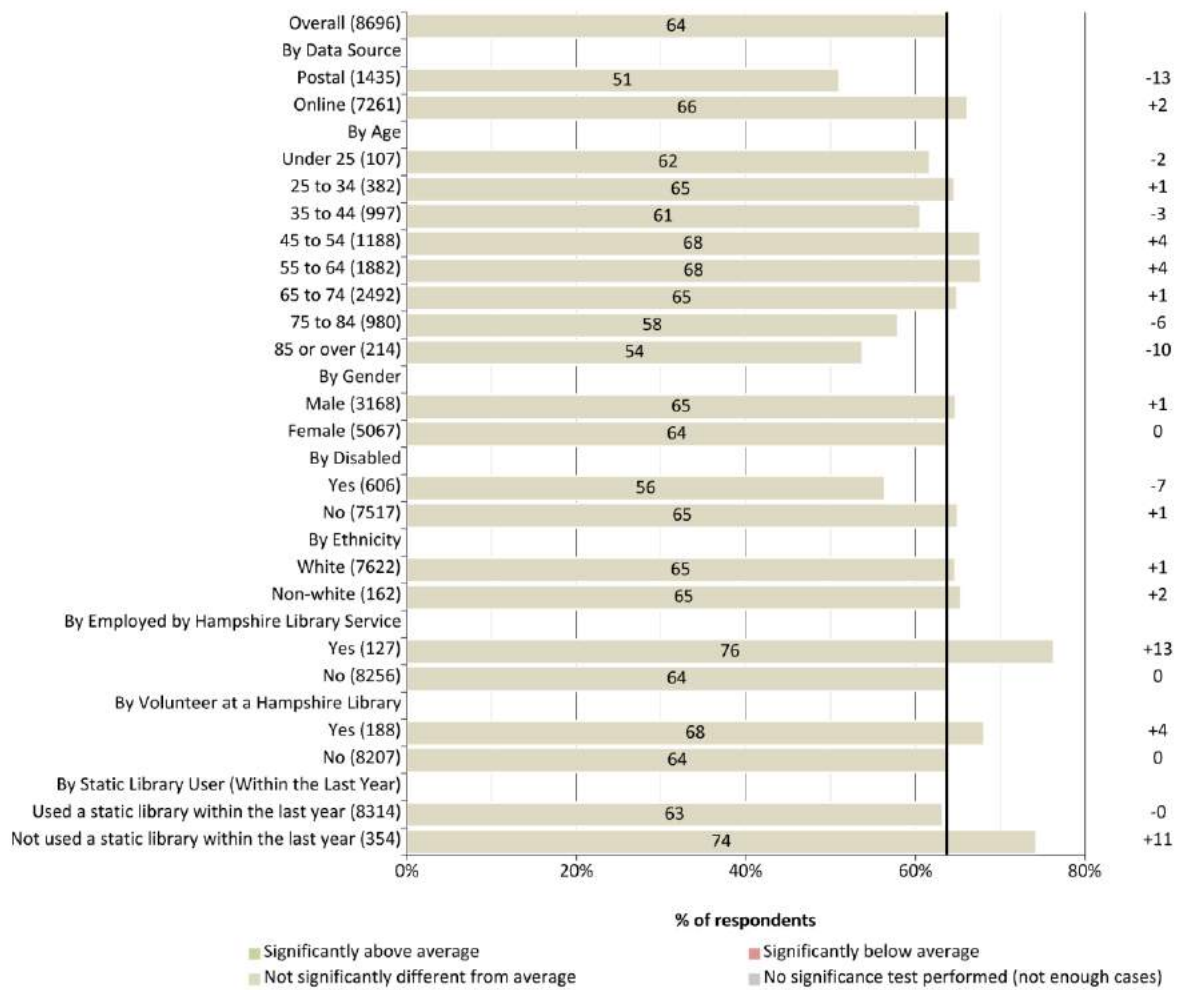


Base: All Individuals (8,696)

- 4.31 Just less than two thirds of respondents (64%) agreed that change is needed to meet the demands placed on the library service, while a fifth of respondents (20%) disagreed with this.
- 4.32 Further analysis (overleaf) revealed differences for these results by sub-groups, for those who agreed as well as for those who disagreed.

Respondents who agree

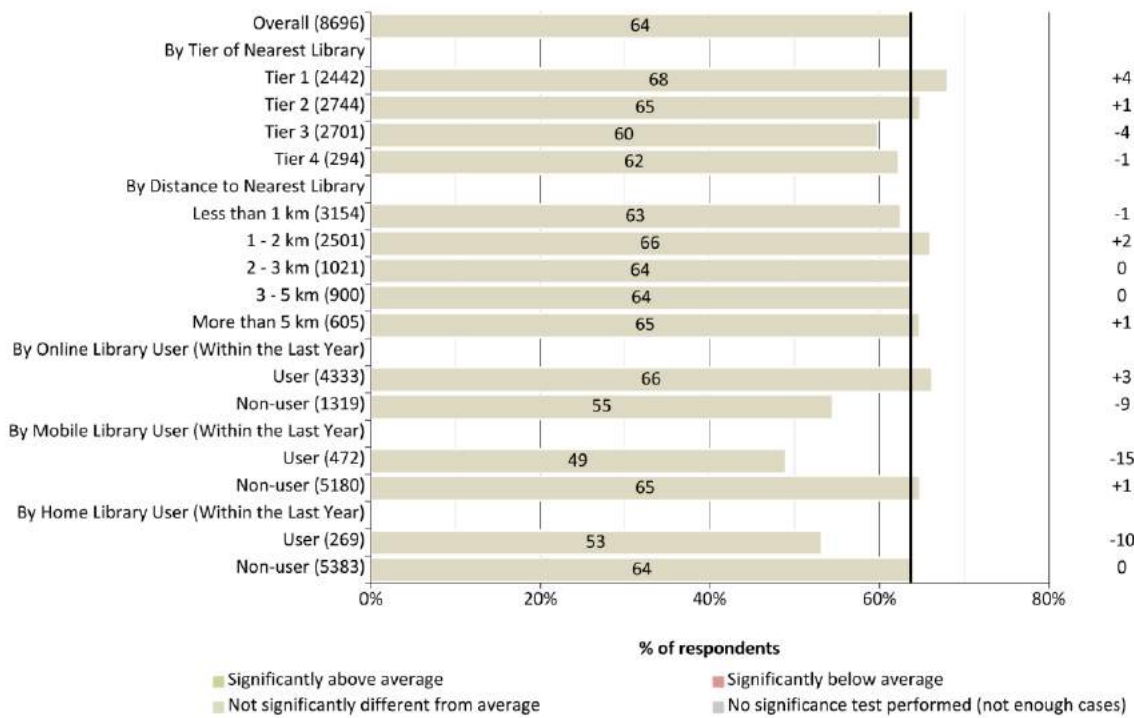
Figure 29: Differences in agreement that Hampshire's Library Service needs to change to meet the changing demands placed on it (Respondents who agree #1)



Base: All Individuals (number of individuals shown in brackets)

- 4.33 This chart shows how the responses for this score vary across different sub-groups of respondents for those who *agree*.
- 4.34 Respondents who are employed by the Hampshire Library Service and those who have not visited a Hampshire static library in the last year are particularly likely to agree that Hampshire's Library Service needs to change to meet the changing demands placed on it.

Figure 30: Differences in agreement that Hampshire's Library Service needs to change to meet the changing demands placed on it (Respondents who agree #2)

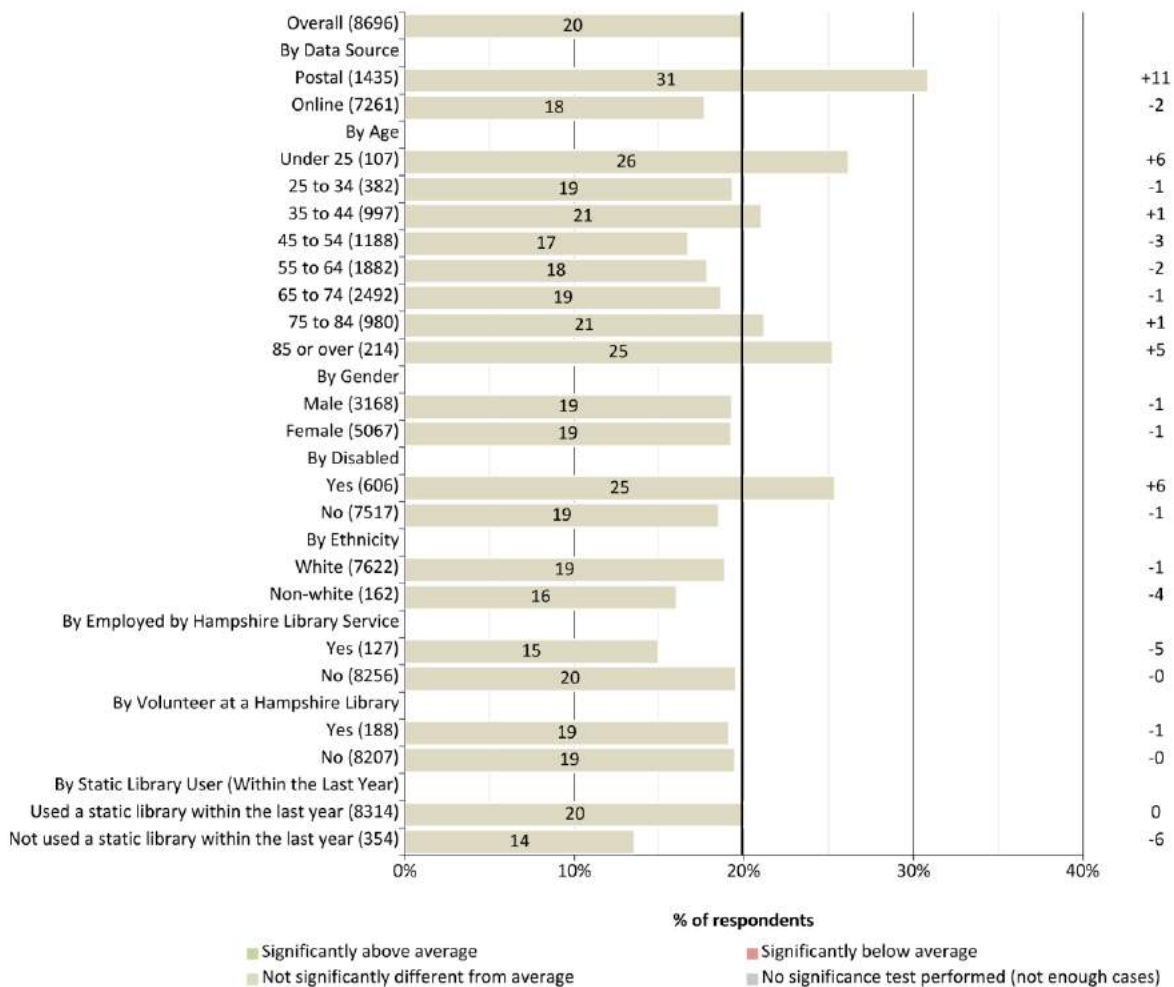


Base: All Individuals (number of individuals shown in brackets)

4.35 There are no particular differences between sub-groups based on tier of nearest library, distance to nearest library or Online/Mobile/Home Library usage for this question.

Respondents who disagree

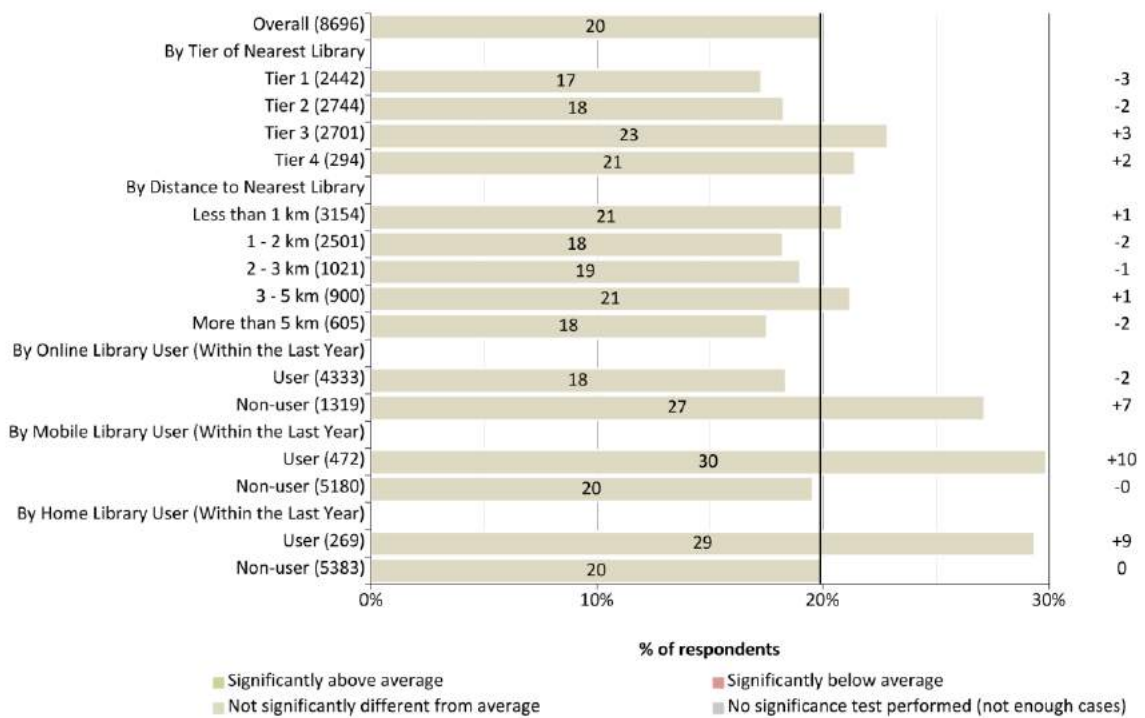
Figure 31: Differences in agreement that Hampshire's Library Service needs to change to meet the changing demands placed on it (Respondents who disagree #1)



Base: All Individuals (number of individuals shown in brackets)

- 4.36 This chart shows how the responses for this score vary across different sub-groups of respondents for those who disagree.
- 4.37 Those who responded to the consultation using a postal method, residents aged under 25, and residents who are disabled are particularly likely to disagree that Hampshire’s Library Service needs to change to meet the changing demands placed on it.

Figure 32: Differences in agreement that Hampshire's Library Service needs to change to meet the changing demands placed on it (Respondents who disagree #2)

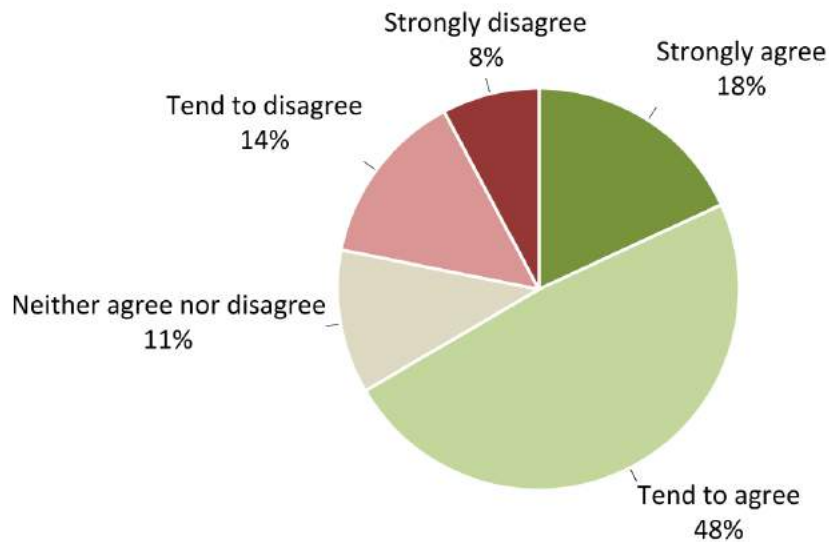


Base: All Individuals (number of individuals shown in brackets)

4.38 Users of the Mobile Library Service or Home Library service and Non-users of the Online Library Service were particularly likely to disagree that Hampshire’s Library Service needs to change to meet the changing demands placed on it.

To what extent do you agree or disagree that the County Council should seek to make savings to ensure that the Library Service is financially sustainable?

Figure 33: To what extent do you agree or disagree that the County Council should seek to make savings to ensure that the Library Service is financially sustainable?



