

NEIGHBOURHOOD SCRUTINY AND PERFORMANCE PANEL

17 AUGUST 2006

**AGENDA
ITEM: 7**

Summary report of the Walsall Borough Citizens' Panel Cultural Activities Survey

Ward(s) All

Portfolio: Louise Harrison

Service Area: Corporate Performance Management

Summary of report:

This report provides a full copy of the 'report of survey' gained from the 'Cultural Activities in Walsall' survey undertaken by the Walsall Borough Citizens' Panel in April 2006, along with some detailed specific headline results for quick reference.

Background Information:

Citizens' Panel scrutiny workshop 6 January 2006

Reason for Scrutiny:

Following review by the former Community, Leisure and Culture Scrutiny and Performance Panel at a workshop in January 2006, whereby a proposed draft survey was discussed in detail, it was agreed that the results from that survey be reported back to the panel for information and consideration, following the panels close involvement in the process.

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Legal Considerations

There are no resource or legal considerations arising directly from this report.

Citizen Impact

The recruitment and implementation of a citizens' panel assists the council and its services to understand and meet the needs and priorities of local people and stakeholders within the Borough. This is achieved by providing one method, amongst a variety of consultation methods, of seeking and analysing prevailing views on strategic priorities and service delivery which can be used to improve services and to inform service planning for the future.

Environment Impact

There are no specific environmental impacts arising from this report.

Performance Management and Risk Management Issues

The development of a citizens' panel provides an effective methodology for engaging with local residents and stakeholders and, within the context of the overarching consultation strategy, can be considered a key component in the performance management framework of the council. Through consultation and effective engagement with local people, the council can ensure that its vision for the Borough is a shared vision amongst all stakeholders, and that it tackles the key issues affecting local communities. The outcomes of consultation feed into service planning, and ensure that the council's vision, strategic priorities, and pledges continue to reflect citizen and stakeholder priorities and concerns.

Equality Implications

An important underpinning value of all effective consultation is the commitment to engage and consult with all sections of the community, and to ensure that all contributions are valued. The citizens' panel was recruited in such a way as to best reflect the current demographics of the borough, ensuring that the views expressed, as much as possible, reflect a wide-cross of the boroughs population.

Consultation

The citizens' panel is a key element in the corporate consultation strategy and along with local neighbourhood partnerships (LNPs) is one of the main vehicles for consulting with local residents and stakeholders. It should be further noted that that the size and make-up of the panel, in as far as possible, reflects LNP boundaries and allow for analysis of results at this local level.

Vision 2008:

The development of the citizens' panel is a key element of the Vision 2008 priority to "listen to what people want".

1. Purpose of the report

During the financial year 2005/06 the former Community, Leisure and Culture Scrutiny and Performance Panel, looked at the expansion of the Walsall Borough Citizens' Panel and was closely involved in agreeing the format and content of the second survey undertaken. This related to cultural activities in Walsall and looked in more detail at public perceptions of libraries, the local history centre, museums, New Art Gallery Walsall, theatres, concert halls and community arts across the borough.

This report details the findings and results of that survey, providing a full copy of the report of survey, along with a few headline results, for Members' information and consideration.

2. Report of survey

For the full report of the survey, prepared for the council by our contractors BMG Research, please see attached report.

3 Summary of headline results

Some of the key results to note include:

- 68% of respondents indicated that they were satisfied with local libraries, including a quarter (25%) who were very satisfied
- 98% were aware of at least one of the library service points, with four fifths (81%) indicating that they are aware of the central library.
- Three quarters of respondents (75%) indicated that they had used one or more library; whilst 68% indicated that they had used a library in the last twelve months.
- The most commonly mentioned reason for not using a library was because of a lack of time (30%). Other reasons mentioned but at lower levels were participating in other leisure activities (14%) or not being interested (12%).
- 59% of respondents agreed that libraries should be open 7 days a week.
- In terms of opening hours for libraries, approaching half of respondents indicated they would most like to use a library during Saturday daytime (49%) and/or weekday daytime (47%). Less than three in ten would be likely to use a library during Sunday daytime (29%) and/or weekday 'late' evenings (25%)
- The majority of respondents (64%) indicated that they would most like to get information about libraries from libraries themselves. Three in ten would either be likely to use the council's website (31%) or telephone (30%)
- 96% were aware of at least one of the services on offer, with nine out of ten (92%) indicating they are aware of libraries' free loan of books
- In terms of improvements to libraries, overall, respondents were most likely to agree that increased toilet provision for the general public (63%) and a café (59%) would encourage them to use libraries

- Three in ten respondents indicated that they would use a mobile library (31%), and that they would like to see it at least once a month, including two-fifths (41%) who would want to see the mobile library at least once per week.
- Nearly half of respondents (47%) indicated that they are aware of the Local History Centre, with just over a third (34%) indicating that they know its location.
- 43% indicated that they would be likely to use the local history centre if it were open on Saturday during the daytime.
- 94% of respondents were aware of one or more of the museums and galleries within Walsall, with nine in ten respondents (90%) each being aware of the Walsall Leather Museum and the New Art Gallery Walsall.
- 50% stated that they had visited a museum or gallery in the last twelve months, with the majority having done so once or twice.
- Just one in seven respondents (14%) indicated that they were satisfied with Concert Halls and Theatres, including just 3% who are very satisfied. Importantly, respondents who had used concert halls and theatres in the last 12 months were significantly more likely to say that they were satisfied (24%) compared with 11% of non-users.
- A fifth (21%) of all respondents were aware of the Forest Arts centre while the majority were not aware (76%)
- Just 5% of respondents had visited the Forest Arts Centre in the last 12 months.
- Just under a fifth of respondents (19%) were aware of at least one of the community arts events that have taken place in Walsall.
- Respondents felt that the information available on libraries and museums / galleries is on the whole good, with those for concert halls, theatres and community arts projects not so good
- Three out of five respondents (59%) normally find out information via local newspapers while around two in five usually find out via leaflets or posters (43%)
- Ways for improving communication were identified as leaflets, more/better advertising, using local newspapers, use of posters and newsletters.



Cultural Activities in Walsall – Panel Survey
Walsall Metropolitan Borough Council
April 2006

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Because people matter.

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1 Key Findings

Libraries

Satisfaction with local libraries

Just over two thirds of respondents (68%) indicate that they are satisfied with local libraries, including a quarter (25%) who are very satisfied. Conversely, less than one in five (17%) are neither satisfied nor dissatisfied, whilst 5% are dissatisfied.

Awareness and usage of local libraries

The overwhelming majority of respondents (98%) are aware of at least one of the library service points, with four fifths (81%) indicating that they are aware of the central library. Other library service points mentioned but at lower levels are the mobile library service (49%), Aldridge library (46%) and Bloxwich library (42%).

Respondents were also asked whether they have used any of the 19 library service points in the last twelve months. Three quarters of respondent (75%) indicate that they have used one or more of the service points.

Predictably, the most commonly mentioned service point used is the central library, with just over two fifths (44%) indicating that they have used it. Around one in ten indicate that they have used Aldridge library (13%), Bloxwich library (12%), Darlaston library (10%) and Willenhall library (9%).

Frequency of use

Just over two thirds of respondents (68%) say they have used libraries in last twelve months, contrasting with three in ten (29%) who are non users.

More specifically, a third of respondents (34%) indicate that they have used a library at least once a month, including one in ten (9%) who have done so at least once per week.

Non-users of libraries

The most commonly mentioned reason for not using a library is because respondents do not have the time (30%). Other reasons mentioned but at lower levels are that respondents prefer to participate in other leisure activities (14%) or they are not interested (12%).

It is encouraging however that only 5% of respondents give 'lack of information available', or 'opening times are not convenient' as reasons for not attending.

Opening hours of libraries

In terms of large libraries, three fifths of respondents (59%) agree that they should be open 7 days a week, contrasting with 15% who neither agree nor disagree and a similar proportion (16%) who disagree.

With respect to smaller libraries, three in ten respondents (30%) agree that they should be open 7 days a week. Conversely, three in ten respondents (30%) disagree and a slightly smaller proportion (27%)

answered neutrally (neither agree nor disagree). Figure 4 compares agreement with opening hours for large and small libraries.

Times of day likely to use libraries

Respondents were then provided with a set of times of day and asked when they would be likely to use a library in Walsall. Encouragingly, in total over four fifths of respondents (86%) indicate they would be likely to use a local library.

Approaching half of respondents would be likely to do so Saturday daytime (49%) and or weekdays daytime (47%). Less than three in ten would be likely to use a library Sunday daytime (29%) and or weekdays late evening (25%).

Preferred method of obtaining information about libraries

The majority of respondents (64%) indicate that the method they would be most likely to use to find information about libraries would be by going to the libraries themselves. Three in ten would either be likely to use the Council's website (31%) or the telephone (30%).

Types of services local libraries offer

In terms of awareness, the overwhelming majority of respondents (96%) are aware of at least one of the services on offer, with over nine in ten (92%) indicating that they are aware of the libraries free loan of books service. Other library services mentioned but at lower levels are the hire of CDs, videos and DVDs (77%), free use of computers and training sessions on how to use them (74%), free access to the Internet (70%) and mobile libraries (66%).

On the whole, respondents are less likely to be aware of more specific activities carried out by the libraries; for instance holiday activities for children, homework clubs or study support (42%), reading groups for adults and children (42%), special events (such as author visits) (41%). Awareness levels are particularly lower for services such as activities for babies (27%) and home library service (25%).

With respect to the usage of these services, nearly three fifths of respondents indicate that they have used the libraries free loan of books in the last 12 months. Approaching a fifth indicate that they have used the free use of computers and training sessions on how to use them (18%), the free access to the Internet (17%) and hire of CDs, videos and DVDs (16%). Other services were mentioned but by less than a tenth of respondents (see table above).

Centenary of the Central library

One in ten respondents (9%) indicate that they are aware that there will be events this year to celebrate the centenary of the central library. Visits from celebrity authors (9%), open days/events/activities (7%), more free activities for children (6%), the history of Walsall library (6%) and advertising/promotion of library services (6%) are the main ways respondents would like to see the centenary celebrated.

Factors that would encourage residents to use local libraries

One in ten respondents (11%) indicate that extended opening hours would encourage them to use local libraries more often. Also mentioned but at lower levels are 'if respondents had more time' (7%), 'wider range of literature/books/videos/DVDs' (6%) and 'better parking facilities' (5%).

Improvements to local libraries

Overall, respondents are most likely to agree (i.e. rating 'tend to agree' or 'strongly agree'), that increased toilet provision for the general public (63%) and a café serving coffee, tea and snacks (59%) would encourage them to use libraries.

There are no instances where respondents are more likely to disagree than agree. That said, there are two services or improvements where over a third of respondents are ambivalent: access to free newspapers (36%); and better access for people with disabilities and impairments (35%).

Mobile Library Services

Three in ten respondents (31%) indicate that it is likely that they would use a mobile library service, contrasting with a fifth (19%) who would neither be likely nor unlikely to and over two fifths (44%) who would be unlikely to do so.

The majority of respondents who would be likely use a mobile library service would want to see a mobile library at least once a month, including two fifths (41%) who would want to see a mobile library service at least once per week and further a quarter (25%) would want to see it less than once a week but more than once a months.

Most commonly mentioned books or services that respondents would like to see available in a mobile library are general fiction (70%), best sellers (63%), hire of CDs and DVDs (52%), children's books (49%) and factual/information books/biographies (49%).

Overall perception of local libraries

Overall, respondents are most likely to agree (i.e. rating 'tend to agree' or 'strongly agree') with the statement 'it is easy to become a member of the local library (75%), 'the staff are friendly, approachable and helpful (68%) and the libraries in Walsall have a good reputation (58%). Also positive, a high proportion of respondents disagree (i.e. rating 'tend to disagree' or 'strongly disagree') that 'libraries are not for people like me' (62%) and 'I feel uncomfortable going to the library on my own' (59%). There is one point of concern; respondents are more likely to disagree than agree that 'there is sufficient parking near my local library' (41% cf. 31%).

It is also noteworthy that opinions are split when respondents are asked whether there is enough choice/variety of books/journals (26% agree whilst 24% disagree).

Local History Centre

Awareness of local history centre

Nearly half of respondents (47%) indicate that they are aware of the local History Centre.

Just over a third of respondents (34%) indicated that they know where the local history centre is located.

Just over a third (35%) indicate that they know they can use the local history centre to discover the history behind their family, house and neighbourhood.

A third of respondents (33%) are also aware that the local history centre collects documents, photographs and oral history recordings from individuals, businesses and organisations in order to preserve the history of Walsall..

Possible opening time for the Local History Centre

Around two fifths of respondents say that they would be likely to use the centre if it were open on Saturday during the daytime (43%) while 39% would use the centre weekdays during the daytime. A third (34%) also indicate that they would be likely to use the centre if it were open on Sundays during the daytime.

Attending exhibitions or activities at the Local History Centre

The types of exhibitions and activities at the Local History Centre include sources for family history, maps, letters from the archives, Walsall in the Second World War, workshops and tracing the history of ones house. In light of this, respondents were asked how likely or unlikely they would be to attend a specified list of events at the Local History Centre.

Overall, respondents would be most likely to attend (i.e. rating 'fairly likely' or 'very likely') exhibitions (47%), local history activities (44%) and open days (43%).

In terms of attending family activities, opinions are divided with a similar proportion of respondents indicating that they would be likely or unlikely to attend family activities (31% likely to attend cf. 30% unlikely to).

On balance, respondents are more likely to indicate that they would be unlikely to attend talks (33% cf. 24% indicating that they would be likely to do so).

Museums and Galleries

Satisfaction with museums and galleries

Just over half of respondents (52%) indicate that they are satisfied with local museums and galleries, including nearly a fifth (18%) who are very satisfied. Conversely, over a quarter (27%) are neither satisfied nor dissatisfied, whilst 5% are dissatisfied.

Awareness of local museums and galleries

Walsall Borough Council directly runs two museums in Walsall and also the New Art Gallery Walsall. Provided with that information respondents were first asked which of these specific museums and galleries they are aware of.

The majority of respondents (94%) are aware of one or more of the museums and galleries. Nine in ten respondents (90%) are each aware of the Walsall Leather Museum and the New Arts Gallery Walsall. Just over three quarters (77%) indicate that they are aware of the Walsall Museum in the Central Library.

Visited local museums and galleries

Respondents were then asked which of these museums and galleries they have visited in the last 12 Months. The results indicate that nearly three fifths of respondents (58%) have visited one or more museum and or gallery. Specifically, approaching half of respondents (45%) have visited the New Arts Gallery, whilst a third have each visited Walsall Museum in the Central Library (34%) and Walsall Leather Museum (34%).

Frequency of visit

Half of respondents (50%) say they have visited a museum or gallery in the last twelve months, with the majority having done so once or twice. In contrast a slightly lower proportion (45%) indicate that they have not visited any.

The most commonly mentioned reasons for not having visited a museum or gallery are because respondents do not have the time (23%) or that they are not interested (23%). Other reasons mentioned but at lower levels are that respondents prefer to participate in other leisure activities (15%) or that they lack information (13%).

