

**Mobile and Travelling Libraries
Consultation 2015
Analysis of Results**

DOCUMENT DETAILS

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1. EXECUTIVE SUMMARY

The mobile/travelling libraries consultation ran over nine weeks between 1st July to 2nd September 2015. There were 1054 survey responses, which was statistically robust, and further feedback was received through drop-in sessions, staff consultation, letters, emails and other sources.

Impact on ability to access the service

While the largest proportion of respondents were in agreement with each of the six principles posed when considering the impact of the proposed changes on their ability to access the service, over half (52%) felt it would be more difficult for them to use the services, while 44% felt that the changes would make little or no difference to them, just 4% said that the changes would actually make it easier for them to use the service.

The majority of concerns raised by respondents tended to focus on how they would be personally affected and were more specific to a single stop or route rather than the overarching principles. However, it was generally common for these respondents to feel that the proposed new times and locations would be inconvenient for them and/or would limit their access.

Whilst few service users said that the changes would make it easier for them to access the service, those that did tended to say the service would be nearer to where they lived, the new times/dates were better for them or the service would be guaranteed or available for a longer period of time.

Suggestions for change or improvement

Some common suggestions for improvement were cited which, although submitted about a specific route or stop, are applicable more widely. For example, it was felt that standardised changes to service frequency every week or every two weeks, rather than every three weeks would make it easier for people to remember when the library was due to visit. If visits must be less frequent, perhaps monthly would be more appropriate and memorable and could these be accompanied by longer loans and the ability to borrow more books at any one time?

Many respondents also felt that the number of stops and the location of stops should be further reviewed to ensure that they would be accessible for all those who want to use them.

Raising awareness of the home delivery visits so that elderly people could use this service, would ensure that older people don't miss out on the service they currently receive. It was also felt that there should be an ongoing general commitment to communicate with service users and potential new service users.

Impact on future use of services

Despite some concerns when considering how these proposals would impact on their future use of the library service, 75% of respondents stated that they would continue to use the service. While 12% said they would use their nearest static library instead. One fifth (21%) said that the proposals would affect them and they would stop using the mobile/ travelling libraries service altogether.

Safeguarding services for those with greatest need

Whilst a variety of viewpoints were expressed, the largest proportion of respondents, (52%) were satisfied that the council's proposals would safeguard services for those with greatest need. 30% of respondents were dissatisfied and did not feel that the proposals would safeguard those people with the greatest needs whilst 13% returned a neutral response.

Comments which underpinned these views included not only concern for increasing levels of isolation for the current older and less mobile population living in rural communities, but also considered the future of the younger generation, and how these changes may impact on their lives as they become older and less able. Concerns were also raised about restrictions to access for some school children where timetable changes or stop removals were proposed.

2.1 INTRODUCTION

In February 2015, following a public consultation, Staffordshire County Council agreed a new model for static libraries that would safeguard them for the future and be more flexible to what local communities wanted and needed. At this time, Staffordshire County Council had not sought views on its Mobile and Travelling Library Service.

Since then, the County Council has developed proposals for its future Mobile/Travelling Library service and has sought feedback from service users and other interested parties about these and whether they will safeguard services for those people with the greatest need in the future.

Paramount to the proposals is the need to ensure that the service remains sustainable, affordable and complements the service provided by static libraries in the future.

This report contains the details of the feedback provided by service users and interested parties on the proposals, as well as residents views on any likely impacts which would occur as a result of the changes. These views will be considered by Cabinet and taken into account as part of the decision making process.

2.2 METHODOLOGY

The consultation ran over nine weeks between 1st July to 2nd September 2015, with residents and other stakeholders encouraged to share their views through a survey, by email and letter and at drop-in sessions across the County.

The consultation was widely publicised including:

- Three proactive media releases produced 44 separate pieces of coverage covering the most important and effective district based media and hyperlocals.
- 30 social media messages were sent, reaching 14,949 and leading to direct engagement with 135 people. Social media was particularly successful when targeted at local online advocates, increasing penetration and engagement in the last few weeks of the consultation.
- Targeted email to over 4,500 young people
- Inclusion in three Chief Exec and Leader blogs
- On the ground communication facilitated through staff
- Three rounds of communication to 10 major stakeholder groups to introduce and explain proposals, updating and encouraging participation.

