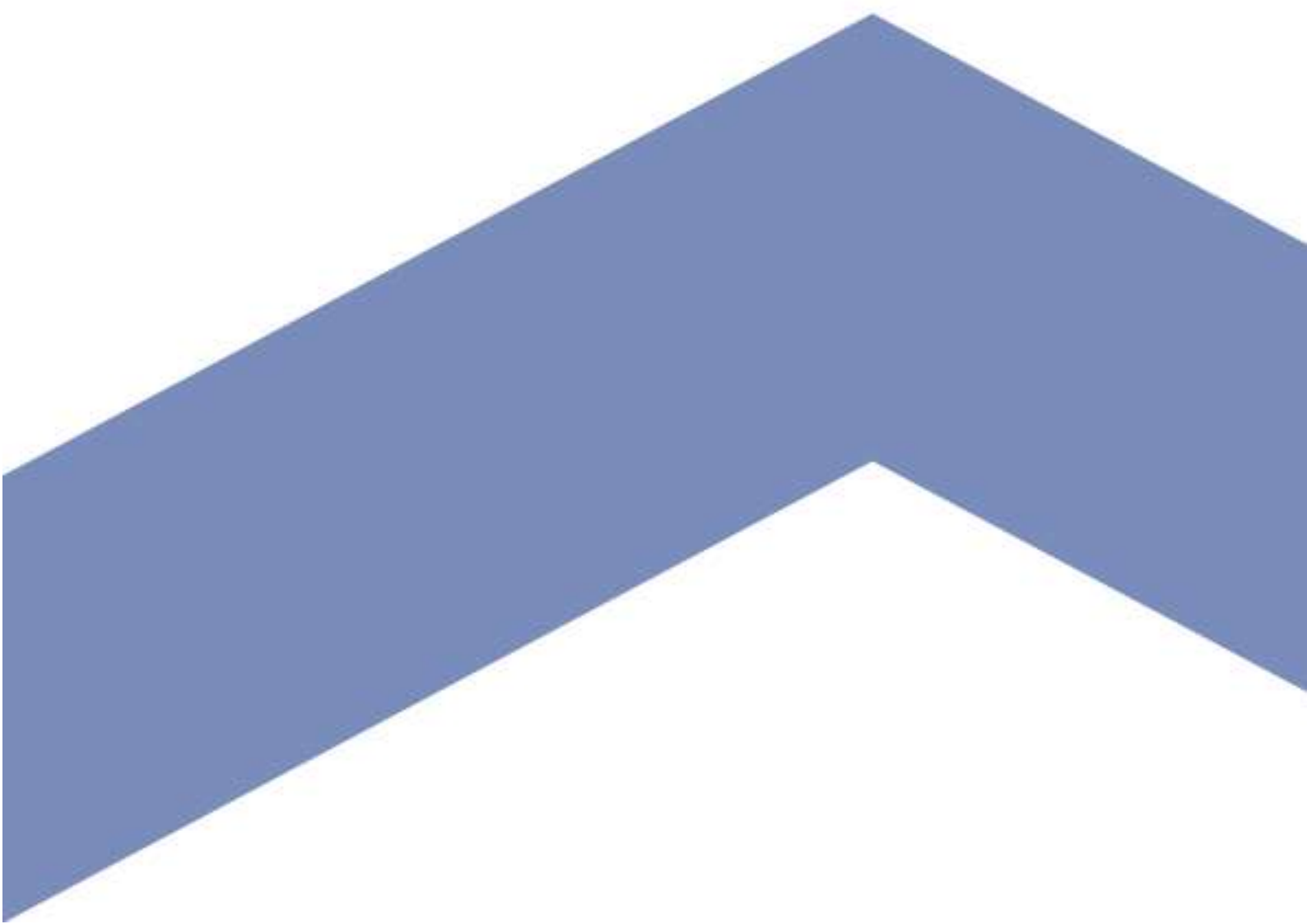


Burton Library Consultation

Analysis of Results

November 2021



Key Messages

- Over three-quarters of survey respondents (77%) **disagree with the proposal to re-locate the library** to the Market Hall and a similar proportion (74%) **disagree** it will **bring more people into the town**.
- Two-thirds (66%) **disagree** that the proposal will **help safeguard the future of the Market Hall**.
- Levels of **disagreement** are generally higher among **regular library users** and those **living in the library's surrounding wards**.
- Views expressed suggest many are **happy with the current library** and its offer; a feeling echoed in the face-to-face engagement sessions. Three out of every five free-text comments in the survey state that respondents feel the **current library is better than the new library as part of the proposal** and over a quarter feel **no improvements** to the Burton Library service are needed.
- Respondents most **value the range & availability of books; information & advice; parking; café facilities; and helpfulness of staff**.
- Key reported impacts are that **people would be upset** at the loss of the current library and market, and a perception of **less facilities** and **concerns about parking and accessibility** would result in them being less likely to use the re-located library.
- Just **over half of all respondents** (51%) said that they **wouldn't use the library if it's re-located**, of which 43% are regular users of Burton library, and 17% of all respondents said that they **would use the library**.

Background

Introduction

A public consultation has taken place to give people the opportunity to put forward their views about the proposed relocation of Burton library to the Market Hall, the current library offer and how it could be improved. This report provides a summary analysis of the consultation findings, setting out the results and key themes captured as part of feedback received.

Methodology

The consultation took place between Monday 19th July and Friday 10th September 2021 and included an online survey (with paper versions made available where required), as well as a series of face-to-face engagement events with local residents, partners, stakeholders and businesses.

Consultation Responses

A total of 1,161 completed survey responses were received¹, including 966 that were submitted online and 195 paper copies.