Awareness of exhibitions and events

Over half of respondents (55%) are aware of at least one of the exhibitions and or events, with over a third (36%) indicating that they are aware of the Garman Ryan collection and about a quarter (23%) the adult leather crafting exhibition. Other exhibitions and events mentioned but at lower levels are made in Walsall (17%), children's summer holiday workshops (16%), Walsall photographic society annual exhibition (16%) and Lucian Freud and Kitty Garman (16%).

Usage of local exhibitions and events

Respondents were also asked whether they have used any of the 18 exhibitions and events listed in the last twelve months. Three quarters of respondents (77%) indicate that they have not used any of the exhibitions and events listed in the last 12 months.

In line with awareness, the most commonly mentioned exhibition or event visited in the last 12 months is the Garman Ryan Collection (17%). This is followed by Lucien Freud and Kitty Garman (8%) and the Children's Discovery Gallery (5%).

Likelihood of using exhibitions and events

Just over half (51%) of respondents stated they would now be likely to use an exhibition and or event in Walsall's museums and galleries now that they are aware of them.

In particular, the respondents more likely to visit an exhibition or event [318 respondents] stated they might use the murder mystery nights (17%), followed by Made in Walsall (15%), Weird Walsall (7%) and Children's summer holiday activity workshops (7%).

If exhibitions and events were nearer to where respondents live, 39% of respondents would be more likely to use them. This is especially the case for respondents living in Brownhills and Aldridge (54%), Willenhall (48%) and amongst females (44%), older respondents (43% aged 65+) and respondents that have a long-term disability or illness (51%).

Encouraging people to use museums and galleries in Walsall

Over a third (36%) did not provide a response, 2% do not know and 10% said nothing would encourage them. Of those that did provide a response, the top two things that would encourage them centre around more information and better publicity. One in seven (13%) mentioned more information on services available while one in ten (10%) mentioned good publicity of events. Other things of note that would encourage respondents to use museums and galleries more often include better parking facilities (5%), if they had more time (5%) and if there were more events of interest (4%).

Overall perception of Walsall's museums and galleries

Overall, respondents are most likely to agree (i.e. rating 'tend to agree' or 'strongly agree') with the statement 'the museums and galleries in Walsall have a good reputation' (56%), 'the staff are friendly and approachable' (43%), 'there are no admission fees' (43%) and 'the staff are helpful' (42%). Also positive, a high proportion of respondents disagree (i.e. rating 'tend to disagree' or 'strongly disagree') that 'museums and galleries are not for people like me' (51%) and 'I feel uncomfortable going to the museum/gallery on my own' (48%). These results are similar to that of the libraries.

Of concern though is that a third of respondents disagree that 'there is sufficient parking near the museum/gallery' (33%) and 'I know where I can find out about current/forthcoming exhibitions' (32%).

Concert Halls and Theatres

Satisfaction with Concert Halls and Theatres

Just one in seven respondents (14%) indicate that they are satisfied with Concert Halls and Theatres, including just 3% who are very satisfied. Conversely, a quarter (26%) expressed dissatisfaction and a third (32%) are neither satisfied nor dissatisfied.

Importantly, respondents who have used concert halls and theatres in the last 12 months are significantly more likely to say that they are satisfied (24%) compared with 11% of non-users.

Awareness of Concert Halls and Theatres

Overall, three quarters (73%) are aware of Walsall Town Hall and half (52%) are aware of Bloxwich Library Theatre. Around one in six (16%) are not aware of either of these concert halls and theatres in Walsall.

Visited Concert Halls and Theatres

In a total, a quarter (25%) have used Walsall Town Hall and 13% have used Bloxwich Library Theatre in the last 12 months. A further 8% stated they have not used either while the majority (61%) did not provide a response.

Frequency of visits to concert halls and theatres

A quarter of respondents (26%) say they have visited a concert hall or theatre in the last 12 months. In contrast, two thirds (66%) indicate that they have not visited any.

Non-users of concert halls and theatres

The most commonly mentioned reasons for not having used a concert hall or theatre are because there is a lack of information available (34%), respondents do not have the time (13%) or that they are not interested (13%). Other reasons mentioned but at lower levels are that respondents prefer to participate in other leisure activities (10%) and that they have no transport (2%).

Awareness of forthcoming events

Just over a quarter of respondents (27%) are aware of at least one of the events, with 14% indicating that they are aware of 'An afternoon with the musicals – the show of Rodgers and Hammerstein' and around a tenth are aware of the 'Aynuk and Ayli Show' (11%), 'film classics with Birmingham Philharmonic Orchestra' (10%), 'Pinnocchio' (10%) and the 'Old Tyme Music Hall (10%)'.

Interest in attending events at concert halls and theatres

A quarter (27%) of respondents are not interested in attending any of the events while 33% did not provide a response.

Of the remaining 40% interested in attending at least one of the events, an afternoon with the musicals (16%) and film classics with the Birmingham Philharmonic Orchestra (16%) are the most popular.

Future events

In total, 54% of respondents provided a response with more family/child orientated events, modern music concerts/events and plays being the most popular mentioned (all 7%).

Satisfaction with aspects of concert halls and theatres

Satisfaction is highest with the service and facilities (18%) and lowest with the publicity of events (9%) and is something that the Council will need to consider when trying to attract residents to use their services. It must be noted that around half of respondents reported that they did not know or did not provide a response regarding these aspects.

Use of a theatre in the future

Seven in ten (70%) respondents stated they would use a theatre in Walsall town centre if it showed films, musicals and plays. A quarter (26%) would use it 1-2 times a year, a fifth (22%) 3-4 times a year and a fifth (21%) more than 5 times a year.

Community Arts Projects

Satisfaction with Community Arts Projects

Just one in seven respondents (14%) indicate that they are satisfied with community arts projects, including 3% who are very satisfied. Conversely, just 11% express dissatisfaction while two in five (39%) are neither satisfied nor dissatisfied, whilst 27% do not know.

Awareness of the Forest Arts Centre

A fifth (21%) of all respondents are aware of the Forest Arts Centre while the majority are not aware (76%).

One in six (17%) respondents know where the Forest Arts Centre is located while 80% do not.

Just 5% of respondents have visited Forest Arts Centre in the last 12 months, rising to 13% each of respondents from Blakenall and Bloxwich and Aldridge South and Streetly.

Community Arts Events

Awareness of community arts events

Just under a fifth of respondents (19%) are aware of at least one of the community arts events that have taken place in Walsall. Around a sixth (15%) are aware of 'Walsall's War' while 8% are aware of 'Celebrating Africa', 7% the 'Big Night Out Project' and 7% the 'Falls Fashion Show Project'.

Attendance of community arts events

Respondents were also asked whether they attended any of the four events held in Walsall. Just 2% attended the 'Celebrating Africa' event and 1% each attended the other three events.

Involvement in and attending future events

One in seven (14%) respondents expressed an interest in becoming involved while a quarter (27%) expressed an interest in attending in the future. The negative balance scores again indicate that respondents are generally less interested in being involved or attending community events in the future.

Information Provision

Rating Information

Respondents feel that information available on libraries and museums and galleries is on the whole good as they receive a positive balance score. On the other hand, respondents are more likely to think that information available on concert halls and theatres and community art projects is poor as they receive a negative balance score.

Current methods of receiving information

Three in five (59%) normally find out information via local newspapers while around two in five usually find out via leaflets or posters (43%) and word of mouth (39%). One in ten (10%) respondents also state they normally use the Council website.

Preferred method

The top two preferred methods for receiving information mirror that of the methods normally received, namely local newspapers (65%) and leaflets or posters (63%). A higher proportion would prefer to receive information via the radio (26%) and the Council website (20%) than normally do (12% and 10% respectively).

Improving the way residents are informed

In total, 71% of respondents provided a response to how Walsall Council can improve the way it informs its local residents. Providing leaflets (17%), more/better advertising (15%), using the local newspaper (15%) and the use of posters (11%) and newsletters (9%) are the main improvements identified by respondents.

2 Introduction

In August 2005, Walsall Borough Council commissioned BMG Research to recruit and manage the council's residents' panel of over 1,000 individuals, providing consultation with a cross section of the local community on district wide issues.

This report presents the results of the 'Cultural activities in Walsall' survey conducted in February and March 2006. Specifically the survey seeks residents views on library services, the Local History Centre, museums, the New Art Gallery Walsall, concert halls and theatre provision and Community Art Events.

Methodology

All panel members were mailed a self-completion questionnaire in January 2006, which was devised by BMG Research and Walsall Council. At the start of February those panel members who did not respond to the first mailing were sent a reminder mailing. In total, 620 completed questionnaires were returned, representing a 50% response rate.

A sample size of 620 means that the sample is subject to a maximum standard error of $\pm 3.9\%$ at the 95% confidence level on an observed statistic of 50%. This means that if 50% of respondents gave an answer, we could be 95% sure that the proportion of all panel members in the Borough with this view falls between 46.1% and 53.9%.

Data was weighted by ward and by demographic factors such as age; gender and economic status to correct for minor differences between the profile of those who completed a questionnaire and the population in Walsall as a whole. This weighted data is what will be used in this report.

A data report has been supplied separately. It includes full breakdowns of the data by key sub-groups, including at ward level, although some small base sizes should be noted.

Throughout the report reference has been made to 'net balance scores' which is calculated by subtracting the negative score from the positive score. For example, the net balance score for satisfaction is calculated by subtracting those who are dissatisfied from those who are satisfied.

Figures and tables are used throughout the report to assist explanation and analysis. Although occasional anomalies appear due to 'rounding' differences, these are never more than $\pm 1\%$. These occur where rating scales have been added to calculate proportions of respondents who are satisfied at all (i.e. either very or fairly satisfied).

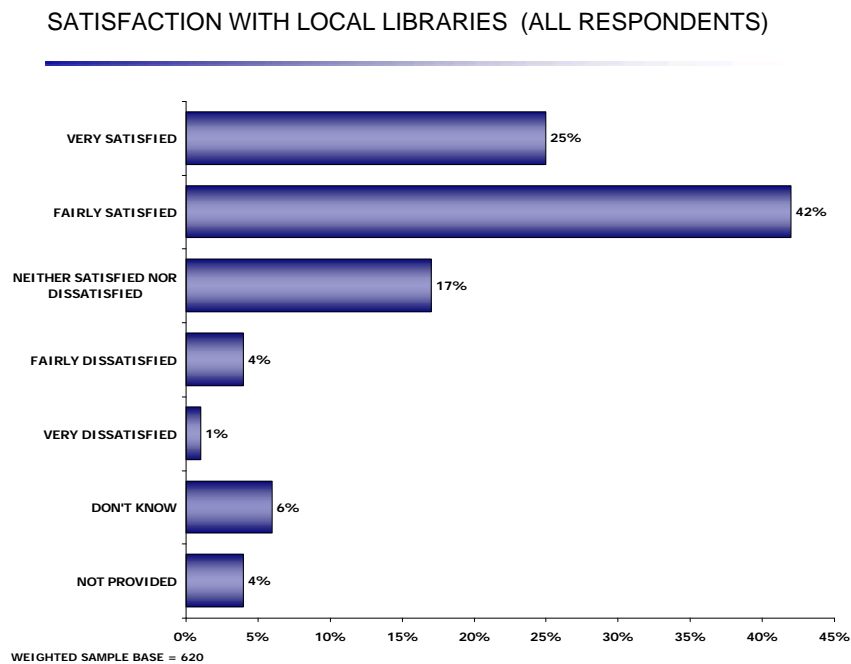
3 Local Libraries

Satisfaction with local libraries

All respondents were asked how satisfied or dissatisfied they are with libraries in Walsall.

Just over two thirds of respondents (68%) indicate that they are satisfied with local libraries, including a quarter (25%) who are very satisfied. Conversely, less than one in five (17%) are neither satisfied nor dissatisfied, whilst 5% are dissatisfied.

Figure 1



In terms of where respondents live (ward band), those within Palfrey and Pleck (83%), Aldridge South and Streetly (75%), Blakenall and Bloxwich (75%) and Pelsall and Rushall Sheffield (75%) are most likely to say that they are satisfied with local libraries, whilst those within Willenhall (56%) and Darlaston (57%) are least likely to say so.

Female respondents are more likely than their male counterparts to say that they are satisfied with local libraries (73% cf. 62%).

Older respondents are more likely than younger respondents to say that they are satisfied with local libraries (76% of those aged 65 and over, 70% of those aged 45 – 64 and 64% of those aged 18 – 44).

With respect to respondents' economical activeness, those considering themselves to be economically inactive are more likely than other residents to say that they are satisfied with local libraries (74% cf. 64%). Importantly, respondents who have used local libraries in the last twelve months are significantly more likely to say that they are satisfied with libraries (79%) than non-users (43%).

Unsurprisingly, respondents who rate the information currently available about libraries as good, are more likely than those who rated it as poor, to say that they are satisfied with libraries (82% cf. 56%).

Awareness and use of local libraries

Awareness of local libraries

All respondents were provided with a list of nineteen public library service points in Walsall and a mobile library service and were asked which ones they are aware of and which ones they have used.

The overwhelming majority of respondents (98%) are aware of at least one of the library service points, with four fifths (81%) indicating that they are aware of the central library. Other library service points mentioned but at lower levels are the mobile library service (49%), Aldridge library (46%) and Bloxwich library (42%). A full summary of the results is provided in the table overleaf.

Table 1

AWARENESS AND USE OF LIBRARIES IN WALSALL (ALL RESPONDENTS)		
	AWARENESS	USE OF
	%	%
CENTRAL LIBRARY	81	44
MOBILE LIBRARY SERVICES	49	7
ALDRIDGE LIBRARY	46	13
BLOXWICH LIBRARY	42	12
DARLASTON LIBRARY	27	10
WILLENHALL LIBRARY	27	9
LOCAL HISTORY CENTRE	26	6
PELSALL LIBRARY	24	6
RUSHALL LIBRARY	23	4
PLECK LIBRARY	23	7
BROWNHILLS LIBRARY	23	7
BENTLEY LIBRARY	22	4
BEECHDALE LIBRARY	21	3
WALSALL WOOD LIBRARY	19	5
BLAKENALL LIBRARY	14	3
STREETLY LIBRARY	13	5
SOUTH WALSALL LIBRARY	13	4
PHEASEY LIBRARY	11	3
FUREBANK LIBRARY	11	2
SNEYD COMMUNITY LIBRARY	9	1
FOREST GATE LIBRARY	9	4
NONE OF THESE	1	3
NOT PROVIDED	1	22
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%		

Looking more closely at awareness of the central library by age, respondents between the ages of 25 – 64 years old are more likely than their younger and older counterparts to use this service (86% of those aged 25 – 44, 81% of those aged 45 – 64 compared with 71% of those aged 65 and over and 72% of those aged 18 – 24).

Following from the above results, respondents who are economically active are consequently more likely to be aware of the central library

(86% of the economically active compared with 74% of those who are not).