2.3 RESPONSES

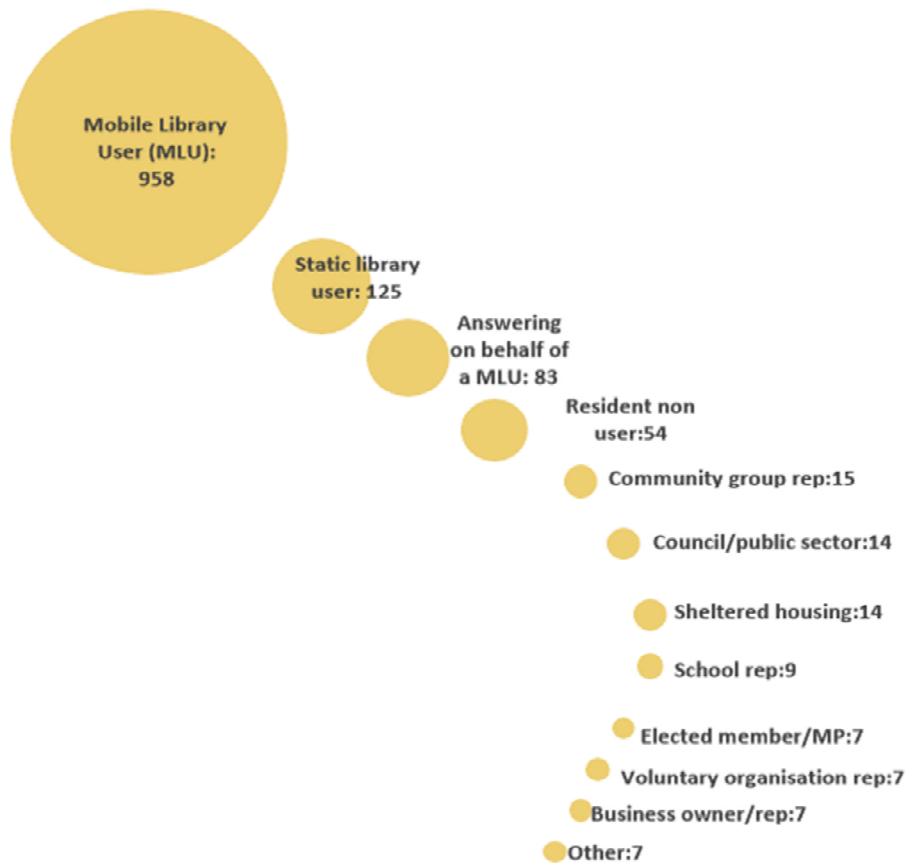
A total of 1054 responses were received to the consultation through the survey. Of these, 1041 were a Mobile/Travelling Library user or were responding on behalf of a user of a Mobile/Travelling library. This represents over one quarter (22%) of all registered Mobile/Travelling Library users and means the survey responses for service users are statistically representative at the 99% confidence level. This means that if the surveys were repeated, in 99 out of 100 cases, the same response would be achieved. Service user responses have a confidence interval of +/- 3%, meaning that their percentage response given to any question could fall up to 3% higher or 3% lower than their actual response. A confidence interval of +/-3-4% is fairly typical for a robust survey.

A further 438 individuals engaged with the consultation process through a range of different medias; 402 through drop-in sessions, 13 parents through an under 16 focus group, 17 emails and 4 letter, 1 petition and 1 other.

2.4 PROFILE OF RESPONDENTS

Participants were invited to indicate in what capacity they were responding to the consultation. Multiple options were available and respondents were invited to select all those which were relevant to them. The majority of respondents (91% or 958 respondents) identified that they were users of Mobile/ Travelling Libraries with a further 12% (125 respondents) identifying themselves as a user of one of the County's static libraries. 8% (83 respondents) were sharing their views on behalf of a user of Mobile/ Travelling Libraries. The capacity in which all users were responding is outlined below.

Figure 2.1: Capacity in which participants responded to the survey



- ⇒ By gender, females were slightly over represented (78%) and males slightly under represented (22%) in the consultation responses. This is not surprising considering that the majority of active borrowers from mobile libraries are female (68%). Survey responses by gender do however fall slightly outside the acceptable range of representation.
- ⇒ The proportion of those responding who were aged 60 and above were overrepresented in the results when compared to all active borrowers from mobile libraries. This is also to be expected considering they are a group who have expressed concern about how they will access services in the future. Those aged 16-59 were representative of the active borrowers from mobile libraries population.
- ⇒ One third of respondents (32%) had a disability. Whilst this is significantly higher than the proportion of Staffordshire residents who have a disability which affects them on a daily basis (19.2%), it is likely to be more reflective of the active borrower population, of which over half (52%) are over the age of 60.
- ⇒ Responses were received from all Staffordshire districts. The highest response was from East Staffordshire where 241 responses were received and the lowest was from Cannock which returned a response of 49. Whilst the survey results cannot be considered statistically robust at the district level, it is commendable that responses have been returned from all districts across the county.

