Essex County Council

APPENDIX B

Libraries strategy consultation 2018

Section 1 - About your use of Essex Library Services

If organisation, please name

Tendring District Council

Q1b. If you are responding on behalf of an organisation, please select what organisation type:

○ Town or parish council
◉ District or borough council
○ Other public body
○ Community group
○ Registered charity
○ Other, please specify

Q2. Which district(s), borough(s) or city does your organisation cover? Please select all that apply

☐ Basildon
☐ Braintree
☐ Brentwood
☐ Castle Point
☐ Chelmsford
☐ Colchester
☐ Epping Forest
☐ Harlow
☐ Maldon
☐ Rochford
☑ Tendring
☐ Uttlesford
☐ We support people outside the boundary of Essex County Council
☐ We support people who live in Southend
☐ We support people who live in Thurrock
☐ We support people who live in Suffolk
☐ We support people who live in Hertfordshire
☐ We support people who live in Redbridge

Q3. Has your organisations visited an Essex Library within the last 12 months?

◉ Yes
○ No

Please provide the name of up to three Essex libraries or services your organisations use the most frequently:

List of libraries

Choice of Library 1   Clacton ⌄

Choice of Library 2   --Please Sele ∨

Choice of Library 3   --Please Sele ∨

Q4. Has your organisations used a Essex Library Card, eg. to borrow a book or access wi-fi, in the last 12 months?

○ Yes

○ No

There are no question 5 and 6 for the survey relating to organisations

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Libraries strategy consultation 2018

Section 2 - Strategy Proposals

We are asking for your views on our draft strategy for Essex Library Services over the next five years, from 2019 to 2024.

The draft strategy sets out our approach to provide a service that is modern, focused and fit for the way we live now and in future, recognising changes in the way people use library services and the financial constraints Essex County Council faces.

Demand for library services in Essex has fallen in the last five years, in line with national trends. Society has changed: libraries are not used by most Essex residents:

- fewer than one in five are active library users
- Loans of books and other materials are down 43%, and library computer use is down by 22%
- Technology has transformed how people get information, books and entertainment

The financial outlook for all local government is challenging and as a public body it is important we spend taxpayers' money wisely. Demand for some services is increasing and becoming more complex. Government funding is reducing. By 2021 the county council will need to identify £186 million a year of savings or income generation. Essex County Council has 74 libraries, the second-highest number of libraries in the UK and spends 28% more per resident on libraries than the average among English county authorities.

Our Vision and Ambition

In March 2018 we asked Essex residents what they liked about the service and what they needed from it. The purpose of this was to inform this draft strategy and our ambitions.

Our vision is for a 21st century library service that is inclusive and vibrant, and enables all users to learn, engage and remain connected to their communities.

Over the life of this strategy we have set five key ambitions

- Have books and reading at the heart of our library service offer
- Have a class-leading eLibrary and embrace digital technology
- Have a smaller number of libraries more effectively focused on meeting the needs of communities
- Work in partnership with our communities to run and improve library services
- Offer a consistently good customer experience.

Q7. To what extent do you agree or disagree that our five ambitions (above) are the right place on which to focus our limited resources?

○ Strongly Agree

○ Agree

○ Neither agree nor disagree

⦿ Disagree

◯ Strongly Disagree

◯ Don't feel able to say

Space is available at the end of the survey for you to make comments or suggestions on any question.

Ways to access library services

We propose that Essex library services be delivered, according to need for them, through a range of physical and online services:

- Enhanced eLibrary services to make it easier for customers to access library materials anywhere, anytime from their own devices
- A network of libraries across the county, run by Essex County Council alone or in partnership with other groups or organisations
- Outreach to bring some library services and activities out to communities according to need, such as running a children's story time in a village hall
- Mobile libraries, which currently serve 217 stops around the county but could see more stops added depending on need
- Home Library Service, where volunteers bring books and other loan items to people in their own homes.
- Friends and family membership, where friends or family members can collect and return books and other items for you

A needs-based approach

With falling demand and limited resources, Essex County Council cannot continue to support the 74 libraries it currently runs. In future we propose to provide library services around the county based on evidence of need for them.

We propose using five criteria to assess need for each current library.

Each library will be scored, with higher weighting given to location, usage and population.

The five criteria are listed below, with the weighting for each in brackets:

Location: Proximity to other libraries. Libraries clustered within a two mile walk of each other will be ranked at lower need **(30%).**

Usage: the number of active users (members who have used their library card in the last year) the library has **(25%)**

Population: The number of libraries per head of population in each district. Based on current figures, not projected growth. Districts with more people per library ranked higher for need **(25%)**

Deprivation: The deprivation level of the lower-layer super output area (LSOA) the library's postcode is in, as identified in the Index of Multiple Deprivation (IMD) **(15%)**

Social isolation: Prevalence in the district of new parents (measured by fertility rates) and % of residents over 65 as indicators of higher risk of social isolation) **(5%).**

More information about these can be found in the strategy

Q8. To what extent do you agree with the evaluation criteria we propose to use to assess need?