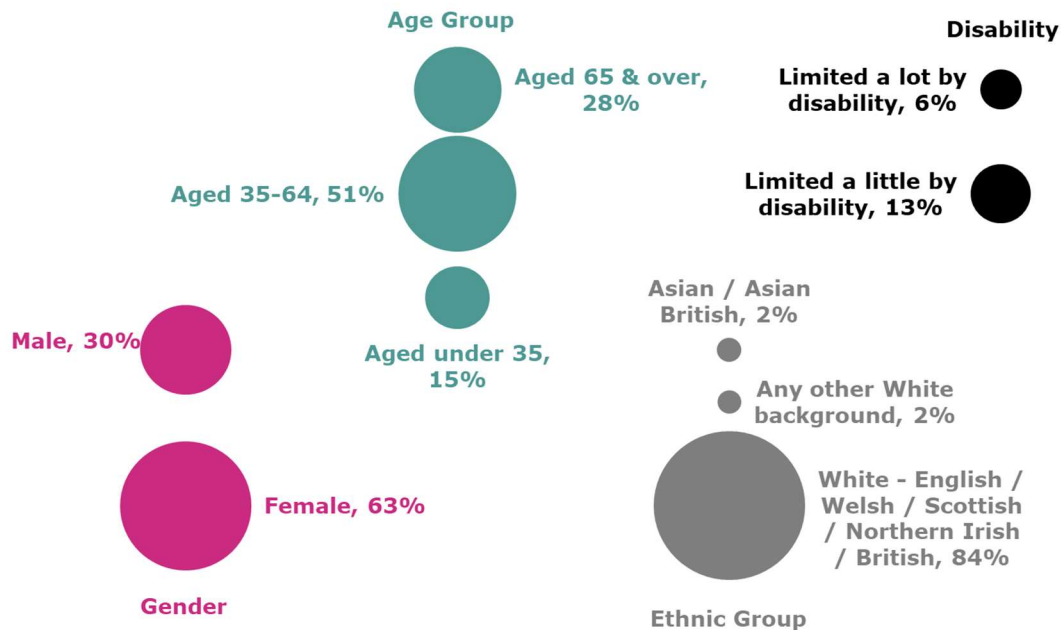
Further views on the proposals were also captured during face-to-face engagements which were attended by 338 people in total. In addition, 154 comments written on Post-it notes at Burton library have been analysed.

Staffordshire County Council also received 46 items of correspondence regarding the proposals via email and post. These consisted of various clarifications (including questions and comments on the proposals) and objections.

¹ Results are statistically robust at the 95% confidence interval. Results have a maximum margin of error of +/- 3%, meaning that the percentage response given to any question could be 3% higher or lower (at most) than the actual reported response. A confidence interval of +/- 3-4% is fairly typical for a statistically robust survey. The confidence level is based on the population of the 10 key wards identified on the following page.

Survey Respondent Characteristics

Figure 1: Key characteristics of the 1,161 survey respondents



Other survey respondent characteristics and key information:

- 86% (1,003) of respondents are residents in East Staffordshire district.
- 72% (838) live in the target wards² of Anglesey, Branston, Brizlincote, Burton, Eton Park, Horninglow, Shobnall, Stapenhill, Stretton and Winshill; and 28% (323) live outside of this target area, with 86 of these respondents living in other counties.
- When compared to the overall population of the ten target wards, survey respondents from these wards are over-representative of those aged 55 to 74, and under-representative of those aged under 34.
- Respondents from the target wards are also over-representative of those in the 'White - English/Welsh/Scottish/Northern Irish/British' ethnic group and under-representative of those in the 'Any other White background' and 'Asian/Asian British' ethnic groups. Respondents whose day to day activities are 'limited a little' because of a health problem or disability which has lasted, or is expected to last, at least 12 months are also over-represented³.
- Almost 87% of survey respondents stated that they were responding in their capacity as a resident of Staffordshire, and 83% indicated they are a user⁴ of Burton library.
- Respondents were generally familiar with the proposals with 91% stating they had heard of the proposals prior to survey completion, and 8% saying that they had not.
- Around 81% of survey respondents usually travel by car when travelling to Burton town centre, which may impact on responses given.

² These wards have been identified as they surround Burton town centre and have been agreed in conjunction with the Project Lead.

³ Data is based on the 2011 census, so ethnicity and disability comparisons should be treated with caution.

⁴ Respondents say that they use Burton library at least once a year.

Survey Findings

Library use

Of all respondents, 83% (966) stated that they visit Burton library at least once a year (i.e. regularly, occasionally or infrequently⁵) and under half (46%, 537) are regular users of Burton Library.

Figure 2: How often respondents visit Burton Library

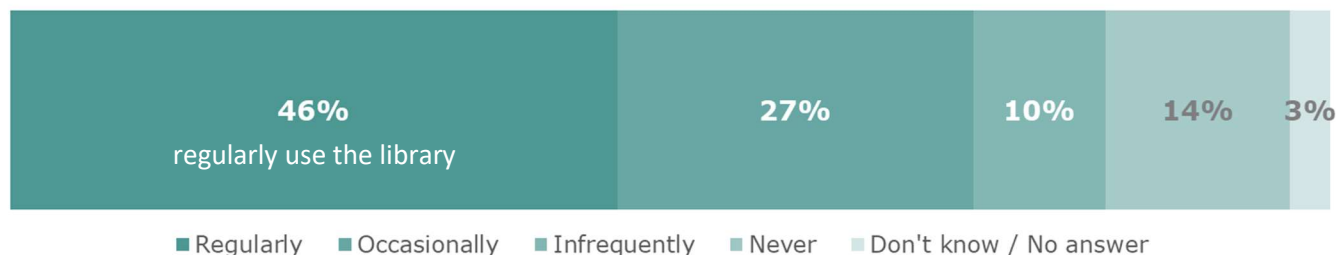
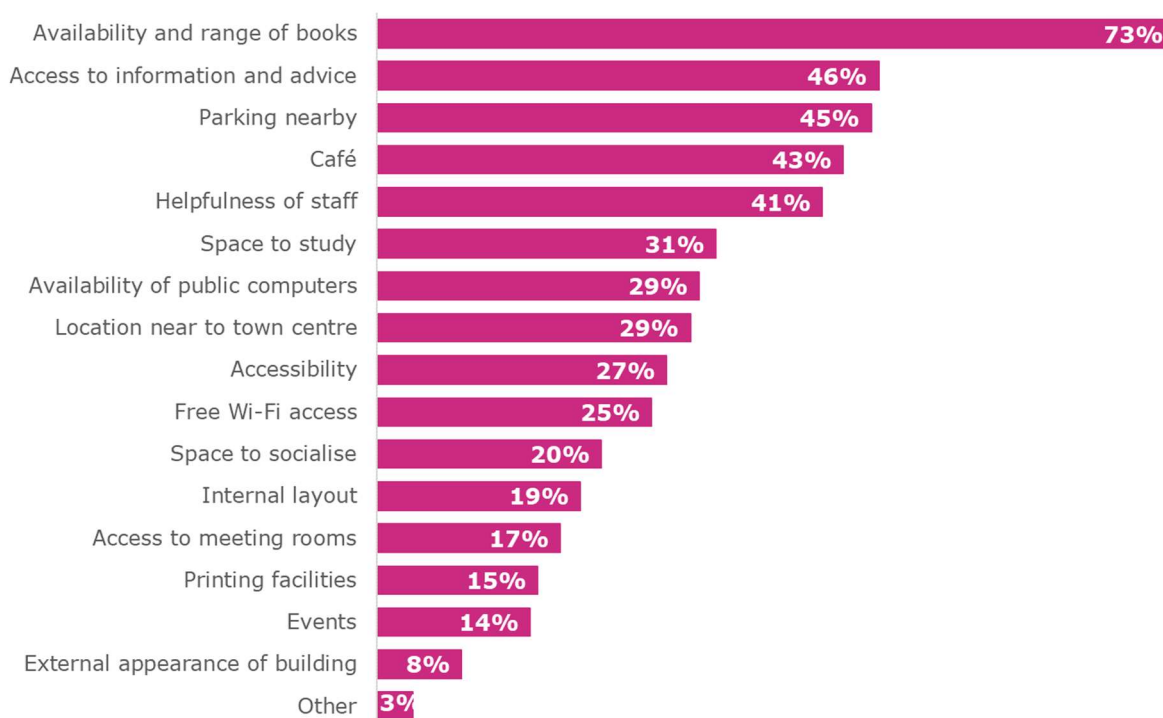


