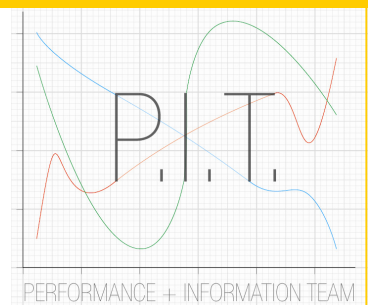


# HAMMERSMITH LIBRARY REFURBISHMENT CONSULTATION

**PERFORMANCE AND INFORMATION TEAM  
FINANCE AND CORPORATE SERVICES  
LONDON BOROUGH OF HAMMERSMITH AND FULHAM**



## INTRODUCTION

This document is in two parts, the first part starting on this page, gives an overview of the users of the six libraries in Hammersmith and Fulham. The second part (from page 6) breaks down the analysis of the refurbishment consultation.

## OVERVIEW OF LIBRARY USERS

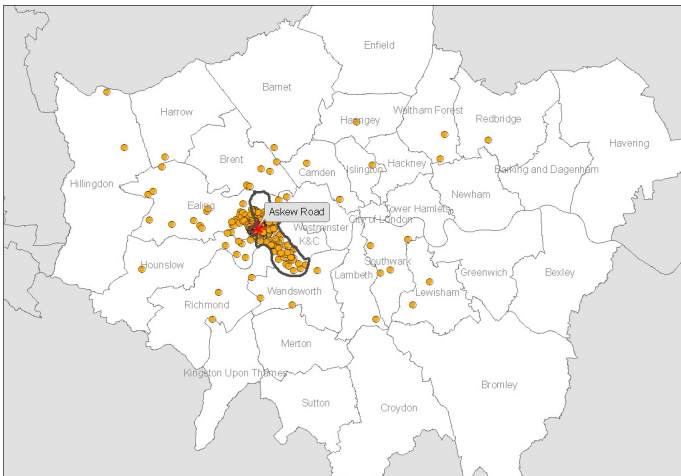
Below are short profiles about each of the six libraries in Hammersmith and Fulham. The location data uses the postcode of residence for library members. This only shows each postcode once, so does not show the actual number of members, however it does give a good indication for the spread of library members across London.

The profiles also include some Mosaic customer segmentation analysis. The Mosaic data uses various data sources to create a 'customer profile' of a particular area (in this case postcodes). It can be used to gain more of an insight into the lifestyles of library members. The Mosaic profiles only cover Hammersmith and Fulham postcodes.

See the following page for descriptions of the Mosaic groups.

### ASKEW ROAD LIBRARY

The map below shows the postcode locations across London of the members of Askew Road Library.



Of the 540 different postcodes across London where members live, 78% are in Hammersmith and Fulham. 15% of postcodes are in Ealing.

In terms of Mosaic profiles, 19% are in the '**Deprived families in public housing**' group.

**Deprived Families in Public Housing**—this group is characterised as being made up of minority ethnic groups, single parents, low numbers with qualifications, unemployment, those in employment are in manual occupations.

18% are in the '**Mixed Inner City Urban**' group.

**Mixed Inner City Urban**—this group is characterised by having larger numbers of those of Black ethnicity, both singles and married people, high numbers of 25-44 year olds, qualifications are a little below borough average, and above average numbers are self-employed.

18% are in the '**Prosperous settled young professionals**' group.

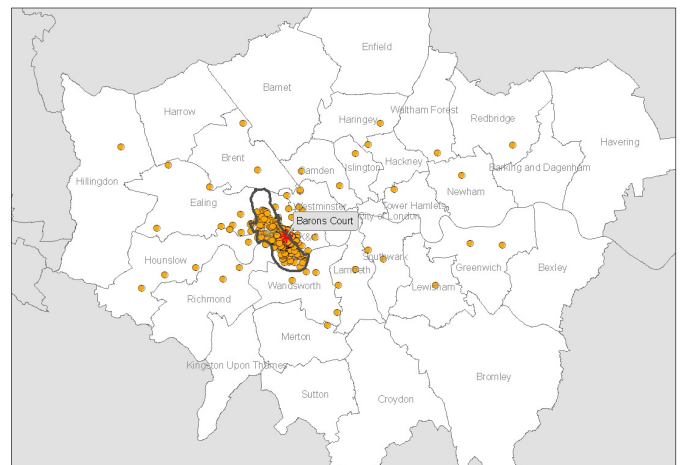
**Prosperous settled young professionals**—this group is characterised by fairly affluent couples, qualifications a little above the borough average, and being employed as professionals or in lower managerial roles.

9% are in the '**poorer minority families group**'.

**Poorer minority families** - this group is characterised by being in sales or manual occupations, relatively deprived, and moderately low qualifications.

### BARONS COURT LIBRARY

The map below shows the postcode locations across London of the members of Barons Court Library.