3. USAGE OF MOBILE/TRAVELLING LIBRARIES

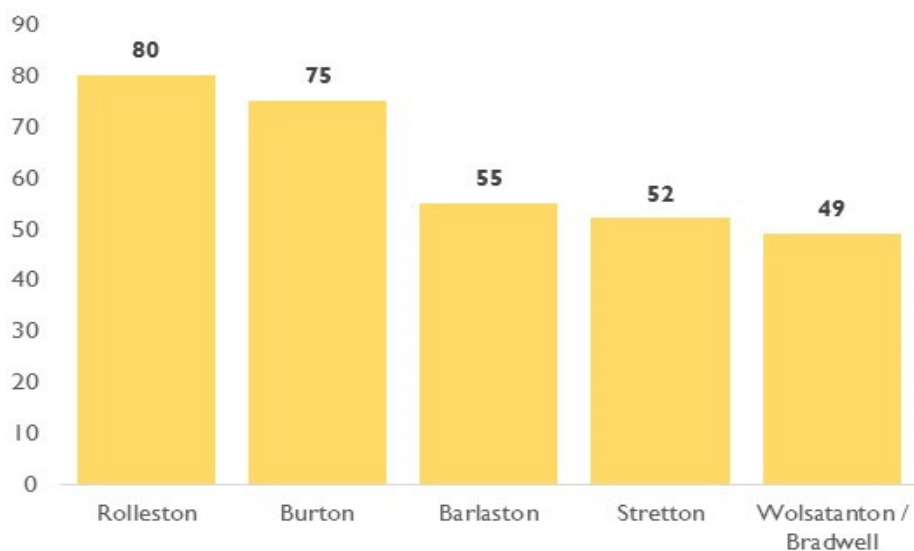
3.1 Overall frequency of use

The vast majority of survey respondents indicated that they had used a mobile/travelling libraries in the last 12 months. (96%). Just 4% said they had not used them within this time period. It must be noted that with such small numbers of non-users, it will not be appropriate or meaningful to compare differences in opinions of users to non-users across the key survey questions within this report.

3.2 Locations used most frequently

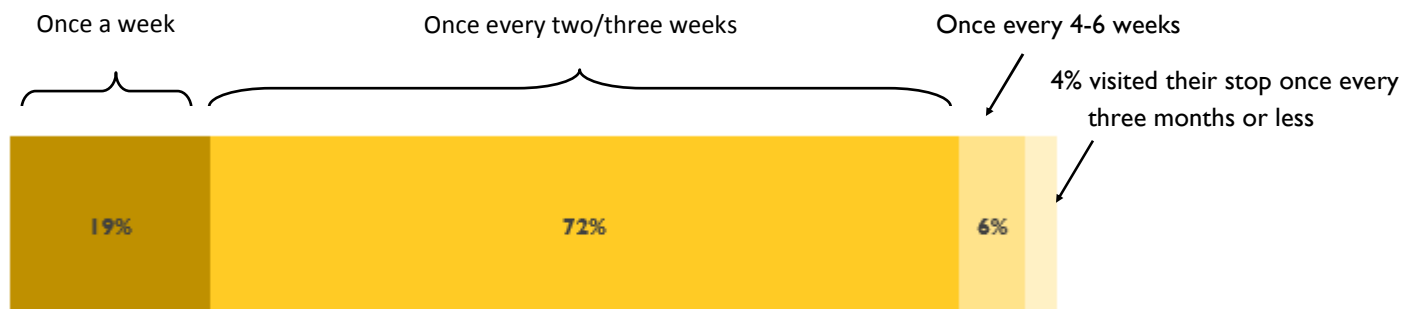
191 towns/villages were identified as being used as stops for mobile/travelling libraries. Ten or more identified each of the following as ones which they used frequently: Rolleston, Burton, Barlaston, Stretton, Wolstanton/Bradwell, Alrewas, Madeley, Tutbury, Bradwell, Tamworth, Abbots Bromley, Fazeley, Branston, Rugeley, Whittington, Cannock, Stafford, Yoxall, Armitage, Dosthill, Stonnall, Handsacre and Wheaton Aston. The five locations identified in the graphic below were those stops which were used most frequently by respondents.

Figure 3.1: Locations where mobile/travelling library stops were used most frequently by respondents (No. of respondents using stops)



3.3 Frequency of visits

It was most common for respondents to state that they visited their preferred stop once every two to three weeks with nearly three quarters (72%) saying this in their survey responses.



3.4 Who are the visits for/on behalf of?

Users of the Mobile/Travelling Libraries were invited to identify whether they were using them for themselves, for others or for multiple reasons. The majority did visit them to pick up books for themselves (94%). One quarter (23%) also used them to pick up books for another member of their household. 12% used them to pick up books for children in their household and 5% did so on behalf of a neighbour. Under 1% indicated that they picked up books for someone else. These tended to include picking up books on behalf of “relatives” some of whom were housebound, undertaking collections on behalf of a “reading group” and collecting books for children to read at “local nurseries”.

3.5 The value of mobile library services

Book related services were felt to be most valuable. 98% of service users confirmed that the core function of borrowing a book was valued the most. Other core functions which were highly valued included being able to return a book (86%) and renew a book (74%). Other services were still valued by a minority of service users but not universally. One fifth did appreciate the opportunity to meet people (20%) which the service provided. 11% valued the access to information and 3% valued the ability to use a computer.

25 respondents also identified other things which they valued in the service provision. Most responses were very much individual in their nature and these tended to include an appreciation of the audio books, tapes and CD service as well as the opportunity to discuss new authors with staff.

