Bolton's Museum, Library and Archive Services

AN ECONOMIC VALUATION

December 2005

Contents

Foreword

For those who work in the cultural sector, the contribution that museums, libraries and archives make to our society is clearly recognised and well-known. Museums, libraries and archives stimulate creativity, inspire learning, engage communities and help to build the knowledge economy.

By those who use their services and collections, museums, libraries and archives are valued and appreciated. A thriving cultural infrastructure which includes museums, libraries and archives makes a place attractive to live in, work in and visit. However, these undoubted benefits have traditionally been difficult to measure, and even more difficult evidence to government and key stakeholders.

This flagship study, undertaken in partnership with Bolton Metropolitan Borough Council, articulates in economic terms the qualitative and quantitative value placed on museums, libraries and archives by those who use them, and those who do not, but who recognise their worth. People who live in Bolton recognise the integral role played by museums, libraries and archives in their local communities, and can identify their wider public benefit.

I am delighted to be publishing this study, which I hope will be the first of many in the North West and nationally, underpinning the importance of museums, libraries and archives to the economic, social and educational well-being of the region.

Clare M Connor
Chief Executive, MLA North West

Executive summary

Jura Consultants was commissioned by Bolton Metropolitan Borough Council (BMBC) and MLA North West in May 2005 to undertake an economic valuation of Bolton's museum, library and archive services. BMBC and MLA North West share the aim of raising the profile of museums, libraries and archives with key decision-makers by demonstrating the value of the sector to the local economy in a way which is robust and tangible. This study used the Contingent Valuation technique to demonstrate the consumer surplus attributable to Bolton's museum, library and archive services. This follows a major study in 2003 conducted at the British Library which assessed its value to the UK economy using a similar methodology.

Context

BMBC has three museums, 15 local libraries and a central archive all distributed throughout the borough and which can be accessed by members of the public free of charge. The services offer a wide range of cultural offerings and Bolton's Art Gallery is home to over 3,500 items of fine art.

The total budget for Bolton's museum, library and archive services is approximately £6 million and from this, 231 members of staff are employed to run services.

The most recent visitor numbers reveal approximately 249,179 visits were made to Bolton's museum, art gallery and aquarium and 9,293 visits were made to the archives in 2003/4. In 2004/5 1,487,666 visits were made to the libraries.

The use of the Contingent Valuation technique represents a considerable departure for the UK Library community by moving away from the more traditional macro-economic analysis based on examining patterns of expenditure, income and employment generated by staff and users. Instead, it applies valuation techniques more usually found in environmental and transport economics, where the collective value that individuals derive from the provision of a service is ascertained. The 'Consumer Surplus' approach is estimated by asking people about their willingness to pay for specific services. One of the main aims of the Bolton study therefore was to determine if the technique used previously by the British Library could be transferred to a local authority context and applied to museum, library and archive services.

The Contingent Valuation technique allowed three types of value to be captured and examined in Bolton:

- Use Value - value created through direct use of Bolton's museum, library and archive services

- Option Value - value derived from Bolton's museums, libraries and archives services being available for future use if the individual requires it

- Existence Value - value generated by Bolton's museum, library and archive services by their existence, for both users and non-users
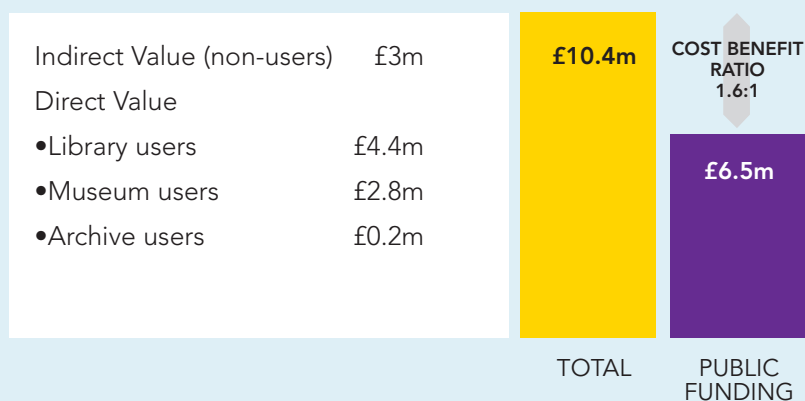
The British Library study focussed on particular services within the library, i.e. the reading room and remote document supply. However, the Bolton study determined the total value of each of the services provided by its museums, libraries and archives. For this reason the users of the services in Bolton were divided into the discrete categories of museum, library and archive users and non-users. For each category a survey was undertaken using face-to-face questionnaires to ascertain a range of information about the users, their profile and their valuation of the services.

The questionnaires made particular use of willingness to pay and willingness to accept questions which are core to the contingent valuation technique. Willingness to pay questions ask individuals how much they would be willing to pay to continue to access the service and directly measures the demand curve with a budget constraint. Willingness to accept questions ask individuals how much they would accept in compensation to forego the service and again directly measures the demand curve with a budget constraint.   Face-to-face questionnaires were also administered to non-users of Bolton's museum, library and archive services. In total, 325 Bolton residents took part in the surveys, a statistically valid sample.

Findings

Bolton's museum, library and archive services were valued by users and non-users at £10.4 million. Relative to the amount of public funding it receives, Bolton's museums, libraries and archives generate 1.6 times the value of this funding. This means that for every £1 of public funding Bolton's museums, libraries and archives receives it generates £1.60 of value for the Bolton economy. Alternatively if public funding for Bolton's museums, libraries and archives were to end the Bolton economy would lose net benefits of £3.9 million. The majority, £7.4 million, of the value comes from the direct benefit enjoyed by users of Bolton's museums, libraries and archives as opposed to non-users. This underpins the critical role that these cultural services play in many people's lives. Non-users value the museums, libraries and archives at £3 million.

BOLTON'S MUSEUM, LIBRARY AND ARCHIVE SERVICES

Indirect Value (non-users)	£3m	£10.4m	COST BENEFIT RATIO 1.6:1
Direct Value			
•Library users	£4.4m		£6.5m
•Museum users	£2.8m		
•Archive users	£0.2m		
		TOTAL	PUBLIC FUNDING

The following table divides this total value across the museums, libraries and archives services provided by BMBC.

