

Relocation of Redditch Library: Consultation Planning

Please see below the proposed communication plan for the Redditch Library Consultation Activity, as published as an appendix to the October 2022 Cabinet Paper.

The table of activity below has been updated to provide information on communication activity completed, when, and where possible what the reach of this activity was (relevant to social media and press releases).

Background:




- In June 2021 Redditch secured a historic investment of £15.6 million Town Deal which will help fund ambitious new projects for the town. The funding represents one of the single largest government investments in Redditch since it became a new town in the 1960s.
- As a result of this funding, the following projects are being proposed to boost the economy and productivity of the town:
 - Development of a new digital manufacturing and innovation centre
 - Redevelopment of the current Redditch Library site (where it is proposed the Redditch Library will be relocated to the Redditch Borough Council Town Hall)
 - Town Centre public realm Improvements
- It is being proposed that Redditch Library relocates to Redditch Borough Council Town Hall, where the designated area will be refurbished to provide a new community 'one stop' which offers flexible use to a variety of occupiers.







Consultation Activity Plan:

The Redditch Library Report is scheduled to go to Worcestershire County Council Cabinet on 27th October, where it will be proposed that a 90-day public consultation about the relocation of the library should commence on 7th November 2022 and end on 24th February 2023.

Proposed Consultation Activity: The following information presents the **proposed** activity to be completed during the consultation period to ensure residents and key stakeholders are informed and aware of the consultation, and the opportunities available to provide feedback on the relocation. The activity includes surveys (online surveys and alternative options if required), face to face meetings and visuals of the proposed plans (hard copies and digital copies)




Activity	Details	Indicative Dates (subject to Cabinet approval)	Activity Update – 8 th June 2023
Surveys: <ul style="list-style-type: none"> • Online – found on WCC / Consultation site • Paper – access to the online survey will be available in the library on public computers and devices with support from library 	For online surveys, an overview of the rationale for change and implementation plans should be included as an introduction. 3D visuals to also be included on the consultation website and available to view in the library building.	7th November 2022 to 24th February 2023	The online survey went live on 7 th November 2022 until 24 th February 2023. The online survey was available in Polish and Urdu, and alternative languages and formats could be requested by emailing the Redditch Library Consultation inbox referenced on the website and in press releases. The paper survey was also available from the 7 th November 2022 until 24 th February 2023, and alternative languages


<p>staff. Paper copies can be made available if people require it.</p> <ul style="list-style-type: none"> • Telephone – an option for the Library Service at Home customers 			<p>and formats could be requested by emailing the Redditch Library Consultation inbox referenced on the website and in press releases. Paper surveys were also placed in the Redditch Library from the start of the consultation and were made available at the face to face meetings</p>  <p>Redditch Library Appendix A - Consu</p> <p>Shortly after this document was submitted for publishing, it was confirmed that rather than provide a telephone option for Library Service at Home customers, a paper survey would be distributed to them at the start of the consultation via the Library Services at Home volunteers.</p>
<p>Feedback from younger library users i.e. 10+ (approach tbc)</p>	<p>Gaining feedback from younger library users will be valuable to see what services they deem as important and what they think about the library relocation.</p> <p>Approach to obtaining this feedback is tbc</p>	<p>7th November 2022 to 24th February 2023</p>	<p>An email was sent to all library members to make them aware that the consultation was live and that they should take part. The link to the consultation website was also provided.</p>   <p>Redditch Library Redditch Library Consultation email_ Consultation email_</p>
<p>Face to Face meetings</p>	<p>1 x Redditch Library (Formal Presentation and meeting)</p> <p>1 x Kingfisher Centre (Pop up stall / area) (Library staff to attend this tbc)</p> <p>1 x Redditch Library (Formal presentation and meeting)</p> <p>1 x Kingfisher Centre (Pop up stall / area)</p> <p>1 x Redditch Library (Formal presentation and meeting)</p>	<p>Face to Face meetings to be staggered throughout the Consultation Period</p>	<p>Two Public Face to Face consultations took place on:</p> <ul style="list-style-type: none"> • 24th January 23 • 9th February 23 <p>The notes from these meetings can be found on the Redditch Library Consultation page - Redditch Library Consultation Worcestershire County Council</p> <p>Promotion was also carried out by Redditch Borough Council in Redditch Town Centre on Saturday 17th December, where people were able to see what the Plaza could look like through a Virtual Reality Headset. The consultation was also promoted during this activity.</p>
<p>Additional Meetings with identified stakeholders</p>	<p>Redditch Library staff to identify key groups of library users and interested parties who may benefit from having a meeting about the consultation and plans.</p>	<p>TBC</p>	<p>An additional meeting with the Local History Group and Archives Group was conducted on the 24th January 2023, to listen to their concerns and gain feedback.</p>