Figure 3 shows the percentage of respondents that feel the various aspects of the current Burton library are the most important. Respondents were asked to select up to 5 options.

Figure 3: Most important aspects of Burton Library



⁵ Regular = 'More than once a week', 'Once a week', and 'Less than once a week but at least once a month'.

Occasional = 'Every few months'.

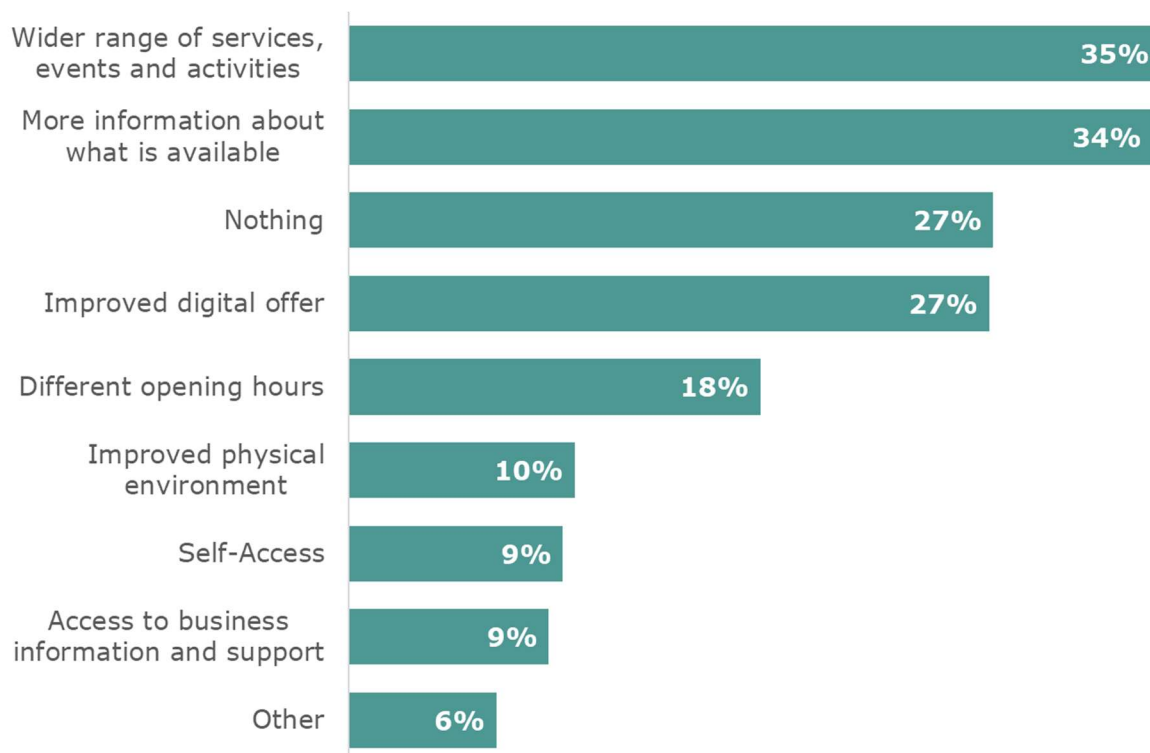
Infrequent = 'About once a year'.

Never used = 'Never used/not used for years'.

As might be expected, the availability and range of books is more important to those that use the library than those that do not; with 85% of 'regular' library users and 85% of 'occasional' library users stating that this is the most important aspect, compared to 73% overall.

Figure 4 shows the percentage of respondents that believe aspects of the current Burton library offer could be improved or would help encourage greater use.

Figure 4: How the Burton library service could be improved



When presented with a list of possible improvements to the library, the main options selected by respondents include a 'wider range of services, events and activities' and 'more information about what is available'. More than a quarter (27%, 319) of respondents felt that no improvements are needed to Burton library. This view is stronger amongst regular users of the library, with 35% (185 respondents) of this group feeling that nothing is needed to improve the service.

"Burton Library is the only library I've clicked with. It offers a whole experience for my family - it's convenient to access, there's a park and cafe and then we read a book together. It's a lovely corner of Burton and needs no change".

This view is reiterated further on in the report (Figure 8), where 3 in every 5 free-text comments reference that respondents believe the current library is better than the new proposed library.

General satisfaction with the current library is also reported in terms of the "relaxing and friendly" experience of visiting the library "and the attached cafe completes the overall visit."

"Having a children's playground close by" is also reported as adding to the positive experience of visiting the library and "is perfect for families and friends meeting up".

Of the 35% (402) of responses where it was indicated that a wider range of services, events and activities would help improve Burton library, suggestions included more *"community events"* and *"more activities for young children and toddlers"*.