BOLTON'S LOCAL RESIDENT POPULATION'S WILLINGNESS TO PAY FOR MUSEUM, LIBRARY & ARCHIVE SERVICES (ANNUAL VALUES)				
	Cost of Services	Mean Value		
	2004/05	Users	Non-Users	TOTAL VALUE
Museums	£1,800,000	£2,753,000	£1,713,000	£4,466,000
Libraries	£4,500,000	£4,434,000	£1,165,000	£5,599,000
Archives	£250,000	£204,000	£76,000	£280,000
TOTAL	**£6,550,000**	**£7,391,000**	**£2,954,000**	**£10,345,000**

The majority of local Bolton residents are willing to pay the greatest amount for the libraries which can perhaps be explained by the key role libraries play in local communities. Certainly this appeared to be the opinion of several members of various focus groups conducted with local residents. One resident commented that her local library was the "lifeblood of the community". Similarly, museums appear to be of high importance to local residents. Members of the local community appear to be less willing to pay for Bolton's archives, however, the focus groups revealed that this is partly due to a lack of understanding amongst all ages and walks of life about what archives actually are and what they contain. It was considered by a number of users that archives were physically detached from other services and there were few opportunities to learn about archives.

Summary

Consumer surplus methodology as demonstrated by the contingent valuation technique can be applied to Local Authority museum, library and archive services. This study confirms that robust results can be generated based on extensive survey and analysis.

This application of the methodology benefited from the pre-existing data for Bolton's museums, libraries and archives, particularly in terms of user numbers and user profiles. This information is essential for survey planning and enabling the results to be grossed-up.

A further feature in Bolton was the known limited impact of tourists and users from adjacent boroughs. For application elsewhere, for example where tourists and users from other localities are a key feature, the surveys would have to be extended to include these groups and a different approach to 'grossing up' may need to be considered. A toolkit for this methodology with commentary on its adaptability and use for local authorities is included in the main report of this study.

Bolton residents clearly value their museums, libraries and archives. The user value alone more than justifies the investment in service provision. That non-users also value these services is a testament to their wider public benefit.

1.0 Introduction

1.1 Introduction

Jura Consultants was commissioned by Bolton Metropolitan Borough Council (BMBC) and MLA North West to undertake an economic impact assessment of Bolton's museum, library and archive services. This follows a major study in 2003 which was carried out for the British Library and assessed its value to the UK economy. The British Library study has been considered extremely successful and BMBC and MLA North West determined that a similar approach should be adopted for Bolton. The British Library study adopted modern economic valuation techniques to move beyond the traditional measures of performance and these techniques are also adopted in this study

1.2 Study Aims

The joint aims of BMBC and MLA North West with regard to this study are as follows:

- Raising the profile of museum, library and archive services with key decision-makers by demonstrating the value of the sector to the local economy in a way which is robust and tangible

- To investigate whether the methodology developed by the British Library for the 'Measuring Our Value' project can be adapted to the circumstances of an individual local authority museum, library and archive service

- To assist in fulfilling the needs of key national strategies for the museum, library and archive services sector

- Framework for the Future (public libraries) - achieving 'greater recognition by central and local government of the role of the public library service'

- Archives Task Force - achieving 'An archival heritage unlocked and made open to all citizens in a way that engages them and empowers them to use archives for personal, community, social and economic benefit'

- Renaissance in the Regions (museums) - 'Ensure the museums and galleries domain plays a leading role in contributing to the government's wider regional agenda'

1.3 Report Structure

The report is set out as follows:

Section 2   sets out the background to Bolton's museum, library and archive services

Section 3   explains the methodology as adapted from the British Library study for application in a local authority environment

Section 4   presents the results and the value of Bolton's Museum, library and archive services

Section 5   assesses the application of the methodology in a local authority environment and considers its wider application in the form of a Tool Kit

2.0 Background

2.1 Introduction

This section provides an introduction to Bolton's museum, library and archive services and examines the Borough population profile and the prevailing economic and social context in the area.

2.2 Bolton's Museum, library and archive services

Bolton has three museums, 15 local libraries and a central archive all distributed throughout the borough.

Bolton Museums, Art Gallery and Aquarium and Hall i'th' Wood Museum are part of the North West Museums Hub. The third museum in Bolton, Smithills Hall, is managed on behalf of Bolton Metropolitan Borough Council by Smithills Hall and Park Trust and is not considered further within this study.

Bolton Museum, Art Gallery and Aquarium provide an integrated service within the same building. The Museum's collection focuses on archaeology, botany, geology, Egyptology, local history and zoology.

Bolton's fine art collection numbers over 3,500 items and continues to expand through new acquisitions. Nearly all the works are by British artists dating from the 18th Century to the present day, but the collections main strength is its 20th Century oils, watercolours, prints, drawings, photographs and sculptures.

Bolton Aquarium is one of the oldest public aquaria in the UK, and has been a popular attraction for the public since it opened in the mid-20th century. The Aquarium is situated in the basement of the museum building.

Hall i'th' Wood was originally built as a half timbered hall in the 15th Century and was owned by wealthy yeomen and merchants. After 1697, the Hall was rented out to various tenants. It was during this period that a young Samuel Crompton came to live there with his parents. In 1779 he invented the spinning mule, which revolutionised the cotton industry.

The Hall eventually fell into disrepair and was purchased by eminent Boltonian, Lord Leverhulme, who paid for its restoration in memory of Samuel Crompton. In 1920, Lord Leverhulme officially handed the Hall over to the people of Bolton. Today the Hall operates as a museum.

Bolton's library network of 15 local libraries is supported by a successful Mobile Library and Library Link Scheme. These libraries provide information and resources to all residents, visitors, students and workers within Bolton Borough.

There are approximately 322,000 books available on loan across Bolton libraries as well as 22,000 audio-visual materials such as CDs, DVDs, talking books etc, and 6,000 reference books. In addition, there are 330 computer terminals across the 15 libraries.

Two-thirds of the currently used library buildings are over 50 years old and three are Carnegie libraries. The oldest library in Bolton still in use today opened in 1888.