Of the 547 different postcodes across London where members live, 86% are in Hammersmith and Fulham. 6% of postcodes are in Kensington & Chelsea.

In terms of Mosaic profiles, 20% are in the '**Deprived families in public housing**' group. 12% are in the '**Mixed Inner City Urban**' group. 35% are in the '**Prosperous mobile single young professionals**' group.

**Prosperous mobile single young professionals**—this group is characterised as being fairly affluent, childless, half have a degree qualification, employed in young professional or lower managerial roles. This is also the group with the highest full time working females.

9% are in the '**well off global professionals**' group.

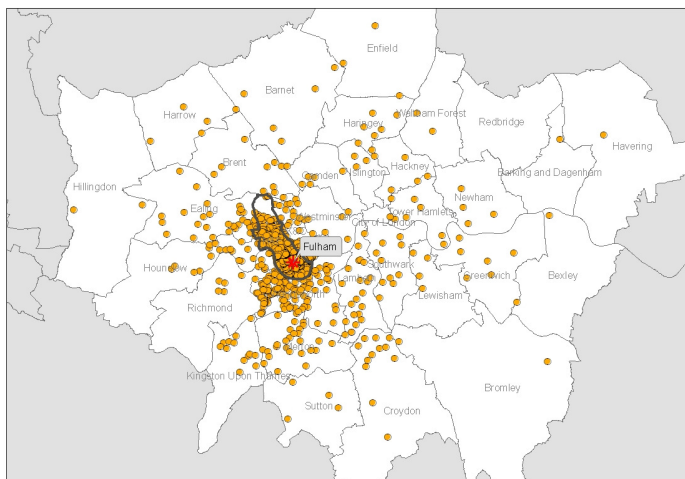
**Well off global professionals**—this group is characterised as being single, mobile, older, born abroad, over half have a degree, employed as managers and professionals, working long hours, above average working at home.

## MOSAIC DESCRIPTIONS

Group	Demography	Education	Work	Money	Home	Lifestyle	Location	Channel preference
Well Off Older Global Professionals	1 or 2 person households, singles, quite mobile, above average 45+, born abroad e.g. USA, low Black.	Over half with degree level qualifications	Managers and professionals working long hours, self-employed, managers or professionals (inc women), high AB social class. Above average working at home	High income, phone banking but also like to visit bank. High store cards	High value flats and some terraced housing, owners or private renters. 3-4 rooms	Internet connection, moderate usage. Reads broadsheets, Brook Green reads books	South Fulham/ Brook Green	Web Phone
Well Off Families in High Value Homes	White British, stable, two parent families. Above average 5-19s and older people, especially 45-64s. Low Black	Half have degree level qualifications	Managers and professionals Above average working at home	High household income High store cards	High value houses home and car owners. This group lives in the largest proportion of properties	Reads broadsheets, moderate internet usage	South Fulham/ Ravenscourt	Web Phone
Families in Manual Occupations	Older families or older people. Stable. Above average 45+ and children. Also above average couples no children. Low Black	less qualified	Admin and manual	Highest propensity to shop by phone. Q high prepaid mobile	Moderate value houses, larger than average. Car owners	Moderate internet usage	South Fulham/ Ravenscourt	Web Phone
Poorer Minority Families	Poorer families, ethnic minorities, stable, sales or manual occupations, relatively deprived. Above average 0-19s	Moderately low qualifications	Sales or manual occupations,	Group has highest rate of child benefit. Low internet grocery purchase	Poorer terraced housing. Quite high own with mortgage and public renters	Above average paying bills at PO	College Park	Visit
Older People Inner City Urban - Low Incomes	Single pensioners, lone parents, poorer health, stable, Above average 60+	Low qualifications; a quarter have none	Manual occupations	Above average pay bills at PO	Public renting purpose-built flats, low car ownership	Lower than average computer use	Parts of Fulham/ Hammersmith	Visit
High Occupancy - Inner City Urban (Students)	High proportion singles, Asian or Born Other EU or elsewhere, students, middle age.	On the low side of the Borough average	Above average self employed		Purpose-built flats, 1 or 2 rooms, low car ownership, high occupancy		Shepherds Bush/ West Kensington	Web Phone
Mixed Inner City Urban - Modest means	Average age structure, q stable, both singles and married people. Relatively high Black. High 25-44s, single people and single parents.	Qualifications a little below Borough average	Above average self employed		Average tenure but high converted flats		Hammersmith / Shepherds Bush	Visit
Single Mobile Renters Inner City Urban	Ethnic minorities, mobile, lone parents, 18-44s	Moderately low qualifications	manual occupations		private renting, low value properties,		Shepherds Bush	Web Phone
Prosperous Mobile Single Young Professionals	Fairly affluent, non family, mobile young adults.	Over half with degree level qualifications	Young professionals or lower managerial. Group with highest FT working females.	Internet and phone banking	Private renting in converted flats	Reads books Internet users	Fulham but a scatter in Hammersmith and Shepherds Bush	Web Phone
Prosperous Settled Young Professionals	Fairly affluent couples with or without children rather than singles, relatively stable,	Qualifications a little above Borough average	Professionals or lower managerial	Phone banking. Propensity to shop by internet or phone	terraced housing owner occupiers mid range property values	Reads books High internet connection	Fulham but some in Brook Green and Shepherds Bush	Web Phone
Deprived Families in Public Housing	Ethnic minorities, high children and young adults, single parents, third have none	low qualifications; third have none	unemployment, manual occupations	Above average pay bills at PO	public renting, high occupancy low car ownership purpose-built flats	Low internet connection, low computer ownership. Heavy TV viewing	Shepherds Bush and other areas with public sector estates	Visit
Older people in sheltered housing	Elderly, one person pensioner households, poor health, White, quite stable.	Low qualifications; nearly half have none		Above average pay bills at PO. Low internet grocery purchase	Public rented flats Sheltered housing. Low car ownership	Low internet connection low computer ownership Heavy TV viewing		Visit