Usage of local libraries

Respondents were also asked whether they have used any of the 19 library service points in the last twelve months. Three quarters of respondent (75%) indicate that they have used one or more of the service points as 22% did not provide a response and 3% stated they have not visited any library.

Predictably, the most commonly mentioned service point used is the central library, with just over two fifths (44%) indicating that they have used it. Around one in ten indicate that they have used Aldridge library (13%), Bloxwich library (12%), Darlaston library (10%) and Willenhall library (9%). This is also shown in table 1 above.

Again looking more closely at the central library's results, respondents between the ages of 25 – 44 years are more likely than average to say that they have used the central library in the last twelve months (52% compared with 20% of those aged 18 – 24, 39% of those aged 45 – 64 and 38% of those aged 65 and over).

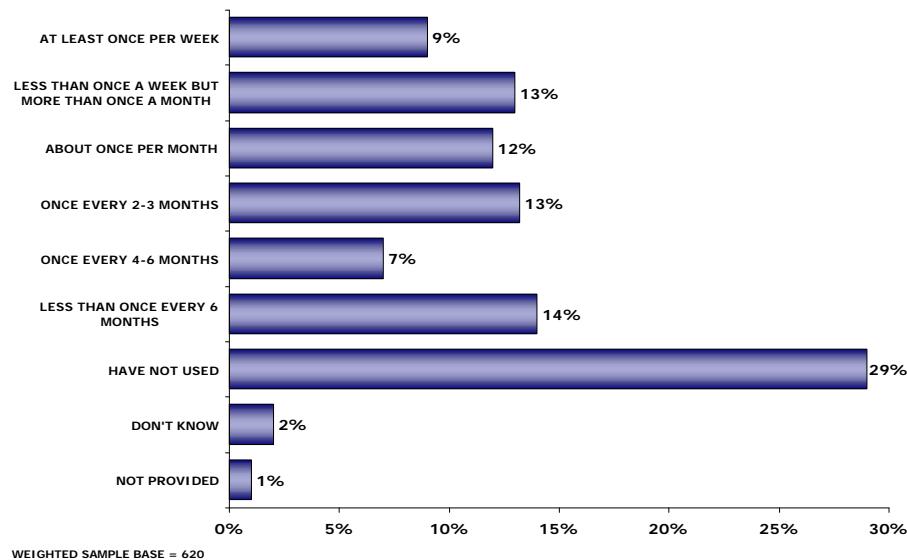
Frequency of use

Just over two thirds of respondents (68%) say they have used libraries in last twelve months, contrasting with three in ten (29%) who are non users.

More specifically, a third of respondents (34%) indicate that they have used a library at least once a month, including one in ten (9%) who have done so at least once per week. This is shown in the following figure.

Figure 2

FREQUENCY OF VISITING A LOCAL LIBRARY IN WALSALL IN LAST 12 MONTHS (ALL RESPONDENTS)



Respondents within Brownhills and Aldridge North (82%), Aldridge South and Streetly (75%) and Pelsall and Rushall Shelfield (71%) are most likely to have used a library in the last twelve months. In contrast, those within Willenhall (57%), Pheasey and Paddock (63%) and Blakenall and Bloxwich (63%) are least likely to have used a library.

Respondents who are economically inactive are more likely than those who are active to say that they have used a library in the last twelve months (74% cf. 64%).

Non-users of libraries

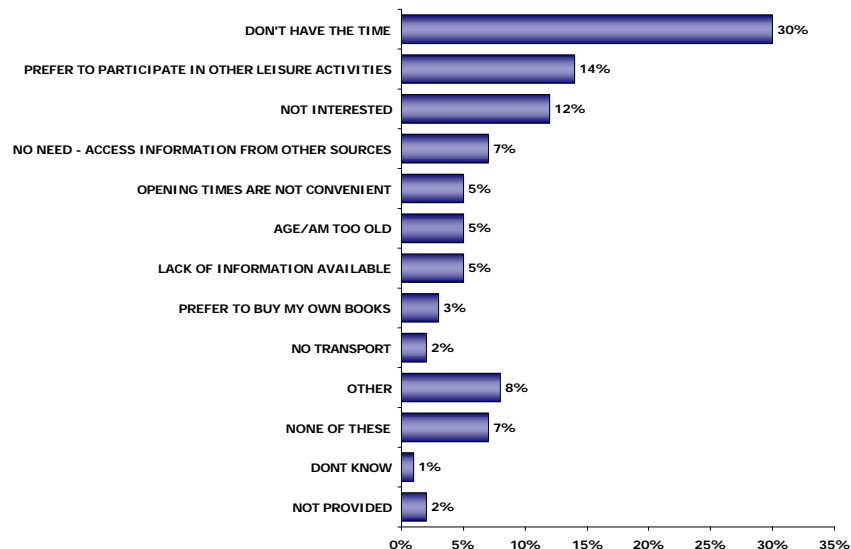
Respondents who had not used a library in the last twelve months were then asked for the reason why they had not visited.

The most commonly mentioned reason for not using a library is because respondents do not have the time (30%). Other reasons mentioned but at lower levels are that respondents prefer to participate in other leisure activities (14%) or they are not interested (12%).

It is encouraging however that only 5% of respondents give 'lack of information available', or 'opening times are not convenient' as reasons for not attending. All responses can be seen in the following figure.

Figure 3

REASONS FOR NOT USING A LOCAL LIBRARY IN WALSALL IN THE LAST 12 MONTHS (RESPONDENTS WHO HAVE NOT USED A LOCAL LIBRARY IN LAST 12 MONTHS)



WEIGHTED SAMPLE BASE = 178

Opening hours of libraries

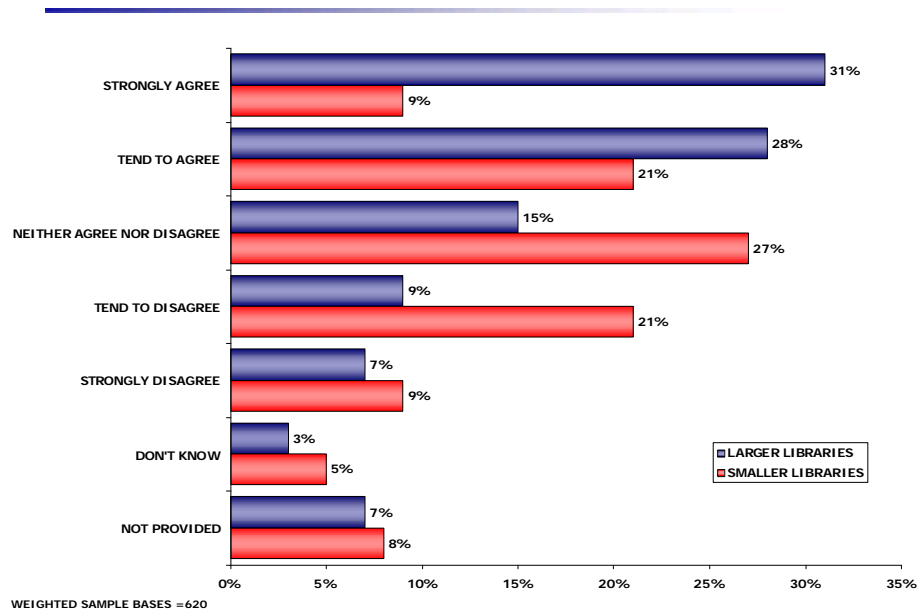
Walsall central library is open 7 days a week, whilst several other large libraries across the borough are open 5 or 6 days a week and all smaller libraries are open for 4 or more days. Provided with this information respondents were then asked to what extent do they agree or disagree that other large or small libraries in Walsall should be open 7 days a week.

In terms of large libraries, three fifths of respondents (59%) agree that they should be open 7 days a week, contrasting with 15% who neither agree nor disagree and a similar proportion (16%) who disagree.

With respect to smaller libraries, three in ten respondents (30%) agree that they should be open 7 days a week. Conversely, three in ten respondents (30%) disagree and a slightly smaller proportion (27%) answered neutrally (neither agree nor disagree). Figure 4 compares agreement with opening hours for large and small libraries.

Figure 4

AGREEMENT THAT LARGE OR SMALL LIBRARIES IN WALSALL SHOULD BE OPEN 7 DAYS A WEEK (ALL RESPONDENTS)



Large Libraries

Further analysis by ward band shows that respondents within Brownhills and Aldridge North (67%) and St. Matthews and Birchills Leamore (69%) are most likely to agree that large libraries should be open 7 days a week, whilst those within Darlaston (45%), Aldridge South and Streetly (52%) and Pheasey and Paddock (55%) are least likely to agree.

Younger respondents are more likely than their older counterparts to agree that large libraries should be open 7 days a week (71% of those aged 18 – 44 compared with 46% of those aged 45 and over), despite being the groups who use the libraries least often.

Unsurprisingly, respondents who are economically active are more likely than those who are not economically active to agree that large libraries should be open 7 days a week (65% cf. 50%).

Smaller libraries

As mentioned earlier, opinions are split as to whether smaller libraries should be open 7 days a week. That said respondents within Aldridge South and Streetly (42%) and Blakenall and Bloxwich (40%) are more likely than average (30%) to disagree with this premise. Conversely, those within Brownhills and Aldridge North (37%), Willenhall (36%) and Palfrey and Pleck (35%) are more like to agree than the average (30%). Female respondents are more likely than their male counterparts to agree that smaller libraries should be open 7 days a week (35% cf. 25%).

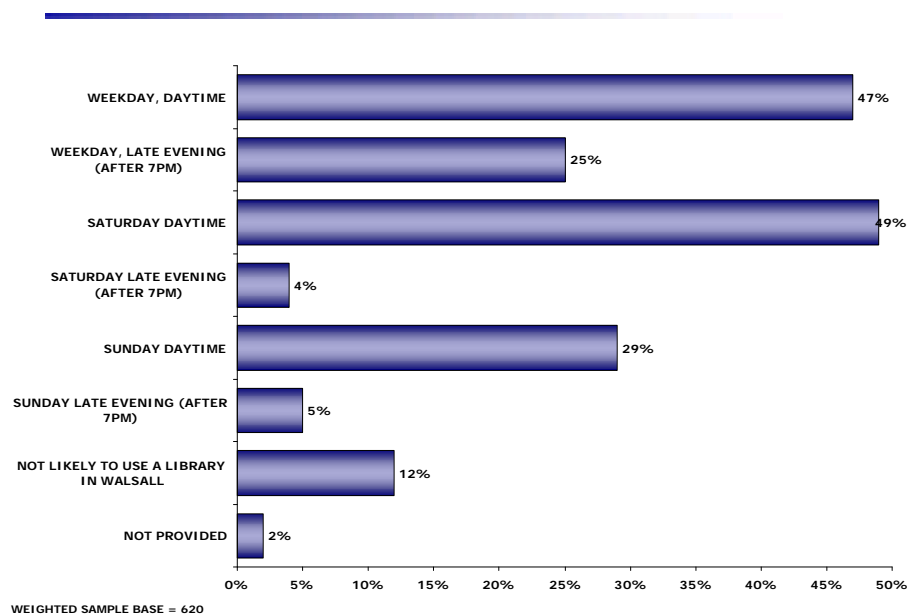
Times of day likely to use libraries

Respondents were then provided with a set of times of day and asked when they would be likely to use a library in Walsall. Encouragingly, in total over four fifths of respondents (86%) indicate they would be likely to use a local library.

Approaching half of respondents would be likely to do so Saturday daytime (49%) and or weekdays daytime (47%). Less than three in ten would be likely to use a library Sunday daytime (29%) and or weekdays late evening (25%). This is shown in figure 5.

Figure 5

TIMES OF THE DAY MOST LIKELY TO USE A LIBRARY (ALL RESPONDENTS)



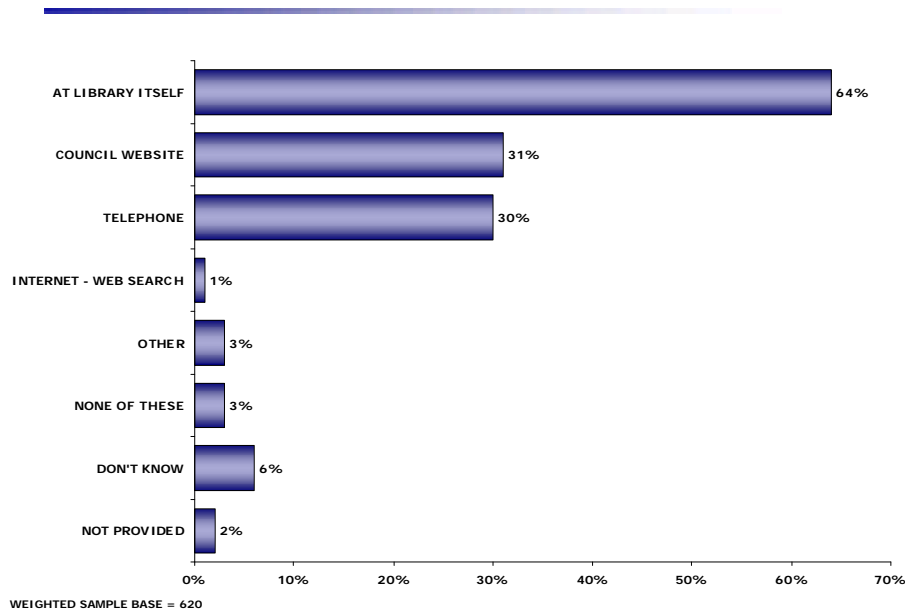
Preferred method of obtaining information about libraries

All respondents were asked which methods they would most like to use in order to find information about the libraries in Walsall.

The majority of respondents (64%) indicate that the method they would be most likely to use to find information about libraries would be by going to the libraries themselves. Three in ten would either be likely to use the Council's website (31%) or the telephone (30%).

Figure 6

METHOD MOST LIKELY TO USE TO FIND OUT INFORMATION ABOUT THE LIBRARIES IN WALSHALL (ALL RESPONDENTS)



Although demographically there is no significant variation in the proportion of respondents who would like to use the telephone to find information about libraries, there is however some notable differences among those who would like to use the Council's website or visit a library itself. These are:

Council's website

Respondents who are within the core working age (18 – 64) are more likely than average to indicate that they would like to use the Council's website to find information about libraries [36% of those 18 – 24, 37% of those 25 – 44, 32% of those 45 – 64 compared with 10% of those 65 and over].

Closely correlated to the above results are respondents with a disability and or economically inactive. They are less likely than average to indicate that they would like to use the Council's website to find information about libraries.

At the library itself

Female respondents are more likely than their male counterparts to say that they would most likely visit the library itself to find out information about it (68% cf. 59%).

Respondents who are economically inactive are also more likely than those who are active to say that they would be most likely to visit the library itself (73% cf. 58%).

Types of services local libraries offer

All respondents were provided with a list of services that libraries currently offer in Walsall and asked which ones they are aware of being available and which ones they have used in the last 12 months.