Bolton Archive and Local Studies search room is located on the ground floor of Bolton Central Library and is accessible to members of the public. Bolton Archives

and Local Studies hosts a wide range of archives, local studies materials, maps and plans, microfilms, oral history material and photographs. Special collections include the Naughton Archive and Walt Whitman Collection.

There are comprehensive archives on the textile industry, including the records of local cotton manufacturers, bleachers, trade unions and engineering companies. The archives also include a comprehensive collection on the Crompton family, principally on Samuel Crompton and his son, George: these include personal and business accounts, family and business letters, and Crompton's most important survey of spinning mules in England, Scotland and Ireland of 1811.

2.3 Services and Activities

Bolton Museum, Art Gallery and Aquarium has an innovative and exciting exhibitions programme, with over 20 different exhibitions a year. The acclaimed education programme includes workshops for schools and colleges, a school loans service, in-service training (INSET) for teachers, weekend activity programmes for families, teacher's packs, public lectures, special events and interactive exhibitions.

Hall i'th' Wood enables visitors to dress up in Tudor costume and discover what it was like to live in Tudor and Stuart times. You can investigate the life of Samuel Compton and follow a history trail.

With regard to libraries in Bolton, as well as book borrowing the service also offers borrowing on audio-visual items, e.g. CDs, DVDs, language courses, computer games, etc. Free access to the Internet is also available on over 150 computers located throughout the Borough Library network and training courses on computer skills are also available. In addition, access is provided to a wide range of on-line services for businesses. Dedicated services are also available for the visually impaired and housebound residents.

The Bolton archive service makes its materials available to the public for information, reference and research and also helps preserve this material for future generations.

2.4 Users

The following table shows the admission figures for the last two years for Bolton's Museums.

Admission figures increased at all museum locations in 2003/4 compared with the previous period and currently admission figures are close to 250,000 visits per annum.

TABLE 2.2 ADMISSION FIGURES FOR BOLTON MUSEUMS		
Location	2002/2003	2003/2004
Bolton Museum & Art Gallery	135,789	164,798
Bolton Aquarium	77,785	80,381
Hall i'th' Wood	3,988	4,545
Total	**217,562**	**249,724**

According to a 2005 Audience Segmentation Report conducted into Bolton Museums and Art Gallery, the geographical visitor profile is a local one, with over 75% of visitors coming from the 0-30 minute drivetime area. The following table shows the percentage of visitors from a particular drivetime area fall into the various ACORN categories. Generally, the museum appears to be largely well represented for visitors from all the ACORN categories across the drivetime areas. The notable exceptions are Category 2, within the local area (Urban Prosperity), where it represents only a small segment (2.69%) of the population, and Category 5 at the wider drivetime area.

TABLE 2.3 SIZE OF GROUPS BY CATEGORIES AND DRIVETIMES FOR BOLTON MUSEUMS			
	0-30 Minute Drivetime	30-60 Minute Drivetime	Over 60 minute Drivetime
1 Wealthy Achievers	14.38%	19.06%	25.04%
2 Urban Prosperity	2.69%	4.43%	11.64%
3 Comfortably Off	31.34%	28.55%	27.14%
4 Moderate Means	24.12%	22.39%	13.89%
5 Hard Pressed	26.93%	24.86%	21.44%

The ACORN categories can be briefly interpreted as follows:

• **Wealthy Achievers:** Wealthy Achievers represent 26.6% of the UK population. These are some of the most successful and affluent individuals among the population. They live in wealthy, high-status, semi-rural and suburban areas.

• **Urban Prosperity:** This sub-group represents 10.7% of the UK population. These are well educated and mostly prosperous people living in major cities or towns. They include both older wealthy people and highly educated younger professionals moving up the corporate ladder.

• **Comfortably Off:** This represents 26.6% of the UK population. This category contains much of middle of the road Britain. Most people are comfortably off. They may not be wealthy, but they have few major financial worries. All life stages are represented in this category.

• **Moderate Means:** Represents 14.5% of the UK population. Many people are still employed in traditional, blue-collar occupations. Others have been employed in service and retail jobs as the employment landscape has changed.

• **Hard Pressed:** This subgroup represents 22.4% of the UK population. This category contains the poorest areas. Unemployment is well above the national average. Levels of qualifications are low and those in work are likely to be employed in unskilled professions.

In addition, 2005 data from the MLA's North West Museums' Hub states that Bolton Museums, Art Gallery and Aquarium has by far the highest proportion of social groups C2, D and E visitors (41%) amongst all of the North West Hub venues. Other Hub venues include Manchester Art Gallery, Manchester Museum, People's History Museum and Whitworth Art Gallery all located in Manchester, as well as the Harris Museum and Art Gallery in Preston and Tullie House Museum and Art Gallery in Carlisle.

The Hub data also reveal Bolton Museum, Art Gallery and Aquarium has the highest proportion of retired visitors (27%) and unemployed visitors (7%) amongst the Hub venues and by far the lowest proportion of students (5%). In addition, 10% of visits are from non-whites.

With regard to Bolton's libraries the following table shows the number of active borrowers as well as the total number of visits for 2004/2005.

TABLE 2.4 ACTIVE BORROWERS & TOTAL VISITS TO BOLTON'S LIBRARIES	
	2004/2005
Total Active Adult Borrowers	76,860
Total Active Junior Borrowers	28,619
Total Active Group Borrowers	203
Total number of visits to Bolton's libraries	1,487,666

Recent consultation work also reveals that the majority of visitors visit on a weekly basis and the most popular services appear to be book borrowing and the use of the Internet. According to the BMBC Public Library Users Survey 2003 the largest segments of users are aged 55 and over and female.

The following table shows the level of interest in the archive and local studies service located within Bolton libraries.

TABLE 2.5 BOLTON ARCHIVES AND LOCAL STUDIES KEY STATISTICS		
	2002/2003	2003/2004
Visits to search room	10,570	9,293
Items produced for consultation	79,051	74,412
Enquiries	42,020	43,736

According to Bolton libraries the main users of archives are school children, family historians and researchers.

2.5 Employment

The following table shows the number of staff employed by Bolton's Museum, library and archive services and the associated salary expenditure for 2005/2006.