Base: All Individuals (8,743)

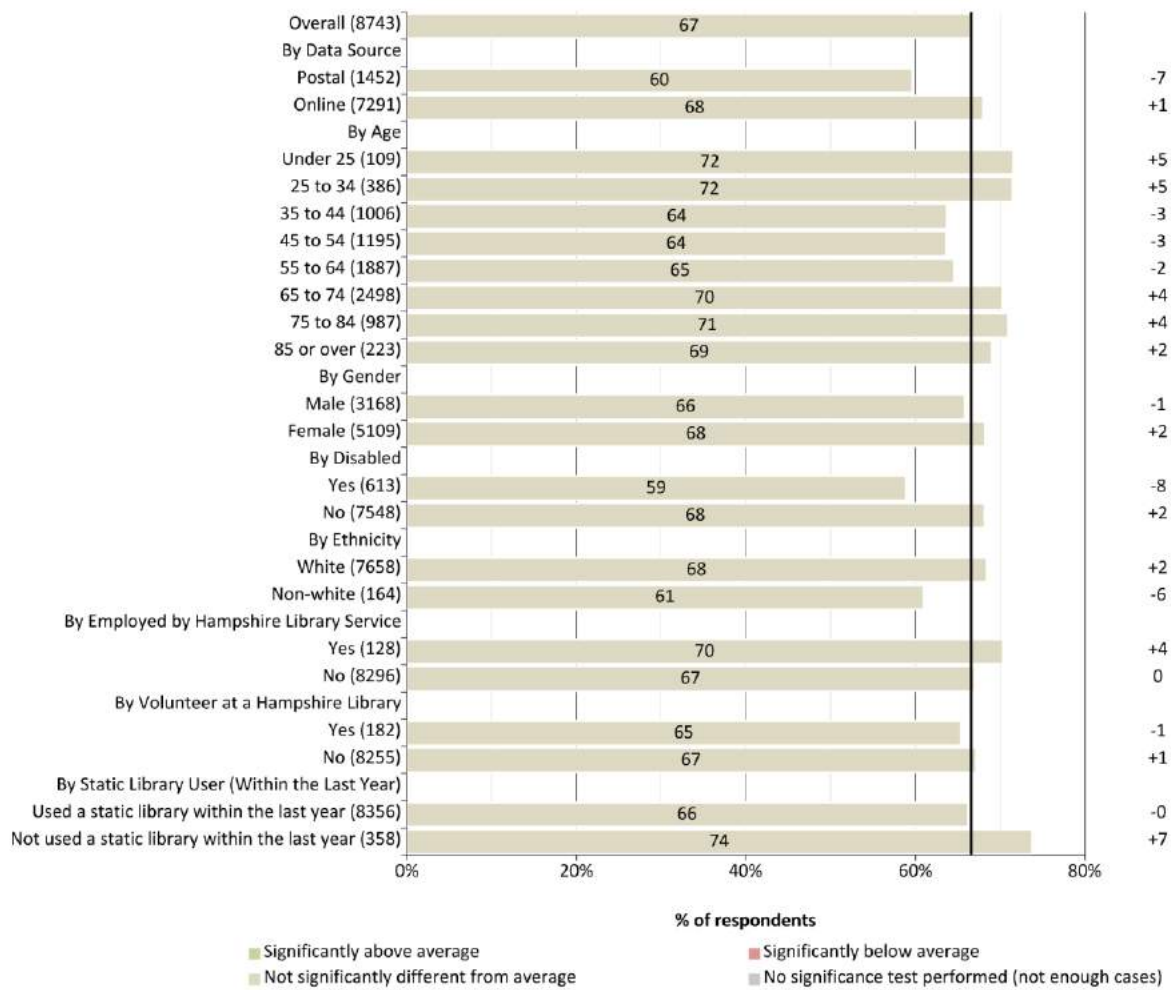
4.39 Support was also apparent for the principle of making savings to ensure that the library service is financially sustainable. Over two thirds (67%⁷) of respondents agreed that the County Council should seek to make savings to ensure financial sustainability for the library service. More than a fifth (22%) disagreed with this principle.

4.40 Further analysis (overleaf) revealed differences for these results by sub-groups, for those who agreed as well as for those who disagreed.

⁷ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

Respondents who agree

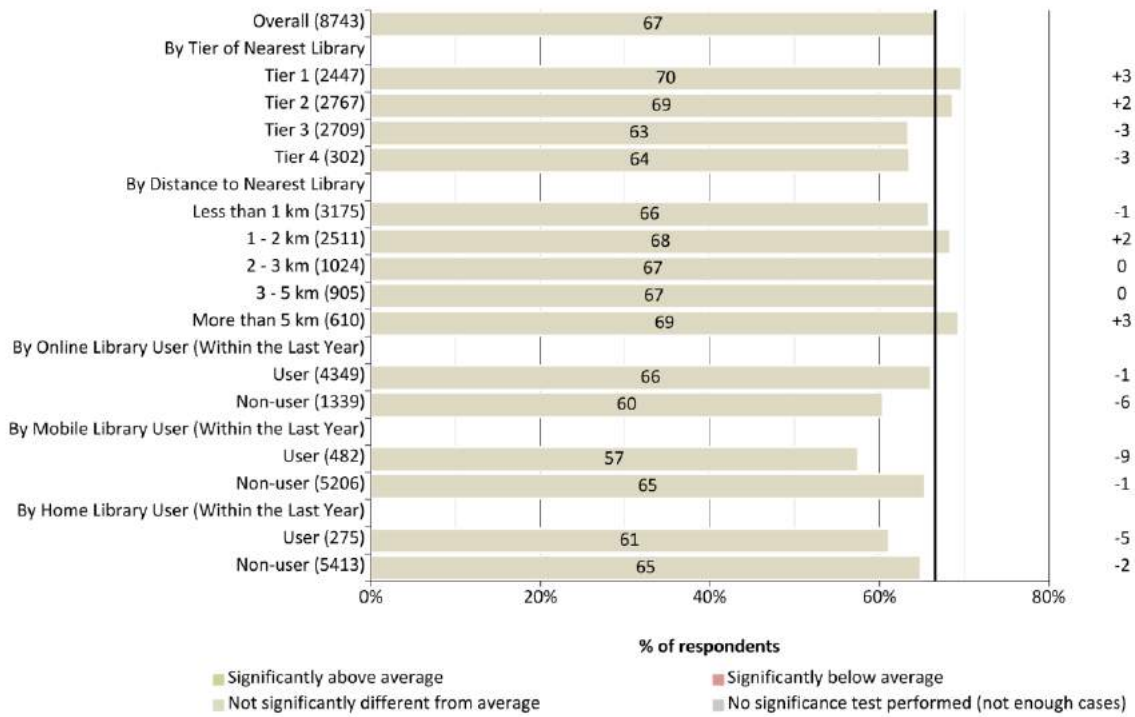
Figure 34: Differences in agreement that the County Council should seek to make savings to ensure that the Library Service is financially sustainable (Respondents who agree #1)



Base: All Individuals (number of individuals shown in brackets)

4.41 Respondents who have not visited a Hampshire static library in the last year are particularly likely to agree that the County Council should seek to make savings to ensure that the Library Service is financially sustainable.

Figure 35: Differences in agreement that the County Council should seek to make savings to ensure that the Library Service is financially sustainable (Respondents who agree #2)

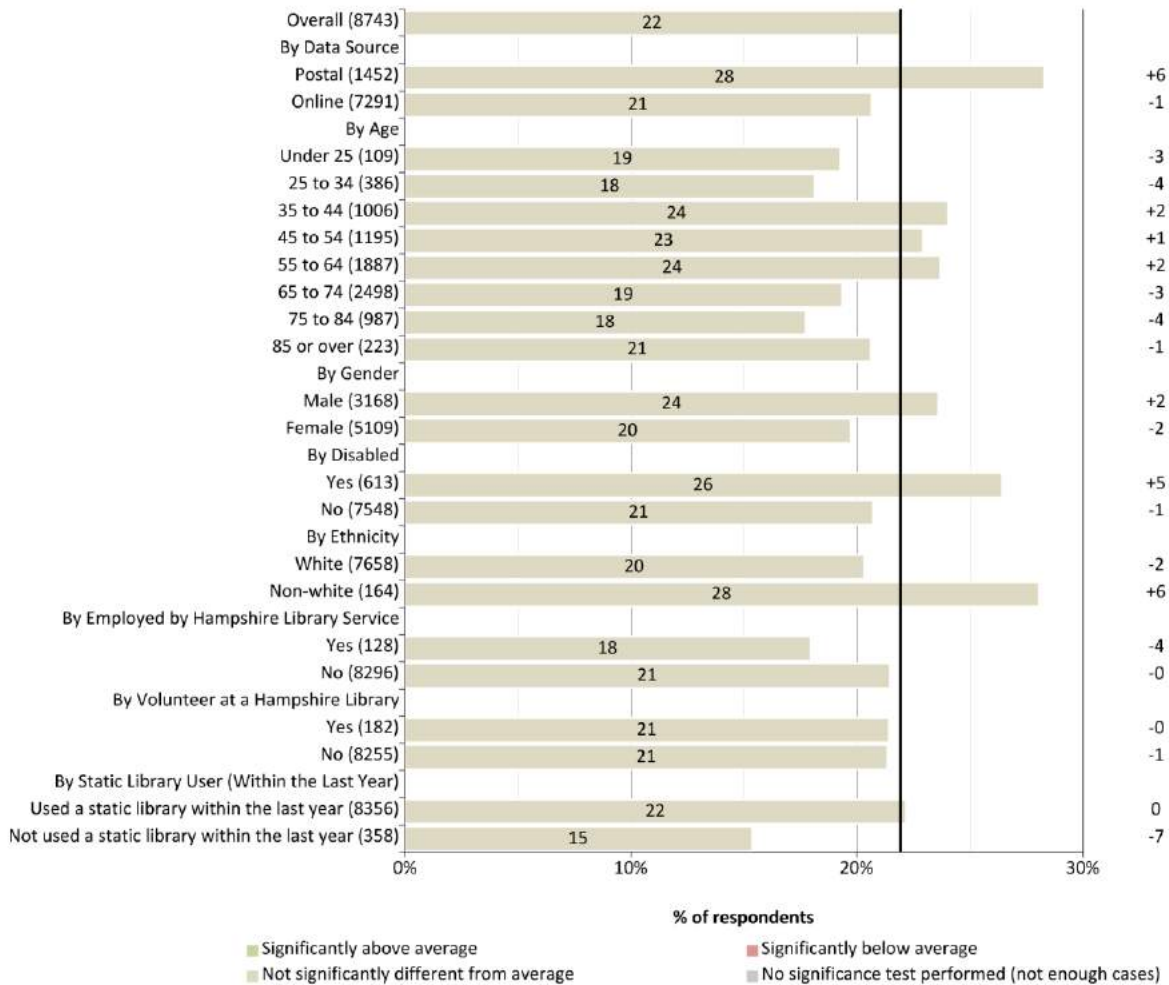


Base: All Individuals (number of individuals shown in brackets)

4.42 There are no particular differences between sub-groups based on tier of nearest library, distance to nearest library or Online/Mobile/Home Library usage for this question.

Respondents who disagree

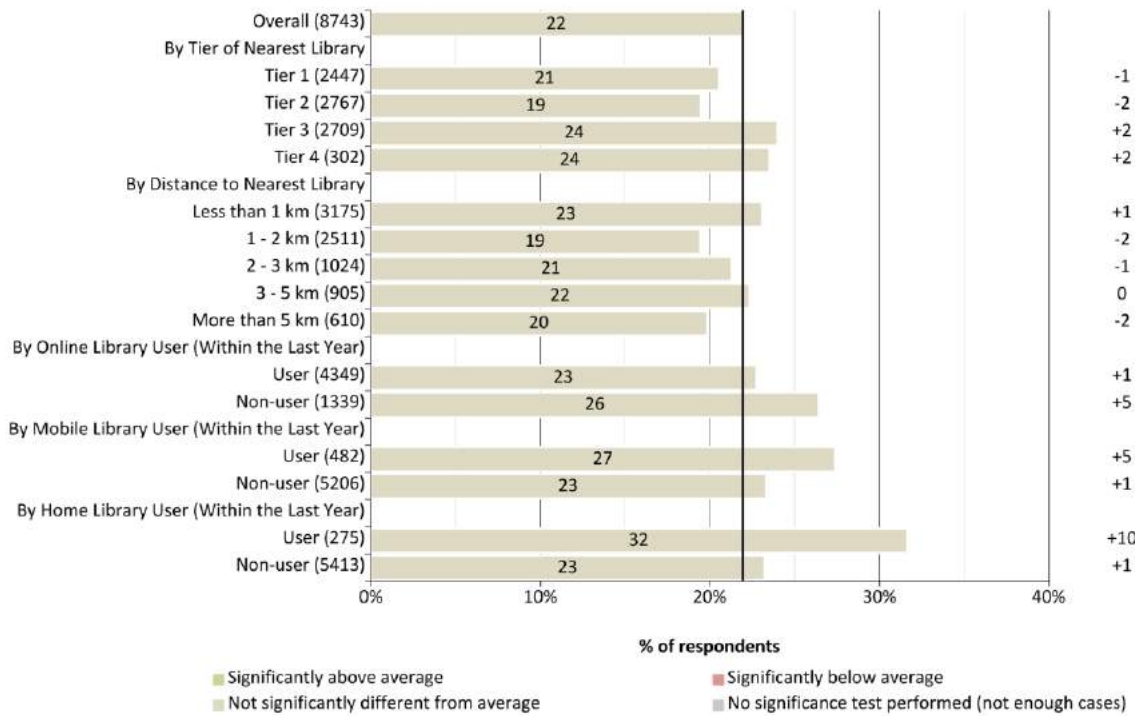
Figure 36: Differences in agreement that the County Council should seek to make savings to ensure that the Library Service is financially sustainable (Respondents who disagree)



Base: All Individuals (number of individuals shown in brackets)

4.43 Non-white respondents, those responding to the consultation by post, and respondents with a disability are particularly likely to disagree that the County Council should seek to make savings to ensure that the Library Service is financially sustainable.

Figure 37: Differences in agreement that the County Council should seek to make savings to ensure that the Library Service is financially sustainable (Respondents who disagree)



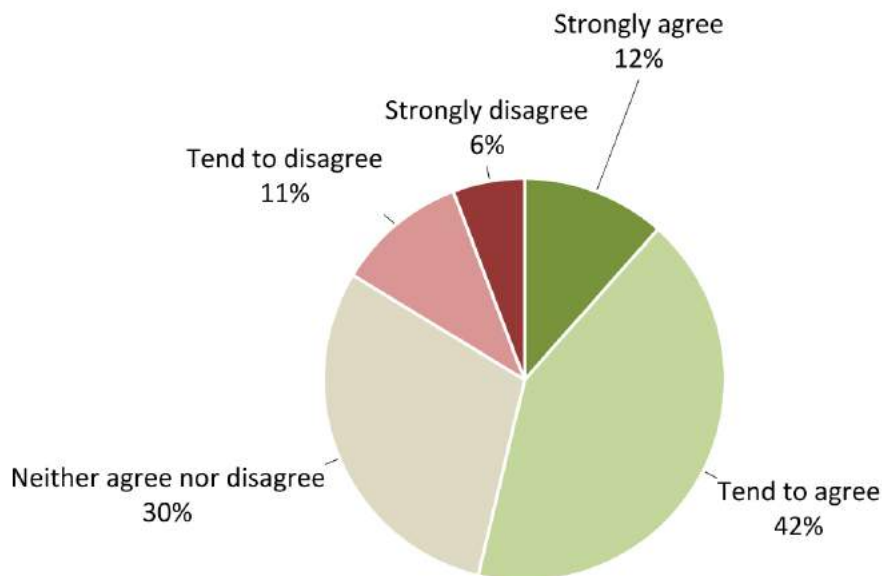
Base: All Individuals (number of individuals shown in brackets)

4.44 Respondents who are users of the Home Library Service are particularly likely to disagree that the County Council should seek to make savings to ensure that the Library Service is financially sustainable.