3.6 Non users of mobile/travelling libraries

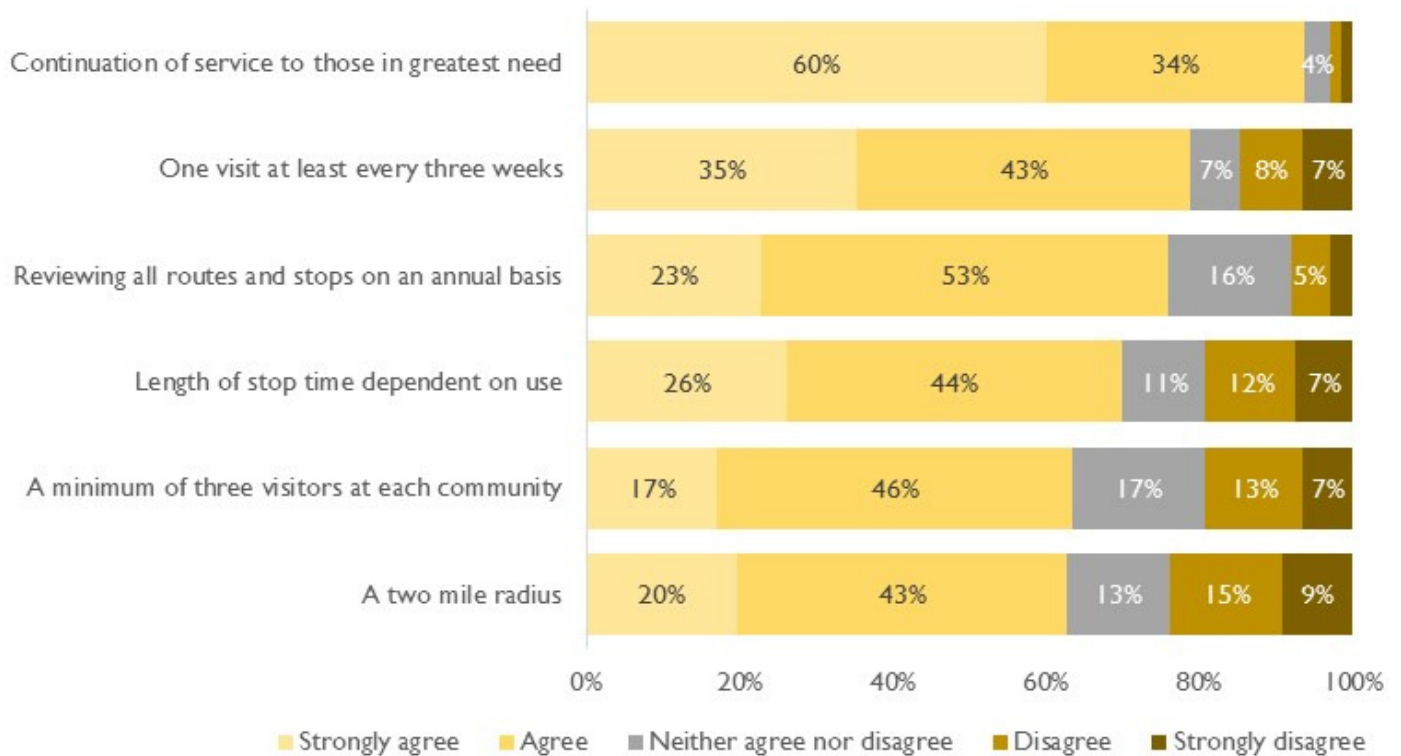
4% of survey respondents indicated in their responses that they had not used the services of the Mobile/Travelling Libraries at any time during the previous 12 months. The reasons for non use were somewhat varied and generally individual in their nature. These included not knowing where the library stops were, being unable to get to a library stop at the allocated times e.g. due to working and finding the selection too limited/preferring to read books which are not generally available in the libraries stock.

4. VIEWS ON THE FUTURE PRINCIPLES

4.1 Agreement/disagreement with the principles

The largest proportion of respondents were in agreement with each of the six principles. Agreement was highest with the principle to continue providing the service to those in greatest need (94% agreed with this). Whilst agreement was lowest in relation to the two mile radius, over three fifths (63%) did still agree with this.

Figure 4.1: Levels of agreement/disagreement with the future principles (%)



4.2 Impact of the proposed changes

Respondents were encouraged to think about how they would be impacted by the proposed changes. Just over half (52%) indicated that it would make it more difficult for them to use the services. 44% felt that the changes would make little or no difference to them and 4% said that the changes would actually make it easier for them to use the service.

As would be expected, a larger proportion of respondents who stipulated that they did not have access to a car felt the proposals would make things more difficult compared to those who had a car and were able to drive. Equally, those who used the service less frequently than most (once every 3 months or less often) felt more strongly that the proposals would not make any difference to their ability to access the service and just under a quarter (24%) felt it would make it more difficult, compared to 54% of those who use the service more frequently.

Interestingly, while the majority (58%) of those who considered themselves to have a disability felt that the proposals would compromise their ability to continue using the library service, a higher proportion of this group felt the proposals would make access easier for them compared to those who did not have a disability and respondents overall.

A higher proportion of the 16-59 age group stated that they felt the proposals would make it more difficult for them to use the service compared to the over 60 group and the respondent group as a whole, as illustrated in figure 4.2 below:

Figure 4.2: How the proposed changes would impact on ability to use the service by age

	All respondents	Under 60	Over 60
Make it easier for me to use the service	4%	3%	4%
Make it more difficult for me to use the service	53%	66%	49%
Make little or no difference to me overall	44%	31%	47%

Respondents who said that the changes would make it more difficult for them to use the service commented on the reasons for their answers. It was generally common for these respondents to feel that the proposed new times and locations would be inconvenient for them and/or would limit their access.