TABLE 2.6 EMPLOYMENT DATA FOR BOLTON'S MUSEUMS, LIBRARIES & ARCHIVES				
	Libraries	Museums	Archives	Total
Salaries Budget 2004/2005	£2,690,600	£908,200	£162,600	£3,761,400
No. of Staff Employed	191	34	6	231

The following figure shows the organisation chart for Bolton's libraries.

```
                        ASSISTANT DIRECTOR
                                |
          +-----------+---------+---------+-----------+
          |           |  Strategic        |           |
          |           |   Change          |           |
          |           |  Manager          |           |
          |           |         |         |           |
   Resources and  Communities  Lifelong  Children and  Customer
   E-Services     and Access   Learning and Young People's Services
   Manager        Manager      Information  Services     Manager
                               Manager      Manager
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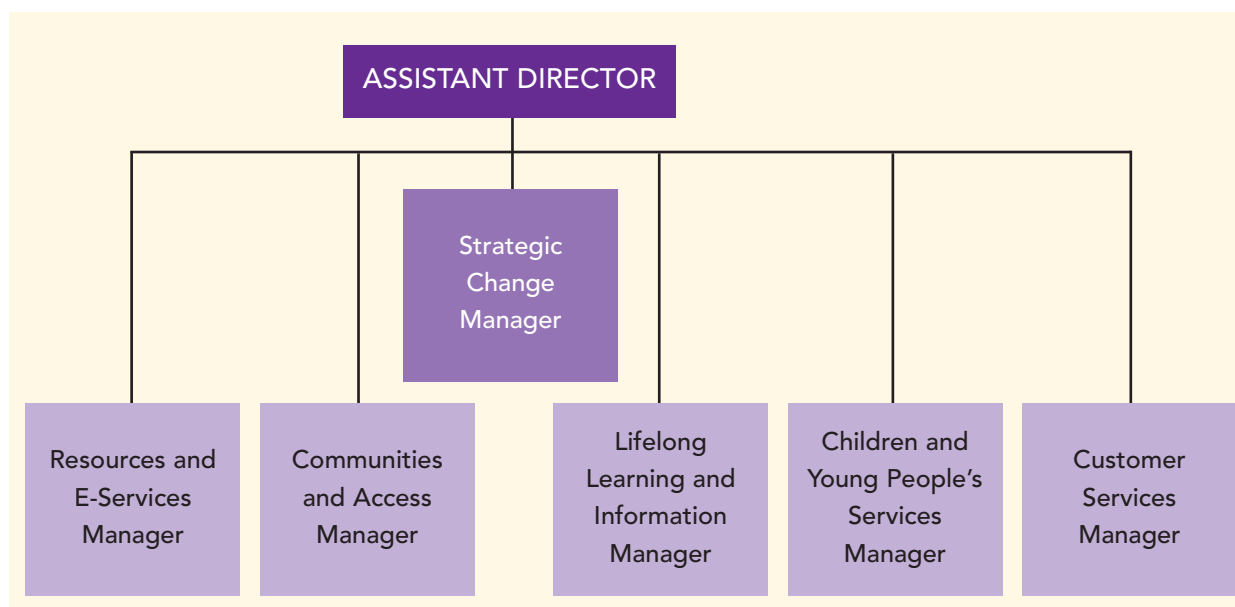
The following figure shows the organisation chart for Bolton's museums which includes the Archive and Local Studies Centre.