Perceptions of Key Aims

*To what extent do you agree or disagree with each of these key aims?
Provide a standardised approach to service with four tiers*

Figure 38: Levels of support and opposition for providing a standardised approach to service with four tiers



Base: All Individuals (7,949)

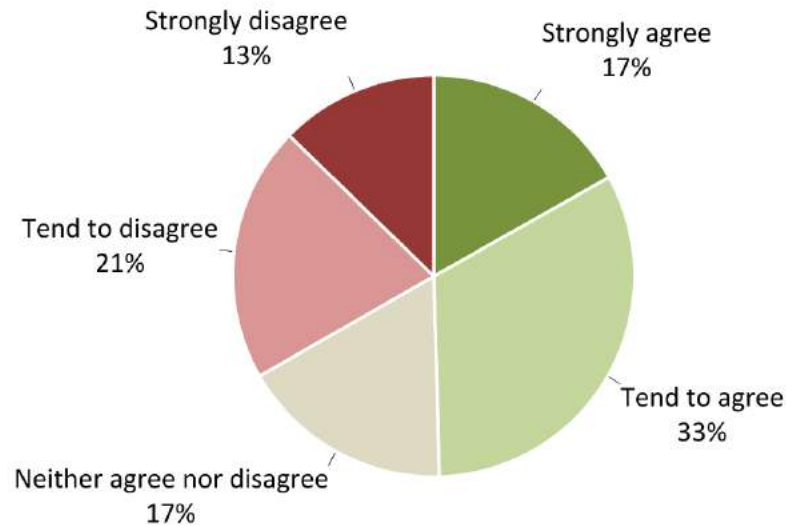
^{4.45} Over half (54%) of respondents agreed with providing a standardised approach to the library service with four tiers. Less than a fifth (16%⁸) disagreed with this proposal, while less than a third (30%) gave a neutral answer.

⁸ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

To what extent do you agree or disagree with each of these key aims?

Invest £500,000 every year for four years from the Book Fund to improve buildings

Figure 39: Levels of support and opposition for investing £500,000 every year for four years from the Book Fund to improve buildings



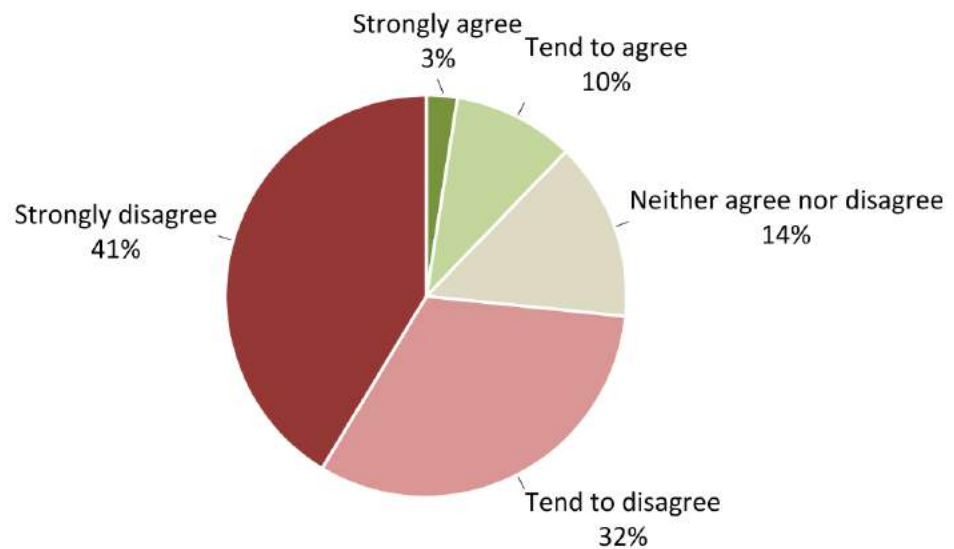
Base: All Individuals (8,525)

^{4.46} Half of respondents (50%) agreed with the proposal to invest £500,000 every year from the Book Fund into improving buildings. A third of respondents (33%⁹) disagreed with this proposal.

⁹ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

To what extent do you agree or disagree with each of these key aims?
Permanently reduce the Book Fund by £500,000 from 2020 onwards

Figure 40: Levels of support and opposition for permanently reducing the Book Fund by £500,000 from 2020 onwards



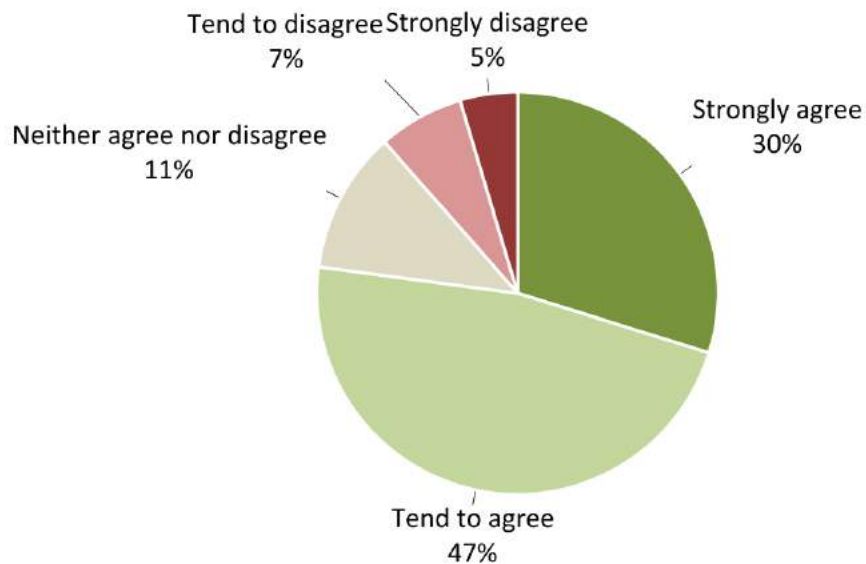
Base: All Individuals (8,499)

4.47 Similarly to the telephone survey, the permanent reduction of the Book Fund was the only proposal with which an absolute majority disagreed. Almost three quarters (73%) of respondents disagreed with this proposal; only just over 1 in 10 (12%¹⁰) agreed that the Book Fund should be permanently reduced by £500,000 from 2020.

¹⁰ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

To what extent do you agree or disagree with each of these key aims?
Share library buildings with complementary partner organisations

Figure 41: Levels of support and opposition for sharing library buildings with complementary partner organisations



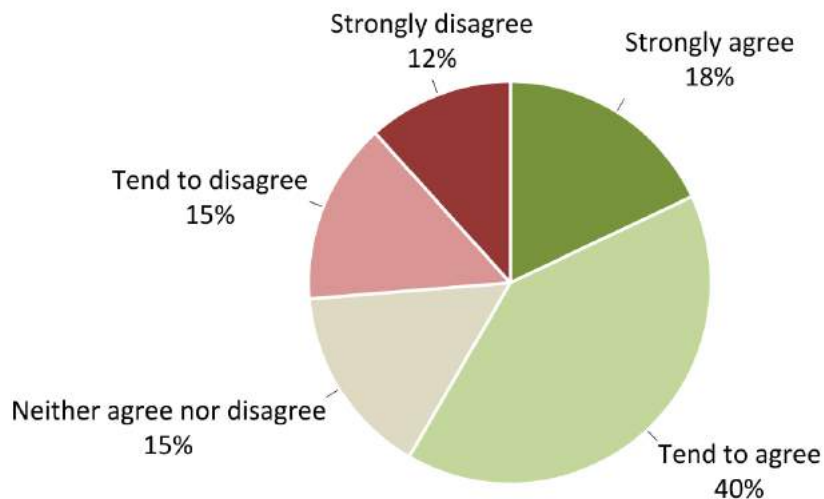
Base: All Individuals (8,679)

^{4.48} More than three quarters of respondents (77%) agreed that library buildings should be shared with complementary partner organisations, while only 11%¹¹ disagreed with this proposal.

¹¹ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

To what extent do you agree or disagree with each of these key aims?
Increase the use of trained volunteers to support the work of the Library Service

Figure 42: Levels of support and opposition for increasing the use of trained volunteers to support the work of the Library service



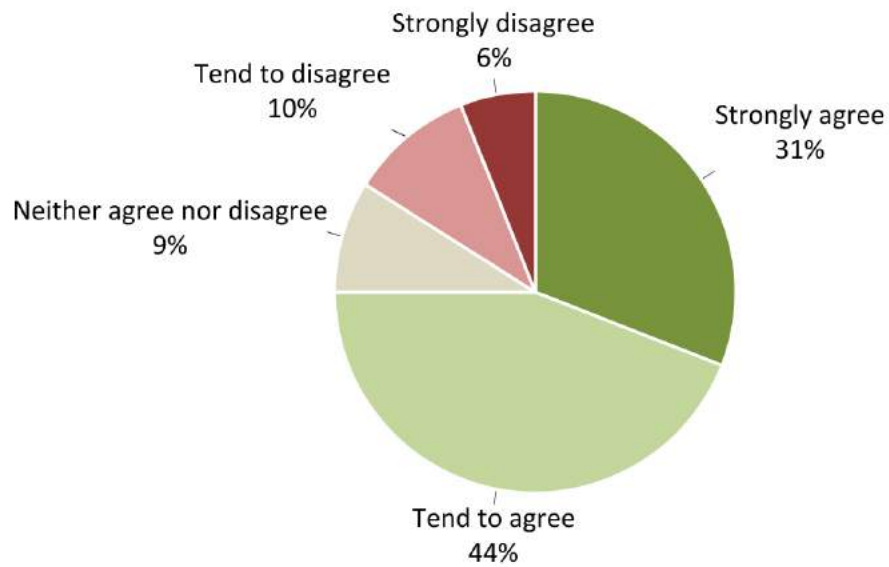
Base: All Individuals (8,743)

^{4.49} Just under three fifths (58%) agreed with the proposal to increase the use of trained volunteers to support the work of the Library Service. More than a quarter of respondents (26%¹²) disagreed with this proposal.

¹² Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

***To what extent do you agree or disagree with each of these key aims?
Phase a withdrawal of poorly used library collections (e.g. CDs, games, DVDs)***

Figure 43: Levels of support and opposition for phasing a withdrawal of poorly used library collections (e.g. CDs, games, DVDs)



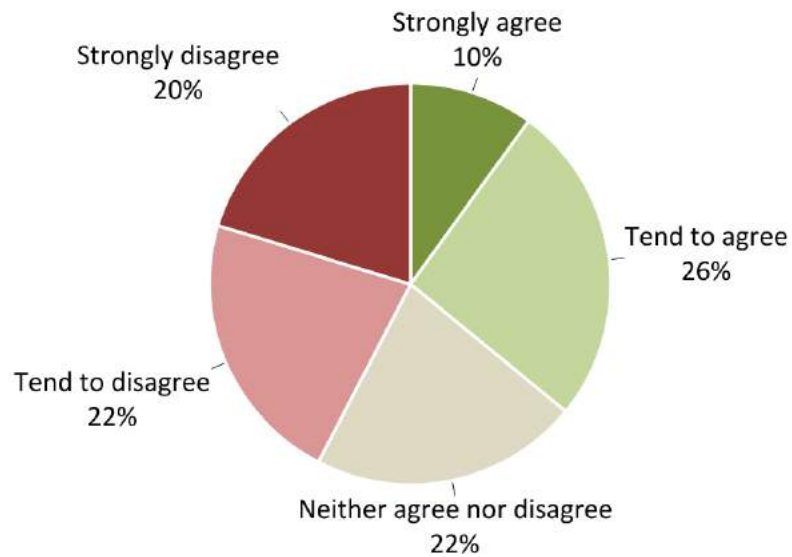
Base: All Individuals (8,761)

4.50 Three quarters of respondents (75%) agreed with the phased withdrawal of poorly used library collections, such as CDs, games and DVDs.

To what extent do you agree or disagree with each of these key aims?

Transfer specialist library collections to other providers

Figure 44: Levels of support and opposition for transferring specialist library collections to other providers

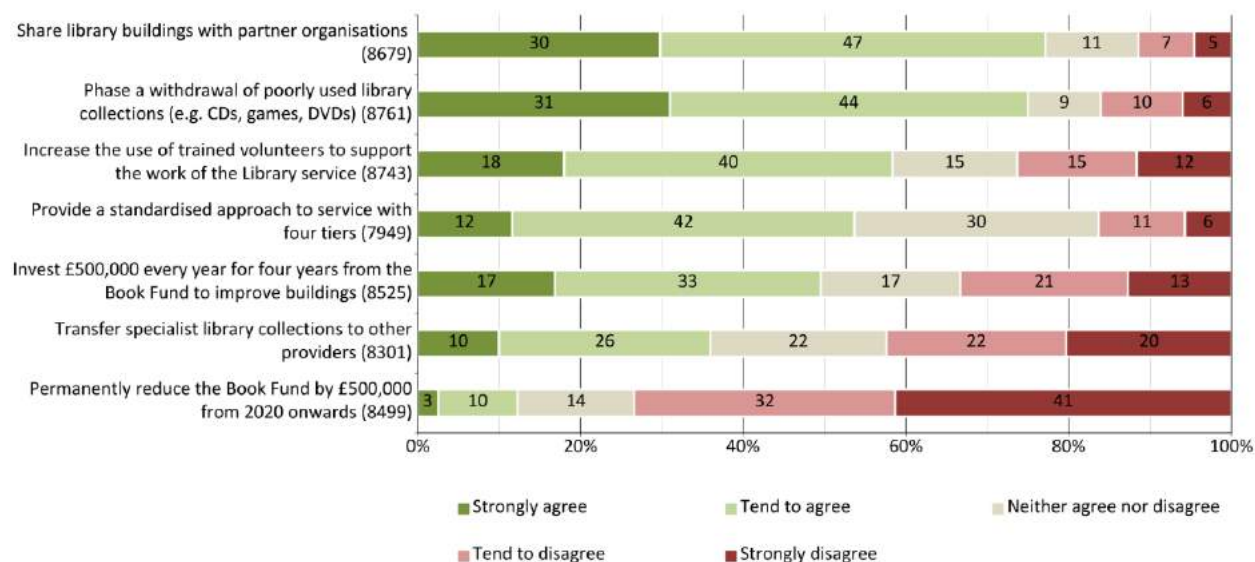


Base: All Individuals (8,301)

4.51 While just less than two fifths (36%) of respondents agreed with transferring specialist library collections to other providers, more than two fifths (42%) disagreed.

To what extent do you agree or disagree with each of these key aims?

Figure 45: Levels of support and opposition for the key proposals

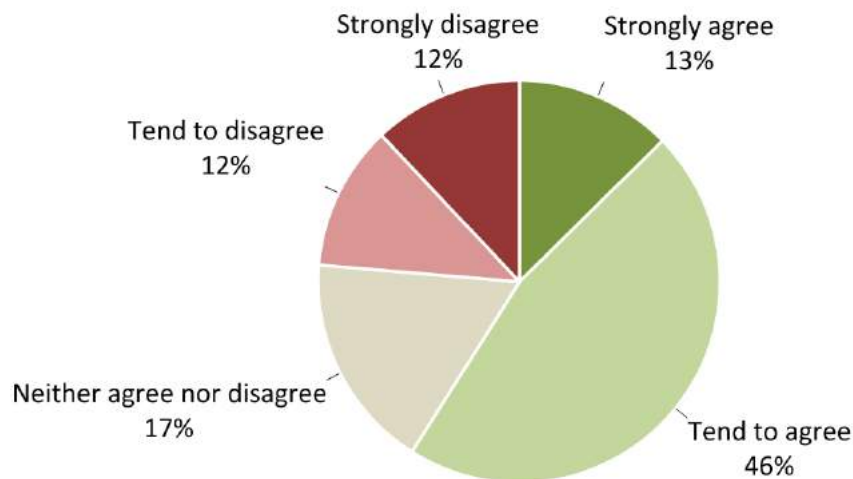


Base: All Individuals (number of individuals shown in brackets)

- 4.52 The responses to the key aims have been arranged according to levels of agreement. Proposals to *Share library buildings with complementary partner organisations* and *Phase a withdrawal of poorly used library collections* received similarly high levels of agreement; 77% and 75% respectively.
- 4.53 Other proposals where an absolute majority of respondents agreed include to *Increase the use of trained volunteers to support the work of the Library service* (58%) and *Provide a standardised approach to services with four tiers* (54%).
- 4.54 Proposals where half of respondents or less agreed include the proposal to *Invest £500,000 every year for four years from the Book Fund to improve buildings* (50%), to *Transfer specialist library collections to other providers* (36%) and to *Permanently reduce the Book Fund by £500,000 from 2020 onwards* (12%).
- 4.55 A higher proportion of respondents disagreed with the proposal to *Transfer specialist library collections to other providers*. More than two fifths of respondents (42%) disagreed with this proposal, while less than two fifths (36%) agreed.
- 4.56 The majority of respondents (73%) opposed the proposal to *Permanently reduce the Book Fund by £500,000*. This was the only key proposal with which an absolute majority of respondents disagreed.
- 4.57 It is worth noting that the proposal to *Provide a standardised approach to services with four tiers* received not only the highest proportion of neutral answers amongst the key proposals, but also received the highest level of “Don’t know” responses.
- 4.58 In the representative telephone survey, the proposals to *Phase a withdrawal of poorly used library collections* and *Transfer specialist library collections to other providers* were combined. 70% of residents agreed with the combined proposal, contrasting with just 36% of open consultation questionnaire respondents who agreed with the single proposal to *Transfer specialist library collections to other providers*.

