



ELDER PARK COMMUNITY CONSULTATION

Survey Results Analysis





ELDER PARK CONSULTATION

To inform the planning for the future of the new and upgraded Elder Park Library and Community Hub a community engagement process was undertaken to capture the views of the local community. This began with an online survey to help find out about the community's previous use of the library and what services they would like to see in the new library and community hub.

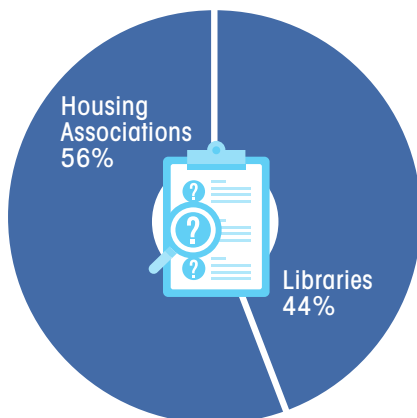
The survey was live between 2nd – 15th November 2020. Two identical surveys were distributed: one to all Glasgow Library members living within 1 mile of Elder Park library who are registered to receive marketing communications,

which was also promoted and shared on Glasgow Libraries' social media accounts. The other distributed to tenants from Elderpark and Linthouse Housing Associations.

The survey generated 882 responses with 44% responding to the Libraries' communications and 56% responding to the housing associations communications.

Of the respondents, 91% were responding on behalf of themselves with the other 9% responding on behalf of other organisations from the public, private and third sectors.

Survey Respondents

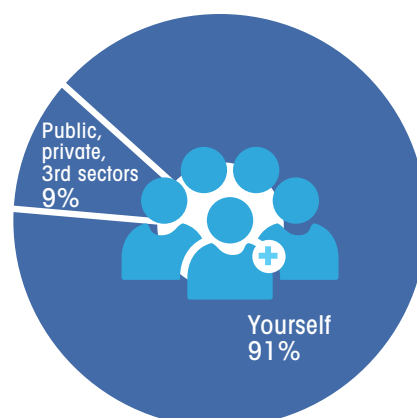


882 COMPLETED SURVEYS

56% from Housing Associations
44% from libraries



Survey Respondent Type



91% SURVEY RESPONSE

Responding on behalf of themselves



9% SURVEY RESPONSE

Responding on behalf of other organisations from the public, private and 3rd sectors

- | | |
|---------------------------|-------------------|
| 0% Housing Association | 0% Local business |
| 0% Glasgow City Council | 3% Other |
| 2% Charity/3rd sector | 1% Glasgow Life |
| 1% Community organisation | 2% Education |

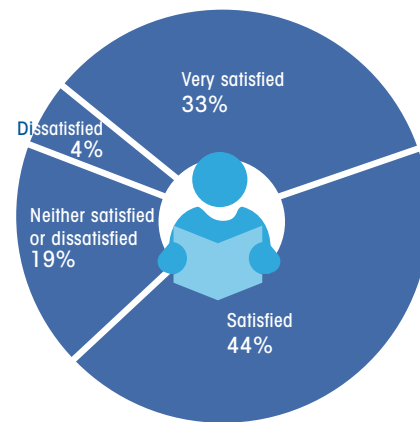


LIBRARY USAGE

How satisfied are you with the current library service at Elder Park or the library you use?

587 of the survey's respondents said that they currently used Elder Park library or another Glasgow Library (67% of all respondents). 311 of those were responding to the Libraries survey and 276 were responding to the housing associations surveys.

Of those who said that they use a library, 77% were either satisfied or very satisfied with the library service. When looking only at those responding to the housing association survey this rises to 82% and drops to 73% for those responding to the library survey.



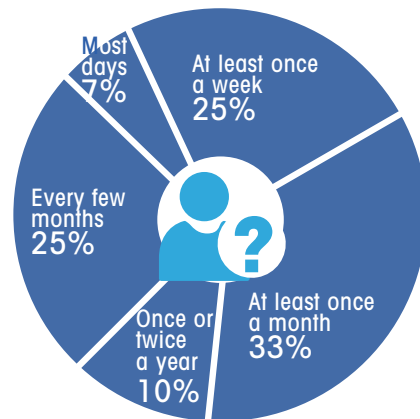
44% Satisfied
 33% Very satisfied
 19% Neither satisfied or dissatisfied
 4% Dissatisfied
 0% Very dissatisfied



LIBRARY USERS: When the library was open (before the pandemic), how often did you use it?

2 in 3 of all respondents who used a library before the pandemic said that they used a library at least once a month.