In terms of awareness, the overwhelming majority of respondents (96%) are aware of at least one of the services on offer, with over nine in ten (92%) indicating that they are aware of the libraries free loan of books service. Other library services mentioned but at lower levels are the hire of CDs, videos and DVDs (77%), free use of computers and training sessions on how to use them (74%), free access to the Internet (70%) and mobile libraries (66%).

On the whole, respondents are less likely to be aware of more specific activities carried out by the libraries; for instance holiday activities for children, homework clubs or study support (42%), reading groups for adults and children (42%), special events (such as author visits) (41%). Awareness levels are particularly lower for services such as activities for babies (27%) and home library service (25%). A full summary of the results is provided in the table below.

Respondents who are not aware of any of the services listed (15 individuals) were then asked whether having seen the list they would be more interested in using the libraries in Walsall. A quarter (26% or 3 individuals) say yes, while 31% or 4 individuals say no. Five individuals (44%) did not provide a response.

Table 2

AWARENESS AND USE OF SERVICES ON OFFER IN WALSALL'S LIBRARIES (ALL RESPONDENTS)		
	AWARENESS	USE OF
	%	%
FREE LOAN OF BOOKS	92	59
HIRE OF CD'S VIDEOS AND DVD'S (AT SOME LIBRARIES)	77	16
FREE USE OF COMPUTERS AND TRAINING SESSIONS ON HOW TO USE	74	18
FREE ACCESS TO THE INTERNET	70	17
MOBILE LIBRARIES	66	5
MAGAZINES AND NEWSPAPERS (AT CENTRAL LIBRARY AND LARGER LIBRARIES)	53	10
HOLIDAY ACTIVITIES FOR CHILDREN, HOMEWORK CLUBS OR STUDY SUPPORT	42	9
READING GROUPS FOR ADULTS AND CHILDREN	42	6
SPECIAL EVENTS (SUCH AS AUTHOR VISITS)	41	6
ACTIVITIES FOR BABIES (E.G. CRADLE CLUBS, 'BOUNCE & RHYME' SESSIONS)	27	6
HOME LIBRARY SERVICE	25	3
NONE OF THESE	2	6
NOT PROVIDED	2	27
DON'T KNOW	0	1
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%		

With respect to the usage of these services, nearly three fifths of respondents indicate that they have used the libraries free loan of books in the last 12 months. Approaching a fifth indicate that they have used the free use of computers and training sessions on how to use them (18%), the free access to the Internet (17%) and hire of CDs, videos and DVDs (16%). Other services were mentioned but by less than a tenth of respondents (see table above).

Further analysis by ward band shows some notable differences:

- Respondents within Aldridge South and Streetly are more likely than average to have used the free loan of books services in the last 12 months (73%);
- Those within Brownhills and Aldridge North are more likely than average to have used the free use of computers and training sessions on how to use them (35%);

- Those within Blakenall and Bloxwich are more likely than average to have used holiday activities for children, homework clubs or study support (16%);
- Respondents within Brownhills and Aldridge North (8%), Palfrey and Pleck (8%) and St Matthews and Birchills Leamore (8%) are more likely than average to have used mobile libraries; and
- Whilst those within Darlaston are more likely than average to have used the home library service in the last 12 months (16%).

Centenary of the Central library

All respondents were asked whether they are aware that there will be events this year to celebrate the centenary of the central library. One in ten respondents (9%) indicate that they are aware.

Respondents within St Matthews and Birchills Leamore (26%) are more likely than those from any other ward bands to say that they are aware that there will be events to celebrate the centenary of the central library. Conversely, awareness is particularly low among respondents within Darlaston (0%) and Brownhills and Aldridge North (2% or 2 individuals).

Respondents who are 65 and over are more likely than average to indicate that they are aware that there will be events to celebrate the centenary of the central library (25% cf. 7% of those aged 45 – 64, 6% those aged 25 – 44 and 0% those aged 18 – 24).

Unsurprisingly, respondents who think that the information available on local libraries is poor are less likely than those who think it is good to be aware that there will be events to celebrate the centenary of the central library (2% cf. 12%).

Celebrating the centenary

Respondents were then spontaneously asked how they would like to see the centenary of the central library celebrated. A full summary of the results is shown in the table below.

Table 3

HOW RESPONDENTS WOULD LIKE TO SEE THE CENTRAL LIBRARY CENTENARY CELEBRATED (ALL RESPONDENTS)			
	%		%
VISITS FROM CELEBRITY AUTHORS	9	GIVE OUT FREE BOOKS/CDS/DVDS	1
OPEN DAYS/EVENTS/ACTIVITIES	7	EXHIBIT DISPLAYS	1
MORE FREE ACTIVITIES FOR CHILDREN	6	STAFF DRESSING UP IN PERIOD CLOTHING	1
HISTORY OF WALSALL LIBRARY	6	NOT AT TAX PAYERS EXPENSE	1
ADVERTISING/PROMOTION OF LIBRARY SERVICES	6	AS QUIETLY AS POSSIBLE	*
ENCOURAGE CHILDREN TO READ/USE THE LIBRARY	3	WITH AN AMNESTY ON LATE BOOKS	*
COMPETITIONS	1	HOLD COFFEE MORNINGS	*
SPEND THE ALLOCATED MONEY ON THE BUILDING/CONTENTS	1	OTHER	9
WITH THE LEAST COST TO US AS POSSIBLE	1	DON'T KNOW	9
BOOK FAIRS	1	NOT PROVIDED	48
GIVE OUT FREE SOUVENIERS	1		
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%			

Factors that would encourage residents to use local libraries

All respondents were asked what, if anything, would encourage them to use the libraries across the Borough of Walsall more frequently. Spontaneously, one in ten respondents (11%) indicate that extended opening hours would encourage them to use local libraries more often. Also mentioned but at lower levels are 'if respondents had more time' (7%), 'wider range of literature/books/videos/DVDs' (6%) and 'better parking facilities' (5%). A full summary of the results is shown in the table below.

Table 4

WHAT, IF ANYTHING, WOULD ENCOURAGE RESPONDENTS TO USE THE LIBRARIES ACROSS THE BOROUGH OF WALSALL MORE OFTEN (ALL RESPONDENTS)			
	%		%
EXTENDED OPENING HOURS	11	FREE ONLINE/PHONE ORDERING SYSTEM	1
IF HAD MORE TIME	7	TOILET FACILITIES	1
WIDER RANGE OF LITERATURE/BOOKS/VIDEOS/DVDS ETC	6	FREE USE OF COMPUTER	1
BETTER PARKING FACILITIES	5	LONGER BORROWING TIMES	1
PROVIDE MORE INFORMATION ON SERVICES AVAILABLE	4	MORE SPECIAL ACTIVITIES/EVENTS	1
MORE ACTIVITIES/EVENTS FOR CHILDREN	3	BETTER/MODERNISED FACILITIES	1
COMPUTER TRAINING SESSIONS	2	IF MY CHILDREN WANTED TO GO/TO LEARN TO READ	1
CAFÉ/REFRESHMENT FACILITIES	2	OTHER	9
PROVISION OF NEW TITLES/BEST SELLERS	1	NONE	19
BETTER TRANSPORT LINKS	1	DON'T KNOW	1
BRAND NEW BOOKS	1	NOT PROVIDED	28
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%			

Improvements to local libraries

Respondents were then provided with five services or improvements that could be offered in their local libraries and asked to what extent they agree or disagree that they would encourage them to use local libraries more frequently.

The following table shows the headline response to these five services or improvements. Overall, respondents are most likely to agree (i.e. rating 'tend to agree' or 'strongly agree'), that increased toilet provision for the general public (63%) and a café serving coffee, tea and snacks (59%) would encourage them to use libraries.

There are no instances where respondents are more likely to disagree than agree. That said, there are two services or improvements where over a third of respondents are ambivalent: access to free newspapers (36%); and better access for people with disabilities and impairments (35%).

Table 4

TO WHAT EXTENT DO RESPONDENTS AGREE OR DISAGREE THAT CERTAIN IMPROVEMENTS TO THE LIBRARIES WOULD ENCOURAGE THEM TO USE A LIBRARY MORE OFTEN (ALL RESPONDENTS)						
		AGREE	NEITHER	DISAGREE	BALANCE SCORE	DON'T KNOW/NOT PROVIDED
INCREASED TOILET PROVISION FOR THE GENERAL PUBLIC	%	63	20	7	+56	9
A CAFÉ SERVING COFFEE, TEA AND SNACKS	%	59	21	11	+48	9
GREATER INVOLVEMENT IN THE SELECTION OF BOOKS THAT ARE STOCKED AND AVAILABLE	%	55	25	5	+50	14
BETTER ACCESS FOR PEOPLE WITH DISABILITIES AND IMPAIRMENTS	%	41	35	7	+34	18
ACCESS TO FREE NEWSPAPERS	%	31	36	17	+14	16
SAMPLE BASE – 620 * DENOTES <0.5% - ROW PERCENTAGES						

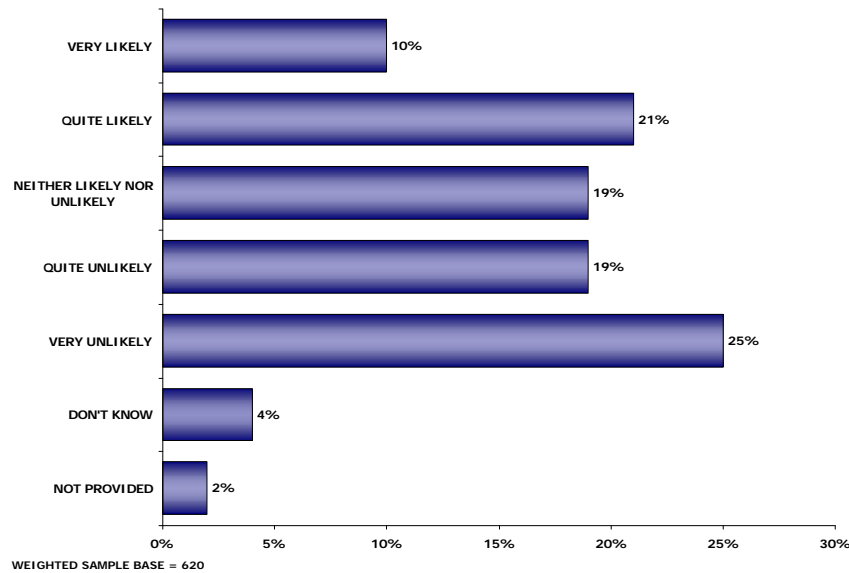
Mobile Library Services

All respondents were asked if there was a mobile library service available in their local area, how like or unlikely it is that they would use this service.

Three in ten respondents (31%) indicate that it is likely that they would use the service, contrasting with a fifth (19%) who would neither be likely nor unlikely to and over two fifths (44%) who would be unlikely to do so.

Figure 7

LIKELIHOOD OF RESPONDENTS USING A MOBILE LIBRARY, IF THE SERVICE WAS AVAILABLE (ALL RESPONDENTS)



In terms of ward bands, respondents within Darlaston (47%), St Matthews and Birchills Leamore (43%) and Brownhills and Aldridge North (37%) are more likely than average to use the mobile library service if it were available.

In contrast, respondents within Pelsall and Rushall Shelfield (63%), Aldridge South and Streetly (61%) and Pheasey and Paddock (54%) are more likely than average to indicate that it would be unlikely that they would use the service.

Female respondents are more likely than their male counterparts to say they would be likely to use the mobile library service (21% cf. 38%).

Respondents who consider themselves to be of a Black and Minority Ethnic group (BME) are more likely than non-BMEs to indicate that it is likely that they would use the services (50% cf. 27%).

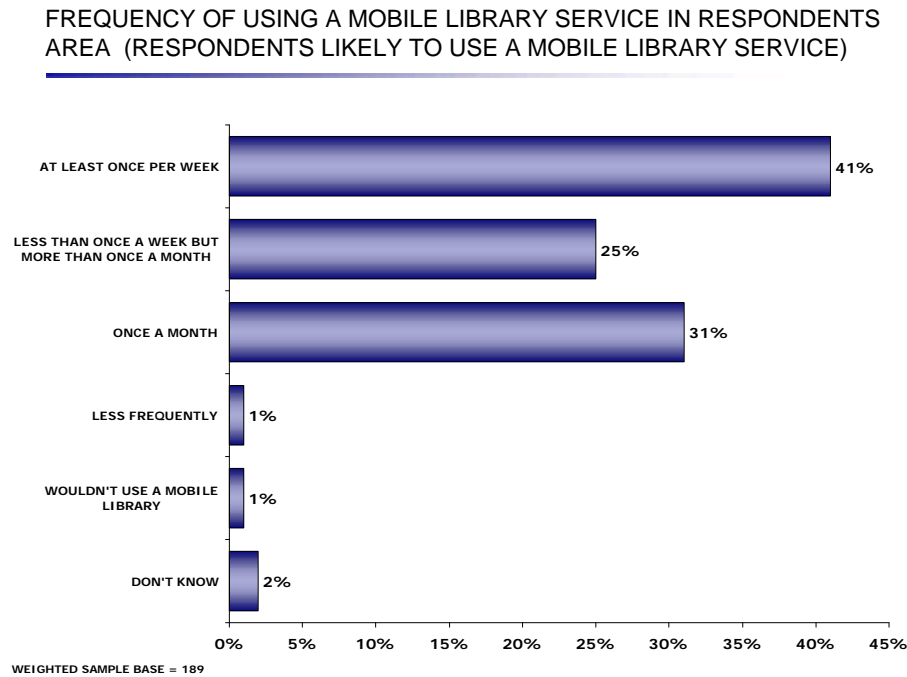
Although a similar proportion of respondents who are economically active and inactive indicate that it is likely that they would use the mobile library service, those who are active are more likely than those that are inactive to indicate that it is unlikely that they would use the service (49% cf. 37%).

Interestingly, respondents who are dissatisfied with local libraries are more likely than those who are satisfied to say that it is likely that they would use the mobile library service (49% cf. 32%).

How regularly people would use mobile library

Respondents who are likely to use the mobile library service were asked how regularly they would use a mobile library service in their area. The overwhelming majority of those respondents would want to see a mobile library at least once a month, including two fifths (41%) who would want to see a mobile library service at least once per week and further a quarter (25%) would want to see it less than once a week but more than once a month.

Figure 8



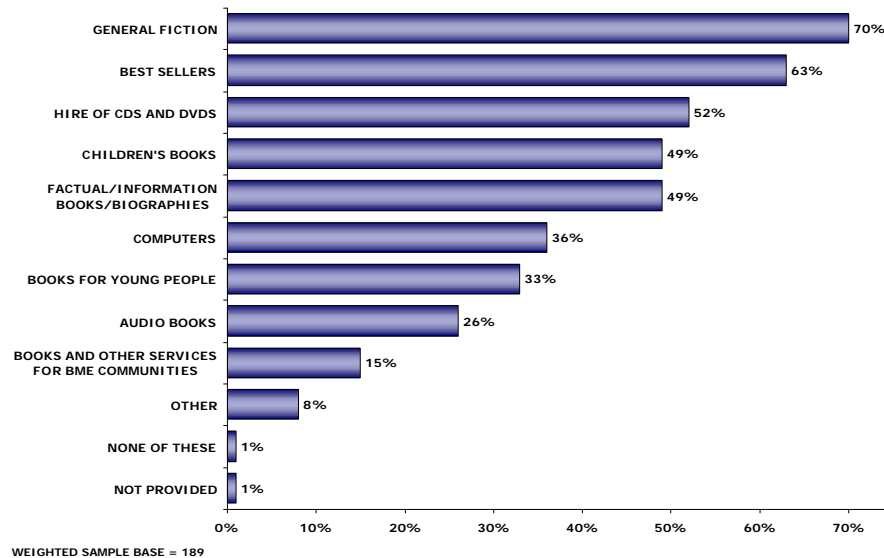
Books respondents would like to see available

Respondents who are likely to use the mobile library service were then asked what sort of books and services they would like to see available from a mobile library service in their area.