### FULHAM LIBRARY

The map below shows the postcode locations across London of the members of Fulham Library.

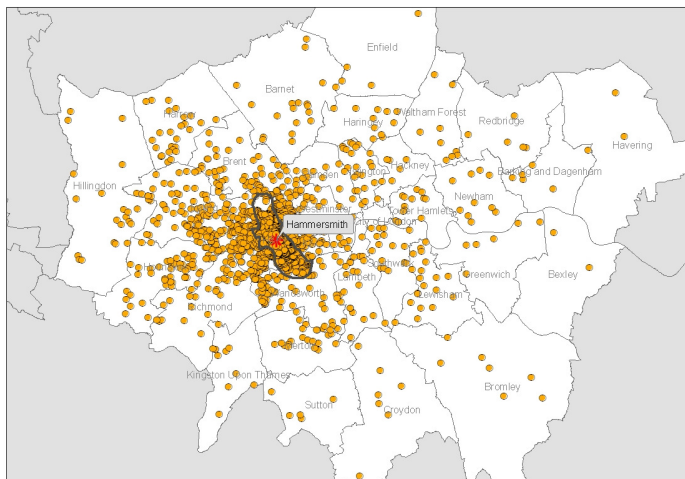


Of the 1954 different postcodes across London where members live, 76% are in Hammersmith and Fulham. 7% are in Wandsworth, and 5% are in Kensington and Chelsea.

In terms of Mosaic profiles, 11% are in the **'Deprived families in public housing'** group. 8% are in the **'Mixed Inner City Urban'** group. 21% are in the **'Prosperous settled young professionals'** group. 9% are in the **'Poorer minority families group'**. 28% are in the **'Prosperous mobile single young professionals'** group.

### HAMMERSMITH LIBRARY

The map below shows the postcode locations across London of the members of Hammersmith Library.



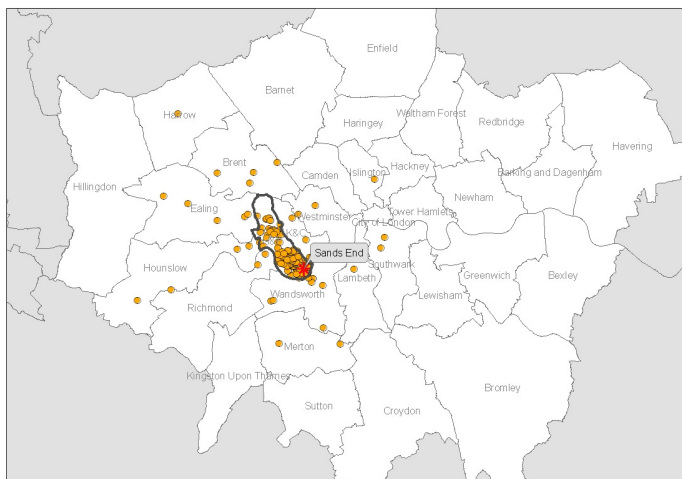
Of the 2480 different postcodes across London where members live, 57% are in Hammersmith and Fulham. 8% of postcodes are in Ealing, while Kensington and Chelsea and Richmond upon Thames have 6% each.

In terms of Mosaic profiles, 19% are in the **'Deprived families in public housing'** group. 15% are in the

**'Mixed Inner City Urban'** group. 21% are in the **'Prosperous mobile single young professionals'** group. 8% are in the **'well off global professionals'** group. 14% are in the **'Prosperous settled young professionals'**.

### SANDS END LIBRARY

The map below shows the postcode locations across London of the members of Barons Court Library.

