

**Future Fit Staff Savings Proposal 2016/17
Response to consultation feedback**

Opening Hours

Bewdley, Broadway, Bromsgrove, Droitwich, Evesham, Tenbury and Upton

Changes will go ahead as proposed at these libraries where no feedback has been received or where very low amounts of feedback have been received with no common/recurring suggestions or ideas.

Hagley

Opening hours at Hagley Library will remain unchanged for a period of 12 months following a generous offer from Hagley Parish Council, our partners in providing library services to the Hagley community, to provide the necessary funding to allow us to deliver the required savings while retaining current opening hours. The arrangement will be reviewed after 12 months.

Alvechurch

Consider closing on a Saturday before a Bank Holiday, or between Christmas and New Year, that would save the cost of staff wages and give staff a benefit? (staff feedback)

A review of average visitor numbers at Alvechurch Library on Bank Holiday Saturdays compared with non-Bank Holiday Saturdays since April 2015 reveals that for half of the Bank Holiday Saturdays visitor levels either met or exceeded those of non-Bank Holiday Saturdays for that month. Where they were lower it was not by a significant amount. Similarly between Christmas and New Year for 2013 – 2015, average daily visitor numbers were between 17 and 27 less than the daily average for the month, with daily totals reaching high levels on some days, e.g. 154 on 29th December 2015. These visitor numbers are not sufficiently low to suggest that closure would not have a significant impact on customers and we will not therefore proceed with closure on Bank Holiday Saturdays or the days between Christmas and New Year.

There would be less impact on customers of Alvechurch Library if opening hours were adjusted to close at 5pm, rather than to open at 9.30am. The library is on average busier in the afternoon than the morning and there would be an opportunity to focus on the development of a wider range of services and activities for customers using the library in the afternoon (staff feedback)

A more detailed review of data and a manual visitor count of visitor levels confirms that there is four times the activity between 9am and 9.30am than between 5pm and 5.30pm. On these grounds we will proceed with opening at 9am and closing at 5pm as proposed.

Kidderminster

9.30am opening does not reflect opening hours of potential co-located frontline service (stakeholder feedback)

A visitor count between 9am and 9.30am reveals between 30 and 40 visitors for the first half hour of library opening. In view of these visitor numbers and the requirement to co-ordinate opening hours with those of income generating co-located services, Kidderminster Library we will retain 9am opening from Monday to Saturday. Other changes will go ahead as proposed with the library closing at 5pm on Monday, Wednesday, Thursday, Friday and Saturday

Malvern

A significant amount of feedback regarding negative impact on working people and working parents of reducing the number of late openings (customer feedback & Malvern Wells Parish Council)

In order to ensure that working people, including working parents, are able to access library services in Malvern, we will retain two late nights until 7pm on Tuesday and Wednesday and facilitate use of library between 7pm and 8pm for Adult Learning classes and other trusted partners/groups.

Other changes will go ahead as proposed with the library closing at 5pm on Monday, Thursday and Friday and at 4pm on Saturday

Pershore

I am concerned that the proposed reduction in hours at Pershore Library will make it virtually impossible for people in full time employment, and in particular those working in retail, to access the library. The presence of the Tourist Information Centre in Pershore library gives us the chance to make the necessary savings without reducing opening hours. Please will you reconsider this unnecessary cut in service. At the very least it is important to retain the 5.30pm closing time on Fridays and late opening to 7pm on Tuesdays (Councillor feedback - Liz Tucker)

Pershore Tourist Information Centre (TIC) have confirmed that from 4 July 2016 their opening hours will change to 9am – 4pm every weekday and 10am – 2pm every Saturday. As a direct result of further integration of service delivery between the Library and Tourist Information Centre, Pershore Library Manager has been able to identify changes to staffing arrangements which will deliver staff savings without making any changes to Pershore Library opening hours. This is a significant success of the co-location and close relationship between the Library and Tourist Information Centre.