"I don't feel the library meeting rooms are used to their capacity. Painting watercolour classes, town history classes, youngsters dance classes. The possibilities are endless and all in a beautiful location."

It is suggested in the free-text comments that an alternative use of the funding could be to *"update"* and *"modernise"* the current library by, for example, *"adding areas for entertainment and socialising with an updated floorplan"*.

Use of the Market Hall

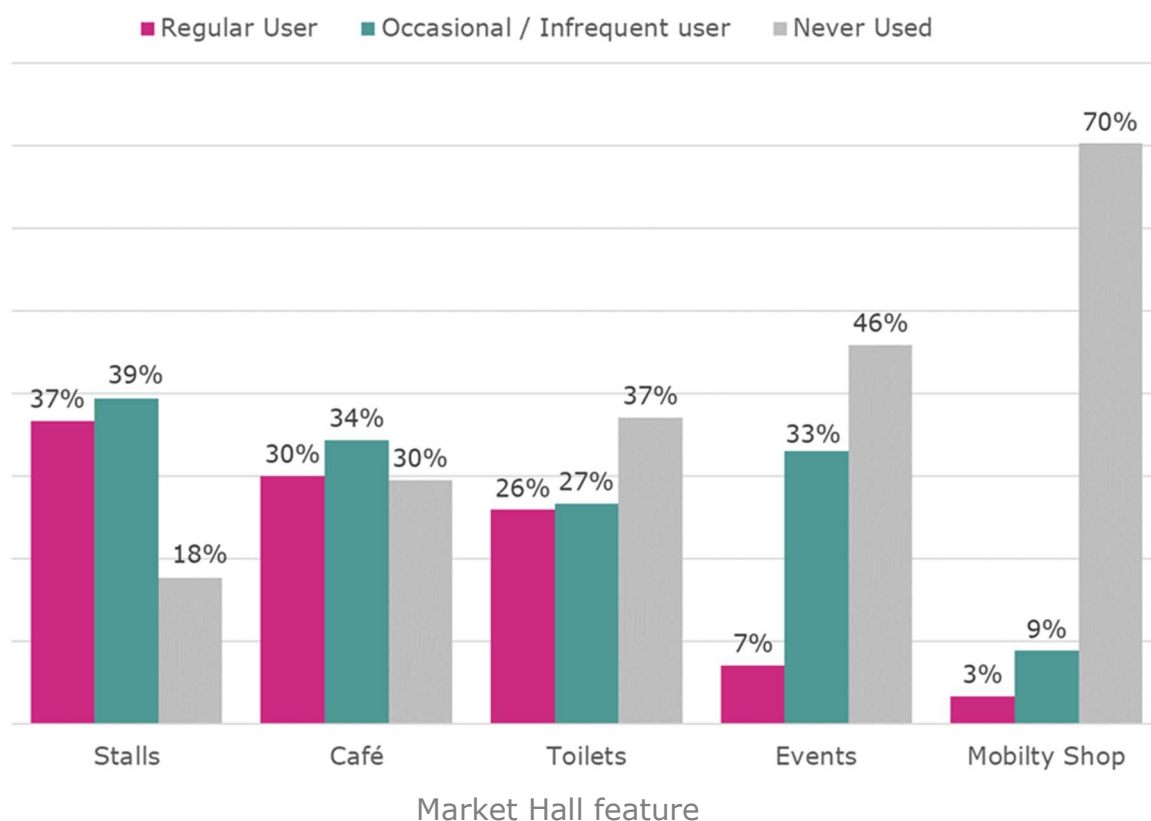
Overall, respondents report that they use the Market Hall at least once a year to visit the stalls (76%, 884), followed by the café (64%, 748), to use the toilets (53%, 611), to attend events (40%, 466) and the lowest level of usage is of the mobility shop (12%, 142).

A higher proportion of respondents from the target wards use the Market Hall for the café (67% compared with 57% who live elsewhere) and events (43% compared with 33% who live elsewhere).

Figure 5 shows that respondents most regularly use the Market Hall to visit the stalls (37%, 426), with free-text comments suggesting this could also be an alternative investment opportunity for the funding *"to bring the market back to life with artisans and independent retailers"* and an *"ideal opportunity to attract small business start-ups, artisan makers etc."*

A higher proportion of respondents from the target wards regularly use the Market Hall for the stalls (39%) than those that live elsewhere (30%).

Figure 5: Market Hall use by feature and frequency of use⁶



It should be considered that not all respondents will have a need to use the mobility shop and the frequency of Market Hall use for events will obviously depend on how often these are held there. A focus on events is something that is also identified through the free-text comments as an alternative investment of the funding, with respondents suggesting that it could be used *“as a live music venue”, “hold evening and weekend events”* and could *“introduce more public events such as the gin festival so it’s used more”*.

Views on the proposals

Future use

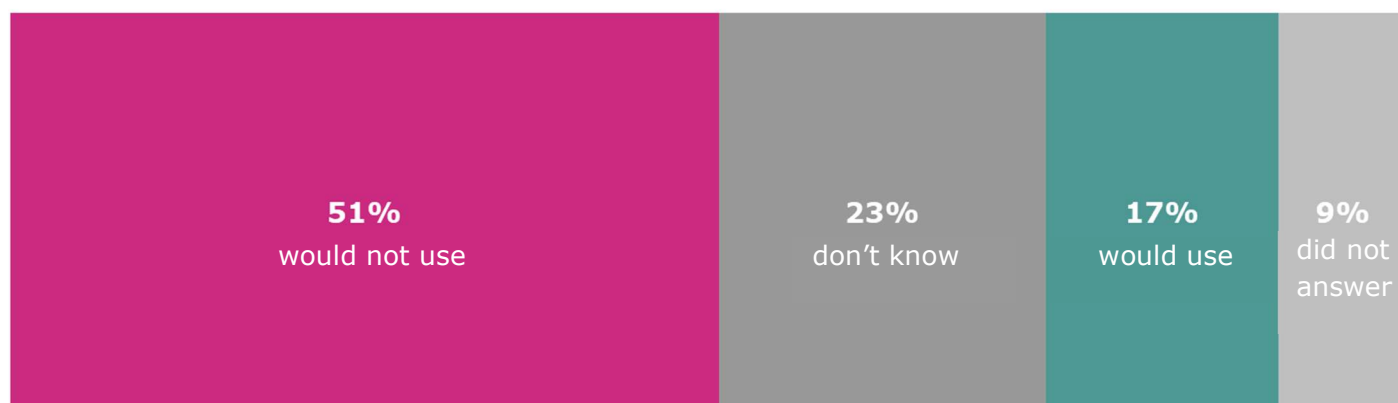
Just over half (51%, 589) of respondents stated that they would not use the library if it moved into the Market Hall, of which 83% (488) are a Burton library user and 43% (256) are regular users. One-third (33%, 379) said that they didn’t know or didn’t answer the question and just 17% (193) said that they would use the library if it moved.