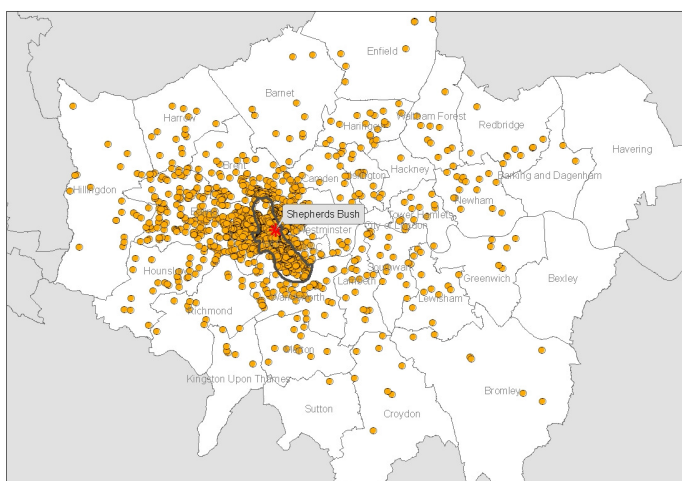


Of the 343 different postcodes across London where members live, 90% are in Hammersmith and Fulham. 2% of postcodes are in Wandsworth, the remaining 8% are spread between 11 other boroughs.

In terms of Mosaic profiles, 13% are in the **'Deprived families in public housing'** group. 23% are in the **'Mixed Inner City Urban'** group. 22% are in the **'Prosperous mobile single young professionals'** group. 10% are in the **'well off global professionals'** group. 13% are in the **'Prosperous settled young professionals'** group.

### SHEPHERD'S BUSH LIBRARY

The map below shows the postcode locations across London of the members of Shepherd's Bush Library.



Of the 2206 different postcodes across London where members live, 50% are in Hammersmith and Fulham. 17% of postcodes are in Ealing, and 10% are in K&C.

In terms of Mosaic profiles, 21% are in the '**Deprived families in public housing**' group. 18% are in the '**Mixed Inner City Urban**' group. 17% are in the '**Prosperous mobile single young professionals**' group. 5% are in the '**well off global professionals**' group. 11% are in the '**Prosperous settled young professionals**'. 9% are in the '**Poorer Minority families**' group.

## CUSTOMER SATISFACTION

### ANNUAL RESIDENTS SURVEY

	H&F ARS 2011	H&F ARS 2010	H&F ARS 2009	Place Sur- vey 2008	H&F ARS 2007	BVPI 2006/2007
Libraries Satisfied (%)	73.3	74	77	65	68	61
Libraries Dissatisfied (%)	10.1	9	9	10	10	11
Libraries Neither (%)	16.6	16	14	25	22	29

The table above shows the satisfaction scores for libraries in various borough wide surveys over the last 5 years. In 2011 satisfaction with Libraries fell slightly from the 2010 survey.

In the 2011 survey satisfaction levels varied greatly by the ward of residence of the respondent. While the sample sizes are quite small, they do give an indication on how the library service is viewed throughout the borough.

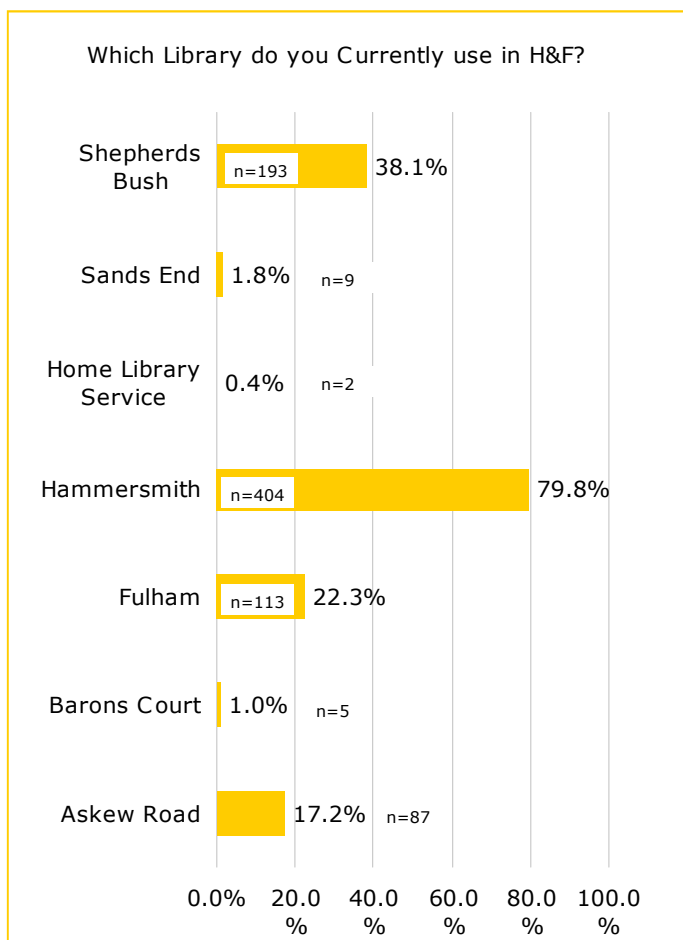
Satisfaction with libraries	Sample Size (n)	Satisfied (%)	Dissatisfied (%)	Neither (%)
Addison	64	82	3	15
Askew	67	77	14	9
Avonmore & Brook Green	61	81	9	11
College Park & Old Oak	39	53	23	23
Fulham Broadway	40	61	16	24
Fulham Reach	58	59	22	19
Hammersmith Broadway	58	79	5	16
Munster	56	71	/	29
North End	43	53	23	23
Palace Riverside	44	69	7	24
Parsons Green & Walham	37	72	5	23
Ravenscourt Park	46	79	7	14
Sands End	54	58	20	22
Shepherds Bush Green	59	88	3	9
Town	47	90	2	7
Wormholt & White City	53	80	13	8