◯ Strongly Agree

◯ Agree

◯ Neither agree or disagree

○ Disagree
◉ Strongly Disagree
○ Don't feel able to say

Q9. Are there any other criteria you think we should use to assess need?

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Tendring District Council has the following comments on the evaluation criteria:-
Usage - we do not consider that it is an accurate reflection of the use of
libraries just to rely on where a library card has been used. Many people use the
library for other reasons including research, social engagement and access to IT.
Social Isolation - in many communities the library is a place where people can go
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According to those identified needs, we propose placing libraries into tiers.

Tier 1: main or 'hub' libraries, in Chelmsford and at least one in each district or borough, managed by ECC as part of our statutory provision of a comprehensive network. These will normally be in a main town or other population and employment centre with good transport links and other facilities.

Fifteen libraries are proposed for tier 1. These are Basildon, Billericay, Braintree, Brentwood, Canvey Island, Chelmsford, Clacton, Colchester, Harlow, Loughton, Maldon, Rayleigh, Saffron Walden, Wickford, Witham.

Tier 2: Library services in areas where there is a need for them, managed by ECC as part of our statutory provision of a comprehensive network and delivered in partnership with the community or other partner.

Fifteen libraries are proposed for tier 2. These are Burnham, Chipping Ongar, Epping, Great Baddow, Great Dunmow, Greenstead, Halstead, Harwich, Laindon, North Melbourne, Old Harlow, Pitsea, Rochford, South Woodham Ferrers, Waltham Abbey.

Tier 3: Locations where no library service is needed in order to have a comprehensive and efficient network, but where ECC wishes to support the provision of library services run by a community or partner organisation with ECC support.

If no suitable offer for a location is received and accepted within six months of Cabinet approval of the strategy, we intend to re-consult on the future of that library. This six-month period may be extended to up to 12 months if proposals have been received but not agreed - or if we believe that deliverable proposals are likely to be forthcoming during that period.

Nineteen libraries are proposed for tier 3. These are Brightlingsea, Coggeshall, Earls Colne, Frinton, Great Parndon, Great Tarpots, Hadleigh, Hockley, Ingatestone, Manningtree, Shenfield, South Benfleet, Springfield, Stanway, Tiptree, Walton, West Clacton, West Mersea, Wivenhoe.

Just under 90% of library users currently use one or more of the libraries in tiers 1-3.

The remaining libraries will be closed:

Tier 4: This fourth tier includes locations where a library service is not required as part of a comprehensive service. This is based on evidence of need in those areas compared to other areas, proximity to other libraries within a two mile walk and the spread of library services across the district and across the county. We propose to close these libraries but will consider proposals for community libraries in these locations.

Twenty five libraries are proposed for tier 4. These are listed in question 11 below.

Home library, friends and family membership and eLibrary services will be available to anybody in these areas who wants to use them. We will consider adding mobile library stops according to need.

If you want more information about the tiers before you answer the next question, please look at the strategy.

Q10. To what extent do you agree that our proposals provide a reasonable range of different ways for people to access library services according to their needs?

○ Strongly Agree

○ Agree

○ Neither agree nor disagree

○ Disagree

○ Strongly Disagree

◉ Don't feel able to say

Space is available at the end of the survey for you to make comments or suggestions on any question.

Q11. Has your organisation used any of the following libraries in the last 12 months, or has someone used any of them on your behalf? (Please select all that apply)

☐ Broomfield

☐ Buckhurst Hill

☐ Chigwell

☐ Danbury

☐ Debden

☐ Fryerns

☐ Galleywood

☐ Great Wakering

☐ Hatfield Peverel

☐ Holland

☐ Hullbridge

☐ Kelvedon

☐ Mark Hall

☐ North Weald

☐ Prettygate

☐ Sible Hedingham

☐ Silver End

☐ Southminster

☐ Stansted

☐ Stock

☐ Thaxted

☐ Tye Green

☐ Vange

☐ Wickham Bishops

☐ Writtle

There are no question 12 and 13 for organisations.

Q14. To what extent do you agree with the proposal to invite community groups or other organisations to run 19 libraries in tier 3 locations, to maximise the number of libraries remaining?

○ Strongly agree

○ Agree

○ Neither agree nor disagree

◉ Disagree

○ Strongly disagree

○ Don't feel able to say

Space is available at the end of the survey for you to make comments or suggestions on any question.