```
                     HEAD OF MUSEUMS
                            |
       +---------+----------+----------+---------+
       |         |          |          |         |
  Learning and Collections Development Operations Archives
  Access       Services    Manager     Manager   Manager
  Manager      Manager
```
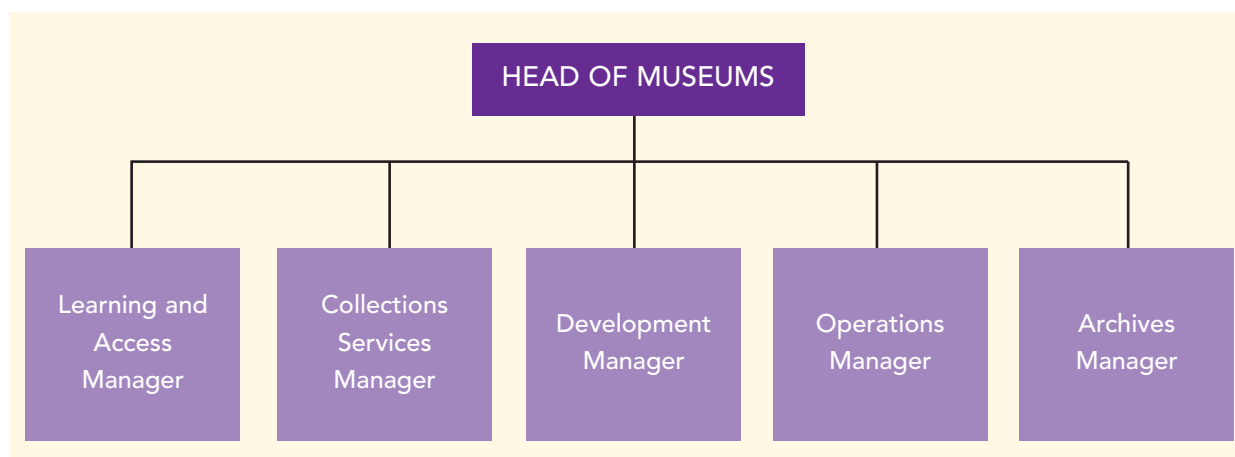
2.6 Gross and Net Cost of Services

Admission to the Bolton Museum, Art Gallery and Aquarium as the libraries and archives is free of charge. However, there is an admission charge for Hall i'th' Wood which is £2 for adults and £1 for concessions.

The following table shows the budgets for the museum, library and archive services in Bolton Metropolitan Borough Council for 2005/2006.

TABLE 2.7 BOLTON'S MUSEUM, LIBRARY AND ARCHIVE SERVICES BUDGET 2005/2006			
	Library Budget 05/06 (£)	Museum Budget 05/06 (£)	Archive Budget 05/06 (£)	Total (£)
Salaries	2,690,600	908,200	162,600	3,761,400
Premises	630,500	380,600	9,300	1,020,400
Transport	19,500	1,300	300	21,100
Supplies	1,021,100 *	254,400	20,000	1,295,500
Agency	0	0	26,200	26,200
Support Services	315,000	97,600	0	412,600
Capital	100,500	1,400	0	101,900
Total Expenses	4,777,200	1,643,500	218,400	6,639,100
Income	-514,800 **	-127,400	0	-642,200
Net Budget	4,262,400	1,516,100	218,400	5,996,900

The Libraries supplies expenditure is high because it contains Bookfund expenditure of £498,200

**The Libraries income is high as it includes monies generated by the Schools Library Service who received income as a result of advice and sales of computer systems to schools*

The total budget for museum, library and archive services in Bolton was approximately £6 million in 2004/2005.

Bolton's museum, library and archive services are funded almost entirely by the local authority except for a £200,000 external funding which was awarded to the museums in 2005/2006.

2.7 BMBC Population Profile

From data contained in the latest government Census carried out in 2001, Bolton has a population of 261,037 people. This is distributed by age and gender as shown in the following table.

TABLE 2.8 BOLTON'S RESIDENT POPULATION BY AGE/GENDER GROUP				
Age	2001 Census - Males	% of Male Population	2001 Census - Females	% of Female Population
0-4	8,626	6.8%	8,160	6.1%
5-14	18,193	14.3%	18,006	13.4%
15-29	24,834	19.5%	24,322	18.2%
30-44	28.211	22.2%	29,512	22.0%
45-59	24,936	19.6%	24,643	18.4%
60-74	15,704	12.4%	17,331	12.9%
75+	6,595	5.2%	11,962	8.9%
TOTAL	127,099	100%	133,936	100%

The table shows that 48.7% of Bolton's population are male and 51.3% are female. The largest segment of the population is aged between 30 and 44.

The majority of the Bolton population are white however over 10% of residents are from minority ethnic communities, the largest constituents being Indian and Pakistani. There are also people from many other origins including Polish, Ukrainian, Eastern European and Irish.

Bolton is the 28th most deprived district in England out of 354. If deprivation is measured on the basis of the percentage of the borough's population which lives in wards which are amongst the 10% most deprived in England, Bolton ranks as 43rd most deprived. Seven of Bolton's wards are amongst the most deprived in England; Central, Derby, Farnworth, Tonge, Halliwell, Burnden and Harper Green. These wards are home to a third of the borough's population.

The Child Poverty Index, derived from the Indices of Deprivation 2000, shows that high proportions of children live in households in receipt of means-tested benefits (43% of the borough's children in 1998). Proportions are particularly high in the inner wards, reaching 74% in Derby ward and 79% in Central.

Approximately 71% of the working age population was in employment in 2000, a rather lower proportion than the average for England (75%). This was not due to significantly greater unemployment rates in Bolton but because a higher proportion of Bolton's working age population was economically inactive, that is neither working nor seeking work.

A smaller proportion of working age people in Bolton are qualified to the equivalent of NVQ level 4 or above than is the case nationally, and a higher proportion have trade apprenticeships. The proportion without any qualifications is marginally higher in Bolton (17.2%) than in England (16.2%) but below the average for the North West (18.8%).

3.0 Methodology

3.1 Introduction

This section discusses the methodology employed to determine the economic impact of Bolton museum, library and archive services. The British Library study represented a considerable departure for the UK Library community by moving away from the more traditional macro-economic analysis based on examining patterns of expenditure and employment of the institution and its users. The British Library study applied techniques more usually found in environmental and transport economics, where the collective value that individuals derive is ascertained. This is known as the Consumer Surplus approach.

3.2 Consumer Surplus

For this study we were specifically asked to use the consumer surplus approach and the associated contingent valuation technique to conduct the research with Bolton's Museum, library and archive services. The British Library study was commissioned to 'take the Library beyond its traditional measures of performance efficiency, customer satisfaction, accuracy, timeliness and counts of usage to a first quantitative measure of the impact the Library makes on the UK economy'. The BMBC and MLA North West study was to establish whether this methodology and its techniques could be transferred to a local authority context.

Bolton's museum, library and archive services are a non-marketed good and there are therefore two primary methods which are available to determine its value.

• Consumer Surplus - measures economic impact through the value individuals directly gain above the price they pay

• Macro-economic impact - measures economic impact through macro-economic variable, e.g. consumer spending and employment

For Bolton's museum, library and archive services much of the value of the services would not easily translate into macro-economic variables whereas consumer surplus can be measured through a technique known as 'Contingent Valuation'. Contingent Valuation captures three types of value:

• Use value - value created through direct use of Bolton's museum, library and archive services

• Option value - value derived from Bolton's museum, library and archive services being available for future use if the individual requires it

• Existence value - value generated by Bolton's museum, library and archive services by its existence, for both user and non-user

The consumer surplus technique was therefore seen as the most appropriate.