			<p>The notes from this meeting can be found on the Redditch Library Consultation page - Redditch Library Consultation Worcestershire County Council</p>
<p>Visuals and Digital 3D model</p>	<p>Paper Visuals – to be placed in Redditch Library</p> <p>Digital 3D model and Digital plans – to be placed on WCC website, Redditch Library website, RBC website.</p>	<p>7th November 2022 to 24th February 2023</p>	<p>Paper visuals of the proposed library plans were placed in Redditch library on the 7th November 2022 for people to view. Additional images of the proposed interior were also provided and placed on the wall in the meeting room where the face to face meetings took place.</p> <p>Images originally placed in the library:</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>APPENDIX 1A Zones-Town Hall_ Lc</p> </div> <div style="text-align: center;">  <p>APPENDIX 1B Zones-Town Hall_ G</p> </div> <div style="text-align: center;">  <p>APPENDIX 1C Zones-Town Hall_ Fi</p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="text-align: center;">  <p>APPENDIX 1D Zones-Town Hall_Se</p> </div> <div style="text-align: center;">  <p>Floor Plans with Zones and Possible</p> </div> </div> <p>Simple version of the Floor Plans provided c. 2 weeks later:</p> <div style="text-align: center; margin-top: 10px;">  <p>Possible Floor Plans with Zones_Redditcl</p> </div> <p>The proposed library plans were also placed on the RBC website along with further information about the proposed Plaza. The Redditch Library consultation site provided a link to the RBC webpage where more information could be found.</p>

Promoting the Consultation: To make residents aware of the consultation the following engagement and communication channels have been proposed (this proposed plan can evolve as activity commences). Internal Comms for all staff i.e. via OurSpace intranet pages to also be considered to make people aware of activity.

Activity	Details	Timings	Activity Update 8 th June
Consultation Information on WCC website	Provide an overview of the proposal, where the plans can be viewed, rationale for change, impacts, information about consultation and face to face meetings, link to online survey, details on how to request a paper survey	7 th November 2022 to 24 th February 2023	<p>The Redditch Library Consultation site went live on 7th November 2022 and provided the background to the consultation, how to participate in the consultation and FAQs (note that the FAQs were updated regularly based on queries and feedback) Redditch Library Consultation Worcestershire County Council</p> <p>The site also provided a link to the Redditch Borough Council site which provided images of the proposed plans and further information about the proposed Plaza.</p> <p>This site is still available, and now provides the consultation results in place of where the consultation survey link used to be.</p>
Information on Redditch Library and RBC websites	Provide an overview of proposal, how to take part in the survey, face to face meeting dates, link to WCC consultation webpage.	7 th November 2022 to 24 th February 2023	<p>Promotion of the consultation was included on the Redditch Library Facebook page.</p> <p>Redditch Borough Council promoted the consultation alongside their media activity from October 2022 until February 2023. This activity included sharing WCC's social media posts on their pages and website, and promoting the consultation in press releases.</p>
Social Media messaging on WCC, Redditch Library and partner pages (tbc)	Proposed one liner, consultation information and link to online survey.	<ul style="list-style-type: none"> • Consultation Start – 7th November • Before each Face-to-Face meeting (tbc) • Prior to consultation ending (tbc) 	<p>The Worcestershire County Council social media campaign for the consultation ran from 27th October 2022 to 22nd February 2023. The social media posts are listed in the document attached below, and the overall performance of these posts are as follows:</p> <p>Impressions during this period: 20,828</p> <p>Engagements during this period: 499</p>

			<p>Clicks during this period: 376</p>  <p>Consultation Social Media Posts_Accessi</p>
Email to Redditch Library members and Partners / Community Groups	Provide an overview of the proposal, where the plans can be viewed, rationale for change, impacts, information about consultation and face to face meetings, link to online survey, details on how to request a paper survey	<ul style="list-style-type: none"> • Consultation Start – 7th November • Before each Face-to-Face meeting (tbc) • Prior to consultation ending (tbc) 	<p>An email to Redditch Library members was circulated on:</p> <p>7th November 2022 31st January 2023</p> <p>This email promoted the consultation and provided the link to the Redditch Library Consultation site.</p>   <p>Redditch Library Consultation email_ Redditch Library Consultation email_</p>
Press Release	Provide an overview proposal, where plans can be viewed, rationale for change, impacts, information about consultation and face to face meetings, link to online survey, details on how to request a paper survey	<ul style="list-style-type: none"> • Consultation Start – 7th November • Before each Face-to-Face meeting (tbc) • Prior to consultation ending (tbc) 	<p>Worcestershire County Council released proactive press on the following dates:</p> <ul style="list-style-type: none"> • 7th November 2022 – Making people aware that the consultation had launched Have your say on the proposed relocation of Redditch Library Worcestershire County Council • 11th January 2023 – Making people aware of the face to face meetings Face to face sessions to be held as part of Redditch Library consultation Worcestershire County Council • 3rd February 2023 – Making people aware of the face to face meeting Second face to face meeting being held for residents as part of Redditch Library consultation Worcestershire County Council