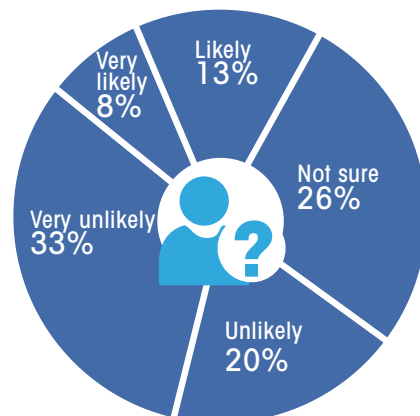
7% used the library most days and 25% used a library at least once a week. Frequency of usage was similar across both surveys.



NON LIBRARY USERS: How likely are you to use a library in the next twelve months?

295 respondents said that they don't use Elder Park Library or any other library. When asked how likely they were to use a library in the next 12 months, more than half responded saying that they were unlikely to use a library.

21% said that they thought that they would use a library in the next 12 months.

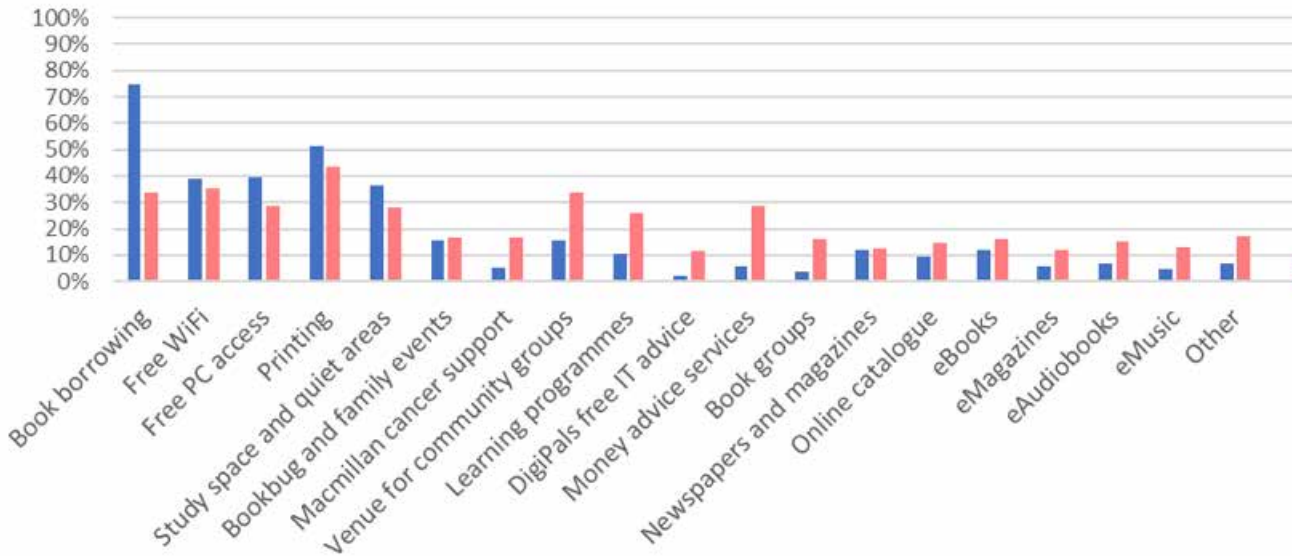




LIBRARY USAGE

■ **LIBRARY USERS:** What library service do you use?

■ **NON LIBRARY USERS:** What services would encourage you to use the library?



Library users were asked a follow up question on what services they currently use whilst non-users were asked what services, if any, would encourage them to use a library. Both questions had the same list of services.

Current library users said that their most used service was book borrowing which 74% of respondents used, followed by printing, PC/WiFi use and study space all of which around 40% said that they use.

Non-users were most interested in printing which 43% said would encourage them to use a library. Book borrowing was significantly less popular with non-users with 34% interested in borrowing books, 40% less than the current library users. More than 30% said that they were also interested in WiFi and a venue for community groups.

19% of non-users said that none of the services listed would encourage them to use a library.

The DigiPals free IT advice had the lowest usage of library users and saw the lowest response from non-users however this is likely impacted by the fact that this

was an online survey and therefore the respondents are somewhat comfortable with using IT.

eMusic was the next least used and least likely to encourage return use. Other online services such as eMagazines, eAudiobooks and online catalogue also received low responses across both groups.

The services that saw the largest difference between the two response groups were book borrowing (41% more in the users' survey), money advice services (non-users 23% below users), venue for community groups (-18%), learning programming (-16%) and book groups (-12%).