The users were divided into the discrete value categories of museums, libraries and/or archives users, and questionnaires administered. The questionnaires made particular use of willingness to pay and willingness to accept questions which are core to the contingent valuation approach. Willingness to pay questions ask individuals how much they are willing to pay to continue to access the service and directly measures the demand curve with a budget constraint. Willingness to accept questions ask individuals how much they would accept in compensation to forego the service and again directly measures the demand curve with a budget constraint.

Questionnaires were also administered to non-users of all three of the services.

The Contingent Valuation technique allows us to assess the value placed on non-marketed goods and services by both users and non-users. Contingent Valuation has received increasing support in recent years and is currently the most accepted measurement technique for non-marketed goods. There is now a rich literature using Contingent Valuation techniques to estimate the value of a range of services and amenities including public parks, environmental resources, health services, museums, the performing arts and libraries. One of the most high profile uses of this technique was in the liability claims in judicial proceedings against the Exxon Valdez to establish the dollar magnitude of damages to Prince William Sound, Alaska.

Contingent Valuation is difficult to use as willingness to pay/accept questions can often be misinterpreted, responses can be biased by the questions and respondents can behave strategically or tactically. An example of answering strategically may come in the form of a respondent saying "no, I would not pay" to deter any plans of introducing a fee for the museums, libraries or archives. Bias may also be used if a starting price is used as a prompt for the respondent. As a consequence it is no simple matter to obtain values that would apply in a real market.

Occasionally Contingent Valuation will provide estimates of willingness to pay/accept that pass this test and so are proven to be useful for policy. At other times, the values do not pass this test or prove of only marginal relevance for decision-making. For these reasons, some people argue the technique is successful and relevant whilst others argue otherwise.

The literature on Contingent Valuation suggests that one way to test the validity of the responses is to see if expected economic relationships are apparent in the data. An example of this reasonableness test could be cross-tabulating willingness to pay/accept with household income.

3.3   Approach

The approach or methodology for the project included questionnaires with both users and non-users of the museum, library and archive services in Bolton as well as focus groups with local groups and residents. Questionnaires were designed for face-to-face and telephone surveys. Given the complexity of the willingness-to-pay and willingness-to-accept concepts and the associated questions we did not persevere with self-completion questionnaires. While these are a useful and valuable tool in research studies and routinely applied in surveys of museum, library and archive services users they are unsuitable for establishing consumer surplus. The British Library study did not utilise self-completion questionnaires.

3.4   User Group Identification

Bolton's museum, library and archive services provide a range of services to different user groups. Given the time and budget available to complete this study, we prioritised our effort to focus on the areas we believe are likely to generate the most value. In this case we considered the main user group to be local residents. This was supported by previous surveys of users of Bolton museums, libraries and archives.

Whilst a significant proportion of the value of Bolton's museum, library and archive services would be generated by users of the services there was also the prospect that there would be considerable indirect value generated by the services reflected in the views of the wider society or non-users. This is based on the role Bolton's museum, library and archive services plays in society whereby someone may not use the facility itself but value the fact that it is there to hold important local documents for example, in the case of the archive. This is referred to as existence value whereby individuals may attach value to the mere knowledge of the existence of something, as opposed to having direct use of it.

The survey therefore covered both users and non-users. The British Library similarly covered users and non-users.

3.5 Survey Designs

To establish the value of Bolton's museum, library and archive services, face-to-face surveys were conducted with both users and non-users of the services to gather their views.

A copy of the user questionnaire is attached in Appendix A and the general structure is outlined as follows:

TABLE 3.1 STRUCTURE OF THE USER SURVEYS	
Section	Scope
1	Introduction to Study
2	User Profile
3	Use of Services
4	Frequency of Use, Time Spent and Financial Spend
5	Travel Cost
6	Importance of different elements of the services
7	Use of Alternatives
8	Willingness to Pay/Willingness to Accept Questions based on a scenario that public funding for Bolton's Museum, library and archive services may end
9	Closure

The non-user questionnaire is also attached in Appendix A and the general structure is outlined below:

TABLE 3.2 STRUCTURE OF THE NON-USER SURVEYS	
Section	Scope
1	Introduction to Study
2	Awareness of Services
3	Willingness to Pay Questions based on a scenario that public funding for Bolton's Museum, library and archive services may end
4	Value of Services to entire population
5	Closure

PILOT

A pilot of the draft questionnaire was conducted in June 2005. The pilot consisted of one day of interviewing outside Bolton's central museum and library during which 10 interviews were conducted with a mix of users and non-users of the services. A number of issues were raised by the pilot:

• The length of the questionnaire - pilot interviews took up to 20 minutes to complete. For the final questionnaire the number of questions was reduced by combining the sections on libraries and archives

• There was confusion over the wording of some questions, particularly those relating to payment. Several questions were re-worded for the final questionnaire

• A survey was already being conducted inside Bolton Central Library, causing respondents to refuse to take part in the pilot. No such problems were encountered during the main fieldwork period.

• The main entrance to the Central Library was closed meaning users had to exit through a back entrance into the car park. The closure of the main entrance continued during the main fieldwork period which led to a reduction in interview strike rate, especially during poor weather as there was no lobby area in which to conduct interviews. Additional interview days were added to the schedule in order to address the shortfall.

