

Aylesford Library consultation

This report provides

- a summary of the two main phases of customer consultation in Autumn 2006 and Spring 2007; and
- a detailed analysis of the responses to the second consultation.

These questionnaire exercises were backed up by a number of local meetings and conversations with local stakeholders.

Phase One

- ran 23rd September to 4th November 2006
- 600 questionnaires distributed direct to all regular users and via copies made available in the library, mobile library, local school, post office, doctor's surgery, Bentley's Coffee Shop, Mace Stores and Greenacres
- survey publicised through posters displayed in local venues and via local press coverage
- 31 (5.2%) responses received which represents less than 1% of the catchment population
- 27 (87%) of respondents said they used Aylesford Library
- 18 (58%) of respondent said they used other local libraries as well as or instead of Aylesford Library

Phase Two

- ran beginning of March to end of April 2007
- 2,000 questionnaires distributed (1 to every household)
- 1.8% (36) responses received
- 25 (69%) of respondents to the second consultation were not users of Aylesford Library, although 66% were aware the library was there
- 18 (50%) of respondents said that they would start to use the library or use the library more if we altered the opening hours, although there was little consensus about what hours were preferred other than Saturday morning
- 1 respondent said that they did use or would prefer to use the mobile library service

We are aware that some local people responded to both consultation exercises.

Detailed analysis of second phase consultation

Question 1: Did you already know about the services at Aylesford Library before you read this leaflet?

Yes	24	No	12
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Question 2: Do you use Aylesford Library?

Yes	10	No	25
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1 person did not respond to this question.

Question 3: Would you use the library more often if we altered the opening hours or (if you are not a member) would you start to use it if the hours were different?

Yes	18	No	2	Makes no difference	12
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3 people did not reply to this question.

When would you be most likely to use Aylesford Library?

Day	Morning	Afternoon	Evening
Monday	3	2	3
Tuesday	0	4	4
Wednesday	2	5	3
Thursday	2	4	4
Friday	1	4	4
Saturday	12	6	2

Other comments on opening hours;

It already suits me.

Any day except Thursday evening (choir practice)

Need extra times during school holidays

Prefer mornings to afternoons. Would not use it in the evening.

Could only use it during evenings or on Saturday morning.

Question 4: do you/ would you prefer to use the mobile library?

Yes	1	No	33
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Would you prefer the mobile to stop somewhere else in Aylesford?

Location	Day	Time
Aylesford Priory	Sat	am
Woodlands Road	Sat	am
By the old bridge	Any day	am

Question 5: If we were able to provide some new services which of these would you like to see?

Local history events	19
Library visits from children from local schools	16
Activities for pre-school children	14

Question 6: Can you suggest other ways to improve Aylesford Library?

Better promotion of the library and its facilities.

More funding so it can be open every day.

More consistent/ regular opening hours.

Advertise more in local press.

Advertise the service better.

Needs more advertising. The Community Centre is old fashioned and needs help from the council, not just fundraising to help modernise and clean it up. It would be cheaper to knock it down and start again!

Better signage and more space.

Daytime opening in school holidays (to include storytimes).

Language tapes.

Music CDs.

Spoken word CDs (excellent way of reading especially in the car).

Changing children's books, audiotapes and DVDs more often – the same children's audio books have been there for 2 – 3 years.

An information point for volunteering etc. Newspapers, magazines, coffee etc.

This is the first I have heard about Aylesford Library. I usually go to Larkfield. I would be happy to use the library if the opening times could be printed in the local 'Here & Now' – it would be helpful.

It would be useful if Aylesford books could be returned to other libraries in Kent.

Expand your children's area for all ages and improve the quantity and quality of books by updating them.

I like it as it is.

Quite happy in its present form.

I am very satisfied with the present service. The range of books is very good. The librarian is very helpful and the hours suit me. I am retired.

I only read non fiction books. I would like regular additions of biographies and autobiographies such as those recommended in the Telegraph. The current librarian is very helpful in advising me of any non fiction books she has in which may be of particular interest to me.

Keep reminding us all about the library from time to time as different people move into the village.