⁶ Regular = ‘More than once a week’, ‘Once a week’, and ‘Less than once a week but at least once a month’.

Occasional = ‘Every few months’

Infrequent = ‘About once a year’

Figure 6: Expected library use if proposals go ahead



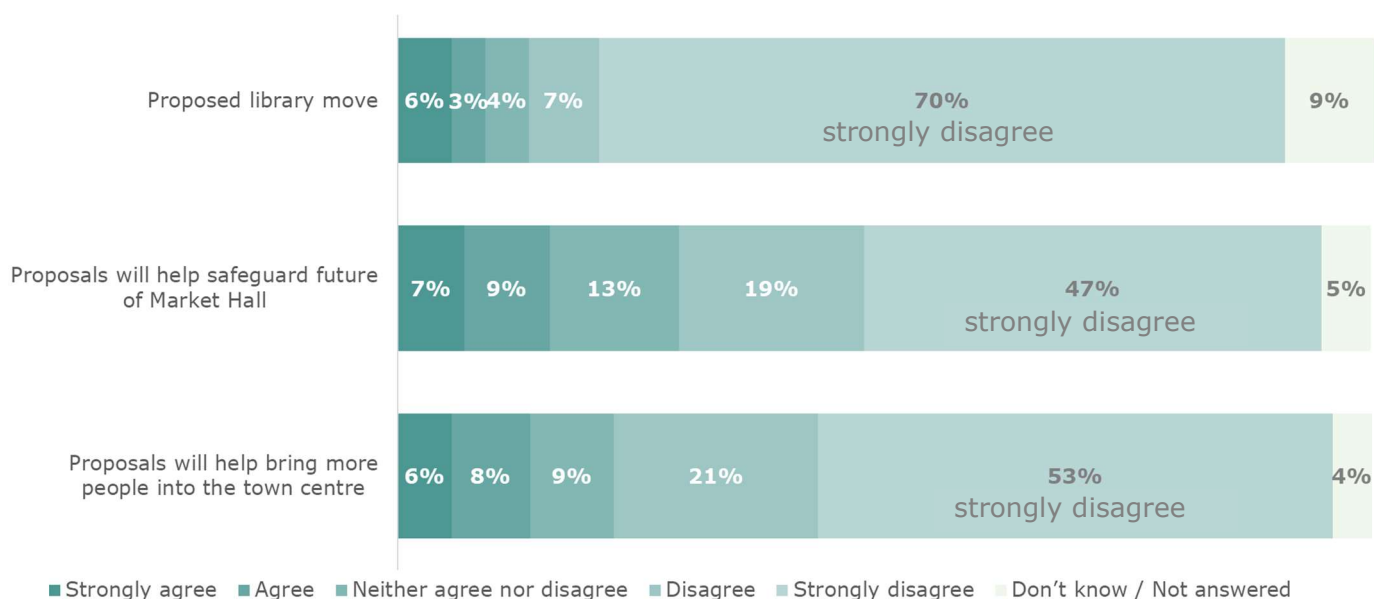
There was little variation in opinion, with similar views held by both library users (including regular library users, with 48% saying they would not use the library) and non-library users.

Level of support

Figure 7 below shows a summary of the responses to the following key questions:

- To what extent do you agree or disagree...
 - With the proposed move of the library to the Market Hall
 - That the proposals will help safeguard the future of the Market Hall
 - That the proposals will help bring more people into the town centre.

Figure 7: Key question responses – Level of agreement or disagreement with the following...



- **9%** (104) of respondents agree with the proposed library move and **77%** (898) disagree.
- **16%** (181) agree that the proposals will help safeguard the future of the Market Hall and **66%** (764) disagree.
- **14%** (158) agree that the proposals will bring more people into the town centre and **74%** (854) disagree.

The proportion of respondents who replied 'disagree' or 'strongly disagree' to each question is significantly higher among 'regular' library users, compared to those who have 'never' used the library, or not used it for years.

In total, 82% of both 'regular' and 'occasional' users of Burton library disagree or strongly disagree with proposals to move the library, which is similar to the overall response (77%). Respondents who have never used the library or not used it for years are less opposed to the proposals (54% disagree or strongly disagree compared to 77% overall). A higher proportion of respondents who live in the target wards disagree with the proposals (80%) compared to those that live elsewhere (69%).