Following the pilot the questionnaire was amended and two versions were used. In the first version, Section 1 covers libraries and archives and Section 2 asks about museums. The second version reverses these two sections in order to address concerns that respondents' answers to Section 2 might deteriorate if they had already answered Section 1. Section 3 (non-users) remained the same in each version of the questionnaire.

SAMPLE

A total of 325 face-to-face interviews were conducted between 15th- 31st July 2005. All respondents lived in the Bolton Metropolitan Borough.

A quota was set to ensure a sample of users of all three services and non-users (people who had not used any of the services) was achieved. An additional quota was set in order to ensure that there was a cross-section of gender and age of respondent. The quota set for the respondents compared to the results achieved is shown in the table below.

TABLE 3.3		
QUOTA SET FOR RESPONDENTS AND RESULTS ACHIEVED		
	Target No of respondents	Achieved No of respondents
Museum user	100	153
Library user	100	232
Archive user	50	66
Non-user of all three services	50	68
Male	150	149
Female	150	176
16-34 years old	100	109
35-54 years old	100	107
55 plus years old	100	109
TOTAL	300	325

All quotas were achieved.

TELEPHONE INTERVIEWS

In order to assess the viability of conducting the survey by telephone, 25 telephone interviews were carried out with a random sample of library users. Respondents were selected from a database of 215 readers supplied by Bolton Libraries. All readers had been sent a letter by the Libraries Service which explained the nature of the survey and offered them the opportunity to opt out of the research.

The questionnaire used for the telephone interviews was a revised version of the face-to-face questionnaire. Revisions took account of the differing requirements of telephone interviews (for example deleting show cards) and reduced the length of the questionnaire to make it viable for telephone interviews.

For the key questions, the two methodologies produced similar results. Although there were considerable differences in the responses to questions relating to cost, this may be due to the differences in the profile of respondents rather than the differences in methodologies. Examples of the two surveys producing similar results were that around half of both samples said that they would be willing to pay to support the continuation of library services.

The main impact of the difference in the methodologies was that there was a higher response rate to some questions relating to cost/price in the telephone survey. However, this higher response rate was not consistent. For example two thirds of face to face respondents were unable to answer the willingness to pay questions, compared with only 14% of telephone interviewees, but a high proportion of both sets of respondents were unable to answer the willingness to accept questions.

There were a number of issues which mean that telephone interviews are not suitable for wider survey work on museum, library and archive services:

- Only the Library Service has a database of readers which can be used for telephone interviews

- Results showed that interviewees were likely to be over 55 years old, possibly because this age group are more likely to be available for phone interviews. This illustrates the problem of setting quotas for phone interviews as there is no data on age or gender on the sample list

- It would difficult to obtain meaningful results across a range of age groups or other demographic sub-groups using telephone interviews

- It is not possible to survey non-users efficiently through telephone interviews

The results from the telephone interviews have therefore not been used in the aggregation of results. Rather they have been used to test an alternative methodology.

3.6 Aggregation of Results

The survey results provided value estimates for individual users and non-users of Bolton's museum, library and archive services. A more detailed explanation of the aggregation of the results is provided later in the report however a summary of the approach adopted is described below:

TABLE 3.4 AGGREGATION OF RESULTS TO TOTAL POPULATION	
Value Category	Aggregation Method
Library Users	Average response multiplied by 110,961, the number of library cardholders
Archive Users	Average response multiplied by 9,293, the number of visits to the archives
Museum Users	Average response multiplied by (245,179, number of visits to the museums divided by 2.96, MLA repeat visit figure for museums & galleries in the North West)
Library Non-Users	Average response multiplied by (208,062, number of Bolton Adults* - 110,961, the number of library cardholders)
Archive Non-Users	Average response multiplied by (208,062, number of Bolton Adults* - 9,293, the number of visits to the archives)
Museum Non-Users	Average response multiplied by (208,062 number of Bolton Adults* - 245,179, the number of visits to the museum) / 2.96, MLA repeat visit figure for museums & galleries in the North West

Bolton Adults are classified as those aged 15 years and over

No large, comprehensive analysis of the museum and archive users was available for this study. The user and non-user surveys did not include children under the age of 16. The archive and museum user statistics do however include a number of children. To avoid over-stating the number of non-users we have used the Bolton population aged 15 and over as the defined user and non-user group. We have also included Junior library ticket holders in the library user number and this may lead to a slight understatement of the library non-user group. This approach ensures that the results across the museum, library and archive services are consistent.

When calculating the average value we adopted the mean.

4.0 Results

4.1 Introduction

This section discusses the results of the research into the value of Bolton's museum, library and archive services which includes 325 face-to-face questionnaires with users and non-users of the services and a series of focus groups.

4.2 Valuation Measures

The user questionnaire (and the non-user questionnaire in part) tested a number of valuation measures. These measures are summarised in the table below.

TABLE 4.1 VALUATION MEASURES TESTED WITHIN THE SURVEY(S)			
Valuation Metric	**What the metric values**	**Question**	**Survey**
1. Willingness to Pay	How much users and non-users were willing to pay to support the continuation of Bolton's museums, libraries & archives	If funding from the local council ended, would you be willing to pay an amount to support the continuation of the libraries/archive/museum service? What would be the most you would be willing to pay per month as a donation to support the continuation of the libraries/archives/museums?	Users Non-Users