To what extent do you agree or disagree with the tier proposed for each of the static libraries?

Figure 46: To what extent do you agree or disagree with the tier proposed for each of the static libraries?



Base: All Individuals (8,504)

^{4.59} While 54% of respondents expressed agreement previously with the proposal to provide a standardised approach to library services with four tiers (see Figure 38), when asked the extent to which they agreed or disagreed with the tier that had been proposed for each of the static libraries, around three fifths (59%) agreed.

If you disagree, please tell us why.

4.60 Respondents who disagreed with the proposed tier for each of the static libraries were asked why this was. In order to take these comments into account, a code frame was produced to highlight frequently occurring themes within the data.

4.61 From the 1,846 respondents who provided valid answers to this question, 5,535 different comments have been classified, the details of which are outlined below.

Figure 47: Reasons for disagreement with tier proposed for each of the static libraries

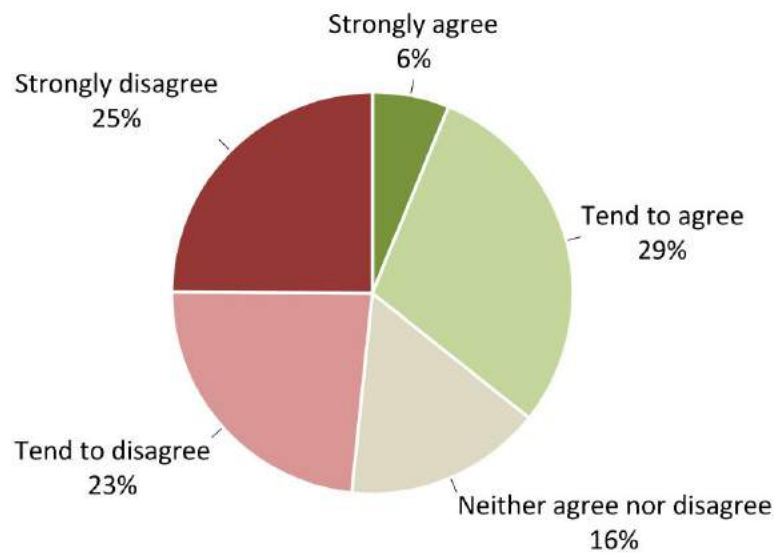
Coded comment	% of respondents	Base
Libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community/social interaction	28%	512
Disagree with closure of libraries/keep smaller libraries open/smaller (Tier 3 libraries) are vital	25%	466
Access: Tier 1 library (non-specific) is too far/Need local access to libraries	21%	380
Access: Proposals will penalise smaller towns and villages/Tier 3+4 libraries won't provide adequate coverage for rural areas/proposals will negatively impact small/rural areas	16%	302
Access: Proposals will negatively impact elderly people/local libraries are vital for elderly people/closures will isolate elderly people	16%	298
Against limited opening hours/need opening hours to be kept the same or improved i.e. longer opening hours	14%	266
Libraries are essential/keep the library service 'as is'/maintain current library provision	12%	222
(Specific library comment) is used well/covers a large geographical area/growing population	10%	193
Access: Proposals will negatively impact children/families with children/local libraries are vital for children/families with children	9%	174
Libraries are vital for children's educational needs/children's social interaction/encouraging children to read from a young age	9%	170
Access: Proposals will negatively impact people without transport/cars/who cannot travel to a library (non-specific)	8%	152
Access: Proposals will negatively impact people in deprived areas/people of a deprived/vulnerable background/people who can't afford to travel/people on low income	7%	126
Access: Tier 1 library (non-specific) is hard to reach via public transport/Public transport service is poor/not frequent enough/inadequate	7%	122
Libraries are vital for providing books/materials/educational needs i.e. adult learning	6%	118
(Specific library comment) disagree with band that this library has been placed in	6%	118
Access: Everyone should have equal access to libraries	5%	100
Disagree with the use of volunteers/community libraries/Tier 4 libraries/All libraries should have fully trained and paid staff	5%	90
(Specific library comment) this library should be a tier 1 area	4%	65
Access: Proposals will negatively impact people with disabilities/local libraries are vital for people with disabilities	3%	61
Good quality staff are vital for libraries/local libraries need friendly/helpful staff	3%	56

Yateley library is vital as it serves a school/important for children's education/encouraging children to read books	3%	54
Need to encourage people to use the libraries more often i.e. better advertisement etc.	3%	52
Smaller/tier 3 libraries will end up being closed anyway	3%	49
We already pay council tax for these services/services shouldn't be cut as people are already paying for them	3%	47
Need improved investment/funding to improve library services i.e. more modern/up to date services etc.	2%	46
Proposals will have a negative impact on people who do not use online services/aren't computer literate/have access to pc	2%	41
Agree with the use of volunteers/volunteers could be used to save money/reduce staff in favour of volunteers	2%	31
Generally disagree with proposals/draft strategy document	2%	29
Closing libraries will discourage people from using libraries in the future/people will stop going to other libraries	2%	29
Disagree with proposal due to issues regarding parking i.e. too expensive/not easy to park near proposed library etc.	2%	29
Libraries should not be run like a business/for profit/financial viability shouldn't be important/libraries are a public service	1%	25
Proposals are financially motivated/just a cost cutting exercise	1%	24
Access: Proposals will isolate people/closing libraries will isolate people (non-specific)	1%	24
Alternative proposal/suggestion provided	1%	23
Libraries could reduce opening times/hours to save money/keep libraries open but reduce/adjust opening hours	1%	22
Prefer paper books/don't replace paper books with e-books	1%	22
Need more information on the proposals/haven't been provided with enough information on proposals	1%	21
Libraries should rent out/share space with businesses i.e. post office/café/shops etc./could increase revenue	1%	21
Don't want to see Yateley library close/Yateley library is too important to close	1%	19
Yateley library is vital as it serves a large population/large local community	1%	19
Libraries should rent out library space/rooms for other services i.e. evening classes/reading groups etc./could increase revenue	1%	17
Disagree with the use of technology/not everyone wants access to library services via technology	1%	16
Mobile Libraries are vital/need to keep mobile libraries/mobile libraries need to be kept open especially if closing static libraries	1%	13
Criticism of the consultation process/questionnaire/draft strategy	1%	12
The council should cut other services to protect libraries/other service could be reduced/libraries should be council priority	1%	12
'Other' ¹³	46%	847

¹³ Responses made by less than 1% of respondents have been combined into the 'Other' category

To what extent do you agree or disagree that the County Council should review the future viability of smaller, Tier 3 libraries?

Figure 48: Levels of support and opposition for reviewing the future viability of smaller, Tier 3 libraries



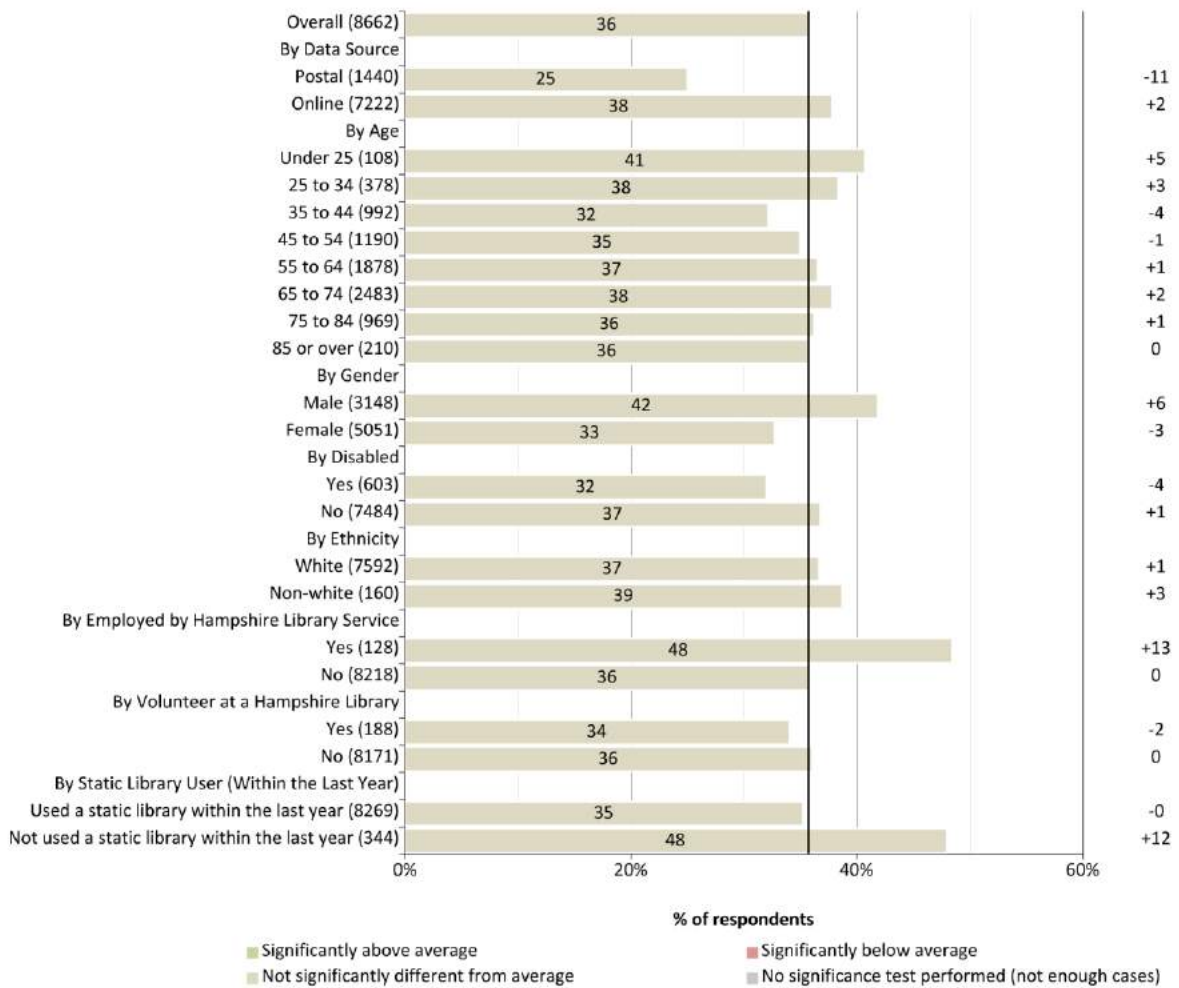
Base: All Individuals (8,662)

- 4.62 More than a third of respondents (36%¹⁴) overall agreed that the Council should review the future viability of smaller, Tier 3 libraries. However, almost half (48%) disagreed with this proposal.
- 4.63 Further analysis (overleaf) revealed differences for these results by sub-groups, for those who agreed as well as for those who disagreed.

¹⁴ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

Respondents who agree

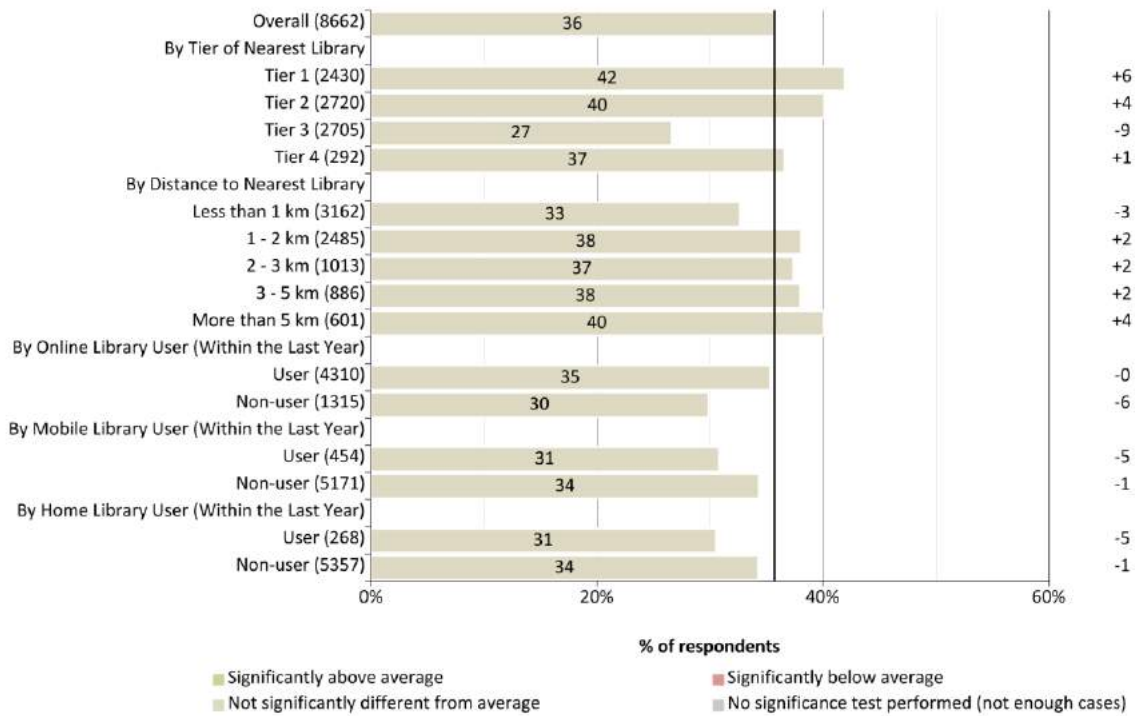
Figure 49: Differences in agreement that the Council should review the future viability of Tier 3 libraries (Respondents who agree #1)



Base: All Individuals (number of individuals shown in brackets)

4.64 Respondents who are employed by the Hampshire Library Service and respondents who have not visited a Hampshire static library in the last year, or those who are male are particularly likely to agree that the Council should review the future viability of smaller, Tier 3 libraries.

Figure 50: Differences in agreement that the Council should review the future viability of Tier 3 libraries (Respondents who agree #2)

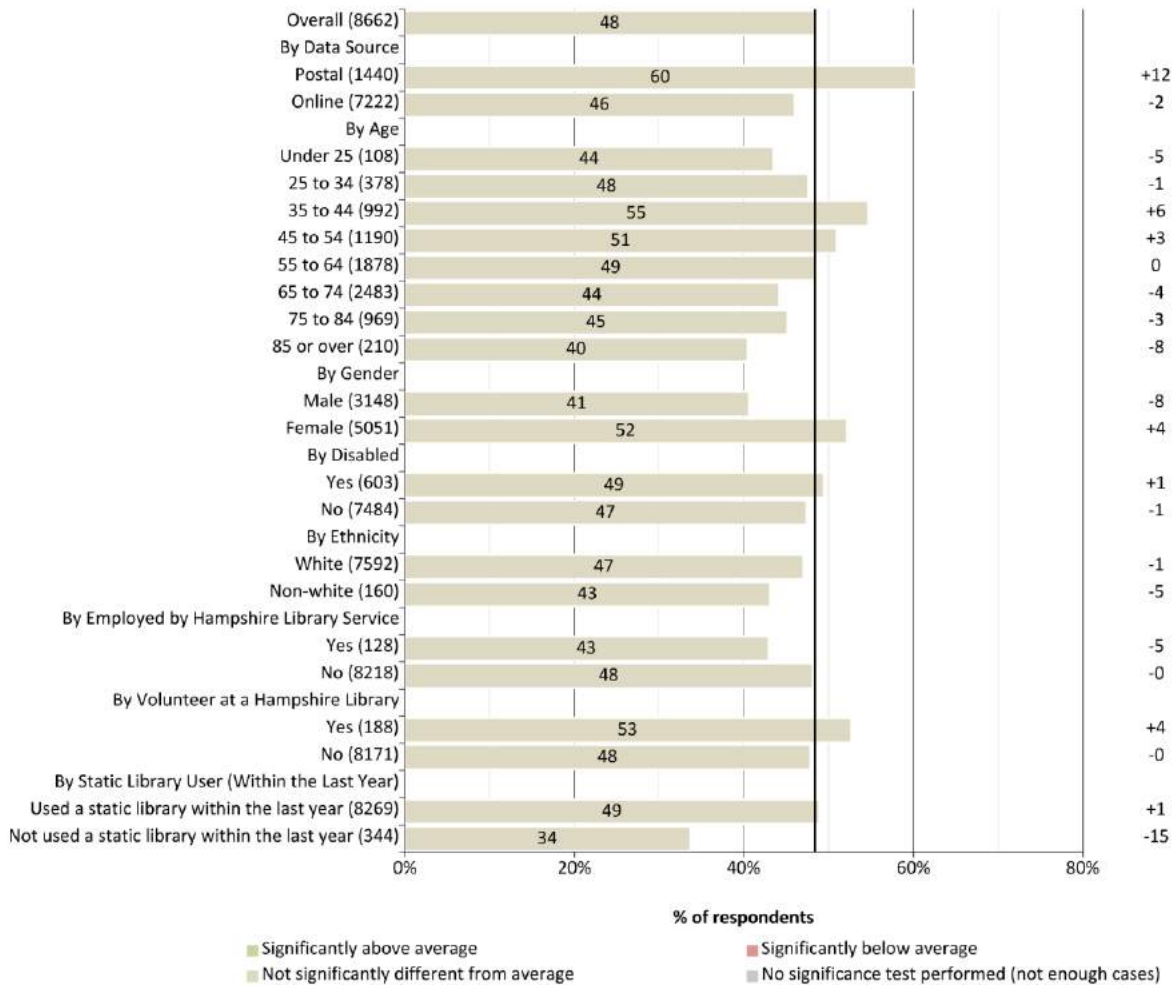


Base: All Individuals (number of individuals shown in brackets)

4.65 Respondents whose nearest libraries are Tier 1 (under the current proposal) are particularly likely to agree that the Council should review the future viability of smaller, Tier 3 libraries.