For example: *“At the moment I can walk to Bradwell Methodist Church but I cannot walk as far as Wolstanton”* and *“I cannot get there in the mornings which is the new proposed time”* and *“I can’t borrow books for holidays as I won’t be able to return them in time”*. Where the proposed changes involved a change to the service frequency, some respondents did say that they would *“find it difficult to remember which week”* their mobile/travelling library would be visiting them. Others felt that the reduction in service would impact upon their ability to access the service regularly for example, *“the library will come only one day every fortnight so if you have any appointments on that day you will miss the stops and have to wait another two weeks”* and the stopping times are reducing therefore I will have *“less access to the library”*.

Those who felt that there would be no change to them commented that the distance they would need to travel under the proposed changes was *“similar”* to the distance which they already travel. Furthermore, the library would still be within *“easy walking distance”*.

Whilst few service users said that the changes would make it easier for them to access the service, those that did tended to say the service would be nearer to where they lived, the new times/dates were better for them or the service would be guaranteed or available for a longer period of time.

In their comments, respondents mainly focused on how they would personally be affected by changes to the service. Comments on *“the removal of services”* were frequent and this was considered to be a *“great shame.”* Future accessibility was considered to be a likely issue, for example *“I am 75 and have osteoporosis and it is difficult to walk to the Crown Inn. I prefer Lichfield Road stop”* and *“I disagree with you not stopping in Hilderstone, there are a lot of older residents that don't drive and cannot get to Oaktree Farm as this is long way out of the village”*. Some respondents did comment specifically on one or more of the principles. Whilst these were generally more individual in their nature, the comments raised do however provide some useful feedback for consideration.

A two mile radius:

- *“Some people may be within two miles of a library but have no transport”.*
- *“Need, not miles, should be the major consideration in my opinion!”*

A minimum of three visitors at each community:

- *“Should be more than three people per visit”.*
- *“Three visitors too many, one person is important”.*

One visit at least every three weeks:

- “Travelling libraries need to be weekly. They are pre-dominantly used to borrow and return books, and it would be too difficult to do so on a bi-weekly basis. Should the return week be missed for any reason (e.g. holiday, sickness, van breakdown, public holidays, forgetting etc.) it would make the return late”.
- “Most of the residents of the villages receiving travelling libraries are mostly made up of elderly residents with no internet access and who would find it difficult to go elsewhere. This amount of books would be far too heavy for me - I have had two heart attacks and a stroke”.
- “Would it be possible to consider a longer gap between visits but the facility to borrow more books at one time to keep the facility coming to our village”.
- “Visits should be every two weeks minimum. Three week intervals are really difficult to remember and any longer is much too long for most users”.

Length of stop time dependent on use with a minimum of 15 minutes:

- “Is a 15 minute stop sufficient time to cope with the borrowers who may visit?”
- “I think the 15 minute stop will not be enough time for the elderly to comfortably choose a book”.
- “30 minutes would be more acceptable”.
- “It will effect my ability to use the internet” .
- “In some weather or traffic conditions the service could not be guaranteed and customers might not arrive on time”.

Continuation of service to those in greatest need:

- “Define greatest need”.
- “You say that a mobile library is essential in deprived areas, I don't mean to sound bias but do people in deprived areas use libraries of any type?”
- “How do you measure who is in greatest need?”

Reviewing all routes and stops on an annual basis:

- “The routes should be reviewed after 6 months”.
- “I am not sure if reviewing the routes and stops every year would benefit the customer if timings and stops were continually changed. Consistency is needed to encourage use of the service”.
- “Yearly review is unsettling and confusing”.

4.3 The impact of the proposed changes on future library usage

The majority of participants said that their library usage would be unaffected by the proposed changes. While 12% said they would use their nearest static library instead.

“75% would continue to use the mobile/travelling libraries”

One fifth (21%) said that the proposals would affect them and they would stop using the mobile/ travelling libraries service altogether and figure 4.3 below shows how this group have higher proportions of respondents with disabilities and who do not have access to a car than the respondent group as a whole.

4.4 Ideas and suggestions for reducing or avoiding difficulties

Figure 4.3: Characteristics of those who would stop using the service

	% of those who would stop using the service	% of all respondents
Under 60	18%	15%
Over 60	80%	85%
With disability	44%	32%
No car	33%	27%

Respondents did express their concerns about being impacted by changes to their Mobile/Travelling Library Service. Many also provided suggestions as to how any difficulties could be reduced or avoided.

It was common for respondents to show concern about the revised times/dates/locations and frequency of service which they would receive should the proposals be implemented.

Whilst their actual comments were very much individual and relevant to their own circumstances and where they lived, there were some common suggestions for improvement which are applicable more widely. For example, it was felt that standardised changes to service frequency for example every week or every two weeks and not every three weeks would make it easier for people to remember when the library was due to visit. If visits must be less frequent, perhaps monthly would be more appropriate and memorable. If visits were less frequent, could these be accompanied by longer loans and the ability to borrow more books at any one time?