## CONSULTATION ANALYSIS

The Hammersmith Refurbishment Consultation was completed by 539 people. Just under two thirds of the respondents were female. A quarter of respondents were aged between 25-34, just under a fifth were aged between 35-44, and the same amount were aged between 45-54. There were just 9 (2%) under 18 respondents. 63 respondents (15%) were aged over 65.

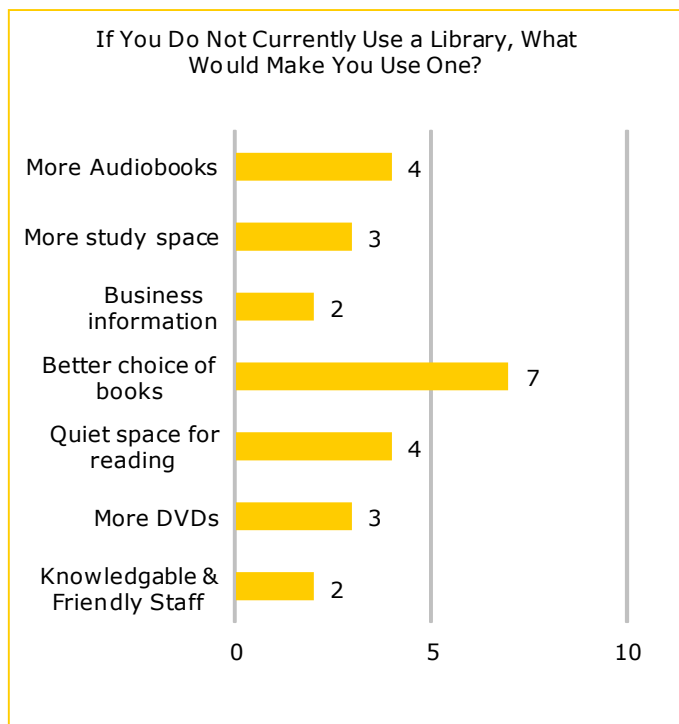
### WHICH LIBRARY DO YOU CURRENTLY USE IN H&F?

507 of the 539 (94%) respondents used a library in Hammersmith and Fulham. This 507 included 13 (3%) that said they used 4 libraries, 21 (4%) that used 3 libraries and 73 that used 2 libraries.



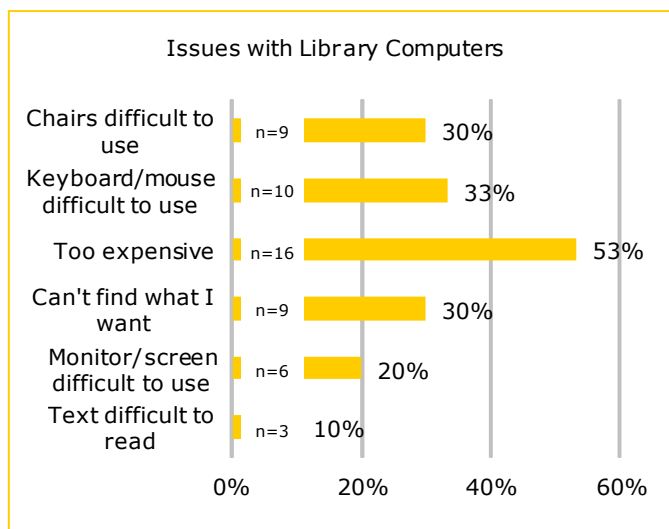
### IF YOU DO NOT CURRENTLY USE A LIBRARY, WHAT WOULD MAKE YOU USE ONE?

20 respondents answered this free text question. The graph below displays some common themes.



### DO YOU FIND IT EASY TO USE LIBRARY COMPUTERS?

31 respondents had issues with library computers.