Respondents who disagree

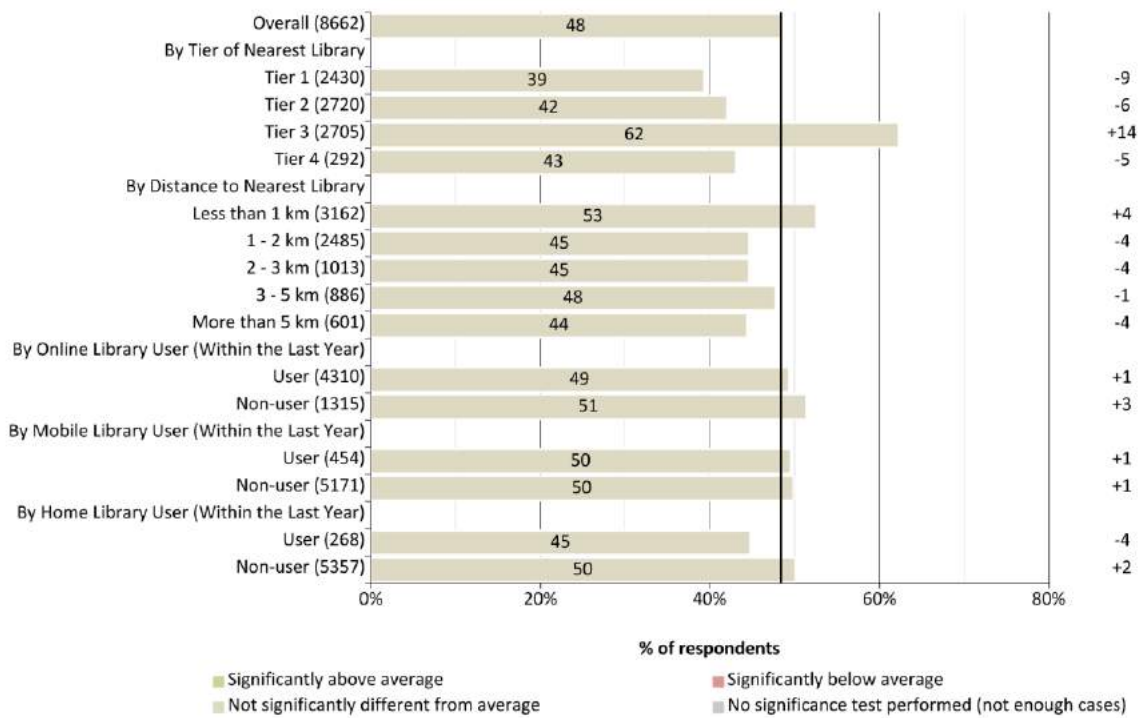
Figure 51: Differences in agreement that the Council should review the future viability of Tier 3 libraries (Respondents who disagree #1)



Base: All Individuals (number of individuals shown in brackets)

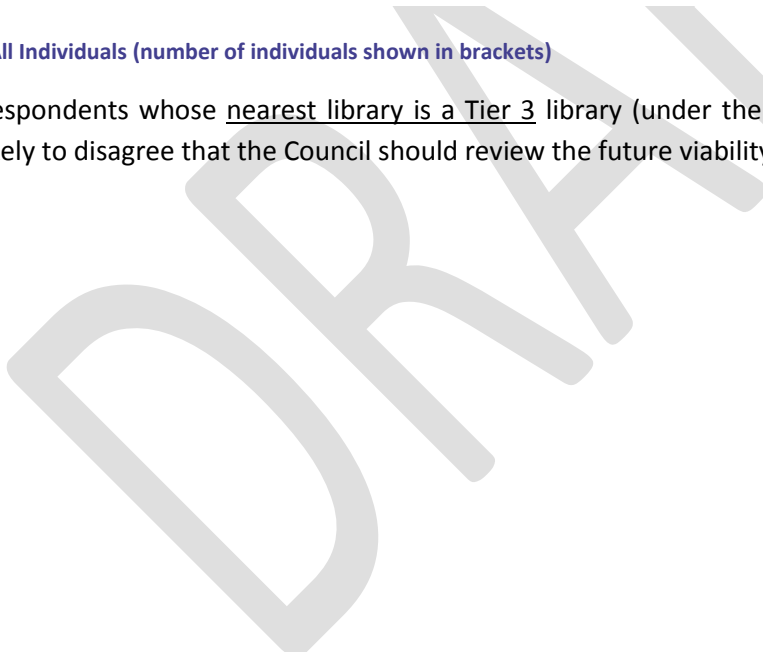
4.66 Those who responded to the consultation by post are particularly likely to disagree that the Council should review the future viability of smaller, Tier 3 libraries.

Figure 52: Differences in agreement that the Council should review the future viability of Tier 3 libraries (Respondents who disagree #2)



Base: All Individuals (number of individuals shown in brackets)

4.67 Respondents whose nearest library is a Tier 3 library (under the current proposal) are particularly likely to disagree that the Council should review the future viability of smaller, Tier 3 libraries.



If you disagree, please tell us why.

4.68 Respondents who expressed disagreement with the proposal that the Council should review the future viability of smaller tier 3 libraries were given space to explain why.

4.69 From the 3,643 respondents who provided valid answers to this question, 10,785 different comments have been classified, the details of which are outlined below.

Figure 53: Reasons for disagreement that the Council should review viability of tier 3 libraries

Coded comment	% of respondents	Base
Libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community/social interaction	36%	1,294
Disagree with closure of libraries/keep smaller libraries open/smaller (Tier 3 libraries) are vital	29%	1,062
Access: Tier 1 library (non-specific) is too far/Need local access to libraries	23%	822
Access: Proposals will penalise smaller towns and villages/Tier 3+4 libraries won't provide adequate coverage for rural areas/proposals will negatively impact small/rural areas	21%	759
Access: Proposals will negatively impact elderly people/local libraries are vital for elderly people/closures will isolate elderly people	20%	730
Libraries are essential/keep the library service 'as is'/maintain current library provision	14%	505
Access: Proposals will negatively impact people without transport/cars/who cannot travel to a library (non-specific)	13%	490
Libraries are vital for children's educational needs/children's social interaction/encouraging children to read from a young age	11%	398
Access: Proposals will negatively impact children/families with children/local libraries are vital for children/families with children	11%	393
Access: Tier 1 library (non-specific) is hard to reach via public transport/Public transport service is poor/not frequent enough/inadequate	8%	289
Access: Proposals will negatively impact people in deprived areas/people of a deprived/vulnerable background/people who can't afford to travel/people on low income	8%	275
Access: Everyone should have equal access to libraries	7%	264
Libraries are vital for providing books/materials/educational needs i.e. adult learning	7%	263
Access: Proposals will negatively impact people with disabilities/local libraries are vital for people with disabilities	5%	174
Proposals will have a negative impact on people who do not use online services/aren't computer literate/have access to pc	4%	155
(Specific library comment) is used well/covers a large geographical area/growing population	4%	137
Against limited opening hours/need opening hours to be kept the same or improved i.e. longer opening hours	4%	135
Need to encourage people to use the libraries more often i.e. better advertisement etc.	3%	109
Agree with the use of volunteers/volunteers could be used to save money/reduce staff in favour of volunteers	3%	95

Disagree with the use of volunteers/community libraries/Tier 4 libraries/All libraries should have fully trained and paid staff	3%	92
Libraries could reduce opening times/hours to save money/keep libraries open but reduce/adjust opening hours	2%	90
Libraries should not be run like a business/for profit/financial viability shouldn't be important/libraries are a public service	2%	88
We already pay council tax for these services/services shouldn't be cut as people are already paying for them	2%	73
Smaller/tier 3 libraries will end up being closed anyway	2%	72
Need improved investment/funding to improve library services i.e. more modern/up to date services etc.	2%	67
Libraries should rent out/share space with businesses i.e. post office/café/shops etc./could increase revenue	2%	66
Libraries should rent out library space/rooms for other services i.e. evening classes/reading groups etc./could increase revenue	2%	65
Good quality staff are vital for libraries/local libraries need friendly/helpful staff	2%	61
Access: Proposals will isolate people/closing libraries will isolate people (non-specific)	1%	50
Proposals are financially motivated/just a cost cutting exercise	1%	49
Need more information on the proposals/haven't been provided with enough information on proposals	1%	48
Mobile Libraries are vital/need to keep mobile libraries/mobile libraries need to be kept open especially if closing static libraries	1%	44
Agree that the libraries need to be reviewed/agree that a review needs to take place	1%	41
Prefer paper books/don't replace paper books with e-books	1%	41
Disagree with the use of technology/not everyone wants access to library services via technology	1%	34
Disagree with proposal due to issues regarding parking i.e. too expensive/not easy to park near proposed library etc.	1%	33
Don't want to see Yateley library close/Yateley library is too important to close	1%	32
Closing libraries will discourage people from using libraries in the future/people will stop going to other libraries	1%	31
Alternative proposal/suggestion provided	1%	30
Criticism of the consultation process/questionnaire/draft strategy	1%	30
Disagree with proposal as prefer tier 3 libraries/prefer tier 3 libraries to tier 1 or 2	1%	29
Generally disagree with proposals/draft strategy document	1%	28
Yateley library is vital as it serves a school/important for children's education/encouraging children to read books	1%	27
The council should cut other services to protect libraries/other service could be reduced/libraries should be council priority	1%	22
Introduce minimal charges for library service/happy to pay small charges/could introduce annual membership fees/joining fees etc.	1%	19
Yateley library is vital as it serves a large population/large local community	1%	19
(Specific library comment) disagree with band that this library has been placed in	1%	19
'Other' ¹⁵	31%	1,136

¹⁵ Responses made by less than 1% of respondents have been combined into the 'Other' category

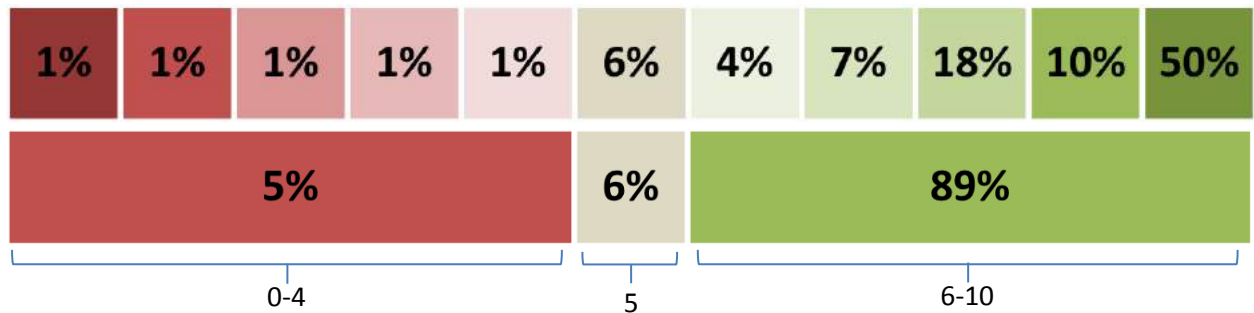
Please rate how important you think each of these criteria are when taking decisions about libraries, where '10' means the criteria is critically important and '0' means the criteria is of no importance...

- 4.70 Respondents were informed that decisions regarding libraries would be based on the following criteria:
- » **USAGE:** the number of users at the library and patterns of library services used
 - » **COMMUNITY NEEDS:** taking account of educational, ethnic, social and economic backgrounds
 - » **ACCESS:** whether there are any other libraries nearby
 - » **BUILDING:** the quality and location of buildings
 - » **VALUE FOR MONEY:** running costs compared to similar libraries
- 4.71 Half (50%) of respondents thought that considering *community needs* was critically important when taking decisions about libraries, while almost two fifths (38%) identified *access* as critically important.
- 4.72 Average scores were calculated for each criterion, and have been ranked according to how important they are according to respondents. Taking into account *community needs* was the criterion rated as most important, with an average score of 8.5 out of 10. The *building*, i.e. the quality and locations of library buildings received the lowest average score and as such was generally considered of lower importance to respondents. The rank order of importance matches the rank order found in the telephone survey.

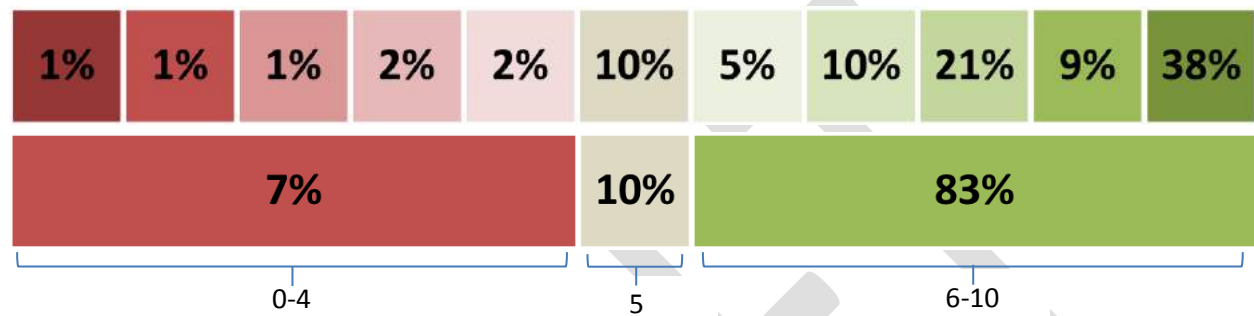
Figure 54: Average score of the importance of criteria when taking decisions about libraries

Criterion	Overall average score (out of 10)	Base
Community needs	8.5	8,727
Usage	7.9	8,702
Access	7.7	8,700
Value for money	6.2	8,673
Building	6.1	8,670