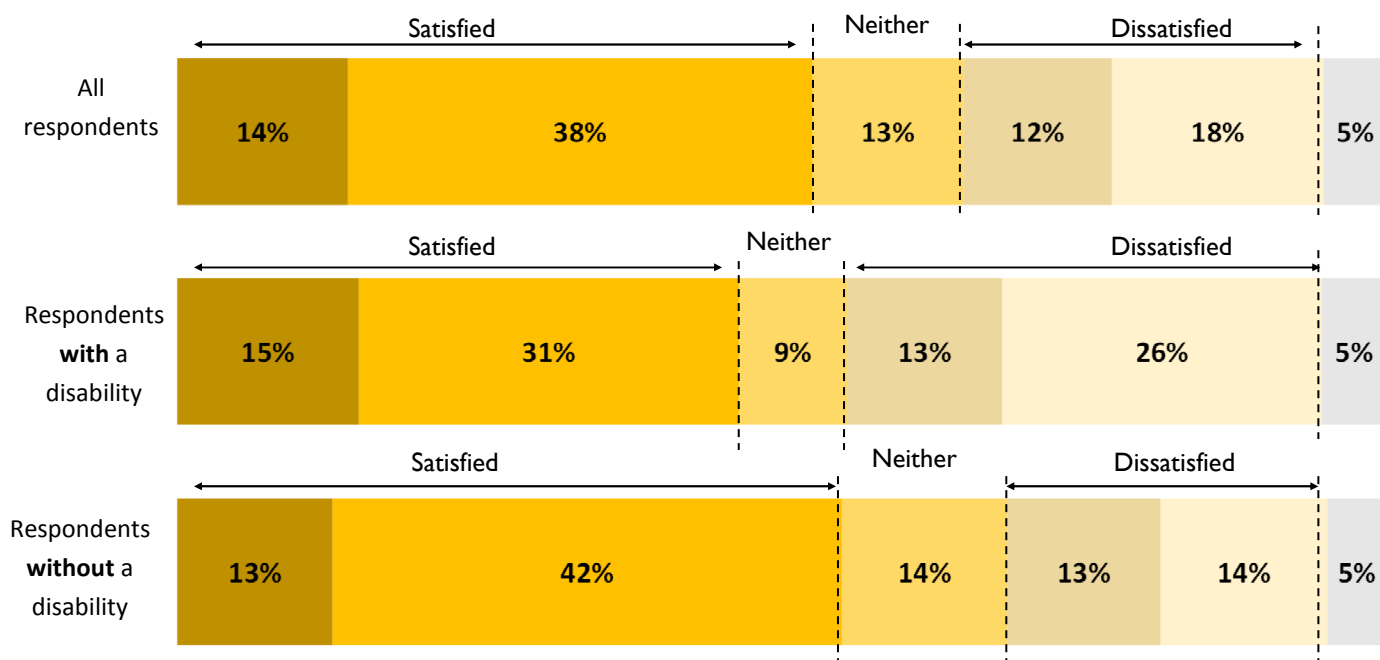
Many respondents also felt that the number of stops and the location of stops should be further reviewed to ensure that they would be accessible for those who want to use them. *“Please do not cut out services to areas with no public transport to a static library”* and a *“high proportion of the customers are elderly and will be unable to carry their books from the one proposed stop instead of the current stop they use near their home”*.

Raising awareness of the home delivery visits so that elderly people could use this service, would ensure that older people don’t miss out on the service they currently receive. It was also felt that there should be an ongoing general commitment to communicate with service users and potential new service users. This could include *“a calendar with dates when the library will be visiting”*, available *“electronically”* and in *“local prominent positions”*. E-alerts e.g. about changes to service would also be beneficial.

4.5 Safeguarding services for those in greatest need

Respondents were invited to indicate how satisfied they were that the council’s proposals would safeguard those people who had the greatest needs. Whilst a variety of viewpoints were expressed, the largest proportion of respondents, (52%) were satisfied that the council’s proposals would safeguard services for those with greatest need. 30% of respondents were dissatisfied and did not feel that the proposals would safeguard those people with the greatest needs and 13% returned a neutral response.

Figure 4.4: Views on whether the Council’s proposals will safeguard the service for those people with greatest needs



Satisfaction levels varied quite considerably when breaking respondents down by those who considered themselves to have a disability compared to those who did not, with a much smaller proportion being satisfied that the proposals will safeguard the service for those people with greater needs.

While the majority of respondents were aged 60 and above, it was those who were under 60 who displayed lower levels of satisfaction that the proposals will safeguard the service for those people with greater needs as illustrated below:

Figure 4.5: Views on whether the Council’s proposals will safeguard the service for those people with greatest needs by age of respondent

	All respondents	Under 60	Over 60
Very satisfied	14%	8%	15%
Fairly satisfied	38%	37%	39%
Neither satisfied nor dissatisfied	13%	11%	13%
Fairly dissatisfied	12%	16%	12%
Very dissatisfied	18%	20%	17%
Don't know	5%	7%	5%