			<ul style="list-style-type: none"> 15th February 2023 – Making people aware that the consultation would be closing soon <p>Final call for residents to have their say on consultation for Redditch Library relocation Worcestershire County Council</p> <p>The online, press and broadcast coverage of these releases were as follows, please see links below:</p>  <p>Media Coverage of Consultation Comm</p>
FAQs for Library Staff to discuss the relocation plans.	Library staff to be provided with FAQs so they can talk to the public about the plans if anyone enquires.	7 th November 2022 to 24 th February 2023	FAQs were placed on the Redditch Library Consultation site and were updated regularly based on queries and feedback. FAQs were also provided to library staff to help prepare them for the consultation launch. Team leaders and staff were given a briefing note alongside the FAQs, to help provide support on how they should respond to queries from members of the public, about the consultation. On December 12 th 2022, library staff also had a Q&A session to raise any further questions or queries they'd received following the consultation launch.

REDDITCH LIBRARY CONSULTATION ACTIVITY – ADDITIONAL ACTIVITY COMPLETED (not included in the original plan)

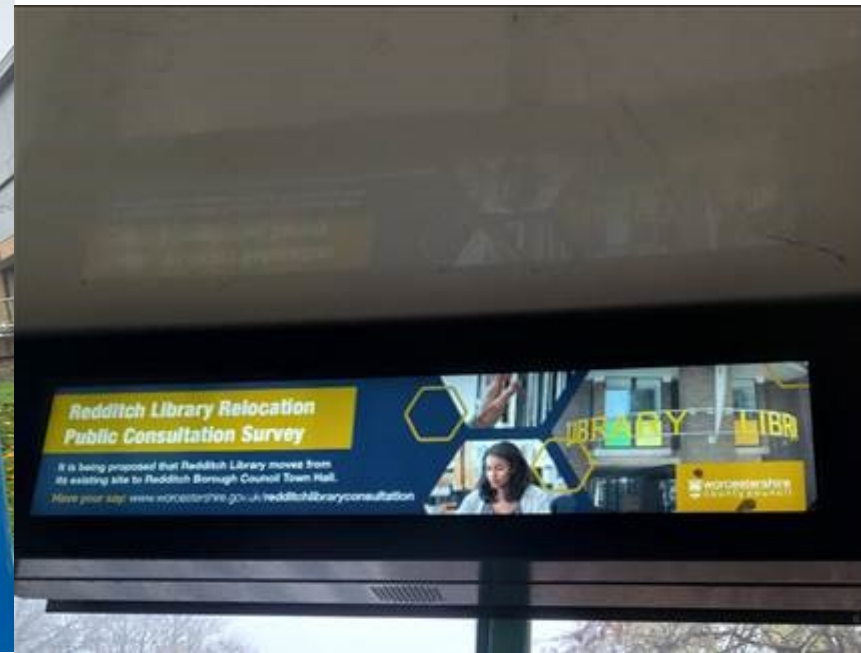
In addition to the activity that was put forward in the proposed communication plan, digital posters were placed in bus stops from 11th November 2022 until 24th February 2023. Digital Posters were placed in 24 locations across Redditch, including Redditch Bus Station, Redditch Kingfisher Centre (in the area leading to the bus station) and outside the Train Station. Please see an example of the visual below and photographs of the graphics placed in Redditch:

Redditch Library Relocation Public Consultation Survey

It is being proposed that Redditch Library moves from its existing site to Redditch Borough Council Town Hall.

Have your say: www.worcestershire.gov.uk/redditchlibraryconsultation





Digital posters and physical posters were also placed in the library following feedback provided at the face to face consultation meetings. Example below:



65538 Redditch
Library Consultation

Facebook groups, for example “Hands off Redditch Library” also promoted and shared our social media posts about the consultation.

The Worcestershire County Council Customer Services and Relations team were also briefed at the start of the consultation, to direct any enquiries that came in via telephone to the Redditch Library Consultation inbox.