A common response from non-users on why they don't use a library was that they prefer to buy their own books or use an eReader whilst others said accessibility to the Elder Park library, or any library was an issue due to ill health or disabilities.



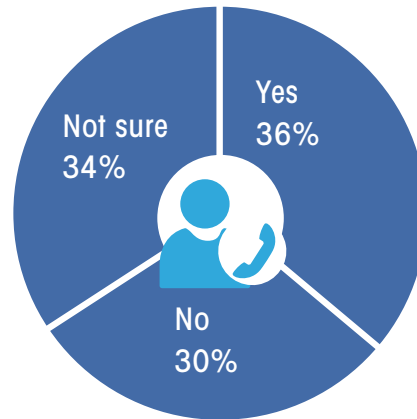
COMMUNITY SPACE

If there was community space available for booking, would you be likely to book it?

The refurbished Elder Park Library is proposed to include community space to host existing programming from the Elderpark Community Centre. This community space is also proposed to be bookable for use of the local community.

All respondents were asked if there was a community space available for booking, would they be likely to book it?

The response was mixed with 36% saying they would be likely to book, 30% saying they wouldn't and 34% not sure.



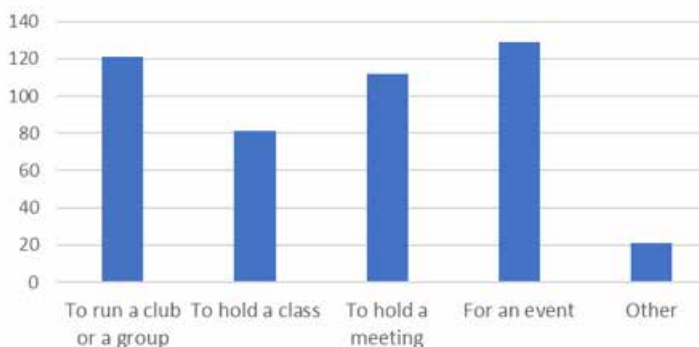
36% Yes
34% Not sure
30% No



For those that said that they would be likely to book the community space, an additional question was asked to find out what they would likely use the space for. There was a similar level of response for using the space to host events, to run a club or group and to hold a meeting.

Some respondents commented they would consider booking the space dependent on the price of the hire, the opening hours available and on the space available being improved from its current state.

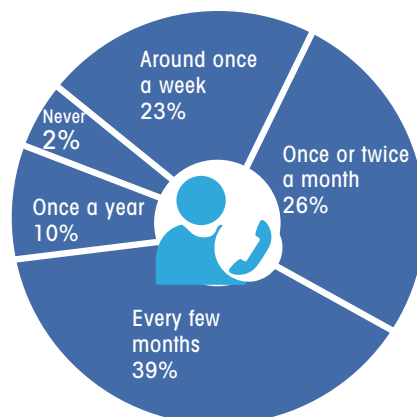
ANSWERED YES TO USING COMMUNITY SPACE: What would you be likely to book space for?



For those saying they were likely to book the community space, 23% said they would likely book the space around once a week with a further 26% saying they would book the space once or twice a month. For those booking at least once a month, the most common reason was to run a club or group, or to hold a meeting.

49% said that they would book the community space less often than once a month with their most common reason for booking being to hold an event.

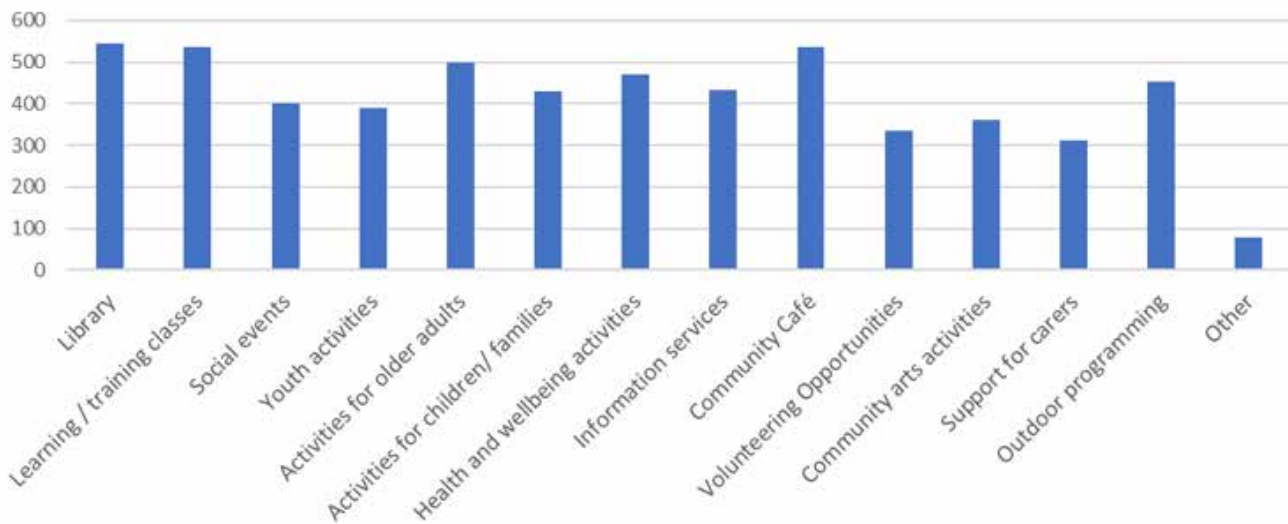
ANSWERED YES TO USING COMMUNITY SPACE: How often would you be likely to book the space?