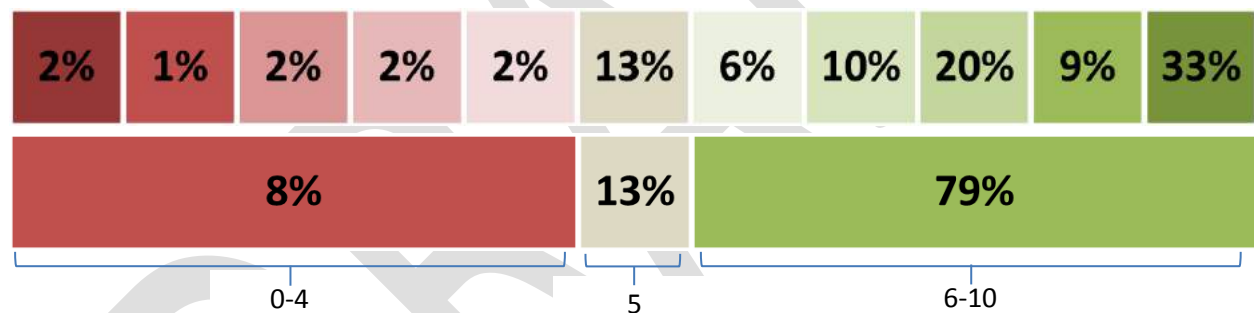
Community Needs



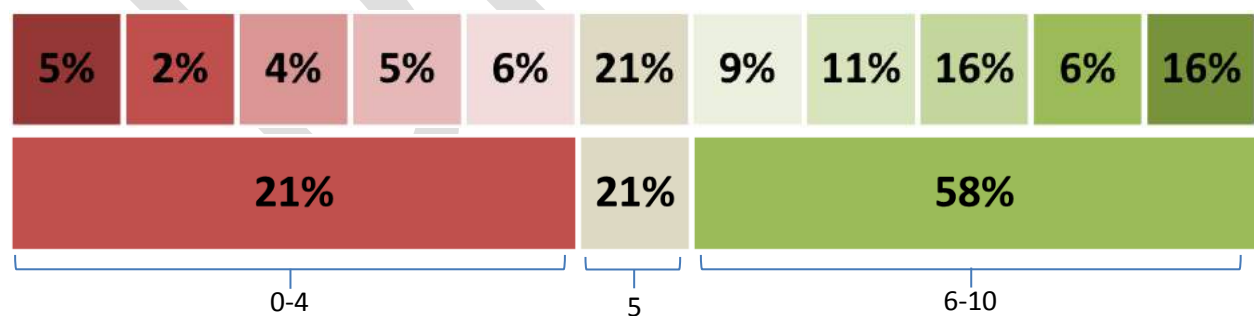
Usage



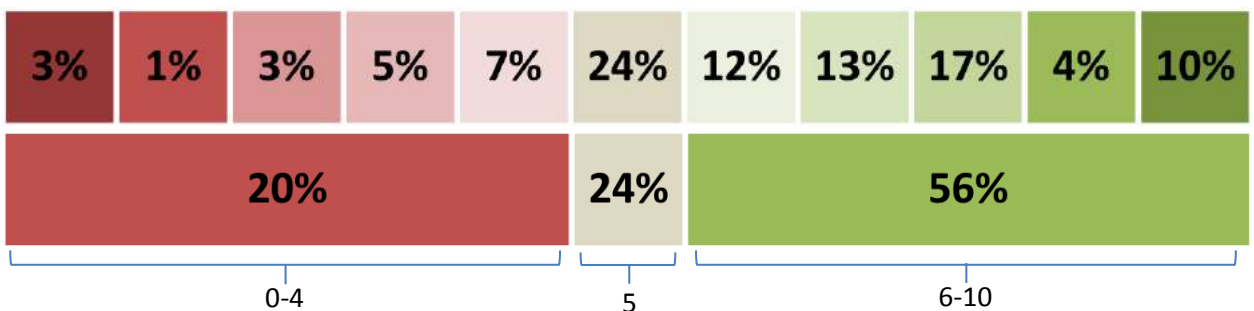
Access



Value for money



Building

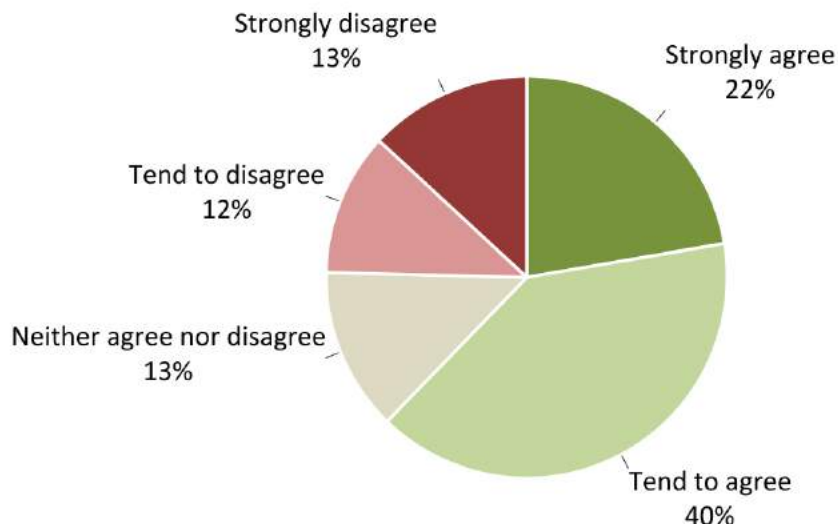


The Mobile Library Service

4.73 The Mobile Library Service is operated by five vehicles over 250 stops, mainly serving Hampshire’s rural communities. The mobile library vehicles are nearing the end of their ten year leases and are increasingly unreliable. This section of the consultation sought to gather views of residents to help the Council decide whether, in the face of declining demand, it is best use of resources to replace the vehicles, or to end the Mobile Library Service from summer 2016.

To what extent do you agree or disagree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents?

Figure 55: Levels of support and opposition to the closure of the Mobile Library Service

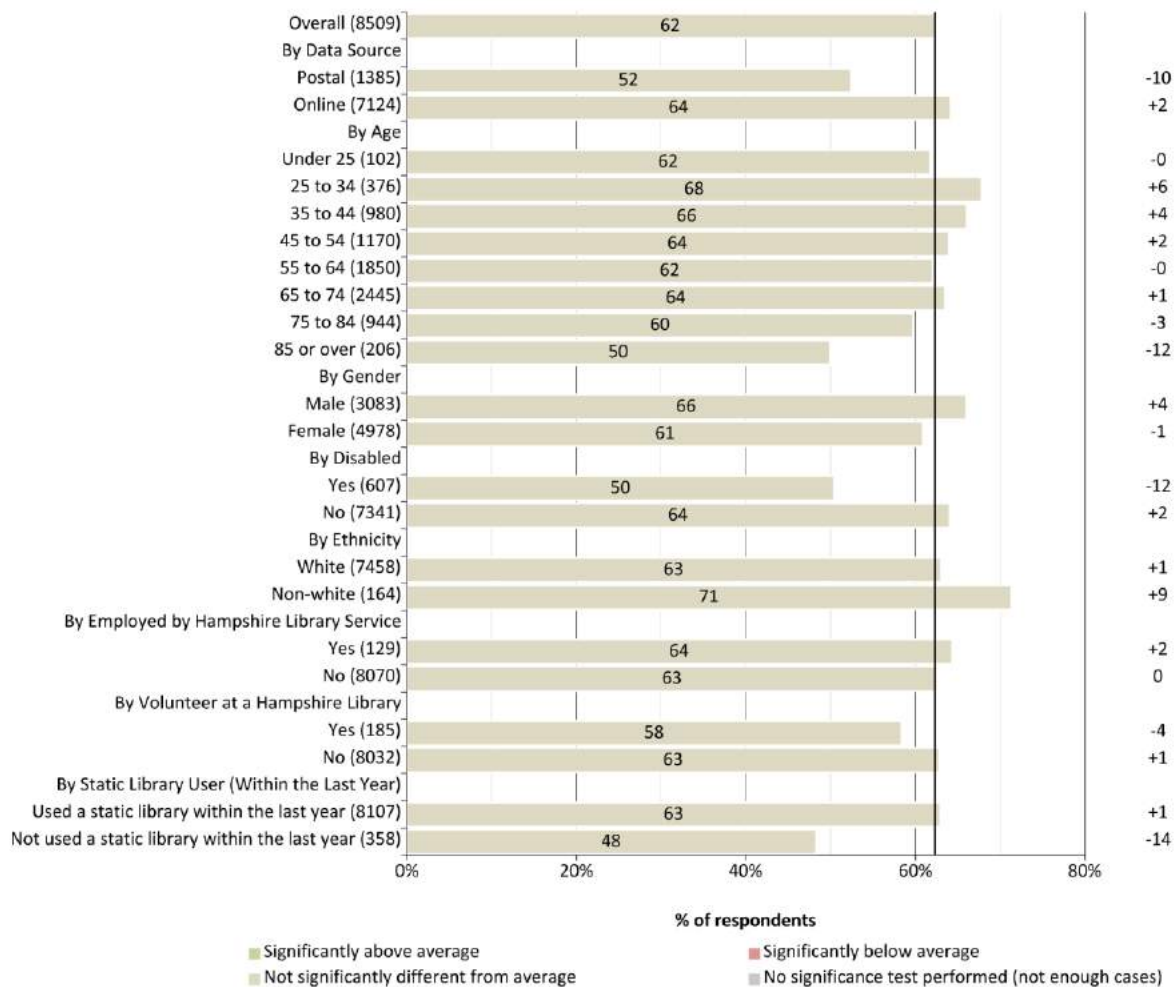


Base: All Individuals (8,509)

- 4.74 More than three fifths (62%) of respondents agreed that the Mobile Library should be closed with a range of alternatives provided.
- 4.75 While, according to Mobile Library usage data presented in the Library Service Transformation Draft Strategy 2020, only 1% of Hampshire library customers use the mobile libraries, and 6% of respondents to this consultation questionnaire use them, a quarter (25%) of respondents disagreed that the service should be closed.
- 4.76 Further analysis (overleaf) revealed differences for these results by sub-groups, for those who agreed as well as for those who disagreed.

Respondents who agree

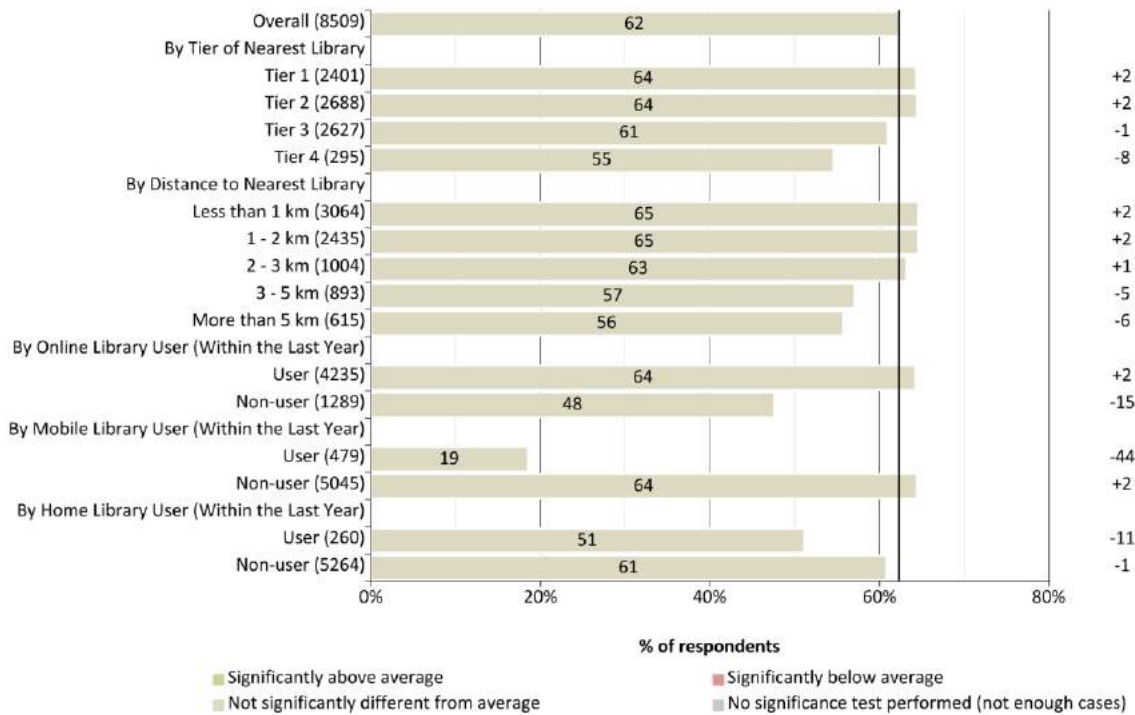
Figure 56: Differences in agreement that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents (Respondents who agree #1)



Base: All Individuals (number of individuals shown in brackets)

4.77 Those from a non-White ethnic background and those aged 25-34 are particularly likely to agree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents. It is worth noting that the representative telephone survey identified non-White residents as being significantly less likely to be users of the Mobile Library Service.

Figure 57: Differences in agreement that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents (Respondents who agree #2)

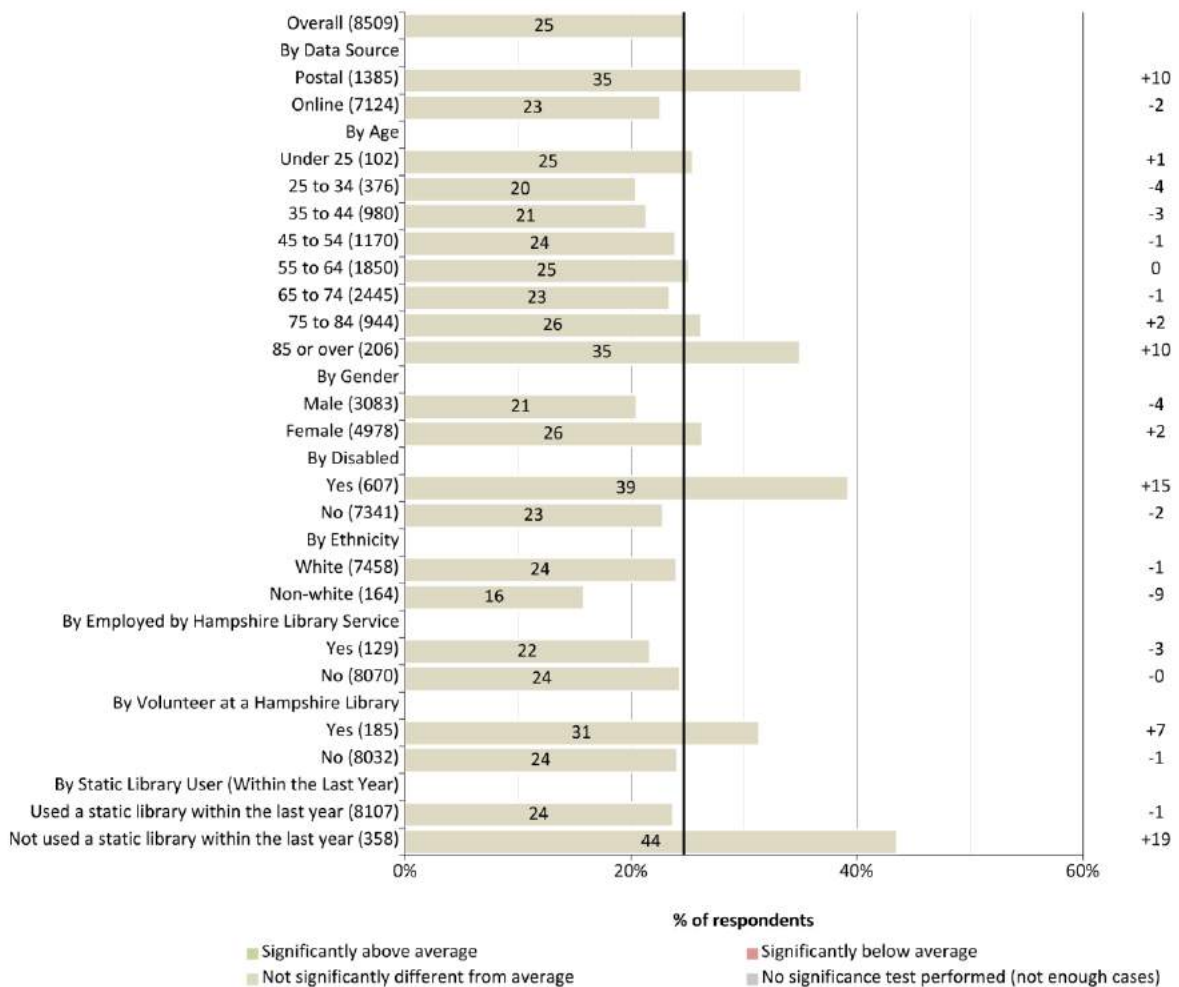


Base: All Individuals (number of individuals shown in brackets)

- 4.78 There are no sub-groups based on tier of nearest library, distance to nearest library or Online/Mobile/Home Library usage that are particularly more likely to agree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents.
- 4.79 479 Mobile Library Service Users expressed a view on the closure of the Mobile Library Service. Of these, 89 (19%) agreed with the proposal that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents.