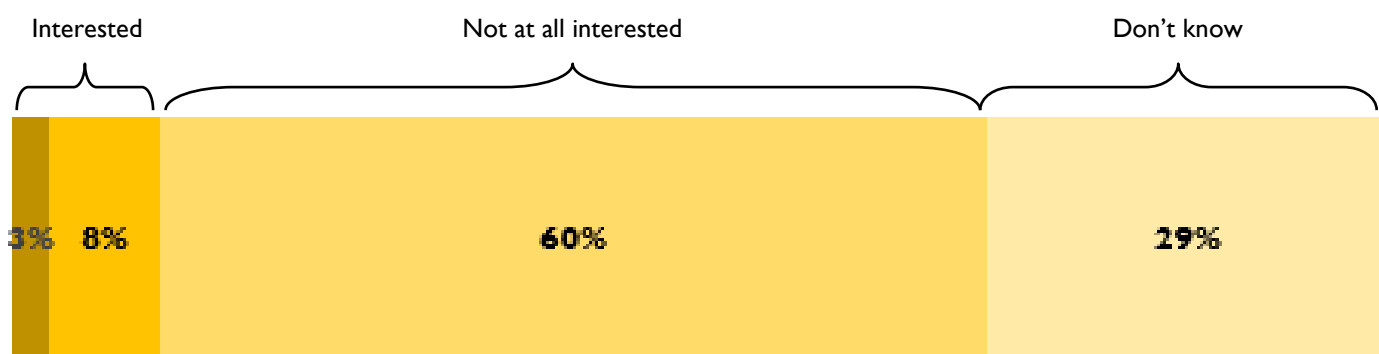
Note the lower levels of satisfaction displayed by the under 60 respondents

Comments which underpinned these views included not only concern for increasing levels of isolation for the current older and less mobile population who live in rural communities, “the 'social interaction' is being lost which is invaluable”, but also considered their own future and how these changes may impact on their lives as they become older and less able, “my concern is that with an increasing older population, who often become isolated, the services that are now available become slowly eroded until they disappear and may well be needed in the near future. One of the reasons for my support of the mobile library even though I am able to visit static libraries has been to keep it open for others and myself when less able.”

4.6 Expressions of interest in volunteering for the Home Reader service

All respondents were invited to indicate whether they or their organisation would be interested in volunteering with the County Council’s Home Reader service which currently serves housebound people. Not all respondents chose to answer this question. 59% (or 627 people) did respond to this question and of these, 11% were interested in volunteering (either a great deal or a little bit). 29% (or 183 people) did not know if they were interested or not. Further information could encourage involvement from this group of respondents. The largest group of respondents, 60% were not interested in volunteering for this service.

Figure 4.6: Level of interest in volunteering for the Home Reader service



4.7 Ideas on how the service could be changed

Whilst the County Council believes these proposals offer the best solution for the Mobile/Travelling Library Service, the consultation was still seeking ideas on how the service could be changed whilst taking declining user numbers and the need to save money into consideration. 38% of respondents chose to share their ideas on how the service could be changed in the future.

Respondents comments were largely focused on how they would be affected by the proposed changes. Whilst their views were largely individual, they were reflective of the wider need to ensure the proposed frequency and length of time of visits were right for service users.

At a general level, respondents would be accepting of less frequent visits if these could be longer and if there was the ability to borrow more books. The respondents quotation below is reflective of this wider point:

“As the number of books borrowed at any one time is not limited, the visit-frequency could be lowered to, say, four-weekly, with the 15 minutes stay increased. A 15 minute window is too tight when an average stay-time is several minutes. Consider a 30 minute minimum”.

4.8 Additional Feedback

Drop-in sessions

In addition to the online survey, 36 drop in sessions were held which gave mobile/travelling users the opportunity to pass on their opinions about the proposals to members of staff who facilitated the sessions. A total of 402 individuals attended these sessions and the following comments were noted:

- The mobile/ travelling libraries were described as “a lifeline” and several elderly customers expressed that they would be reluctant to use the alternative home reader service, as visiting the mobile was also a social event and helped them to be independent. There was a suggestion that Rugeley Library could run a coffee morning so that people could retain the social benefits of the mobile library which is a positive influence on their mental health.
- Some individuals raised concerns about the proposals to remove the stops from residential homes while others felt that accessibility for disabled people would also be compromised where stops were removed.
- Several concerns were voiced about the proposals to remove the opportunity for some school children to access the mobile libraries, either due to the stop being removed or because of the change in stop time. A customer at Weston asked if the stop time could be moved to the end of the school day, and there were comments at Fradley and Haughton that they would no longer be able to bring their children onto the mobile.
- The calculated cost of £7 per visit cited in the proposal document created surprise and disbelief at Rolleston and Madeley, “How is the £7 per visit broken down? It cannot possibly cost £7 for me to visit this library”.
- A couple of comments that the thought of having to pay library charges was making people reluctant to change to a static library (on a mobile people don't pay request and overdue charges), “I would have to stop using the library all together as wouldn't be able to access also would worry about charges, so wouldn't bother.”
- In a few locations a preference for retaining multiple stops was expressed rather than the proposal for one longer stop e.g. Abbots Bromley, Kings Bromley, Tutbury and Wolstanton (suggestion that Bradwell should retain a stop) as it was felt that carrying heavy books a further distance was prohibitive for a number of customers.