Redditch

Consider opening to 6pm on Monday and Tuesday; extend Friday opening to 7pm and publicise "Friday Night is Library Night"; open at 9:30am on all 6 days of the week. I am not convinced that you would lose anyone by opening at 9.30am rather than 9am and this was what the library used to do. I hope these are sensible and constructive proposals which benefit those people who want to use the library and also those who don't currently. (Councillor feedback - Robin Lunn)

9.30 opening does not reflect opening hours of potential co-located frontline service (stakeholder feedback)

In consideration of the potential for generating income for the library service through additional service co-locations at Redditch Library, we will retain 9am opening from Monday to Friday.

In order to ensure that working people, including working parents, are able to access Library services in Redditch we will retain late opening on two days; Tuesday and Thursday which are evenings with highest levels of customer activity. We will engage with the local community to invite their feedback on their preference for Thursday or Friday for late opening.

Other changes will go ahead as proposed with the library closing at 5pm on Monday.

Rubery

Consider opening Saturday morning when the library is busier rather than Saturday afternoon. Retain Saturday and/or evening opening to cater for working customers (customer feedback)

Request no changes to opening hours in order to ensure services are available to whole community – (Councillor feedback – Peter MacDonald)

A more detailed review of library participation on Saturday reveals that visitor levels are highest between 10am and 2pm. Proposed Saturday opening times will be revised to 10am – 2pm to reflect this pattern.

In order to ensure that working people, including working parents, are able to access Library services in Rubery, we will retain late opening on Thursday, but until 6pm as visitor levels and customer activity between 6pm and 7pm are very low. We will facilitate use of the library between 6pm and 7pm for Readers Groups and other trusted partners. A manual count of visitor numbers shows very low visitor numbers between 5pm and 5.30pm and on this basis we will go ahead with proposals to close at 5pm on Monday, Tuesday, Thursday and Friday.

St John's

Consider opening at 9.30 each day to ensure continued late opening on Tuesday (Councillor Feedback - Richard Udall)

To ensure that working people are able to access library services in St Johns we will retain late opening until 6pm on Tuesday. We will retain 9am opening to reflect high visitor levels between 9am and 9.30am.

Stourport

A range of suggestions including opening half day Wednesday, introducing a late evening or opening all day Saturday to enable working customers to access the library and improving marketing and signage to increase visitors (customer feedback)

Open all day Wednesday and Saturday to enable WCC staff to use the corporate Touchpoint (WCC Staff feedback)

Retain existing opening hours to allow building access for staff and customers of other Civic Centre services and organisations (Town Council Feedback)

We will work with WCC as corporate landlord of the Civic Centre building in Stourport to arrange alternative building access for WCC corporate Touchpoint users and staff/customers of other tenants who occupy the building.

To ensure that working people can access library services in Stourport we will retain existing Saturday opening hours of 09:00 – 16:00.

A more detailed review of library visits and activity data and feedback from the Library Manager confirm low activity levels on Wednesday.

- The additional opening day has not increased overall visitor numbers; in fact average total visitor numbers have reduced by just short of 10% on the previous year and average visits per day have reduced by 21%
- Visitor activity on Wednesdays has failed to meet levels of other days
Wednesday's combined share of visits, issues and PC bookings is 10% compared to 19.6% on Monday and Tuesday, 17.8% on Thursday, 17.2% on Friday and 14.9% on Saturday
- Efforts by the local Library Manager to increase visitor numbers on Wednesdays, including Adult Learning classes and children's activities, have had very limited success

On this basis we will go ahead with the re-introduction of a closed day on Wednesday. Visitor levels and customer activity between 5.00 and 5.30 are very low with less than 2% of customer activity taking place between these times. On this basis we will proceed with the proposal to close Stourport library at 5pm on Monday, Tuesday, Thursday and Friday.

New exterior signage has been purchased for the Library and the Library Manager is pursuing the addition of town centre directional signage with the Town Council.

To minimise disruption to customers, consider retaining current Saturday opening of 09:00 to 13:00 and closing at 17:00 instead of 17:30 on Monday and Thursday or Friday (staff feedback)

A more detailed review of Woodrow statistics reveals that customer activity levels from 12 – 1pm on Saturday are twice that of combined activity for 5pm to 5.30pm on Monday, Thursday and Friday. On this basis we will retain Saturday opening until 1pm and close at 5pm on Monday, Wednesday and Friday.