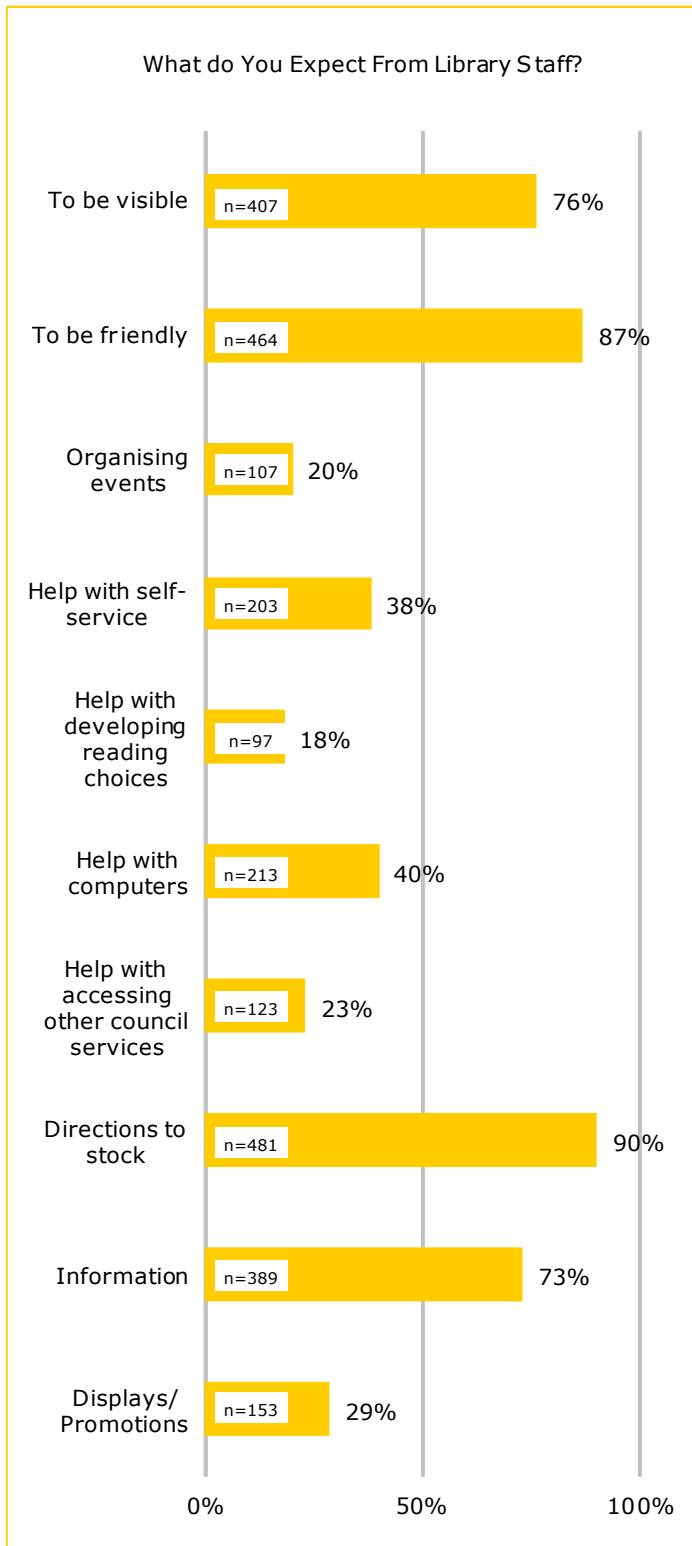


In addition to the choices in the graph above respondents gave the free text answers shown in the table below.

Not enough help	1
Search system needs improvement	5
No DVD player on computers	2
Internet should be free	4
Not long enough on computers	3
Not enough computers	16
Computers don't work	7
Doesn't use computers	8

## WHAT DO YOU EXPECT FROM LIBRARY STAFF?

532 respondents answered this question.



## WHAT DO YOU USE THE LIBRARY FOR?

This table shows what library users use their local library for. Use is similar between the four main libraries. However more respondents used Askew and Fulham for book sales. Shepherd's Bush and Askew are used more for reading newspapers and magazines.

	Adult reading groups	Audiobooks	Audio books	Book sales	Borrowing books	Borrowing Books in large print	Borrowing CDs	Borrowing DVDs	Children's activities: Reading groups/authorEvents	Children's activities: storytimes/rhymetimes	email and MS Office packages	Events (author etc)	Finding information	Learning sessions: Adult education classes	Learning sessions: homework	Learning sessions: how to use a computer	Reading newspapers or magazines	Study space	Teen activities	Using the computer for internet	<b>Total</b>
Askew Road	2	14	0	29	84	4	27	44	9	17	31	13	37	6	2	2	36	22	1	31	<b>87</b>
Barons Court	0	0	0	0	5	0	0	2	0	1	1	0	1	0	0	0	2	0	0	1	<b>5</b>
Fulham	7	21	0	42	107	3	37	52	7	13	36	16	43	5	4	3	35	36	2	36	<b>113</b>
Hammer-smith	10	57	1	103	379	14	110	177	28	45	111	47	143	11	11	10	123	113	4	111	<b>404</b>
Home Library Service	0	0	0	0	1	0	0	0	0	0	1	0	1	0	0	0	0	1	0	1	<b>2</b>
Sands End	1	2	0	1	8	1	1	4	0	1	3	1	5	1	0	1	2	2	0	3	<b>9</b>
Shepherds Bush	3	25	0	49	181	8	60	83	16	25	74	26	72	8	5	4	75	62	1	74	<b>193</b>

Collecting Hobby recycling / Club bags	Reference materials	People Watching	Career advice	Printing	Borrowing maps	Photocop- ies	Recycling batteries	<b>Total Re- spondents</b>	
4	9	8	1	1	2	1	2	5	<b>30</b>

In addition to the choices above respondents gave the answers in the table to the left.