Q15. To what extent do you agree with the idea of some library services being available in places other than libraries?
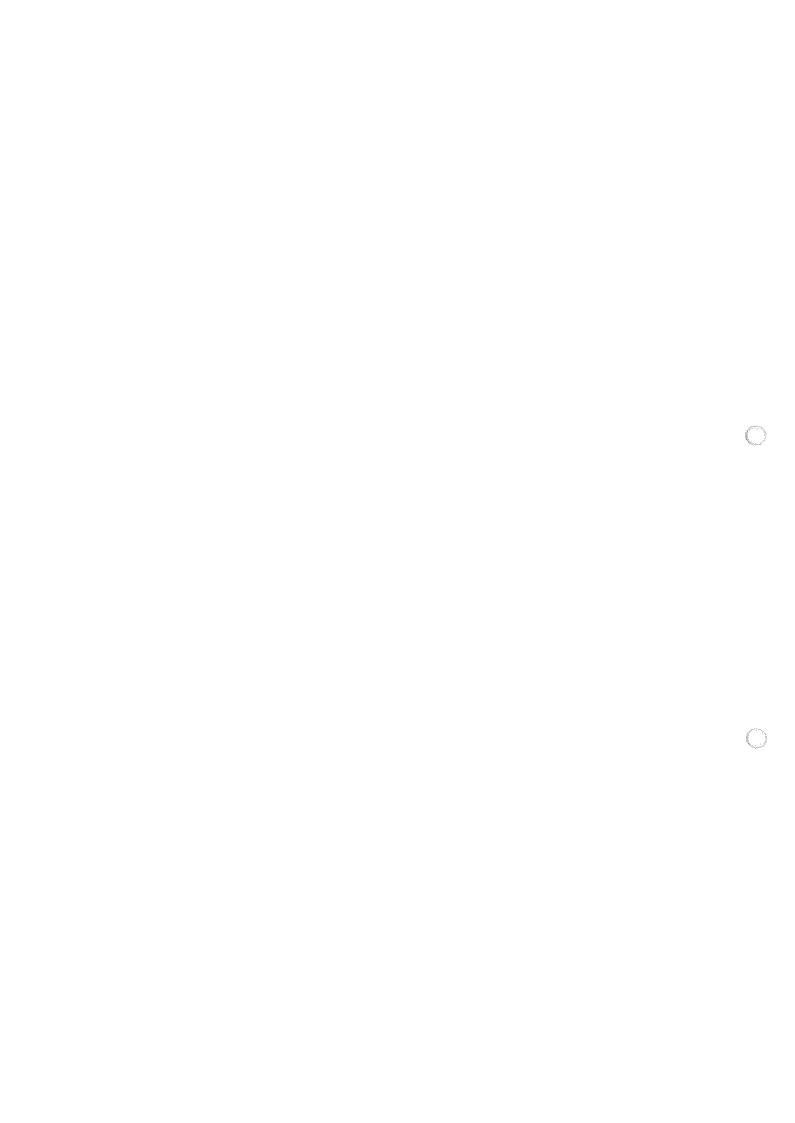
For example children's storytimes in village halls or community centres; or the ability to pick up library books from a local shop or leisure centre

○ Strongly agree
○ Agree
○ Neither agree nor disagree
◉ Disagree
○ Strongly disagree
○ Don't feel able to say

Space is available at the end of the survey for you to make comments or suggestions on any question.

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Libraries strategy consultation 2018

Section 2 - Strategy Proposals

Opening hours and smart libraries

We know that opening hours are important to our customers. 62% of people who responded to our countywide survey in March 2018 said that convenient opening hours were important to them. However, given the financial constraints, we cannot simply increase staffed opening hours.

Our aim is to create an overall pattern of library opening that will maximise access to libraries through a combination of:

- Staffed opening hours by Essex County Council library employees: we propose that tier 1 libraries are staffed for a minimum of 40 hours a week, Monday to Saturday; that tier 2 libraries are staffed for a minimum of 16 hours a week, up to a maximum of 32 hours
- Smart library technology which would allow members to use their 'smart' library card to enter a library space when it is not staffed, to borrow or return books using self-service machines, to study, or to use library space for groups and activities
- Community supported opening hours, where volunteers or other organisations would open libraries and offer services, extending the total amount of time libraries could be open for, including more evening opening
- Improved eLibrary services which people can access 24 hours a day to browse the catalogue, borrow books, magazines and audio online, download eBooks, eMagazines and eAudio, use online reference and training materials.

Opening hours for community run libraries in tier 3 would be set by the group or organisation running each community library.