Respondents who disagree

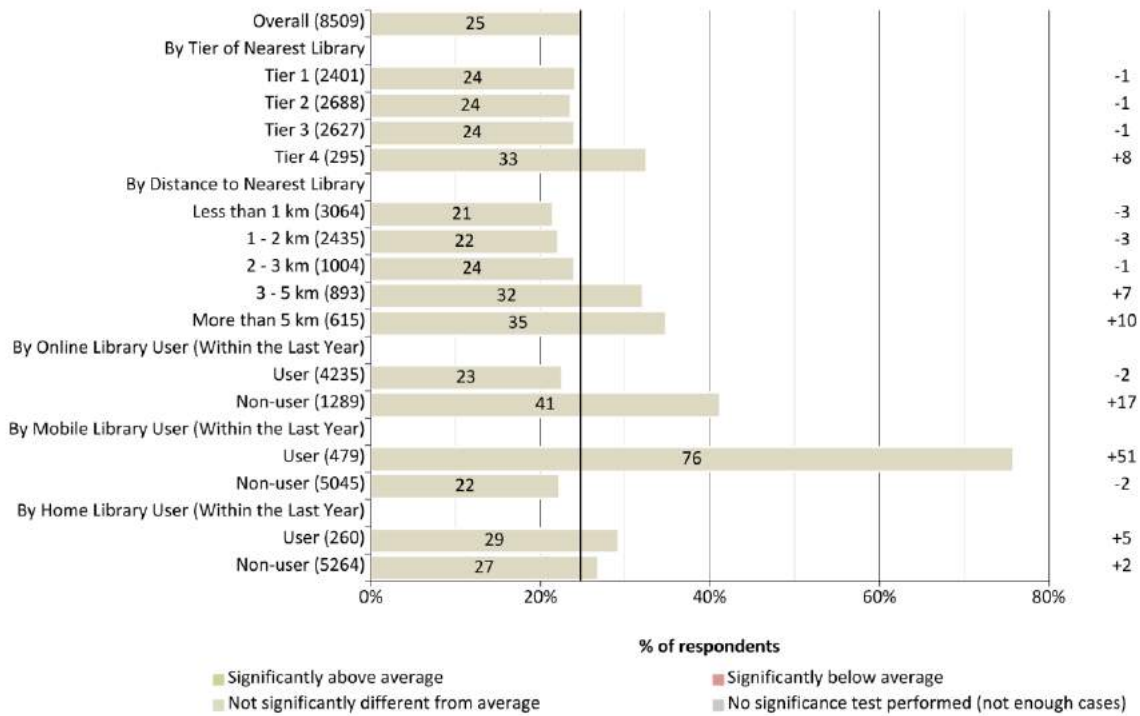
Figure 58: Differences in agreement that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents (Respondents who disagree)



Base: All Individuals (number of individuals shown in brackets)

4.80 Respondents who have not visited a Hampshire static library in the last year, those who used the Mobile Library Service in the last year, respondents aged 85 or over, those with a disability and those who responded to the consultation by post are particularly likely to disagree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents.

Figure 59: Differences in agreement that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents (Respondents who disagree)



Base: All Individuals (number of individuals shown in brackets)

- 4.81 Respondents who are users of the Mobile Library Service, non-users of the Online Library Service, those that live 3-5km or more than 5km away from their nearest library and those whose nearest library is a proposed Tier 4 library are particularly likely to disagree that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents.
- 4.82 Of the 479 Mobile Library Service Users that expressed a view on the closure of the Mobile Library Service, 363 (76%) disagreed with the proposal that the Mobile Library Service should be closed from summer 2016 with a range of alternative options provided for residents.

If you disagree, please tell us why.

4.83 Respondents who expressed disagreement with the proposal to close the Mobile Library Service from summer 2016 were asked why.

4.84 Of the 1,938 residents who were asked this question, 4,372 different comments have been classified, the details of which are outlined below.

Figure 60: Reasons for disagreement with the closure of the Mobile Library Service

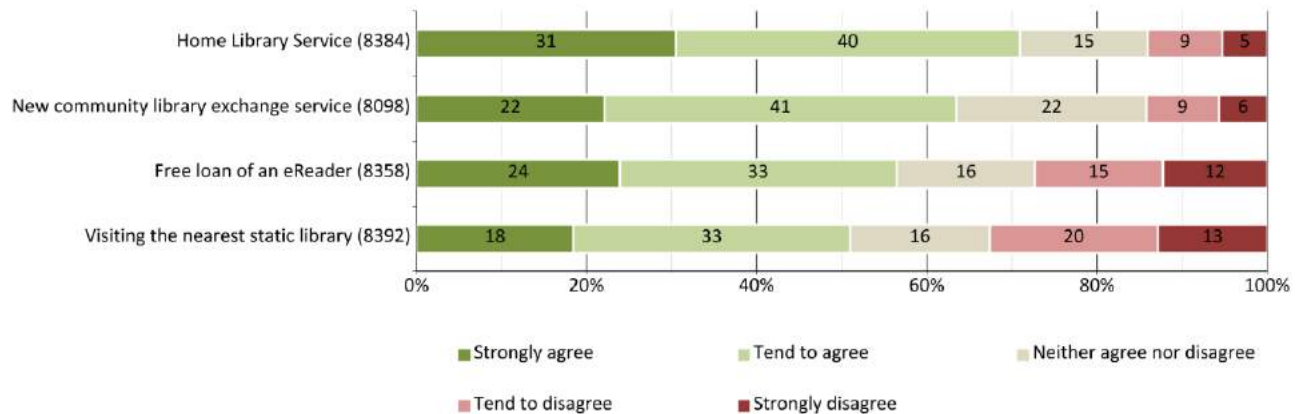
Coded comment	% of respondents	Base
Access: The mobile library is an important service for elderly people who may not be able to visit static libraries	28%	544
Access: The mobile library is an important service for people in rural areas with no access to static libraries	18%	355
Access: The mobile library is an important service for disabled people who may not be able to attend a static library/may be housebound	18%	340
Access: The Mobile Library is an important service for people who find it hard to visit static libraries (non-specific)	17%	329
Access: The mobile library is an important service for people without transport/cars/who cannot travel to static libraries	14%	269
Generally disagree with the proposals/don't want mobile library closures/keep mobile library provision as it is/mobile libraries are vital/important to people that use them	14%	267
Opinion depends on the alternative options proposed	12%	228
Access: The mobile library is important for people with poor access via public transport/public transport service is poor/not frequent enough/inadequate	10%	199
Libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community	9%	184
Mobile library sometimes provides the only source of social interaction for isolated/elderly/people with disabilities etc.	7%	132
Access: The mobile library is an important service for vulnerable people/those who cannot afford to travel to static libraries	5%	105
Disagree with proposals as mobile libraries are a lifeline to people (non-specific)	4%	83
The mobile library is an important service for children's education/providing children with books/materials to learn	4%	79
Mobile Library service needs to be advertised more to increase usage levels	4%	79
Proposals will have a negative impact on people who do not use online services/aren't computer literate/have access to pc	4%	78
Access: Proposals will negatively impact isolated people (non-specific)	3%	67
Disagree with the use of technology/not everyone wants access to library services via technology	3%	66
Libraries are vital for providing books/materials/educational needs i.e. adult learning	3%	52
Access: Proposals will negatively impact children/families with children/local libraries are vital for children/families with children	3%	52
Reduce mobile library service instead of getting rid of it completely i.e. less frequent	2%	46
Need more information on the proposals/haven't been provided with enough	2%	42

information on proposals		
Proposals shouldn't be just about money/can't put a price on mobile libraries	2%	42
Access: Everyone should have equal access to libraries	2%	32
Disagree with reducing mobile library service due to the reduction in static library provision/reduction in static library will mean increased use of mobile library	1%	29
Prefer paper books/don't replace paper books with e-books	1%	29
We already pay council tax for these services/services shouldn't be cut as people are already paying for them	1%	26
Agree with the home library service/think book delivery service is good idea/proposals should only go ahead if the home library service is in place	1%	26
Mobile library should combine services/form partnerships with other services to enable it to keep running i.e. community centres/old people's homes etc.	1%	25
Agree with the use of volunteers/volunteers could be used to save money/reduce staff in favour of volunteers	1%	22
Libraries should not be run like a business/for profit/financial viability shouldn't be important/libraries are a public service	1%	20
Alternative proposal provided	1%	16
Proposals are financially motivated/just a cost cutting exercise	1%	14
Questionnaire is biased/questions are leading/minds are already made up/otherwise unhappy with consultation	1%	11
'Other' ¹⁶	24%	468

¹⁶ Responses made by less than 1% of respondents have been combined into the 'Other' category

To what extent do you agree or disagree that these options could provide an effective alternative to the Mobile Library Service?

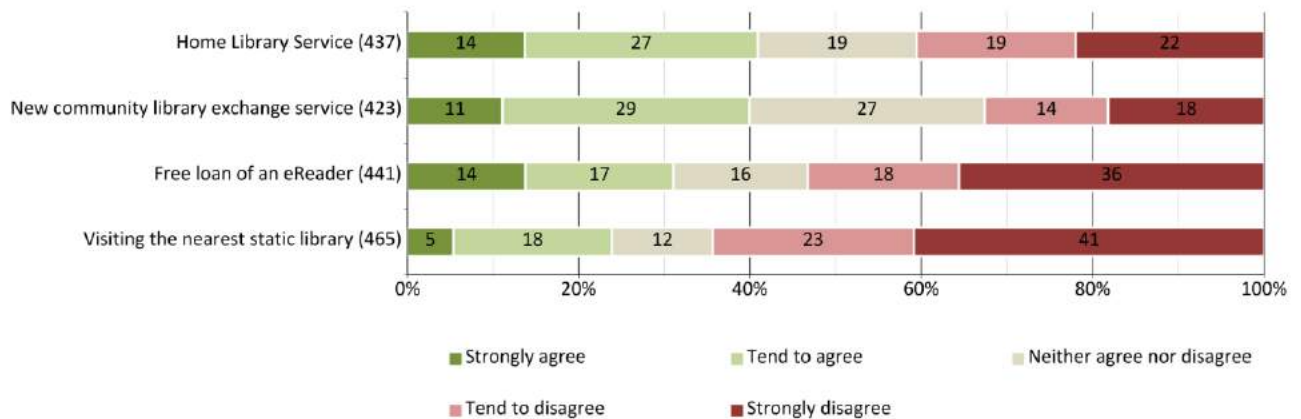
Figure 61: Levels of support and opposition for alternatives to the Mobile Library Service



Base: All Individuals (number of individuals shown in brackets)

- 4.85 Respondents were given a list of options proposed to offer an alternative to the Mobile Library Service and were asked the extent to which they agreed or disagreed that the options provide an effective alternative. The alternatives below have been arranged according to levels of agreement.
- 4.86 More than 7 in 10 respondents (71%) agreed that the Home library service could provide an effective alternative to the Mobile Library Service. A new community library exchange service was also widely considered as an effective alternative, with over three fifths (63%) of respondents agreeing. Almost three fifths (56%¹⁷) agreed with the free loan of an e-reader as an effective alternative to the Mobile Library Service.
- 4.87 Despite having the lowest level of agreements for any of the proposed alternative options, just over half of respondents (51%) agreed that visiting the nearest static library could pose an effective alternative to the Mobile Library Service.

¹⁷ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

Figure 62: Levels of support and opposition for alternatives to the Mobile Library Service (Mobile Library Service Users only)

Base: Individuals who are Mobile Library Service Users (number of individuals shown in brackets)

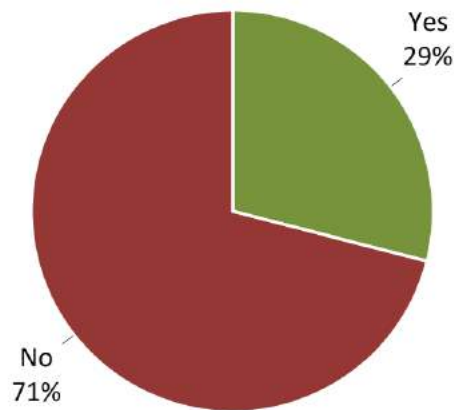
- 4.88 The results presented above have been filtered to include only those who indicated that they are a Mobile Library Service user (having used the service in the last year). Support for each alternative to the Mobile Library Service was lower among Mobile Library Service users compared to respondents overall; however, the order of each alternative proposal in terms of support remained the same.
- 4.89 Just over two fifths (41%; 71% overall) agreed that the Home Library Service could provide an effective alternative to the Mobile Library service. Two fifths (40%; 63% overall) agreed with a new community library exchange service, less than a third (31%; 56% overall) agreed with the free loan of an e-reader, and just less than a quarter (24%¹⁸; 51% overall) agreed that visiting the nearest static library was a suitable alternative.

¹⁸ Because individual results are shown rounded to the nearest whole percentage, but all calculations when grouping results into 'agree' or 'disagree' categories have been carried out using unrounded results, these grouped percentages may differ slightly from the sum of the smaller percentages shown in the charts.

Equalities

Are there any positive or negative impacts relating to equalities that you believe that the County Council should take into account in the decision making process?

Figure 63: Positive or negative impacts relating to equalities.



Base: All Individuals (7,122)

^{4.90} Over a quarter of respondents (29%) indicated that there were positive or negative impacts relating to equalities that they believed the County Council should take into account when making decisions about the library service.

If so, are you able to provide any supporting evidence and suggest any ways to reduce or remove any potential negative impact and increase any positive impact?

- 4.91 The 29% of respondents who said that there were positive or negative impacts relating to equalities were then asked if they had any supporting evidence or suggestions to reduce negative impacts or increase positive impacts.
- 4.92 All 1,964 responses were classified using a standardised code frame, eliciting 4,137 separate comments. Once classified, only a small number of comments for this question were applicable to impacts relating to equalities, and codes raised from these comments have been presented below. Comments which did not relate to the question have been separated into an ‘other/comments not relating to equalities’ category.

Figure 64: Impacts relating to equalities

Coded comment	% of respondents	Base
Proposals will negatively impact elderly people	44%	872
Proposals will negatively impact people with disabilities	42%	828
Proposals will negatively impact people who aren't computer literate	11%	216
Proposals will negatively impact children/young people	10%	199
Proposals will negatively impact people without access to personal transport rely on public transport.	10%	193
Proposals will negatively impact people from disadvantaged families/families on low incomes	8%	150
Proposals will negatively impact social interaction	7%	129
Proposals will negatively impact people in rural areas	6%	114
Proposals will negatively impact families/families with young children/pregnant women	5%	105
Libraries need to be available to everyone/accessible by all	5%	99
Proposals will negatively impact people without access/people who can't get to a library (non-specific)	4%	84
Proposals will negatively impact education	3%	59
Proposals will negatively impact people in deprived areas i.e. too far to travel etc.	2%	46
Proposals will negatively impact people from non-English speaking backgrounds	2%	36
Proposals will negatively impact people with different races/ethnicities	2%	36
Need to seek feedback from those that are directly affected by these proposals	2%	31
Proposals will negatively impact people under the Equality Act 2010 (non-specific)	1%	15
‘Other/comments not relating to equalities’	39%	774

Further Comments

Are there any further comments you would like to make?

^{4.93} Over half (56%) of respondents gave further comments when given the opportunity at the end of the questionnaire. 4,995 respondents provided further comments, from which 15,580 separate comments were classified according to a code frame, the details of which are outlined below.