Emails

Seventeen emails were received regarding the mobile consultation. Nine of these were feedback and eight were requests for further information. Emails expressing concerns about the impact on local residents came from three Parish Councils(Keele, Hammerwich and Abbots Bromley). Hammerwich asked that alternative provision be considered for elderly and disabled residents. Information was requested from Madeley Parish Council and Cllr Lobuczek from Featherstone & Shareshill. Friends of Penkridge Library requested a simplified version of the survey form, and there were several emails from private individuals asking for more information or asking about the consultation. One person expressed concern that the reduction to one stop in CannockWood might be a problem for people who live on the other side of the village. Whittington Village Hall Management Committee emailed because they had not been consulted about mobile parking arrangements prior to the consultation and the changed stop time was not convenient.

Letters

Four letters were received supporting the continuance of the mobile service. Two of these were from Ipstones Parish Council, expressing a wish to keep the 3 weekly mobile service at Ipstones and Foxt (as is proposed). One letter was from Jeremy Lefroy MP, expressing concern that specific villages and sheltered housing complexes in his constituency would lose a service under the proposals.

Petitions/ other

- A petition containing 17 signatures was submitted from Morningside mobile library users which had the backing of the Parish Council and the local borough councillors. The petition stresses that the majority of mobile library users in this area are elderly, live on their own and have mobility issues which would restrict them from accessing the library service elsewhere. The removal of this stop would not only restrict these residents from accessing the library service, but also *“will effectively preclude a well established group...from much valued social integration and support that meeting on a regular basis provides.”*
- A letter was also received from Hayes Meadow School, Handsacre with 123 signatures from children supporting the following statement: *“The children of Hayes Meadow would like you to save our mobile library at all stops in Handsacre”*.
- Abbots Bromley Parish Council expressing a desire to keep 3 stops and 2 hours of service and for the mobile to be available for children after school.
- Parents of children in several nurseries were consulted, either through the distribution of surveys or face-to-face meetings. Feedback from this was that the mobile library service was of great value to them, *“the children love using the mobile library and talk about their visit to the library when they get home from the nursery.”*

Staff consultation session

On 11th August mobile library staff attended a group session to discuss the proposals. During this session, suggestions were made concerning specific routes and stops, including proposed alternatives to the stop selection, the timings of the stops and one or two practical issues around parking and route timings. In addition, the following points were raised:

- Concern was expressed that library usage would suffer due to the reduced frequency of stops and that a 3 weekly service would not be memorable to the public.
- Staff suggested that some members of the public were finding the consultation form confusing.
- There were questions about the alternative provision for housebound people Some stated that customers were not clear about this.

- Logistical concerns included a query about stock provision – the mobiles are currently District based and get District support but this will not be the case in future. Who will buy and provide the stock?
- The principles were challenged, stating that deprived areas which were being prioritised were often low demand, whilst sheltered housing communities, many of which would lose out due to proximity to a static library, have high demand. Also a suggestion that static and mobile provision should be aligned – if a community does not volunteer to run its library a local library could have significantly reduced hours, and if the mobile stops are also reduced in that area then the community will suffer a double loss.
- The £7 cost per visit was queried.
- Staff wanted to know how the new timetable will be promoted.
- It was suggested that a fee could be charged for mobile use.

5. APPENDIX 1: ABOUT YOU

Gender

	Survey responses		Active Borrowers	
	No.	%	No.	%
Male	220	22%	1,474	32.3%
Female	778	78%	3,084	67.7%

Age

	Survey responses		Active Borrowers	
	No.	%	No.	%
Under 16	3	0.3	1298	34%
16-19	1	0.10%	54	1%
20-44	70	6.9%	189	5%
45-59	84	8.2%	285	8%
60-74	408	39.9%	907	24%
75+	456	44.6%	1073	28%

Ethnicity

	Survey responses		Census 2011 comparison
	No.	%	%
White (British, Irish, Other)	986	98.7%	95.8%
Mixed/Multiple	1	0.1%	1.1%
Asian/Asian British	1	0.1%	2.4%
Black/African/Caribbean/ Black British	0	0%	0.6%
Other	1	0.1%	0.2%
Prefer not to say	10	1.0%	N/A

Disability

	Survey responses		Census Comparison— Staffordshire 2011	
	No.	%	No.	%
Yes	303	32%		19.2%
No	645	68%		80.8%

Disability Type

	No.	%
Social/communications impairment	3	0.9%
Deaf or hearing impairment	85	25.5%
Blind or serious visual impairment	35	10.5%
Long-standing illness or health condition	52	15.6%
Mental health condition	22	6.6%
Learning difficulty	4	1.2%
Physical impairment or mobility issue	208	62.5%
Other	41	12.3%

Looking after someone with an illness or disability

	No.	%
Yes	137	14.2%
No	825	85.8%

Employee of Staffordshire County Council

	No.	%
Yes	35	3.6%
No	935	96.4%

District of residence

	Survey responses		MYE 2014
	No.	%	%
Cannock Chase District	49	5.0%	11.5%
East Staffordshire District	241	24.5%	13.4%
Lichfield District	196	19.9%	11.9%
Newcastle-under-Lyme District	155	15.8%	14.7%
South Staffordshire District	79	8.0%	12.9%
Stafford District	162	16.5%	15.4%
Staffordshire Moorlands District	50	5.1%	11.4%
Tamworth District	51	5.2%	9.0%

5 responses were also received from residents of Stoke-on-Trent. Whilst these have been included in the overall results, they have been excluded from the district analysis above.