### WHICH ONLINE LIBRARY SERVICE DO YOU USE?

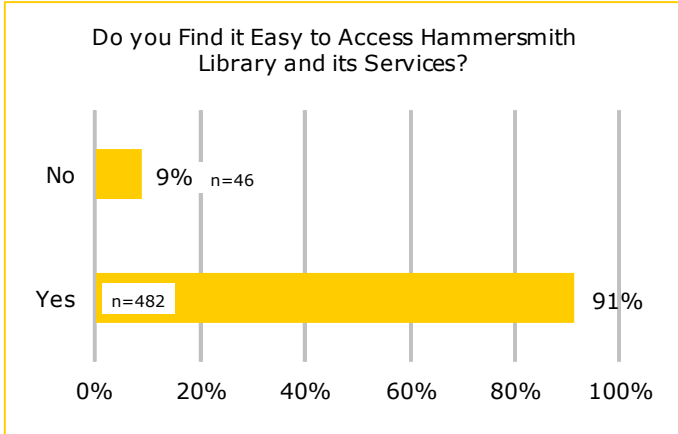
This table shows how library users use online services. A higher proportion of Fulham users used it for renewing a book or other item. A lower proportion of Hammersmith users used online services to find a book.

Which online services do you use?	Do not use the online library services	Finding a book or other item	Joining the library	Online directories such as Oxford English Dictionary and Who's Who	Renewing a book or other item	Reserving a book	Total
Askew Road	23	44	2	10	48	31	<b>87</b>
Barons Court	1	1	0	0	2	1	<b>5</b>
Fulham	26	60	3	9	77	38	<b>113</b>
Hammersmith	104	187	13	40	235	131	<b>404</b>
Home Library Service	0	2	0	1	1	1	<b>2</b>
Sands End	4	5	0	1	4	3	<b>9</b>
Shepherds Bush	44	98	5	19	110	68	<b>193</b>

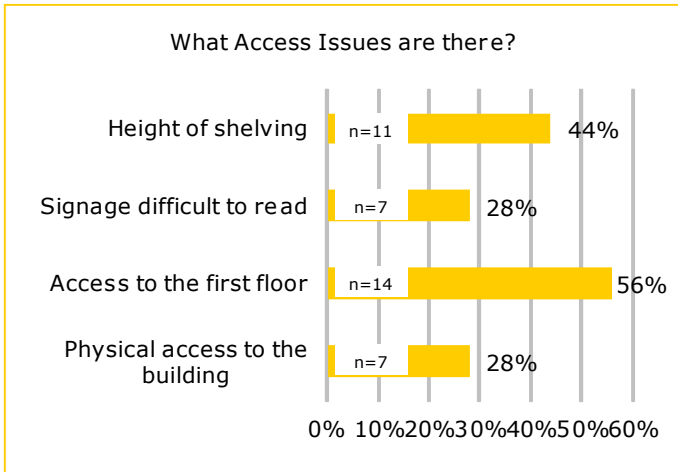
**HAMMERSMITH LIBRARY REFURBISHMENT**

**DO YOU FIND IT EASY TO ACCESS HAMMERSMITH LIBRARY AND ITS SERVICES?**

528 respondents answered this question.