Figure 65: Further comments

Coded comment	% of respondents	Base
Libraries are essential/keep the library service 'as is'/maintain current library provision	22%	1,080
Libraries are important features of local communities/act as meeting places for smaller communities/give people a sense of community	17%	834
Disagree with closure of libraries/keep smaller libraries open/smaller (Tier 3 libraries) are vital	16%	799
Libraries are vital for children's educational needs/children's social interaction/encouraging children to read from a young age	15%	737
Libraries are vital for providing books/materials/educational needs i.e. adult learning	12%	596
Access: Proposals will negatively impact elderly people/local libraries are vital for elderly people	11%	568
Prefer paper books/don't replace paper books with e-books	8%	385
Good quality staff are vital for libraries/local libraries need friendly/helpful staff	7%	355
Appreciate there needs to be savings/change/review in libraries services	7%	349
Disagree with the use of volunteers/community libraries/Tier 4 libraries/all libraries should have fully trained and paid staff	6%	315
Access: Proposals will negatively impact children/families with children/local libraries are vital for children/families with children	6%	288
Mobile Libraries are vital/need to keep mobile libraries/mobile libraries need to be kept open especially if closing static libraries	5%	272
Access: Proposals will negatively impact people with disabilities/local libraries are vital for people with disabilities	5%	252
Disagree with spending less on books/don't want them to permanently reduce the book fund	5%	250
Libraries are important as sometimes provides the only source of social interaction for isolated/elderly/people with disabilities etc.	5%	240
Access: Proposals will negatively impact people without transport/cars/who cannot travel to a library (non-specific)	5%	232
Need to encourage people to use the libraries more often i.e. better advertisement etc.	5%	228
Access: Tier 1 library (non-specific) is too far/need local access to libraries	5%	226
Access: Proposals will negatively impact people in deprived areas/people of a deprived/vulnerable background/people who can't afford to travel	4%	196
Alternative proposal/suggestion provided	4%	195
Libraries provide good events/activity groups	4%	195
Agree with the use of volunteers/volunteers could be used to save money/reduce staff in favour of volunteers	4%	191

Libraries need to improve quality of new book stock/have better variety of books	4%	191
Introduce minimal charges for library service/happy to pay small charges/could introduce annual membership fees/joining fees etc.	4%	186
Libraries should form partnerships with community organisations e.g. schools/charities/etc.	4%	179
Proposals will have a negative impact on people who do not use online services/aren't computer literate/have access to PC	4%	178
Disagree with the use of technology/not everyone wants access to library services via technology	3%	170
Access: Proposals will penalise smaller towns and villages/Tier 3+4 libraries won't provide adequate coverage for rural areas/proposals will negatively impact rural areas	3%	168
Against limited opening hours/need opening hours to be kept the same or improved i.e. longer opening hours	3%	166
Disagree with the use of e-readers/generally think e-readers are a bad idea	3%	166
Questionnaire is biased/questions are leading/otherwise unhappy with consultation	3%	164
Agree with use of home library service/important for vulnerable and isolated customers who are unable to visit libraries	3%	155
Agree with the use of technology/think electronic access is a good idea/technological advance could improve library services	3%	154
The libraries online service needs to be retained/improved in certain areas i.e. online book reservations/being able to view	3%	149
Proposals are financially motivated/just a cost cutting exercise	3%	145
Libraries should rent out/share space with businesses i.e. post office/café/shops etc./could increase revenue	3%	145
Access: Tier 1 library (non-specific) is hard to reach via public transport/public transport service is poor/not frequent enough	3%	135
Libraries are vital for providing computer/internet access to people who need it	3%	130
Libraries need to concentrate on books only i.e. get rid of computers/DVDs etc.	2%	123
Agree with the use of e-readers/generally think e-readers are a good idea	2%	122
Need to deal with noise within libraries i.e. children shouting/singing, people using mobile phones etc./possibly sound proofing libraries	2%	121
(Specific library comment) is used well/covers a large geographical area/growing population	2%	112
Access: Everyone should have equal access to libraries	2%	111
Disagree with the use of mobile libraries/scrap mobile libraries/save money by scrapping mobile libraries	2%	111
Libraries should not be run like a business/for profit/financial viability shouldn't be important/libraries are a public service	2%	108
Libraries need to retain good level of DVDs/CDs/audio books etc.	2%	106
Need improved investment/funding to improve library services i.e. more modern/up to date services etc.	2%	103
Suggestion: Increase electronic book stock	2%	94
Better variety of events/activities to increase footfall	2%	94
Need more information on the proposals/haven't been provided with enough information on proposals	2%	91
Libraries should rent out library space/rooms for other services i.e. evening classes/reading groups etc./could increase revenue	2%	89

Agree with the use of volunteers but not to replace qualified librarians/have volunteers working alongside librarians	2%	84
Agree with providing cafe facilities in libraries i.e. Costa/Starbucks due to nice place to sit etc.	2%	83
We already pay council tax for these services/services shouldn't be cut as people are already paying for them	1%	66
Generally disagree with proposals/draft strategy document	1%	65
Need to educate/teach people about e-readers i.e. how to use/download books etc.	1%	62
Generally agree with proposals/draft strategy document	1%	60
(Specific library comment) provides good range/variety of books	1%	60
The council should cut other services to protect libraries/other service could be reduced/libraries should be council priority	1%	52
Proposals shouldn't be just about money/can't put a price on libraries/mobile libraries	1%	46
Appropriate numbers of managers/reduce managerial salaries to save money/better ratio of managers to staff	1%	46
Libraries need to have good parking facilities in place i.e. free/cheap parking etc.	1%	46
Libraries could reduce opening times/hours to save money/keep libraries open but reduce/adjust opening hours	1%	45
Need to provide more public consultation for this survey/need to consult professionals	1%	45
Generally disagree with the rebranding of Tier 1 libraries into 'Discovery Centres'/generally think they are a bad idea (non-specific)	1%	44
Increase council tax to keep library services/willing to pay more council tax to keep library services	1%	43
Disagree with providing cafe facilities in libraries i.e. Costa/Starbucks etc.	1%	43
Encourage people to donate books/provide donation schemes/donation boxes etc	1%	42
Money needs to be saved elsewhere/libraries should be priority	1%	37
Generally agree with the rebranding of Tier 1 libraries into 'Discovery Centres'/generally think they are a good idea (non-specific)	1%	36
Generally disagree with the rebranding of Tier 1 libraries into 'Discovery Centres' due to them being a waste of money	1%	36
Disagree with the name 'Discovery Centre'/don't like the name 'Discovery Centre'/think it sounds childish/not very intelligent	1%	30
Disagree with the home library service/think it needs to be cut i.e. too expensive/don't want people visiting our home etc.	1%	30
Libraries are important as they help/prevent mental illness i.e. dementia/depression etc.	1%	28
Disagree with providing e-readers for free/think it is a waste of money/too expensive	1%	26
Suggestion: Introduce a postal library service	1%	25
Reduce mobile library service instead of getting rid of it completely i.e. less frequent	1%	25
'Other' ¹⁹	30%	1,479

¹⁹ Responses made by less than 1% of respondents have been combined into the 'Other' category

Suggested Alternatives

4.94 Due to the volume of alternative proposals received among the various open-text questions in the open consultation, these alternatives have been collated and examined separately in the report. The greatest number of alternative proposals were provided in the 'Further Comments' section, and related to various aspects of the library service and proposals of the consultation. Hampshire County Council has received these alternative proposals in full, and some more frequently appearing or detailed alternatives have been outlined below.

4.1 Some of the most frequent alternatives proposed in the further comments section related to an alternative replacement services for the Mobile Library Service. Multiple suggestions related to using a replacement shuttle-bus/minibus service to take current Mobile Library Service Users to their nearest static library. There were variations on this suggestion, ranging from a subsidised 'taxi service' to a volunteer bus service linked with similar complementary services. Some relevant quotes have been outlined below.

How about arranging Library trips like a mini bus service for people to visit a really good library they can't otherwise get to, perhaps linked with the Cango Bus service? Once a week or something? More social benefit, more interaction, getting out of the house, meeting people as well as accessing a wider selection of books and services at the main centres. I take my elderly parents regularly to Lymington Library but I think they would enjoy a Library Bus.

The mobile service is crucial for some and I am sure it could be possible to recruit volunteer drivers who would take people to static libraries as they do now for shopping church hospital etc.

Seek to integrate that strategy with HCC Community Transport facilities to get residents to static libraries

Most communities have a bus/ride service for the elderly/disabled members and take them out for shopping and also to the library. That scheme should be expanded to all villages/towns that have this need so as to eliminate the cost of the mobile library service which is expensive and has a low uptake.

4.2 There were many suggestions on how to raise income for libraries to make them more cost effective and/or profitable. These suggestions typically revolved around using library spaces to host events or activities out of hours, and charging for this use.

If constructive ways of generating income for the libraries could be found, such as renting them out as venues for other events when they are not open to the public, making full use of the building facilities, this would be a much better option. If libraries could create some larger spaces suitable for business meetings and conferences, they could offer a cheaper alternative to the typical venues such as hotels.

Many paid tutors and businesses use the library space to carry out their work. Using wifi, tables and spaces that readers and library groups need. Should these people not pay a contribution as they are making money from the library's free facilities? (like charging personal trainers in parks).

Rather than considering closing libraries more emphasis should be put on how the services within each library could be expanded to better serve the communities. For instance craft groups, Scrabble leagues, creative colouring, etc. All of which could be provided for a small subscription charge.

- 4.3 While not directly alternative to the proposals, there were a number of suggestions regarding combining or co-ordinating with existing volunteer services in order to deliver library services in the community.

There has to be an acid test, for example how does an OAP living in a village, with no personal transport access a library? Lateral rather than linear thought is required to prevent individuals being isolated, for example mixing meals on wheels with books.

- 4.4 Suggestions for a direct alternative method of library provision in the form of a postal service for books appeared frequently in the further comments section.

Online reservation and renewal etc is great and maximum use of technology like this should continue. Maybe even an Amazon type service using a central warehouse and the post could work.

There are other solutions that could be considered, if it is cost effective to send someone to deliver the books, would a postal service also be cost effective?

5. Organisation Responses

Overview

- 5.1 Of the 8,972 open consultation questionnaire responses, 58 indicated that they had been submitted on behalf of an organisation. Each organisational response typically represents the views of many individuals, and feedback from these organisations has therefore been reported separately in this report.
- 5.2 Organisations that responded were informed on the questionnaire that their views may be published in full, and were asked for details about their organisation, including what the organisation represents, the specific group or department, the area the organisation covers and how the views of members were gathered. Not all organisations supplied this information, but the names of organisations have been included in the report where provided.
- 5.3 Given the relatively low number of organisations that responded to the questionnaire, the usefulness of percentages in quantifying their views is limited. Therefore, the percentages presented here are intended to be indicative only, and have been included only to provide a contrast between views from organisations and those from individuals.
- 5.4 Collective organisation responses for the closed questions in the consultation questionnaire were broadly similar to individual responses in terms of agreement with the proposals that Hampshire's Library Service needs to change to meet the changing demands placed on it (65% organisations; 64% individuals), that the Council should seek to make savings to make the Library Service more financially sustainable (69% organisations; 67% individuals), to permanently reduce the Book Fund but £500,000 from 2020 onwards (10% organisations; 12% individuals), to phase a withdrawal of poorly used library collections and to transfer specialist library collections to other providers (75% organisations; 75% individuals).
- 5.5 There were some differences in results, however. Specifically, organisations had particularly higher levels of agreement for the proposals to invest £500,000 every year for four years from the Book Fund to improve buildings (62% organisations; 50% individuals); to share buildings with complementary partner organisations (86% organisations; 77% individuals) and to increase the use of volunteers to support the work of the Library Service (69% organisations; 58% individuals).
- 5.6 Agreement was particularly lower among organisations regarding the proposed tier of each of the static libraries (51% organisations; 59% individuals), the closure of the Mobile Library Service (36% organisations; 62% individuals) and with the proposal that visiting the nearest static library would provide an effective replacement for the Mobile Library Service (34% organisations; 51% individuals).
- 5.7 Some of the more detailed responses from organisations have been summarised overleaf.

The Tier System

- 5.8 Of the responses purporting to be from organisations, 5 stated that they disagreed with the tier proposed for each of the static libraries due to perceived reductions in the quality or provision of Library services.
- 5.9 Responses from Bramdean & Hinton Ampner Parish Council and Overton Parish Council both cited concerns over increases in house building in rural villages impacting on future demand for library services which might not be met if services were reduced.
- 5.10 Two responses disagreed with the tier proposed for specific libraries because of the criteria on which decisions about tiers were based. A response from Yateley Town Council highlighted usage statistics as a reason that Yateley library should be designated as a tier 2 library instead of tier 3, while a response from Hasleworth Primary school emphasised that libraries were more highly valued to smaller communities and as such should not have services reduced based on profitability.
- 5.11 On the subject of reviewing the viability of tier 3 libraries, some organisations highlighted that some areas had already experienced a reduction in library services or community facilities. Grayshott Parish Council expressed concerns that the designation of Liphook library as tier 3 raised the potential of a further loss of library services in Grayshott, which had already experienced the closure of Grayshott library. West End Parish Council highlighted the loss of their community social club, and expressed opposition to the possibility of losing another community facility, and Northington Parish Council pointed out the importance of Alresford library to the local community, both as a library and as a mixed-used community facility, following the loss of the Mobile Library Service in surrounding villages.
- 5.12 Overton Parish Council suggested that if tier 3 libraries became tier 4 community libraries that they would lose access to the County's library management system, further reducing the quality of service.

The Mobile Library Service

- 5.13 Organisations that disagreed with the proposal to close the Mobile Library Service from summer 2016 where asked why they disagreed. Of the organisational responses to this question, the majority focussed on the impact on access to services for Mobile Library Service Users.
- 5.14 Responses from Cygnets Playgroup, First Steps Montessori Nursery, Durley Ladybirds Community Pre-school and Longparish CE Primary School expressed concerns about the opportunity for children to access library services if the Mobile Library Service were to close.
- 5.15 Bransgore Parish Council, Bishopstoke Parish Council, Grayshott Parish Council, and Damerham Tea and Chat group all cited a lack of transport links available to travel to static libraries as a reason for their disagreement with the closure of the Mobile Library Service.
- 5.16 Some organisations had alternative suggestions about the provision of the Mobile Library Service or its replacement services for the Council to consider. A response representing Thruxton Parish Council and Test Valley Association of Parish Councils pointed out the role in community cohesion that the Mobile Library Service fulfils, and suggested that a replacement with a Home Library Service should be co-ordinated with social events in community venues.

- 5.17 A response from the elected residents' representative of Hamblewood Court suggested the provision of a mini-bus service to transport current Mobile Library Service Users to their nearest static libraries to increase use and compensate for the loss of the Mobile Library Service.
- 5.18 Horndean Biodiversity Group suggested changing tier 3 libraries to reference libraries and study areas, and to use the space for exhibitions and evening classes rather than to continue their current use as lending libraries.

Equalities

- 5.19 Many organisations used this opportunity to reiterate concerns that were previously raised elsewhere in the consultation about difficulties in accessing library services resulting from the closure of the Mobile Library Service or potential closures of tier 3 libraries, specifically for the elderly, disabled residents, deprived residents or young children.
- 5.20 A response on behalf of Voyage Care expressed that removing DVD or CD collections would impact on library customers that struggle with literacy, and impact on these individuals' community participation.

Further Comments

- 5.21 Several detailed responses were received from organisations discussing impacts relating to access. New Alresford Town Council expressed perceived impacts relating to access to Tier 1 libraries, specifically that the cost of travelling to these facilities would be prohibitive to less affluent residents. This response pointed out that a significant proportion of residents in New Alresford do not have access to the internet, that the library plays a role in collating and disseminating hard copies of Government publications and Public Service Announcements to these residents, and concerns over Council transparency were the library closed and unable to continue this service. They also highlighted the role of Library staff in encouraging children to read, and organising initiatives for assisted learning, which they believed may not have been taken into account by the Draft Strategy when assessing the total number of 'learner hours'. New Alresford Town Council raised concerns about a shortage of volunteers/community groups capable of running the library due to a decline in 'able bodied retired' residents.
- 5.22 Hamble-le-Rice Parish Council emphasised that the nearest non-tier 3 library for residents of Hamble is not currently accessible by public transport, disadvantaging residents who don't have access to a car. They also pointed out that Hamble did not have the facilities to implement a community exchange service as a replacement for the Mobile Library Service.
- 5.23 A response from The Arnewood School focussed on the proposal to increase the level of volunteers supporting trained staff in libraries. Quoting the Chartered Institute of Library and Information Professionals' (CILIP) statement on libraries and public health, the response argued that high quality information services are vital to many in the community, and that replacing skilled professionals with volunteers is a short-sighted strategy that will initially save funds but will erode the quality of the service in the long-run. Chineham Parish Council also expressed reservations about the use of volunteers to assist library staff, stating that efforts to develop volunteers to provide an effective service will negate some of the expected savings from implementing this proposal, and reiterating the importance of library staff qualified to a CILIP standard.

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7. Appendix

Organisations Responding to the Consultation

Organisations responding to the consultation	
Councils	Other Organisations
Alton Town Council	Aldershot Civic Society
Basingstoke and Deane Borough Council: Cabinet Member for Partnerships	Andover U3a Reading Groups 1 and 2 (now combined)
Basingstoke and Deane Borough Council: South Ham Ward	Ashlawn Residents Association Choice Support Housing
Bishopstoke Parish Council	Crofton Hammond Junior School
Bramdean & Hinton Ampner Parish Council	Cygnets Playgroup
Bransgore Parish Council	Damerham Tea and Chat group
Chineham Parish Council	Durley Ladybirds Community Pre-School
Corhampton and Meonstoke Parish Council	Elected representative at Hamblewood Court (Retirement Flats)
Fair Oak and Horton Heath Parish Council	
Grayshott Parish Council	First Steps Montessori Nursey
Hamble-le-Rice Parish Council	Hanover: Retirement Housing
Hordle Parish Council	Haselworth primary school
Hound Parish Council	Horndean Biodiversity Group
Itchen Valley Parish Council	Hyden Women's Institute
Lymington & Pennington Town Council	Junior School Age 7-11 [Unnamed]
New Alresford Town Council	Local Reading Group [Unnamed]
Northington Parish Council	Longparish CE Primary School
Overton Parish Council	North East Hants Constituency Labour Party
Petersfield Town Council	Representative of a group of 'vulnerable families'
Thrupton Parish Council and Test Valley Association of Parish Councils	
West End Parish Council	Tavistock Infant School
Whitsbury Parish Council	The Abbey Field, Liss Society. Liss and Petersfield Sheltered Housing
Yateley Town Council	The Alton Library Club
	The Arnewood School, New Milton
	The Better Book Club
	The Stroke Association Film Club
	Victoria Reading Group
	Voyage Care
	Waynflete Singers
	Woodland Reading Group