Most commonly mentioned books or services are general fiction (70%), best sellers (63%), hire of CDs and DVDs (52%), children's books (49%) and factual/information books/biographies (49%). Other services mentioned but at lower levels are provided in the following figure.

Figure 9

**BOOKS AND SERVICES THAT RESPONDENTS WOULD LIKE TO SEE AVAILABLE FROM A MOBILE LIBRARY SERVICE IN THE AREA
(RESPONDENTS LIKELY TO USE A MOBILE LIBRARY SERVICE)**



Overall perception of local libraries

Respondents were provided with fourteen statements that people have made about libraries across Walsall and asked to what extent they agree or disagree with each.

The following table shows the headline response to these fourteen statements. Overall, respondents are most likely to agree (i.e. rating 'tend to agree' or 'strongly agree') with the statement 'it is easy to become a member of the local library (75%)', 'the staff are friendly, approachable and helpful (68%) and the libraries in Walsall have a good reputation (58%)'. Also positive, a high proportion of respondents disagree (i.e. rating 'tend to disagree' or 'strongly disagree') that 'libraries are not for people like me' (62%) and 'I feel uncomfortable going to the library on my own' (59%).

There is one point of concern; respondents are more likely to disagree than agree that 'there is sufficient parking near my local library' (41% cf. 31%).

It is also noteworthy that opinions are split when respondents are asked whether there is enough choice/variety of books/journals (26% agree whilst 24% disagree).

Table 5

TO WHAT EXTENT DO RESPONDENTS AGREE OR DISAGREE ABOUT CERTAIN STATEMENTS ABOUT LIBRARIES IN WALSALL (ALL RESPONDENTS)						
		AGREE	NEITHER	DISAGREE	BALANCE SCORE	DON'T KNOW/NOT PROVIDED
IT IS EASY TO BECOME A MEMBER OF THE LOCAL LIBRARY	%	75	6	1	+74	18
THE STAFF ARE FRIENDLY, APPROACHABLE AND HELPFUL	%	68	15	3	+65	14
THE LIBRARIES IN WALSALL HAVE A GOOD REPUTATION	%	58	23	2	+56	17
IT EASY FOR ME TO FIND WHAT I'M LOOKING FOR	%	48	23	9	+39	20
THE LIBRARY FACILITIES ARE IN GOOD CONDITION	%	47	23	13	+34	17
THE LIBRARY OPENING HOURS ARE CONVENIENT TO ME	%	46	16	21	+25	18
LIBRARIES PROVIDE PLENTY OF ACTIVITIES FOR CHILDREN AND YOUNG PEOPLE DURING SCHOOL HOLIDAYS	%	28	30	6	+22	35
THE LIBRARIES IN WALSALL ARE OLD-FASHIONED/ TRADITIONAL	%	32	30	20	+12	18
THERE ARE SUFFICIENT FACILITIES FOR PEOPLE WITH IMPAIRMENTS OR DISABILITIES	%	21	28	10	+11	41
THERE IS NOT ENOUGH CHOICE/VARIETY OF BOOKS/ JOURNALS	%	26	32	24	+2	18
THERE IS SUFFICIENT PARKING NEAR MY LOCAL LIBRARY	%	31	12	41	-10	16
LIBRARY 'LATE' BOOK FINES ARE UNREASONABLE	%	15	33	27	-12	25
I FEEL UNCOMFORTABLE GOING TO THE LIBRARY ON MY OWN	%	13	14	59	-46	14
LIBRARIES ARE NOT FOR PEOPLE LIKE ME	%	7	16	62	-55	16
SAMPLE BASE – 620 * DENOTES <0.5% - ROW PERCENTAGES						

4 Local History Centre

Awareness of local history centre

All respondents were asked whether they are aware of the Local History Centre in Walsall. Nearly half of respondents (47%) indicate that they are aware of the centre.

Respondents who are 65 and over are more likely than average to indicate that they are aware of the centre (63% cf. 51% of those aged 45 – 64, 42% those aged 25 – 44 and 30% those aged 18 – 24).

Location of local history centre

Respondents were then asked whether they know where the Local History Centre is located. Just over a third of respondents (34%) indicated that they know where the centre is located.

Again, respondents who are 65 and over are more likely than average to indicate that they know where the centre is located (47% cf. 34% of those aged 45 – 64, 30% those aged 25 – 44 and 16% those aged 18 – 24).

Use of local history centre

Following from the above, respondents were then asked whether they knew that they could use the Local History Centre to study the history of their family, house and neighbourhood. Just over a third (35%) indicate that they knew they could use the centre for this service.

Older respondents (65 years and over) are more likely than average to indicate that they knew they could use the centre to study their family, house and neighbourhood (49% cf. 37% of those aged 45 – 64, 29% those aged 25 – 44 and 16% those aged 18 – 24).

History of Walsall

Respondents were asked whether they knew that the Local History Centre collects documents, photographs and oral history recordings from individuals, businesses and organisations in order to preserve the history of Walsall. A third of respondents (33%) say yes.

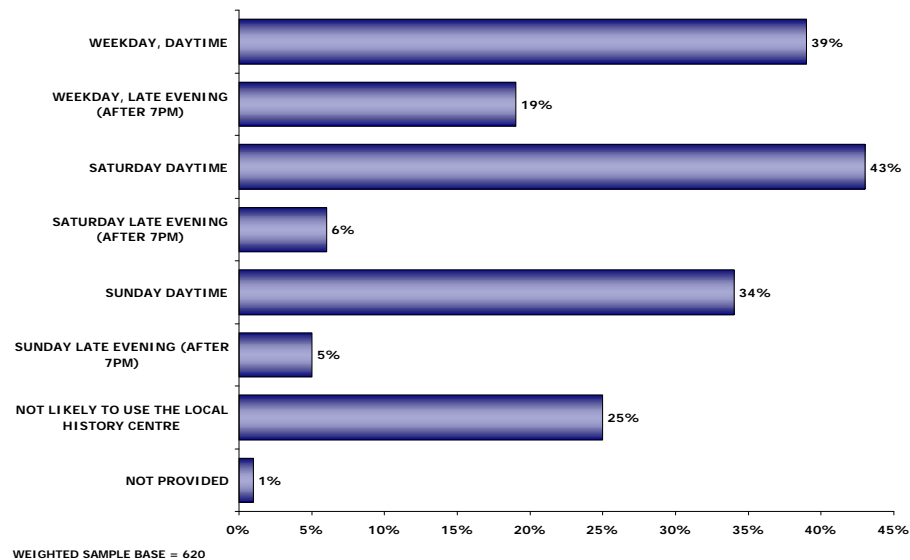
Unsurprisingly, older respondents are more likely than their younger counterparts to indicate that they knew that the centre provides this service (42% of those 65 and over and 37% of those aged 45 – 64 compared with 27% those aged 25 – 44 and 30% those aged 18 – 24).

Possible opening time for the Local History Centre

Respondents were provided a list of possible opening times and asked whether they would be likely to use the Local History Centre if it was open then.

Around two fifths of respondents say that they would be likely to use the centre if it were open on Saturday during the daytime (43%) while 39% would use the centre weekdays during the daytime. A third (34%) also indicate that they would be likely to use the centre if it were open on Sundays during the daytime.

Figure 10

TIMES OF THE DAY MOST LIKELY TO USE THE LOCAL HISTORY CENTRE
(ALL RESPONDENTS)

Attending exhibitions or activities at the Local History Centre

The types of exhibitions and activities at the Local History Centre include sources for family history, maps, letters from the archives, Walsall in the Second World War, workshops and tracing the history of ones house. In light of this, respondents were asked how likely or unlikely they would be to attend a specified list of events at the Local History Centre.

The following table shows the headline response to these events. Overall, respondents would most be likely to attend (i.e. rating 'fairly likely' or 'very likely') exhibitions (47%), local history activities (44%) and open days (43%).

In terms of attending family activities, opinions are divided with a similar proportion of respondents indicating that they would be likely or unlikely to attend family activities (31% likely to attend cf. 30% unlikely to).

On balance, respondents are more likely to indicate that they would be unlikely to attend talks (33% cf. 24% indicating that they would be likely to do so).

Table 6

LIKELIHOOD OF ATTENDING THE FOLLOWING TYPES OF EVENTS AT THE LOCAL HISTORY CENTRE (ALL RESPONDENTS)						
		LIKELY	NEITHER	UNLIKELY	BALANCE SCORE	DON'T KNOW/NOT PROVIDED
EXHIBITIONS	%	47	23	20	+27	10
OPEN DAYS	%	43	26	19	+24	12
LOCAL HISTORY ACTIVITIES	%	44	21	22	+22	13
FAMILY ACTIVITIES	%	31	25	30	+1	14
TALKS	%	24	31	33	-9	13
SAMPLE BASE – 620 * DENOTES <0.5% - ROW PERCENTAGES						

Respondents within St Matthews and Birchills Leamore are more likely than average to indicate that they would be likely to attend talks (41%). Respondents within Brownhills and Aldridge North (59%) and Blakenall and Bloxwich (53%) are more likely than average to indicate that they would be likely to attend open days.

Similarly, respondents within Brownhills and Aldridge North (55%) and Blakenall and Bloxwich (59%) are more likely than average to indicate that they would be likely to attend local history activities.

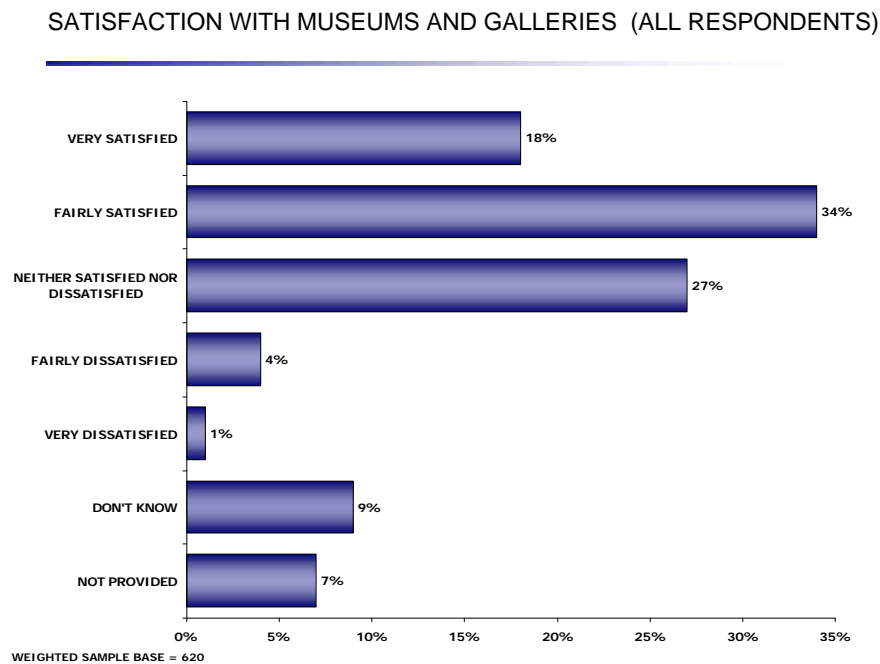
5 Museums and Galleries

Satisfaction with museums and galleries

All respondents were asked how satisfied or dissatisfied they are with museums and galleries in Walsall.

Just over half of respondents (52%) indicate that they are satisfied with local museums and galleries, including nearly a fifth (18%) who are very satisfied. Conversely, over a quarter (27%) are neither satisfied nor dissatisfied, whilst 5% are dissatisfied.

Figure 11



In terms of where respondents live (ward band), those within St Matthews and Birchills Leamore (62%), Pelsall and Rushall Shelfield (60%), Palfrey and Pleck (58%), Aldridge South and Streetly (58%) and Pheasey and Paddock (58%) are most likely to say that they are satisfied with local museums and galleries, whilst those within Darlaston (32%), Brownhills and Aldridge North (44%) and Willenhall (46%) are least likely to be satisfied.

Respondents from a non-BME background are more likely than BMEs to say that they are satisfied with local museums and galleries (55% cf. 36%).

Importantly, respondents who have used local museums and galleries in the last twelve months are significantly more likely to say that they are satisfied with museums and galleries (67%) than non-users (39%).

Unsurprisingly, respondents who rate the information currently available about museums and galleries as good, are more likely than those who rated it as poor, to say that they are satisfied with museums and galleries (72% cf. 51%).

Awareness of and visits to local museums and galleries

Awareness of local museums and galleries

Walsall Borough Council directly runs two museums in Walsall and also the New Art Gallery Walsall. Provided with that information respondents were first asked which of these specific museums and galleries they are aware of.

The majority of respondents (94%) are aware of one or more of the museums and galleries. Nine in ten respondents (90%) are each aware of the Walsall Leather Museum and the New Art Gallery, Walsall. Just over three quarters (77%) indicate that they are aware of the Walsall Museum in the Central Library. This is shown in table 7.

Table 7

AWARENESS OF AND WHETHER VISITED THE FOLLOWING MUSEUMS AND GALLERIES IN WALSALL (ALL RESPONDENTS)		
	AWARENESS	VISITED
	%	%
WALSALL LEATHER MUSEUM	90	34
THW NEW ART GALLERY, WALSALL	90	45
WALSALL MUSEUM IN THE CENTRAL LIBRARY	77	34
NONE OF THESE	4	6
NOT PROVIDED	2	36
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%		

On the whole, awareness of local museums and galleries is lowest among respondents living within the ward bands of:

- Darlaston (83% of respondents are aware of one or more museum or gallery cf. survey average 94%); and
- Willenhall (87% of respondents are aware of one or more museum or gallery cf. survey average 94%).
Conversely, general awareness is highest among respondents living within the ward bands of:
- Aldridge South and Streetly (99% of respondents are aware of one or more museum or gallery cf. survey average 94%);
- Pelsall and Rushall Shelfield (98% of respondents are aware of one or more museum or gallery cf. survey average 94%); and
- St Matthews and Birchills Leamore (98% of respondents are aware of one or more museum or gallery cf. survey average 94%).

Respondents who are economically active are also more likely to be aware of local museums and galleries:

- Walsall Leather Museum (96% of those that are economically active are aware cf. 81% of those who are not);
- The New Art Gallery (94% of those that are economically active are aware cf. 84% of those who are not); and
- Walsall Museum in the Central Library (80% of those that are economically active are aware cf. 71% of those who are not).