Q16: Please rank these options for opening hours and access in the order you think we should prioritise them. Choose 1 for the most important, 6 for least important

	1	2	3	4	5	6
Fully staffed library opening hours (this would mean libraries would be open for fewer hours over all)	○	○	○	○	○	○
More volunteer and community supported opening (this would mean libraries would be open for more hours over all, so you could serve yourself or seek help from volunteers)	○	○	○	○	○	○
Self-service access using smart library technology (this would mean libraries would be open for more	○	○	○	○	○	○

hours over all, so you could serve yourself)						
More evening opening (this could mean libraries would be open less in daytimes, unless volunteers or smart library tech were available to increase overall opening hours)	○	○	○	○	○	○
More weekend opening (this could mean libraries would be open less on weekdays, unless volunteers or smart library tech were available to increase overall opening hours)	○	○	○	○	○	○
Improved eLibrary so I can access library services any time I want	○	○	○	○	○	○

Space is available at the end of the survey for you to make comments or suggestions on any question.

Our eLibrary

Customers can already use many library services online and we are keen to explore how technology can improve and enhance our offer.

Q 17. Are you aware of or has your organisation used any of the following digital (online) services provided by Essex County Council ?

	Used In a library	Used Outside a library	Not used, but aware of	Not used, and not aware of	Not used, but would like to use	Not interested
Ask a question	○	○	○	○	○	○
Book a computer in a library	○	○	○	○	○	○
Catalogue search	○	○	○	○	○	○
Download an eBook, eMagazine, eNewspaper or eAudio book	○	○	○	○	○	○
Join the library	○	○	○	○	○	○
Libraries website Livechat	○	○	○	○	○	○
Online course	○	○	○	○	○	○
Online payment for overdue item	○	○	○	○	○	○
Renew a loaned item	○	○	○	○	○	○
Report a problem	○	○	○	○	○	○
Request an item	○	○	○	○	○	○
Request or reset you library PIN	○	○	○	○	○	○

Update your details	○	○	○	○	○	○
Use online reference resources e.g. Ancestry	○	○	○	○	○	○

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Section 2 - Strategy Proposals

Getting involved

We are proposing ways that individuals and organisations can get more involved to support and help deliver library services. This includes more volunteering opportunities in libraries, to support activities such as the Summer Reading Challenge and to help deliver library services to people who are unable to visit libraries, through the Home Library Services.

We would also like to hear from community groups or other organisations who are interested in partnering with us to support library services provided by Essex County Council or in running community libraries in locations where a library is not required as part of a comprehensive and efficient network but where one may be desirable. Groups and organisations interested in supporting libraries should complete question

Q 18. Would members of your organisation be interested in finding out any more about any of the volunteering roles, either on an occasional or regular basis?

☐ Baby and Toddler Rhymetime Volunteer
☐ Code Club Volunteer
☐ Computer Training Volunteer
☐ Computer Support Volunteer
☐ CreatorSpace Volunteer
☐ Customer Services Volunteer
☐ Home Library Service volunteer
☐ Library Activity Volunteer
☐ Library Ambassador (for 13 to 18 year olds)
☐ Mobile Library Support Volunteer
☐ Sensory Wall Volunteer
☐ Work Club Volunteer

Ideas and Suggestions

Q19. Would you like to add anything else about the Council's proposals that has not been covered above?

Please give us any other ideas you may have for improving the service or reducing the cost of the service.

(Please note that this comments box has a 3000 character limit)

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In answer to question 14 it is felt that using volunteers is not always reliable
and could result in libraries not being manned or not being open. There is also a
loss of knowledge which experienced librarians have.
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Libraries Strategy Consultation 2018

Full text of responses to questions 9 and 19

Question 9

Tendring District Council has the following comments on the evaluation criteria:-

Usage - we do not consider that it is an accurate reflection of the use of libraries just to rely on where a library card has been used. Many people use the library for other reasons including research, social engagement and access to IT.

Social Isolation - in many communities the library is a place where people can go to engage with others. With loneliness as an ever growing issue, particularly, amongst the elderly population, Tendring Council feels it is counter intuitive to be considering closing libraries when these are often the places that are at the heart of communities.

Population - Tendring District Council is disappointed that no account has been taken of projected population. There is in Tendring, as in many other areas, an extensive range of house building taking place with a consequent growth in local population and we feel that this should be taken account of.

Question 19

In answer to question 14 it is felt that using volunteers is not always reliable and could result in libraries not being manned or not being open. There is also a loss of knowledge which experienced librarians have.

It is also felt that the strategy has been developed without the full assessment of responses to the consultation and that the thrust of the approach should be about how to keep libraries open rather than potential for closure