SERVICES AT COMMUNITY HUB

What services would you be interested in seeing at the new community hub?



All respondents were asked what services they would be interested in seeing at the new community hub. There was strong support for continuing to offer a library service (62% of all respondents), a learning/training offer and a community café (both 61%). More than half of respondents were also interested in activities for older people, health and wellbeing activities and outdoor programming.

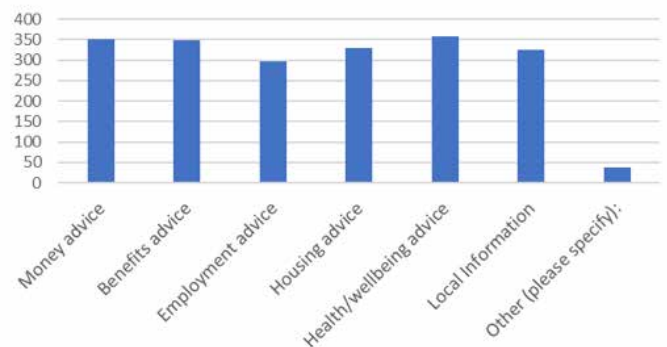
The services that respondents were least interested in were services to support carers, volunteering opportunities and community arts activities.

The level of response for each of the services was similar across both surveys.

It is proposed to offer more information and advice services at the library and community hub. The respondents who stated they were interested in these services were asked which information and advice services they would be interested in seeing at the new community hub. All the services mentioned received high levels of interest.

It was commented that a youth offer focussing on areas such as health, drugs and crime could be important to the community, whilst others supported information on the local areas such as history and information on current events, projects, regeneration and other initiatives.

Some respondents however questioned the need for more information services and recommended a joined-up approach with other local services offering information and advice such as the Govan Health Centre which is 0.2 miles from the library.

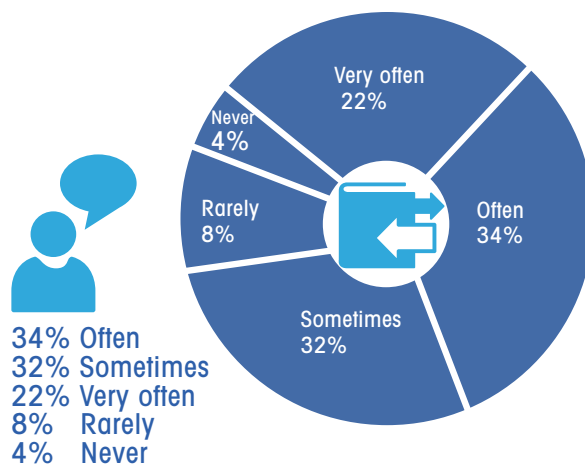


OPENING HOURS

How often do you think you would use the new Elder Park Library and community hub?

More than half of all respondents said that they would use the new library and community hub often or very often. The intended level of use was similar across both the libraries and housing association surveys.

When looking only at those who currently use the Elder Park library, 71% said that they would use the library often or very often. Only 21% of those who don't currently use the library say they would use the library often or very often.



When should the centre be open?

All respondents were asked when they felt the library and community hub should be open. Nearly all respondents want the library and community hub open on weekdays across the morning, afternoon and evening. On the weekends, nearly 95% think the venue should be open on Saturday with strong support for mornings and afternoons. Only 39% however think that the venues should be open on Saturday evenings. There were mixed opinions on whether the venue should be open on Sundays with 40% thinking it should be open in the morning, 49% in the afternoon, however 39% think it shouldn't open at all. The levels were similar across both the libraries and housing association surveys.