Visited local museums and galleries

Respondents were then asked which of these museums and galleries they have visited in the last 12 Months. The results are shown in table 7 above and indicate that nearly three fifths of respondents (58%) have visited one or more museum and or gallery. Specifically, approaching half of respondents (45%) have visited the New Art Gallery, whilst a third have each visited Walsall Museum in the Central Library (34%) and Walsall Leather Museum (34%).

On the whole, the proportion of respondents who have visited one or more local museums or galleries is lowest among respondents living within the ward bands of:

- Darlaston (29% of respondents have visited one or more museum or gallery cf. survey average 58%); and
- Brownhills and Aldridge North (49% of respondents have visited one or more museum or gallery cf. survey average 58%).

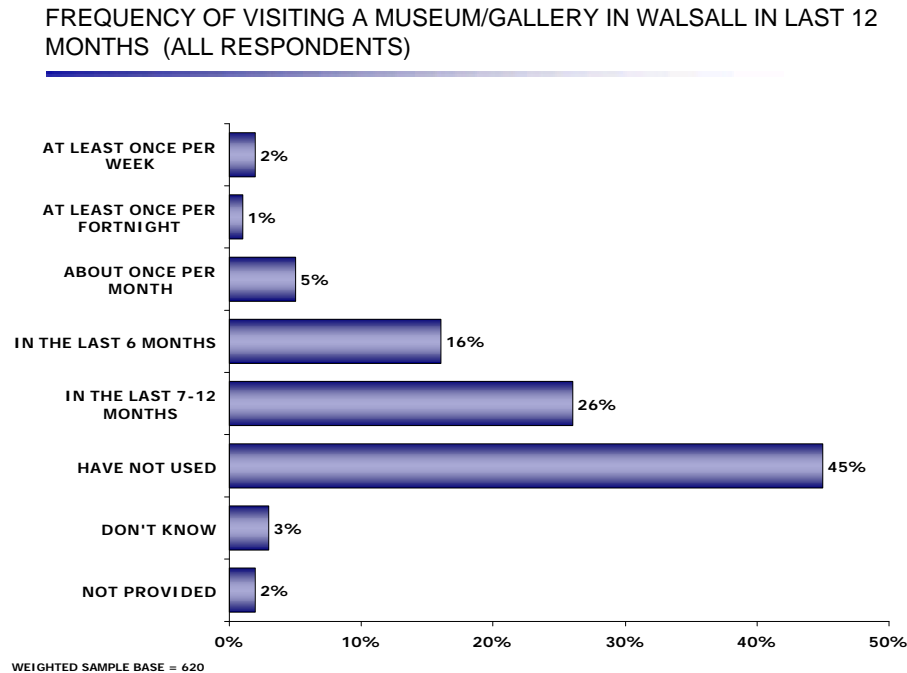
Conversely, the proportion of respondents having visited one or more local museum or gallery is highest among those living within the ward bands of:

- St Matthews and Birchills Leamore (74% of respondents have visited one or more museum or gallery cf. survey average 58%);
- Blakenall and Bloxwich (69% of respondents have visited one or more museum or gallery cf. survey average 58%); and
- Pheasey and Paddock (67% of respondents have visited one or more museum or gallery cf. survey average 58%).

Frequency of visit

Half of respondents (50%) say they have visited a museum or gallery in the last twelve months, with the majority having done so once or twice. In contrast a slightly lower proportion (45%) indicate that they have not visited any.

Figure 12



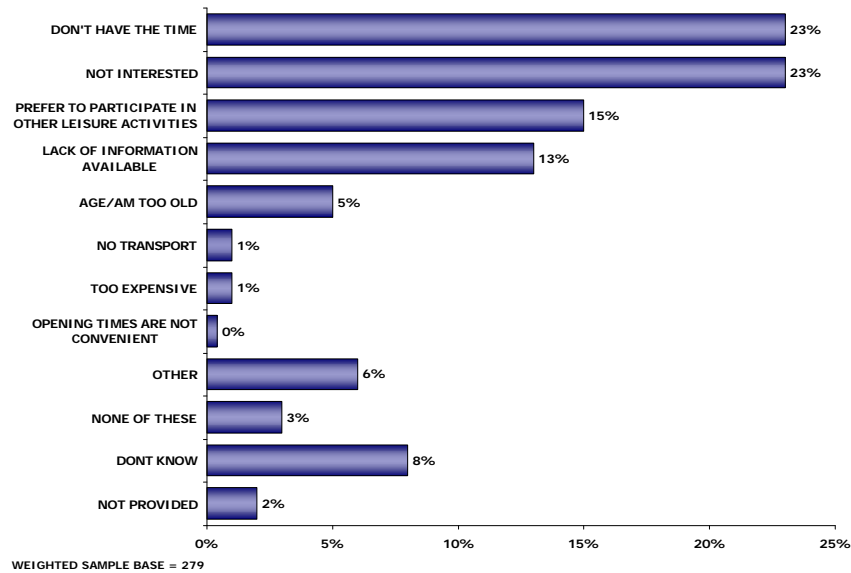
Respondents within St Matthews and Birchills Leamore (71%) and Pheasey and Paddock (60%) are most likely to have visited a library in the last twelve months. In contrast, those within Darlaston (28%) and Brownhills and Aldridge North (37%) are least likely to have visited. Whilst similar proportions of economically active and inactive respondents have visited a museum or gallery in the last twelve months, those who are economically active are less likely than those who are not to say that they have not visited a museum or gallery (39% cf. 49%).

Non-visitors of museums or galleries

Respondents who have not visited a museum or gallery in the last twelve months were then asked for the reason why they have not visited. The most commonly mentioned reasons for not having visited a museum or gallery are because respondents do not have the time (23%) or that they are not interested (23%). Other reasons mentioned but at lower levels are that respondents prefer to participate in other leisure activities (15%) or that they lack information (13%). This can be seen in the following figure.

Figure 13

REASONS FOR NOT VISITING A MUSEUM OR GALLERY IN WALSALL IN THE LAST 12 MONTHS (RESPONDENTS WHO HAVE NOT USED A MUSEUM OR GALLERY IN LAST 12 MONTHS)



Whilst the most commonly mentioned reason by male respondents for not having visited a museum or gallery in the last twelve months is that they are not interested (28%), among female respondents it is because they do not have the time (30%). The main reasons BMEs have not visited a museum or gallery in the last twelve months is because they are not interested (36%). Conversely, non-BMEs have not visited mainly because they do not have the time to do so (24%).

Awareness and use of exhibitions and events

Awareness of exhibitions and events

All respondents were provided with a list of eighteen exhibitions and events held at the museums/galleries in Walsall and asked which ones they are aware of and which ones they have visited. Over half of respondents (55%) are aware of at least one of the exhibitions and or events, with over a third (36%) indicating that they are aware of the Garman Ryan collection and about a quarter (23%) the adult leather crafting exhibition. Other exhibitions and events mentioned but at lower levels are made in Walsall (17%), children’s summer holiday workshops (16%), Walsall photographic society annual exhibition (16%) and Lucian Freud and Kitty Garman (16%). A full summary of the results is provided in the table below.

Table 8

AWARENESS OF AND WHETHER VISITED ANY OF THE FOLLOWING EXHIBITIONS AND EVENTS IN WALSALL (ALL RESPONDENTS)		
	AWARENESS	VISITED
	%	%
THE GARMAN RYAN COLLECTION	36	17
ADULT LEATHER CRAFTING WORKSHOPS	23	2
MADE IN WALSALL	17	4
CHILDREN'S SUMMER HOLIDAY ACTIVITY WORKSHOPS	16	4
WALSALL PHOTOGRAPHIC SOCIETY ANNUAL EXHIBITION	16	3
LUCIEN FREUD AND KITTY GARMEN	16	8
LIGHT FANTASTIC	14	3
MURDER MYSTERY NIGHTS	12	1
EASTER FAMILY FUN DAY	12	2
THE CHILDREN'S DISCOVERY GALLERY	10	5
BACK TO BLACK	7	2
WEDNESDAY CLUB CHILDREN'S SUMMER ACTIVITIES	7	2
CLOTHING THE FAMILY	6	2
ART OF THE REGGAE RECORD	4	1
DOORS TO DISCOVERY	4	1
NEW LOCKS	4	1
SHADOW PUPPETS FUN DAY	4	1
WEIRD WALSALL	4	*
NONE OF THESE	40	6
NOT PROVIDED	5	70
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%		

In terms of awareness by ward, respondents within Darlaston (41%) and Palfrey and Pleck (49%) are least likely to be aware of any exhibitions or events at all. Conversely, those within St Matthews and Birchills Leamore (78%) and Rushall and Shelfield (69%) wards are more likely to be aware of at least one of the exhibitions and events at Walsall's museums and galleries.

Male respondents are significantly more likely to be aware of one or more exhibitions or events (59%) than females (53%). Older respondents are also significantly more likely to be aware of one or more exhibitions or

events (69%) than their younger counterparts (51% aged 16-24, 53% aged 25-44 and 53% aged 45-64).

Usage of local exhibitions and events

Respondents were also asked whether they have used any of the 18 exhibitions and events listed in the last twelve months. Three quarters of respondents (77%) indicate that they have not used any of the exhibitions and events listed in the last 12 months.

In line with awareness, the most commonly mentioned exhibition or event visited in the last 12 months is the Garman Ryan Collection (17%). This is followed by Lucien Freud and Kitty Garman (8%) and the Children's Discovery Gallery (5%). The proportions that have used each exhibition or event can also be seen in Table 8 above.

Likelihood of using exhibitions and events

Now that respondents were made aware of the exhibitions and events held at Walsall's museums and galleries, all respondents were asked whether they would be more likely to use them now.

Just over half (51%) of respondents stated they would now be likely to use an exhibition and or event in Walsall's museums and galleries.

In particular, the respondents more likely to visit an exhibition or event [318 respondents] stated they might use the murder mystery nights (17%), followed by Made in Walsall (15%), Weird Walsall (7%) and Children's summer holiday activity workshops (7%).

If exhibitions and events were nearer to where respondents live, 39% of respondents would be more likely to use them. This is especially the case for respondents living in Brownhills and Aldridge (54%), Willenhall (48%) and amongst females (44%), older respondents (43% aged 65+) and respondents that have a long-term disability or illness (51%).

Encouraging people to use museums and galleries in Walsall

All respondents were then asked what, if anything would encourage them to visit the museums and galleries in Walsall more often.

Over a third (36%) did not provide a response, 2% do not know and 10% said nothing would encourage them. Of those that did provide a response, the top two things that would encourage them centre around more information and better publicity. One in seven (13%) mentioned more information on services available while one in ten (10%) mentioned good publicity of events. Other things of note that would encourage respondents to use museums and galleries more often include better parking facilities (5%), if they had more time (5%) and if there were more events of interest (4%). Please see accompanying data tables for a full list of things that would encourage respondents to visit the museums and galleries in Walsall more often.

Overall perception of Walsall's museums and galleries

All respondents were provided with thirteen statements about museums and galleries and asked whether they agree or disagree with them.

The following table shows the headline response to these thirteen statements. Overall, respondents are most likely to agree (i.e. rating 'tend to agree' or 'strongly agree') with the statement 'the museums and galleries in Walsall have a good reputation' (56%), 'the staff are friendly and approachable' (43%), 'there are no admission fees' (43%) and 'the staff are helpful' (42%). Also positive, a high proportion of respondents disagree (i.e. rating 'tend to disagree' or 'strongly disagree') that 'museums and galleries are not for people like me' (51%) and 'I feel uncomfortable going to the museum/gallery on my own' (48%). These results are similar to that of the libraries.

Of concern though is that a third of respondents disagree that 'there is sufficient parking near the museum/gallery' (33%) and 'I know where I can find out about current/forthcoming exhibitions' (32%).

Table 9

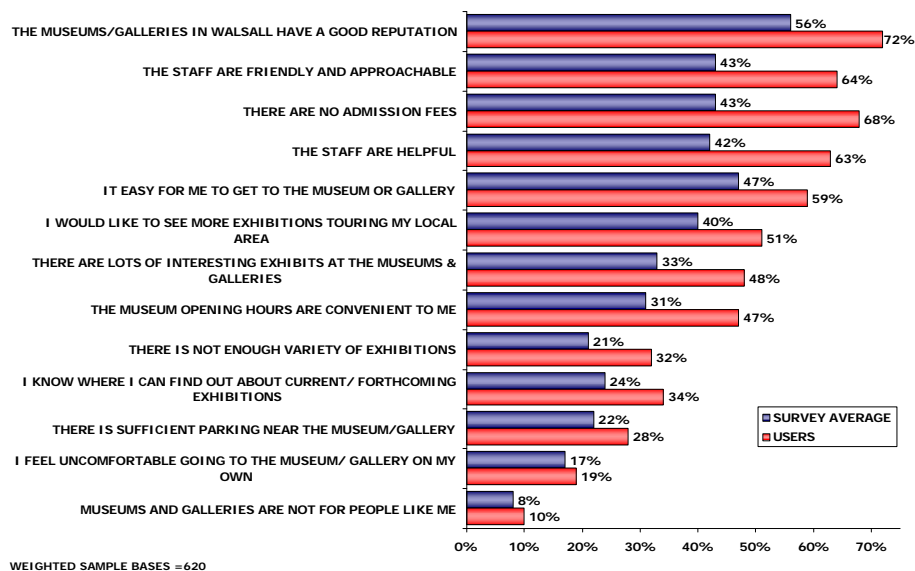
TO WHAT EXTENT DO RESPONDENTS AGREE OR DISAGREE ABOUT CERTAIN STATEMENTS ABOUT MUSEUMS AND GALLERIES IN WALSALL (ALL RESPONDENTS)						
		AGREE	NEITHER	DISAGREE	BALANCE SCORE	DON'T KNOW/NOT PROVIDED
THE MUSEUMS/GALLERIES IN WALSALL HAVE A GOOD REPUTATION	%	56	23	4	+52	18
THE STAFF ARE FRIENDLY AND APPROACHABLE	%	43	26	1	+42	30
THERE ARE NO ADMISSION FEES	%	43	29	1	+42	35
THE STAFF ARE HELPFUL	%	42	24	1	+41	32
IT EASY FOR ME TO GET TO THE MUSEUM OR GALLERY	%	47	22	14	+33	16
I WOULD LIKE TO SEE MORE EXHIBITIONS TOURING MY LOCAL AREA	%	40	32	9	+31	19
THERE ARE LOTS OF INTERESTING EXHIBITS AT THE MUSEUMS & GALLERIES	%	33	33	8	+25	26
THE MUSEUM OPENING HOURS ARE CONVENIENT TO ME	%	31	29	10	+21	30
THERE IS NOT ENOUGH VARIETY OF EXHIBITIONS	%	21	40	13	+8	27
I KNOW WHERE I CAN FIND OUT ABOUT CURRENT/ FORTHCOMING EXHIBITIONS	%	24	16	32	-8	28
THERE IS SUFFICIENT PARKING NEAR THE MUSEUM/GALLERY	%	22	20	33	-11	26
I FEEL UNCOMFORTABLE GOING TO THE MUSEUM/ GALLERY ON MY OWN	%	17	19	48	-31	16
MUSEUMS AND GALLERIES ARE NOT FOR PEOPLE LIKE ME	%	8	22	51	-43	19
SAMPLE BASE – 620 * DENOTES <0.5% - ROW PERCENTAGES						

The following figure compares the agreement scores of respondents that have used a museum or gallery in Walsall over the last 12 months against the survey average.