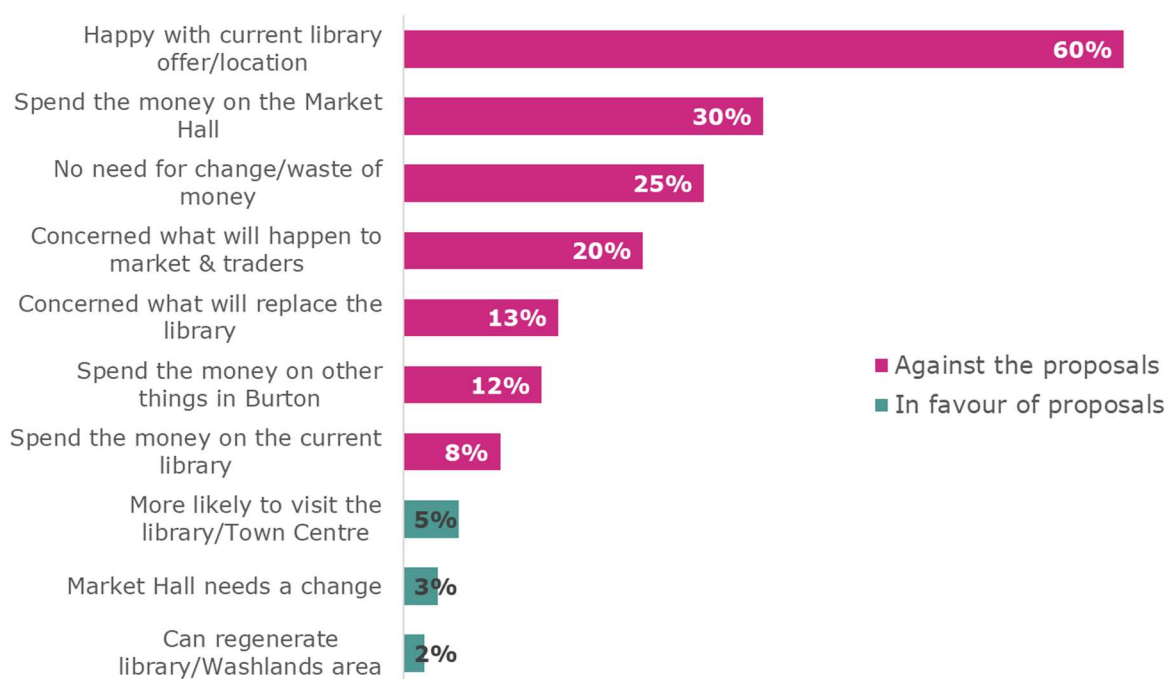
A higher proportion of residents from the target wards strongly disagree or disagree that the proposals would bring more footfall into the town compared to those that live in other wards (77% compared to 64%). A higher proportion of residents from the target wards also strongly disagree or disagree that the proposals would help safeguard the Market Hall compared to respondents that live elsewhere (70% compared to 55%).

Supporting insights (free-text comments)

Respondents were invited to expand on reasoning for their agreement or disagreement with the proposals. Out of 1,161 respondents, 802 (69%) provided additional comments.

These 'free text' comments were analysed and categorised into several themes with Figure showing the percentage of respondents that mentioned each theme. Additional detail can also be found in appendix 1.

Figure 8: Respondents' reasons for agreement or disagreement with the proposals



The most frequently cited theme (60%) was that respondents are generally happy with the current library and/or location compared to the proposed library offer.

"I believe the library is currently in a great spot. It has a nice park nearby for the kids, parking for your car and is in town. Moving it to the market hall does not seem in any way a benefit to the library".

"We have a perfectly good library, in a very good location."

"The Library is a purpose-built building in an excellent location, has good parking facilities and the Market hall should be developed into a thriving community of artisan stalls encouraging young people to develop and shine by encouraging their business skills".

"There is a perfectly suitable library at the Washlands. I see no need at all in wasting my (taxpayer) money in relocating it".

As well as respondents reporting to be in favour of the current location of the library and the parking facilities on offer, respondents also like the general size and space of the building and believe that *"the library needs to stay in current location as it needs lots of open space"*.

Although low in numbers, some positives were cited with 5% (37 out of 802) suggesting that moving the library would make them more likely to visit the library and/or the town centre, 3% (23) commented that the Market Hall does need a change and 2% (14) said that it would be an opportunity to regenerate the Washlands area.

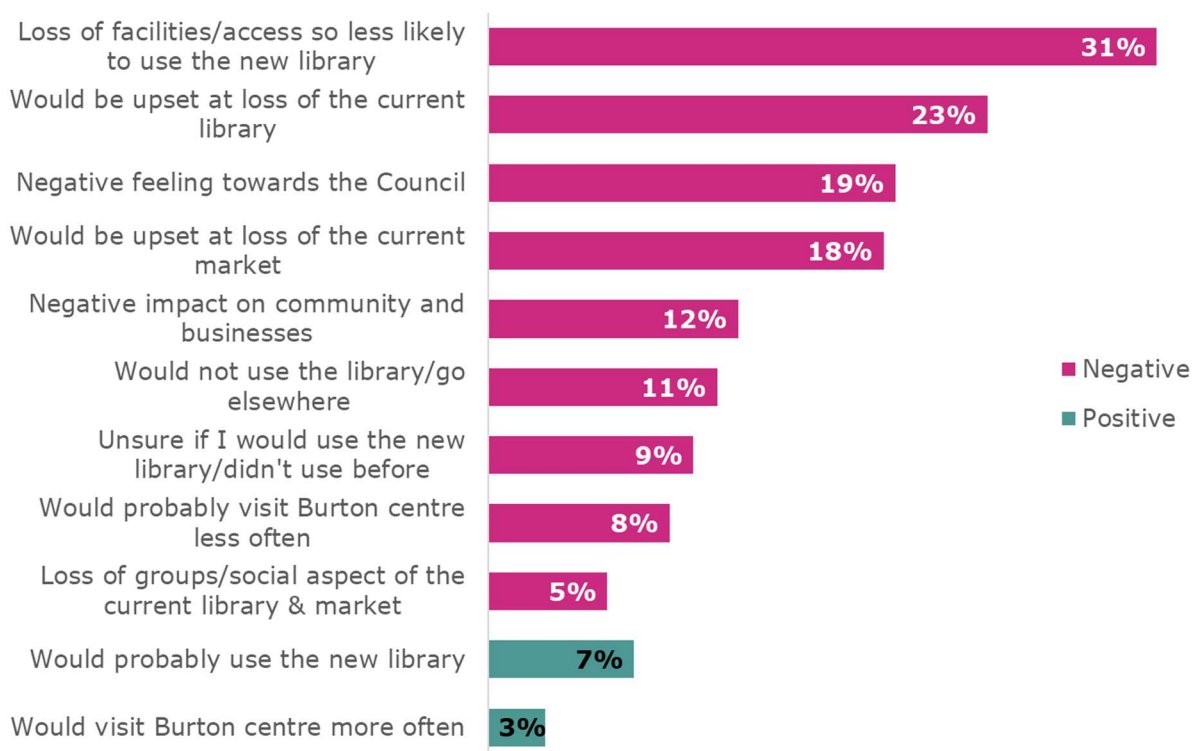
"For the Burton library to be at the marketplace means easy access for all, it is quite a trek where it is now. The market is under used; I never venture over there. Footfall would undoubtedly increase. The opportunity is there to have a library with more community access for everyone".

Personal impact of the proposals

Survey respondents were also asked how they felt the proposed library move could affect them, with these comments also categorised into themes. Out of the 1,161 respondents, 728 (63%) provided additional comments. Additional detail can also be found in appendix 2.