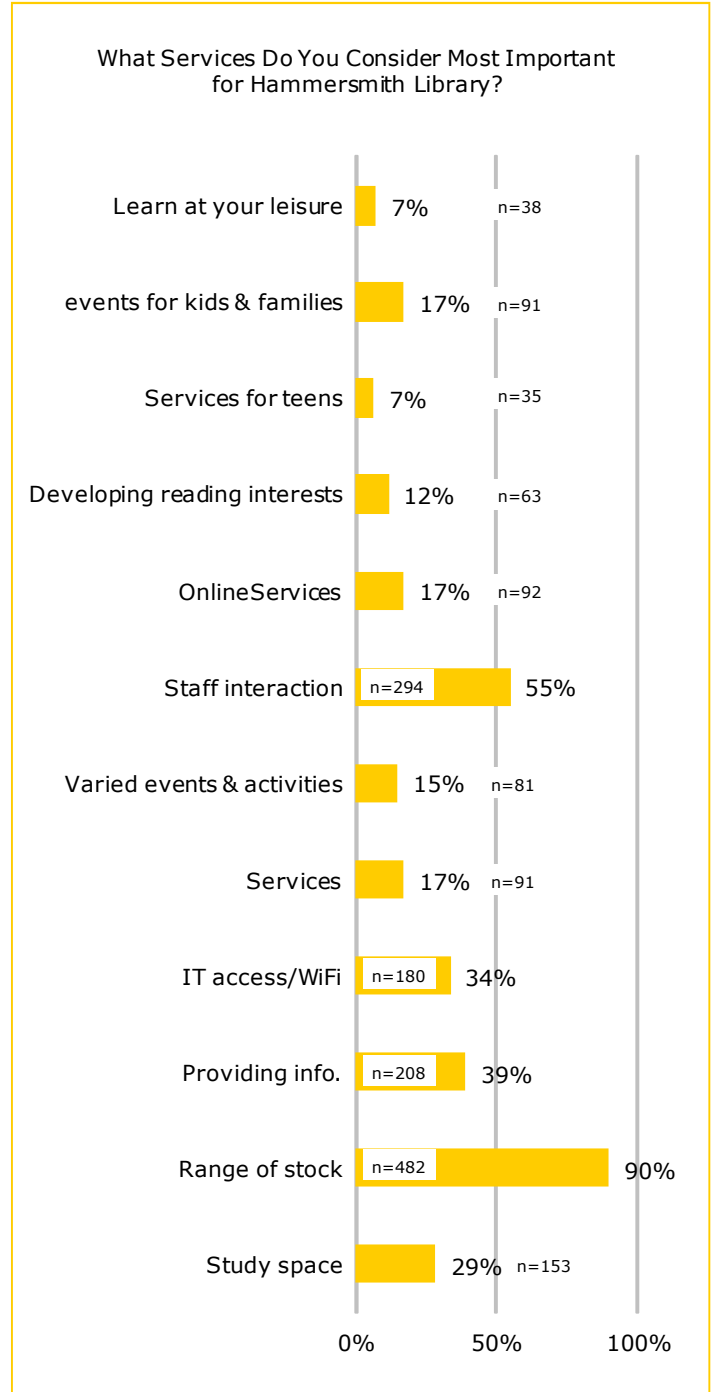
Those that found Hammersmith hard to access gave the following reasons.



In addition to the choices in the graph above the answers below were given as access issues in the free text box.

Bad layout	9
Access is a pram is problematic	5
IT issues	4
opening times	1
Parking	4
Crossing Shepherd's Bush Road	1
self service checkout	1
Books disorganised	5
<b>Total Respondents</b>	<b>22</b>

**WHAT SERVICES DO YOU CONSIDER MOST IMPORTANT FOR HAMMERSMITH LIBRARY?**

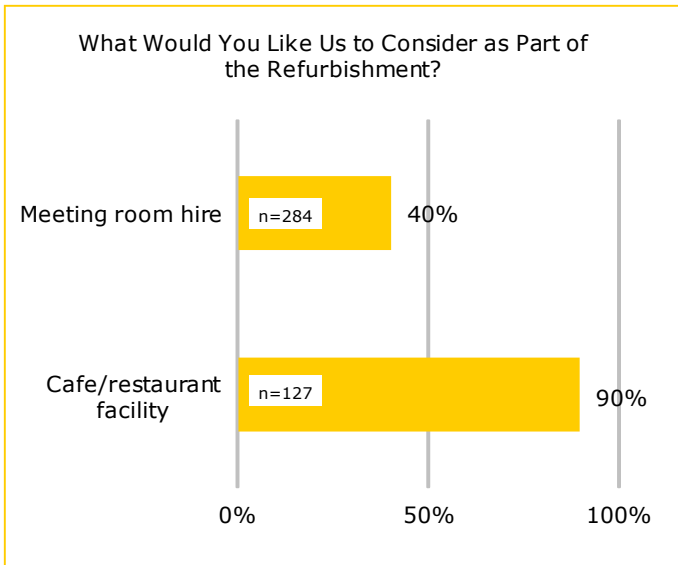


In addition to the answers above, the categories below were common themes in the free text answers.

Activities for older people	2
Quietness	8
Access to inter-library loans system	1
Toilets	2
Good WiFi	3
Book Club	1
<b>Total Respondents</b>	<b>17</b>

**WHAT WOULD YOU LIKE US TO CONSIDER AS PART OF THE REFURBISHMENT?**

317 respondents answered this question.



In addition to the choices in the graph above the answers below were given as other options for the refurbishment in the free text box.

Clear signage	6
Improved access	9
No cafe	42
More stock	28
Toilet	12
Space for kids activities	13
Better lighting	10
Self-service	6
Preserve original features	10
Lifts	1
Heating	3
Bike racks	1
No meeting room	9
More plugs	2
Remove gate	2
Better Wifi	1
Study Space	33
<b>Total Respondents</b>	<b>202</b>