As can be seen by the red bar, agreement is higher amongst users of museums and galleries for all statements. On the one hand this is positive as a higher proportion of users think that staff are helpful for example (63% compared to 42% survey average). On the other hand, a higher proportion of users also agree with the negative statements, 32% agree there is not enough variety of exhibitions compared to 21% survey average for example.

Figure 14

AGREEMENT WITH CERTAIN STATEMENTS ABOUT MUSEUMS AND GALLERIES IN WALSALL (ALL RESPONDENTS)



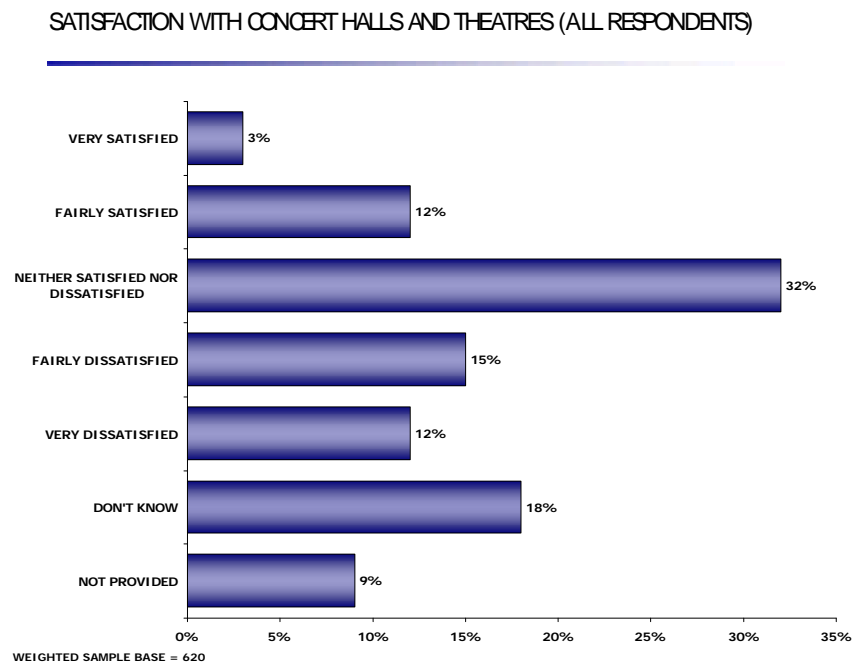
6 Concert Halls and Theatres

Satisfaction with Concert Halls and Theatres

All respondents were asked how satisfied or dissatisfied they are with Concert Halls and Theatres in Walsall.

Just one in seven respondents (14%) indicate that they are satisfied with Concert Halls and Theatres, including just 3% who are very satisfied. Conversely, a quarter (26%) expressed dissatisfaction and a third (32%) are neither satisfied nor dissatisfied.

Figure 15



Importantly, respondents who have used concert halls and theatres in the last 12 months are significantly more likely to say that they are satisfied (24%) compared with 11% of non-users.

Unsurprisingly, respondents who rate the information currently available about concert halls and theatres as good, are more likely than those who rated it as poor, to say that they are satisfied with concert halls and theatres (34% cf. 22%).

Awareness and use of Concert Halls and Theatres

Awareness of Concert Halls and Theatres

All respondents were asked whether they were aware of the concert halls and theatres at Bloxwich Library Theatre and the Walsall Town Hall.

Overall, three quarters (73%) are aware of Walsall Town Hall and half (52%) are aware of Bloxwich Library Theatre. Around one in six (16%) are not aware of either of these concert halls and theatres in Walsall.

Awareness of the Walsall Town Hall is highest amongst respondents from Pelsall and Rushall Shelfield (90%) and Blakenall and Bloxwich (88%) while awareness is lowest amongst St Mathews and Birchills Leamore (58%) and Willenhall (59%) respondents.

It's perhaps of no surprise that awareness of the Bloxwich Library Theatre is significantly higher amongst Blakenall and Bloxwich (88%) respondents than respondents from all other wards. Awareness is lowest in Darlaston (22%) and Aldridge South and Streetly (28%).

Older respondents are more likely to be aware of both Walsall Town Hall and Bloxwich Library Theatre (78% and 62% aged 65+ respectively) than younger respondents (62% aged 18-24 and 46% aged 25-44 respectively).

Visited Concert Halls and Theatres

All respondents were then asked whether they had used Walsall Town Hall or Bloxwich Library Theatre in the last 12 months.

In a total, a quarter (25%) have used Walsall Town Hall and 13% have used Bloxwich Library Theatre in the last 12 months. A further 8% stated they have not used either while the majority (61%) did not provide a response.

A significantly higher proportion of Blakenall and Bloxwich (33%) respondents have used the Bloxwich Library Theatre than respondents from other areas of Walsall.

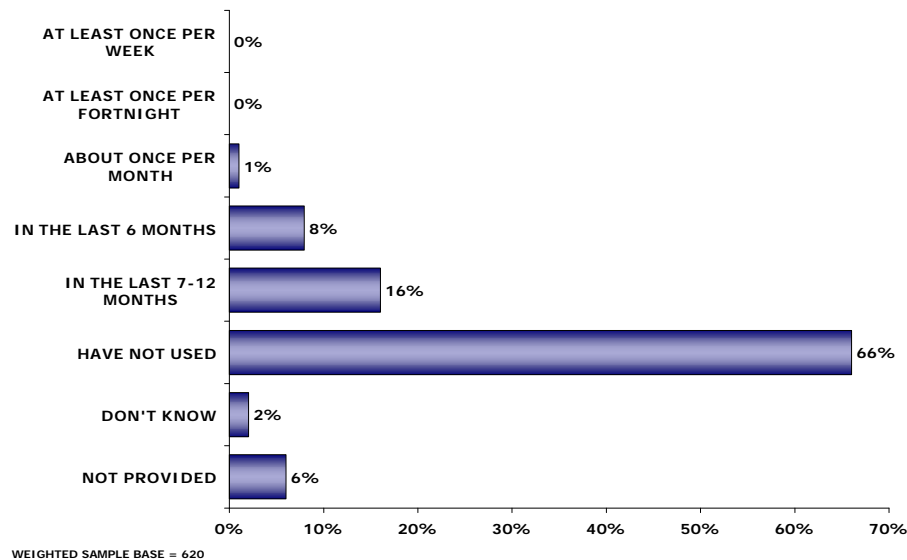
In line with awareness of the two venues, older respondents are significantly more likely to have used both Walsall Town Hall and Bloxwich Library Theatre in the last 12 months (39% and 20% aged 65+ respectively) than younger respondents (0% and 8% aged 18-24 respectively).

Frequency of visits to concert halls and theatres

A quarter of respondents (26%) say they have visited a concert hall or theatre in the last 12 months. In contrast, two thirds (66%) indicate that they have not visited any.

Figure 16

FREQUENCY OF VISITING A CONCERT HALL OR THEATRE IN WALSALL IN LAST 12 MONTHS (ALL RESPONDENTS)



Respondents within Pheasey and Paddock (38%) and Blakenall and Bloxwich (34%) are more likely to have visited a concert hall or theatre in the last 12 months. In contrast, those within St Matthews and Birchills Leamore (17%) and Willenhall (19%) are least likely to have visited.

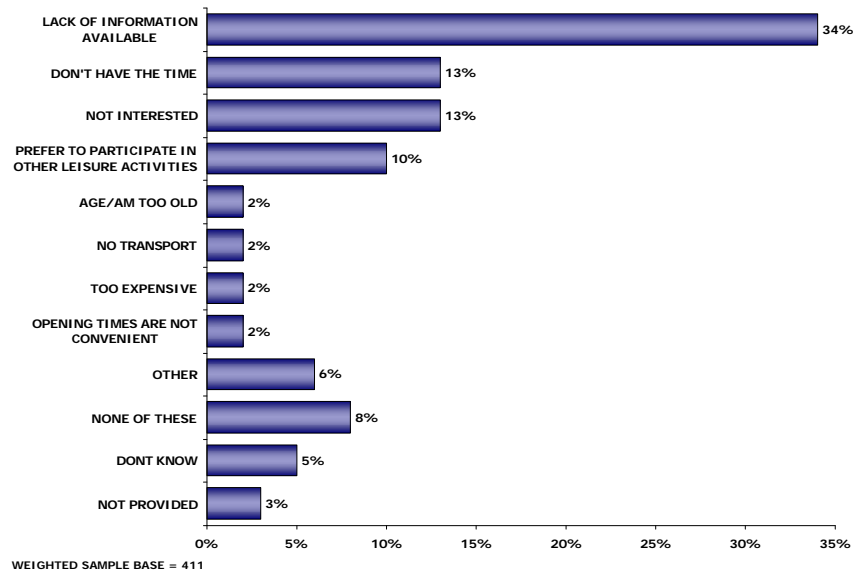
Non-users of concert halls and theatres

Respondents who have not used a concert hall or theatre in Walsall in the last 12 months were then asked for the reason why they have not visited.

The most commonly mentioned reasons for not having used a concert hall or theatre are because there is a lack of information available (34%), respondents do not have the time (13%) or that they are not interested (13%). Other reasons mentioned but at lower levels are that respondents prefer to participate in other leisure activities (10%) and that they have no transport (2%). This is shown in Figure 17.

Figure 17

REASONS FOR NOT VISITING A CONCERT HALL OR THEATRE IN WALSALL
IN THE LAST 12 MONTHS (RESPONDENTS WHO HAVE NOT USED A
CONCERT HALL OR THEATRE IN LAST 12 MONTHS)



Awareness and interest of forthcoming events

Awareness of forthcoming events

All respondents were provided with a list of six events held at concert halls and theatres in Walsall and asked which ones they are aware of and which ones they might be interested in attending.

Just over a quarter of respondents (27%) are aware of at least one of the events, with 14% indicating that they are aware of 'An afternoon with the musicals – the show of Rodgers and Hammerstein' and around a tenth are aware of the 'Aynuk and Ayli Show' (11%), 'film classics with Birmingham Philharmonic Orchestra' (10%), 'Pinnocchio' (10%) and the 'Old Tyme Music Hall (10%)'. A full summary of the results is provided in the table below.

Table 10

AWARENESS AND INTEREST IN ATTENDING THE FOLLOWING EVENTS AT WALSALL'S CONCERT HALLS AND THEATRES (ALL RESPONDENTS)		
	AWARENESS	INTERESTED IN
	%	%
AN AFTERNOON WITH THE MUSICALS – THE SHOW OF RODGERS AND HAMMERSTEIN	14	16
AYNUK AND AYLI SHOW – (MARCH – BLOXWICH LIBRARY THEATRE)	11	12
FILM CLASSICS WITH THE BIRMINGHAM PHILHARMONIC ORCHESTRA (JANUARY – WALSALL TOWN HALL)	10	16
PINNOCCCHIO – (APRIL – BLOXWICH LIBRARY THEATRE)	10	13
OLD TYME MUSIC HALL (MARCH – WALSALL TOWN HALL)	10	11
VAUGHAN WILLIAMS GALA (MAY – WALSALL TOWN HALL)	7	8
NONE OF THESE	49	27
NOT PROVIDED	24	33
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%		

Interest in attending events at concert halls and theatres

Respondents were also asked whether they would be interested in attending any of the six events listed. A quarter (27%) of respondents are not interested in attending any of the events while 33% did not provide a response.

Of the remaining 40% interested in attending at least one of the events, an afternoon with the musicals (16%) and film classics with the Birmingham Philharmonic Orchestra (16%) are the most popular. The proportions interested in attending one of the events can also be seen in Table 10 above.

Future events

All respondents were asked what other types of events they would like to see at the concert halls and theatres in Walsall in the future.

In total, 54% of respondents provided a response with more family/child orientated events, modern music concerts/events and plays being the most popular mentioned (all 7%).

Satisfaction with concert halls and theatres

All respondents were provided with a list of seven aspects of concert halls and theatres in Walsall and asked their satisfactions levels with each.

As table 11 shows satisfaction is highest with the service and facilities (18%) and lowest with the publicity of events (9%) and is something that the Council will need to consider when trying to attract residents to use their services. It must be noted that around half of respondents reported that they did not know or did not provide a response regarding these aspects.

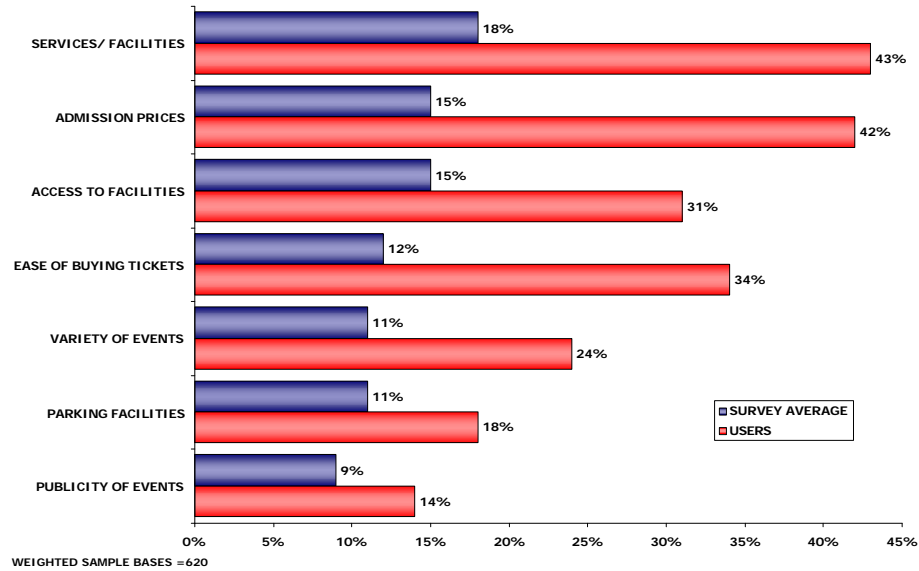
Table 11

TO WHAT EXTENT ARE RESPONDENTS SATISFIED WITH CERTAIN ASPECTS OF CONCERT HALLS AND THEATRES IN WALSALL (ALL RESPONDENTS)						
		SATISFIED	NEITHER	DISSATISFIED	BALANCE SCORE	DON'T KNOW/NOT PROVIDED
SERVICES/ FACILITIES	%	18	26	7	+11	49
ADMISSION PRICES	%	15	27	4	+11	55
EASE OF BUYING TICKETS	%	12	27	5	+7	55
ACCESS TO FACILITIES	%	15	26	8	+7	51
VARIETY OF EVENTS	%	10	22	19	-9	50
PARKING FACILITIES	%	11	22	22	-11	45
PUBLICITY OF EVENTS	%	9	17	32	-23	42
SAMPLE BASE – 620 * DENOTES <0.5% - ROW PERCENTAGES						

The following figure shows that users of concert halls and theatres are significantly more satisfied with each aspect than the survey average.