Figure below shows the percentage of respondents that mentioned each theme.

Figure 9: Personal impact of proposals by theme



The most frequently cited theme was that respondents believed a 'loss of facilities/access' would mean that they would be less likely to use the new library, with parking availability and convenience being a key factor.

"The proposed site is not as accessible; parking is bad and I'm not sure it's as spacious as the current building".

"It would make getting to library more difficult as parking limited around the Market Hall. As I'm over 70 access is very important, both in terms of parking and within a library wherever".

Around 23% (168) of respondents 'would be upset at the loss of the current library' and 19% (137) would have a 'negative feeling towards the council' if the proposals went ahead.

"We go to the library to browse the books and sit at the cafe looking out over our beautiful Washlands and so the kids can play on the park. This would not be an option if the library is moved so we wouldn't go".

"I would be devastated that a historical building was used so that the local council could utilise the land the library sits on for more housing and not for the good of the town".

There were also a smaller number of positive comments with 7% (49 respondents) indicating that they would probably use the new library as *"it would be easier to get to and the library would be more appealing"*, and 3% (19 respondents) indicating that they would visit Burton Centre more often and *"could go to the library at the same time as shopping etc"*.

Some respondents felt that they would still use the library if it moved, but that did not represent their support for the proposals.

"I would still use the library because it's important to me, but I would much prefer it to remain in its current location, which is modern, accessible and perfect for the services offered."

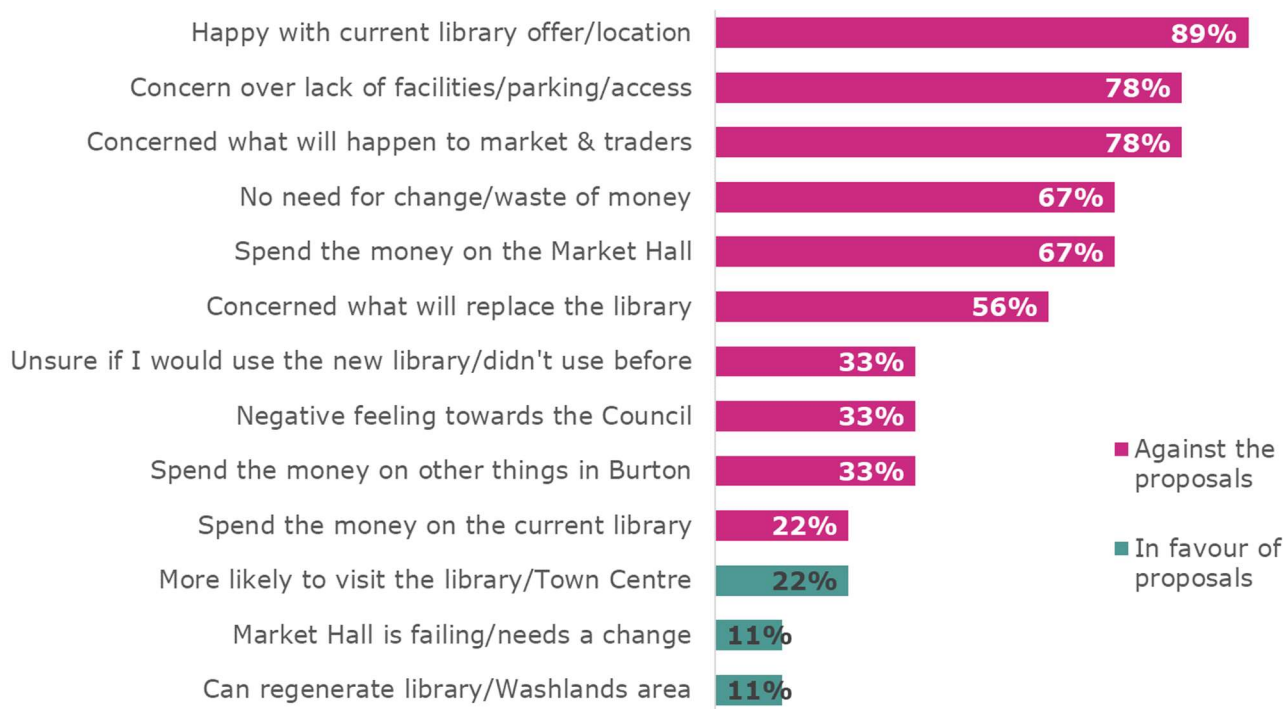
"I would visit as I like to borrow books, but I would not visit as often or stay as long."

Additional Community Insights

Local consultation events

A number of face-to-face engagement opportunities were provided as part of the consultation with 338 people participating in a variety of ways. Figure 10 shows a summary of the themes that were raised at these events.

Figure 2: Key themes from face-to-face engagement events⁷



Some of the key concerns regarding the library proposals were:

- Lack of parking
- Less space
- Fewer meeting rooms
- Effect on market traders
- Overall cost
- What will replace the library

In addition to the above, of the 154 comments made on Post-it notes in Burton Library, the main theme was that respondents are 'happy with the current library offer/location', accounting for over 60% of these comments, with some participants asking for the library not to be moved.

"The location of the library is fantastic for parents with kids, don't change it."

"Leave Library where it is, people need parking for the elderly to carry books."

"Current library is brilliant, accessible. Market Hall should be a Market Hall."

⁷ This can include more than one theme per response.

These comments also reflect the survey findings with 60% of free text comments indicating respondents were happy with the current library.

Other feedback

Key themes from the 46 items of correspondence that came through to the council (via means other than the survey and the engagement sessions) include:

- 27 clarifications, including various questions about the proposals and requests for statistics.
- 19 objections, including reasons such as parking availability and alternative suggestions for the funding.

Appendices

Appendix 1 – Additional detail on free text comments for level of agreement with proposals

Happy with the current Library offer/location (60%, 484 responses)

Current library is purpose built, better parking, disabled access, space for books, computers, and events than what could be offered at the Market Hall. People also enjoy the location/views, particularly when walking to the library/spending a day out with family in the surrounding area and going to the café. Fear of a reduced service and facilities if the library moves into the Market Hall, and that the Market Hall is an unsuitable venue for a library (too dark/lack of light, lack of space, poor conditions to store books, etc).