Figure 18

SATISFACTION WITH CERTAIN ASPECTS OF CONCERT HALLS AND THEATRES IN WALSALL (ALL RESPONDENTS)

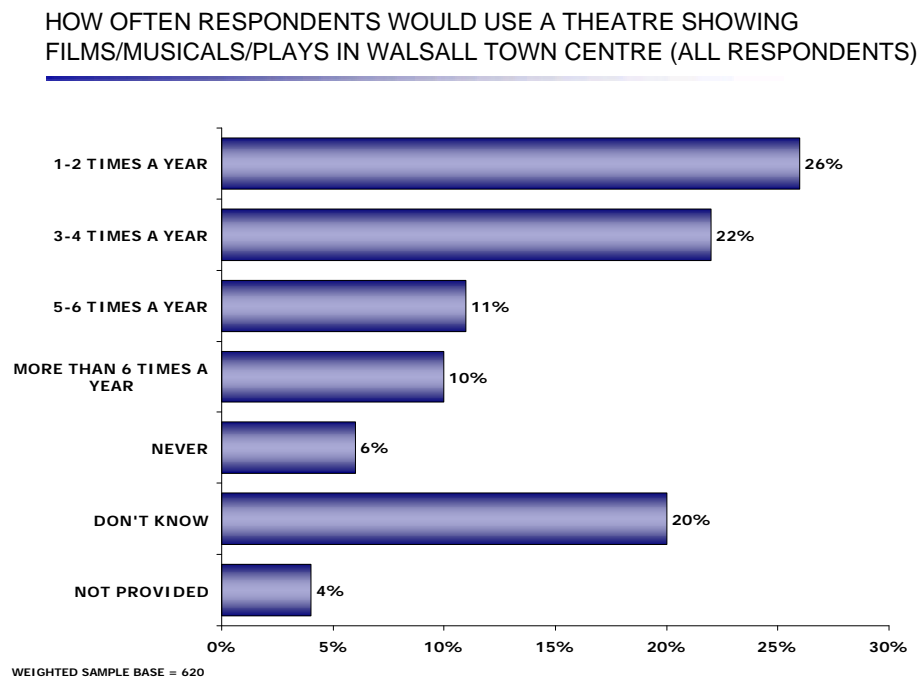


Use of a theatre

If there was a theatre that showed films/musicals/plays within Walsall town centre, all respondents were asked how often they think they might use it.

The following figure shows that overall, seven in ten (70%) respondents stated they would use a theatre in Walsall town centre if it showed films, musicals and plays. A quarter (26%) would use it 1-2 times a year, a fifth (22%) 3-4 times a year and a fifth (21%) more than 5 times a year.

Figure 19



7 Community Arts Projects

Introduction

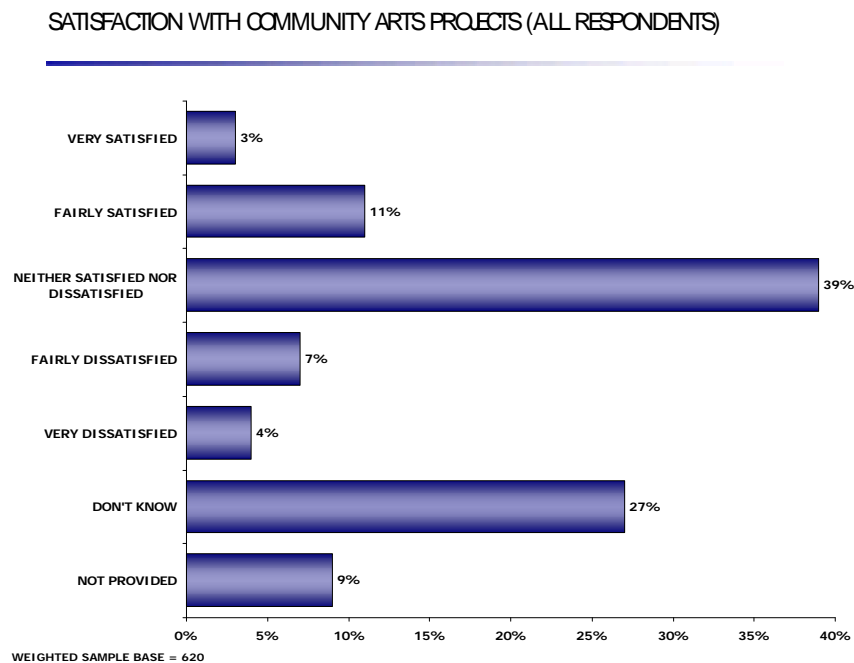
The Forest Arts Centre is Walsall's centre for getting local people involved in music and the arts. It offers an extensive programme of leisure activities and creative opportunities to enhance creative, leisure, health and economic aspirations.

Satisfaction with Community Arts Projects

All respondents were asked how satisfied or dissatisfied they are with community arts projects in Walsall.

Just one in seven respondents (14%) indicate that they are satisfied with community arts projects, including 3% who are very satisfied. Conversely, just 11% express dissatisfaction while two in five (39%) are neither satisfied nor dissatisfied, whilst 27% do not know.

Figure 20



Unsurprisingly, respondents who rate the information currently available about community arts projects as good are more likely than those who rated it as poor, to say that they are satisfied with the community arts projects (35% cf. 6%).

Awareness of the Forest Arts Centre

A fifth (21%) of all respondents are aware of the Forest Arts Centre while the majority are not aware (76%).

Awareness is highest in the areas of Blakenall and Bloxwich (39%), St Matthews and Birchills Leamore (34%) and Aldridge South and Streetly (28%). Conversely, awareness is lowest in Darlaston (2%), Willenhall (10%) and Brownhills and Aldridge North (12%).

Knowledge of where Forest Arts Centre is located

One in six (17%) respondents know where the Forest Arts Centre is located while 80% do not. Blakenall and Bloxwich respondents are significantly more likely to know where the centre is located (40%) than respondents from all other areas in Walsall.

Visitors to Forest Arts Centre

Just 5% of respondents have visited Forest Arts Centre in the last 12 months, rising to 13% each of respondents from Blakenall and Bloxwich and Aldridge South and Streetly.

Interest in using facilities at Forest Arts Centre

All respondents were provided with a list of 5 facilities available at the Forest Arts Centre and asked how interested they would be in using them in the future.

The following table shows that overall interest amongst panel members is somewhat disappointing. All facilities bar music activities receive a negative balance score indicating that respondents are not interested in using these facilities at Forest Arts Centre in the future.

Table 12

TO WHAT EXTENT ARE RESPONDENTS INTERESTED IN USING CERTAIN FACILITIES AT FOREST ARTS CENTRE IN THE FUTURE (ALL RESPONDENTS)						
		INTERESTED	NEITHER	NOT INTERESTED	BALANCE SCORE	DON'T KNOW/NOT PROVIDED
MUSIC ACIVITIES	%	31	17	29	+2	22
FILM CLUB	%	22	20	35	-13	22
DANCE ACTIVITIES	%	23	17	37	-14	23
DRAMA	%	21	18	38	-17	23
DIGITAL ARTS	%	13	22	38	-25	26
SAMPLE BASE – 620 * DENOTES <0.5% - ROW PERCENTAGES						

8 Community Arts Events

In the last 12 months a number of Community Arts events have taken place in Walsall.

Awareness and attendance of Community Arts events

Awareness of forthcoming events

All respondents were provided with a list of four events held in Walsall and asked which ones they are aware of and which ones, if any they attended.

Just under a fifth of respondents (19%) are aware of at least one of the community arts events that have taken place in Walsall. Around a sixth (15%) are aware of 'Walsall's War' while 8% are aware of 'Celebrating Africa', 7% the 'Big Night Out Project' and 7% the 'Falls Fashion Show Project' (Table 13).

Table 13

AWARENESS AND ATTENDANCE OF COMMUNITY ARTS EVENTS HELD IN WALSALL (ALL RESPONDENTS)		
	AWARENESS	ATTENDANCE
	%	%
WALSALL'S WAR (SEPTEMBER) – THE BOROUGH'S FIRST COMMUNITY PLAY HELD IN THE WALSALL ARBORETUM	15	1
CELEBRATING AFRICA (OCTOBER) – A CELEBRATORY EVENT FOR BLACK HISTORY MONTH	8	2
BIG NIGHT OUT PROJECT (APRIL TO DECMEBER) – A GROUP OF WALSALL PEOPLE WITH DISABILITIES ORGANISE A SERIES OF CABARET EVENINGS FOR THE PUBLIC	7	1
FALLS FASHION SHOW PROJECT (JULY) – EVENT TOOK PLACE ON NATIONAL FALLS DAY IN WALSALL TOWN CENTRE	7	1
NONE OF THESE	1	0
NOT PROVIDED	80	97
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%		

Attendance of community arts events

Respondents were also asked whether they attended any of the four events held in Walsall. Just 2% attended the 'Celebrating Africa' event and 1% each attended the other three events. The proportions that attended one of the events can also be seen in Table 13 above.

Involvement in and attending future events

All respondents were asked the extent to which they would be interested in being involved or attending future community arts events. One in seven (14%) respondents expressed an interest in becoming involved while a quarter (27%) expressed an interest in attending in the future (Table 14). The negative balance scores again indicate that respondents are generally less interested in being involved or attending community events in the future.

Table 14

TO WHAT EXTENT ARE RESPONDENTS INTERESTED IN BEING INVOLVED OR ATTENDING FUTURE COMMUNITY ARTS EVENTS (ALL RESPONDENTS)						
		INTERESTED	NEITHER	NOT INTERESTED	BALANCE SCORE	DON'T KNOW/NOT PROVIDED
BEING INVOLVED	%	14	19	48	-34	18
ATTENDING	%	27	20	36	-9	18
SAMPLE BASE – 620 * DENOTES <0.5% - ROW PERCENTAGES						

9 Information Provision

In the final section, all respondents were asked a series of general questions regarding information received on cultural and leisure facilities.

Rating Information

As can be seen in the following table respondents feel that information available on libraries and museums and galleries is on the whole good as they receive a positive balance score. On the other hand, respondents are more likely to think that information available on concert halls and theatres and community art projects is poor as they receive a negative balance score.

Table 15

TO WHAT EXTENT DO RESPONDENTS RATE THE INFORMATION CURRENTLY AVAILABLE ON THE FOLLOWING CULTURAL AND LEISURE FACILITIES (ALL RESPONDENTS)						
		GOOD	NEITHER	POOR	BALANCE SCORE	DON'T KNOW/NOT PROVIDED
LIBRARIES	%	54	19	16	+38	11
MUSEUMS AND GALLERIES	%	36	19	23	+13	21
CONCERT HALLS AND THEATRES	%	14	23	38	-24	25
COMMUNITY ART PROJECTS	%	9	22	40	-31	30
SAMPLE BASE – 620 * DENOTES <0.5% - ROW PERCENTAGES						

Current methods and preferred methods of receiving information

Current methods

All respondents were asked how they currently find out about cultural and leisure facilities in Walsall.

Three in five (59%) normally find out information via local newspapers while around two in five usually find out via leaflets or posters (43%) and word of mouth (39%). One in ten (10%) respondents also state they normally use the Council website (Table 16).

Table 16

NORMAL METHODS AND PREFERRED METHODS OF FINDING OUT ABOUT CULTURAL AND LEISURE FACILITIES IN WALSALL (ALL RESPONDENTS)		
	NORMAL	PREFERRED
	%	%
LOCAL NEWSPAPER	59	65
LEAFLETS/POSTERS	43	63
WORD OF MOUTH	39	15
RADIO	12	26
COUNCIL WEBSITE	10	20
WALSALL PRIDE	8	13
TELEPHONE	7	6
AT THE ACTIVITY ITSELF	4	5
LIBRARY	1	1
INFORMATION THROUGH THE POST	0	1
E-MAIL / INTERNET	0	1
OTHER	4	5
NONE OF THESE	4	2
DON'T KNOW	7	4
NOT PROVIDED	2	2
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%		

Preferred method

Table 16 above shows that the top two preferred methods for receiving information mirror that of the methods normally received, namely local newspapers (65%) and leaflets or posters (63%). A higher proportion would prefer to receive information via the radio (26%) and the Council website (20%) than normally do (12% and 10% respectively).

Improving the way residents are informed

All respondents were asked in what ways Walsall Council could improve the way it lets local residents know about culture and leisure services and events taking place across the borough.

In total, 71% of respondents provided a response to how Walsall Council can improve the way it informs its local residents. The following table shows that providing leaflets (17%), more/better advertising (15%), using the local newspaper (15%) and the use of posters (11%) and newsletters (9%) are the main improvements identified by respondents.

Table 17

IMPROVEMENTS THAT WALSALL COUNCIL CAN MAKE TO IMPROVE THE WAY IT INFORMS LOCAL RESIDENTS (ALL RESPONDENTS)			
	%		%
LEAFLETS	17	ADVERTS ON LOCAL RADIO	2
MORE/BETTER ADVERTISING	15	PRINT A YEARLY BOOK/CALENDER OF ACTIVITIES	1
LOCAL NEWSPAPER	15	DEVELOP A REGULAR MAILING LIST	*
POSTERS	11	DISTRIBUTE FREE NEWSPAPERS TO ALL AREAS	*
NEWSLETTERS	9	DISTRIBUTE WALSALL PRIDE TO RESIDENTS	*
ADVERTS IN THE FREE PRESS	7	OTHER	7
E-MAIL/INTERNET	4	NONE	4
INFORMATION SENT WITH RATES BILL	3	DON'T KNOW	3
ADVERTS ON TV	3	NOT PROVIDED	29
SCHOOL INVOLVEMENT	2		
WEIGHTED SAMPLE BASE – 620 * DENOTES FIGURE <0.5%			

10 Respondent profile

The following table highlights the demographic profile of those who responded to Panel Survey.

Table 18

Demographics & Profile	Actual Number Of Interviews Completed	Neighed Percentage	Weighted Percentage
ALDRIDGE SOUTH & STREETLY	113	18	10
BLAKENALL & BLOXWICH	83	13	15
BROWNHILLS & ALDRIDGE NORTH	57	9	10
DARLASTON	41	7	10
PALFREY & PLECK	59	10	11
PELSALL & RUSHALL-SHELFIELD	65	10	9
PHEASEY & PADDOCK	90	15	9
ST MATTHEWS & BIRCHILLS LEAMORE	36	5	10
WILLENHALL	78	13	15
Male	322	52	47
Female	298	48	53
18-44 years old	198	32	52
45-64 years old	270	44	32
65+	144	23	17
Have A Disability / Long Standing Illness	152	25	24
Non-BME	577	93	85
BME	42	7	15
In Employment	316	47	58