Spend the money on the current Market Hall (30%, 242 responses)

Burton is a market town and should have a thriving market like other similar areas. Historic building that should be a key attraction as a Market Hall, not something else. Recent changes to the Market Hall have been unpopular, current promotion of Market Hall is poor, needs to be better managed. Hold events in the market hall (e.g., live music/bands, art exhibitions, street food, etc).

No need for change/waste of money (25%, 202 responses)

Currently have two purpose-built buildings, why change? Fear of losing two facilities and being left with only one. The Market Hall is only a short distance from the current Library, how will the move increase footfall/what is the point? Costs of the proposal seem extremely high; money could be better spent on other things. Council should carefully consider how they spend taxpayer's money and are out of touch with what the people of Burton want. The library works well where it is, the market traders have already been messed about. "If it's not broke, don't fix it".

Concerned what will happen to the market and traders (20%, 161 responses)

Concern what will happen to current stall holders/businesses in the Market Hall. Will there be a Market? If you have to move the library, are there other more suitable buildings? Concern that the Market Hall is a historic building and should be preserved (particular mention of the Abbey remains underneath the Market Hall).

Concerned what will replace the Library (13%, 104 responses)

Concern that the Library will be replaced with a housing/residential/retail development. Concern that the proposal is about private profit and financial gain, rather than for the benefit of Burton residents.

Spend the money on other things in Burton (12%, 93 responses)

Costs of the proposal are too high, the money could be better used to invest in other projects/facilities that Burton needs (community/leisure/sports facilities, repair potholes, etc).

Spend the money on the current Library (8%, 65 responses)

Rather than spending a large amount of money moving the library, better to spend less money on updating/refurbishing/promoting the current library and invest the rest of the money elsewhere.

More likely to visit the Library/Town Centre (5%, 37 responses)

Feel that the proposed changes would mean they are more likely to visit the library and therefore the Town Centre. Positive about the benefits the library move could bring to the Market Hall and Burton Town Centre in general. Think the change of location would mean they are more likely to use the library/didn't visit the library before due to its current location.

Market Hall needs a change (3%, 23 responses)

Don't use the Market Hall, feel that the stalls there are not attractive, moving the library there is a good move/will attract more people into the Town Centre, and can help preserve/make better use of the Market Hall building. Shopping habits have changed, people don't use markets anymore.

Can regenerate Library/Washlands area (2%, 14 responses)

Feel that this could attract more people into Burton if the Washlands/riverside area is redeveloped correctly, with cafes/restaurants akin to Barton Marina. Burton needs change/development/new attractions, and the proposals could help with this.

Appendix 2 – Additional detail on free text themes for impact of proposals

Loss of facilities/access so less likely use the new library (31%, 225 responses)

Feel that the proposals would result in less parking availability, worse disabled access, and a general lack of space/facilities, which mean they are less likely to use the library at the Market Hall than they are now.

Would be upset at loss of the current library (23%, 168 responses)

Like the library as it is, currently enjoy certain aspects of it, and would therefore be unhappy/upset if the proposals are carried out. Feel that Burton would be losing a loved facility.

Negative feeling towards the council (19%, 137 responses)

Would be particularly angry or upset if the proposal goes ahead; feel that the county council and the local borough council do not listen to residents of Burton/are acting in their own interests. Feel that the money would be better invested elsewhere. Perception that the decision has already been predetermined.

Would be upset at loss of the current market (18%, 133 responses)

Like the Market Hall as it is, currently enjoy certain aspects of it, and would therefore be unhappy if the proposals are carried out. Feel that Burton would be losing a part of its tradition and heritage.

Negative impact on community and businesses (12%, 84 responses)

Concern what will happen to current stall holders/businesses in the Market Hall, currently have or use a business there, or know friends and family that do. Concern about what will happen to current library staff. Fear for the economic future of Burton in general, feel that these proposals will only continue the recent decline and therefore have a detrimental effect on the local community.

Would not use the library/go elsewhere (11%, 77 responses)

Would not use the library if it is moved to the Market Hall, either because they feel the move will result in inadequate services, and would therefore use a library elsewhere, or merely out of principle as they are against the proposal.

Unsure if I would use the new library/didn't use before (9%, 69 responses)

Not sure if they would use the new library until the proposed development is complete. May well use it, even if they are unhappy with the changes, as they would have no choice or alternative. Didn't use the library and/or market before anyway, so the changes don't really affect them.

Would probably visit Burton centre less often (8%, 61 responses)

Loss of the current library and/or market would mean less reason to visit Burton Town centre and would therefore probably visit less often. Would not visit Burton Town centre out of

principle due to opposition to the proposed changes, and therefore visit other towns in the area.

Would probably use the new library (7%, 49 responses)

Feel that moving the library to the Market Hall would be of benefit to them, the new location would mean that they would more likely use the library there, or that the current library does not meet their needs and therefore positive about the improvements the change could bring.

Loss of groups/social aspect of the current library and market (5%, 40 responses)

Would particularly miss the groups at the current library and/or the social aspect of the library and market. Fear these will be lost with the proposed changes and it will have a detrimental effect on their life and mental health.

Would visit Burton centre more often (3%, 19 responses)

The move of the library location would make more likely to use it and therefore other amenities in Burton Town Centre.

Appendix 3 – Survey Respondent Demographics

What is your gender?

Gender	Number	%
Female	735	63%
Male	353	30%
Prefer to self-describe	10	1%
Prefer not to say	27	2%
Not answered	36	3%

What is your age?

Age	Number	%
Under 18	37	3%
18-24	37	3%
25-34	102	9%
35-44	154	13%
45-54	213	18%
55-64	222	19%
65-74	220	19%
75+	105	9%
Prefer not to say	37	3%
Not answered	34	3%

How would you describe your ethnicity?

Ethnicity	Number	%
White - English / Welsh / Scottish / Northern Irish / British	974	84%
Asian / Asian British	25	2%
Any other White background	24	2%
Mixed / multiple ethnic groups	11	1%
Black / African / Caribbean / Black British	9	1%
Other ethnic group	4	0%
Prefer not to say	68	6%
Not answered	46	4%

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Day to day activities limited	Number	%
No	821	71%
Yes, limited a little	154	13%
Yes, limited a lot	72	6%
Prefer not to say	61	5%
Not answered	53	5%