2. Willingness to Accept	How much users were willing to accept to forego the loss of access to Bolton's museums, libraries & archives	What is the minimum amount that you would accept as a monthly payment to give up your library/archive/museum pass?	Users
3. Value invested to access services	The value invested by users in accessing Bolton's museums, libraries & archives - a lower bound proxy of value for the services	On average, how long do you spend in the library/archive/ museum on each visit? On average, how long is your round trip journey time to and from the library/museum/archive? On average, approximately how much does each visit to the libraries/archive/museums cost you in travel costs and other costs such as food and drink?	Users
4. Incremental cost to use alternatives	The additional cost the user would incur if forced to use alternatives to Bolton's museums, libraries & archives	What additional costs would you incur if you were unable to use the libraries/archive/museum and had to rely on alternatives?	Users

4.3 Results

In total, 325 face-to-face questionnaires were conducted with users and non-users of Bolton's museum, library and archive services. Many of the users surveyed were users of more than one service i.e. libraries and museums, and therefore there are 232 responses to the library user questions, 153 responses to the museum user questions and 66 responses to the archive user questions. In addition, there were 69 responses from non-users.

In addition, five focus groups were conducted over a two-day period with existing local groups or particular sections of the community. The following groups/sections of the community were involved:

• Reading Group from Bromley Cross Library

• Art Group which uses Blackrod Library for its exhibitions

• Adult Learning Group from Harwood Library

• Group of Sixth year pupils from Canon Slade School

• Group of black and minority ethnic residents

The results of the questionnaires and focus groups are discussed in the following paragraphs.

4.3.1 Users

SURVEY POPULATION

The following tables show the breakdown of the sample population for the museum, library and archive services. Table 4.2 shows the analysis of gender, age and the Bolton ward in which the user resides. Table 4.3 shows the economic profile of the users by examining household income and working status.

| | | | | TABLE 4.2 |
| | | | | GENERAL ANALYSIS OF USER SAMPLE |

	Libraries	Museums	Archives	TOTAL
Gender				
Male	47%	45%	50%	47%
Female	53%	55%	50%	53%
Age				
16-24	15%	10%	8%	12%
25-34	16%	16%	11%	15%
35-44	16%	16%	17%	16%
45-54	19%	22%	23%	20%
55-64	17%	22%	21%	20%
65-74	15%	14%	18%	15%
75+	3%	1%	3%	2%
Bolton Ward				
Astley Bridge	6%	3%	2%	4%
Blackrod	1%	1%	2%	1%
Bradshaw	17%	14%	11%	15%
Breightmet	4%	4%	5%	4%
Bromley Cross	5%	6%	6%	5%
Burnden	3%	3%	5%	3%
Central	4%	6%	5%	5%
Daubhill	7%	8%	6%	7%
Deane-cum-Heaton	9%	8%	11%	9%
Derby	2%	1%	2%	1%
Farnworth	6%	8%	9%	7%
Halliwell	5%	6%	5%	5%
Harper Green	1%	1%	2%	1%
Horwich	8%	7%	9%	8%
Hulton Park	1%	1%	2%	1%
Kearsley	1%	1%	2%	1%
Little Lever	5%	6%	5%	5%
Smithills	7%	8%	8%	7%
Tonge	4%	5%	5%	5%
Westhoughton	3%	3%	3%	3%
Not stated	1%	1%	0%	1%

The table shows the sample achieved a distributed representation of gender and age. The sample also represents users from all of Bolton's wards with a slightly higher proportion from Bradshaw than other wards.

The following table shows the economic profile of the user sample for the associated services.

TABLE 4.3 ECONOMIC PROFILE OF USER SAMPLE				
	Libraries	Museums	Archives	TOTAL
Household income				
Less than £10k	22%	22%	29%	23%
£11k - £20k	13%	11%	11%	12%
£21k - £30k	9%	8%	12%	10%
£31k - £40k	5%	6%	5%	5%
£41k - £50k	1%	1%	2%	1%
More than £60k	0%	1%	0%	1%
Not stated	50%	51%	42%	49%
Working status				
Working full time (<30hrs)	28%	31%	30%	30%
Working part time (<30hrs)	12%	10%	8%	11%
Self employed)	1%	1%	2%	1%
Retired	26%	24%	30%	26%
Unemployed	9%	11%	14%	10%
Out of work due to illness	3%	4%	3%	3%
Carer for home/children	4%	7%	3%	5%
Full time education	12%	7%	8%	10%
Other	1%	0%	0%	1%
Not stated	3%	5%	3%	4%

The economic profile of the sample shows that in the majority of cases, for libraries and museums, users were unwilling to answer the question relating to household income. Of those who did answer the question, the majority of users have a household income of less than £10,000 per annum.

In addition, the majority of users for all three services worked full-time (30% overall). Retired people were also popular users of the three services, particularly the archives (26% overall). Those in full time education (10% overall) and the unemployed (10% overall) were also significant users.

Table 4.4 analyses the response rates for several of the key questions within the user surveys. Generally, respondents found questions relating to the time they spend at the service be it library, archive or museum, the time they spend travelling to the service, or the number of visits they had made in the last year, easy to answer. Questions pertaining to the cost of a roundtrip and the cost of using alternatives were also well answered. Although anticipated to a certain extent, users did appear to struggle with the concepts of willingness to pay and willingness to accept. A low response rate for the household income question also featured.

TABLE 4.4 SERVICE USER QUESTION RESPONSE RATES			
Key Parameters	Proportion of Library Users who answered the question (%)	Proportion of Archive Users who answered the question (%)	Proportion of Museum Users who answered the question (%)
Mean Willingness to Pay	74%	32%	76%
Mean Willingness to Accept	34%	24%	33%
Mean Cost of Using Alternatives	93%	88%	99%
Number of Visits	99%	100%	98%
Mean User Income	50%	58%	49%
Mean cost of a single roundtrip	93%	83%	99%
Mean Travel Time per roundtrip	100%	97%	97%
Mean time spent in Service	100%	97%	100%

Of the 232 library users surveyed, 90% had a readers' ticket for Bolton's Libraries. Respondents were asked which library services, from a list, they had used in the past 12 months. Respondents were allowed to pick as many services as applicable. The following chart displays the results for libraries.

**FIGURE 4.1
LIBRARY USERS USE OF SERVICES
IN LAST 12 MONTHS**

Service	%
Computer training	4%
Reading group	4%
Photocopying/printing etc	30%
Access to internet/computer	28%
Borrowing other items	42%
Borrowing books	89%
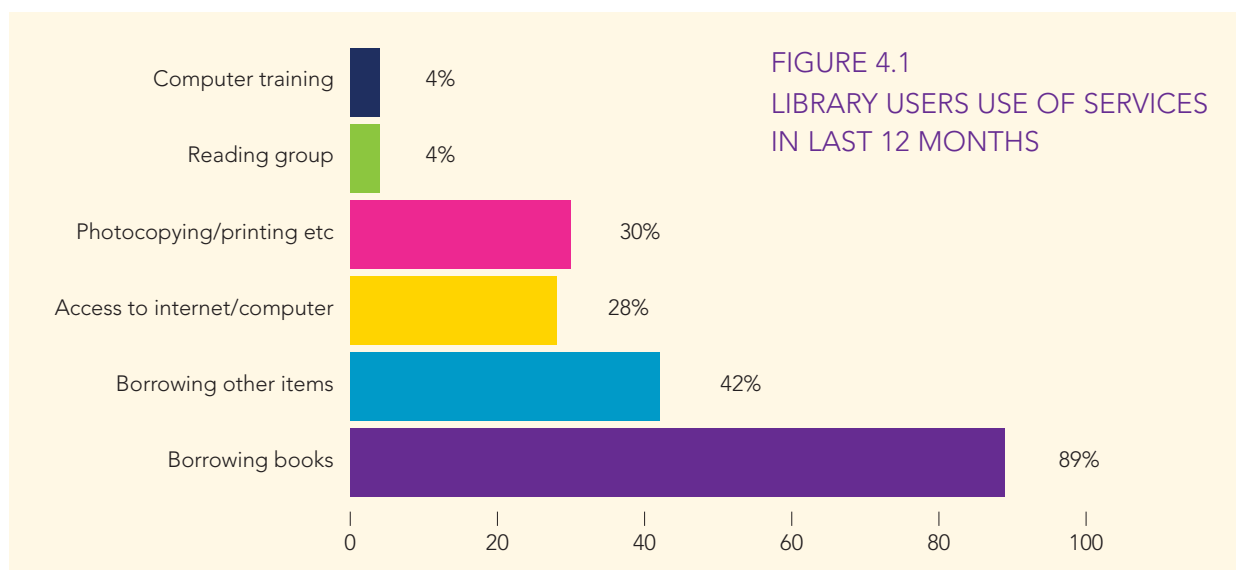
Respondents were also asked the level of importance they place on these services. 83% felt the book loan service was of high importance and 53% also felt the lending of other items such as CDs, videos, talking books, etc. was of high importance.

The same question was asked for archive users and these results are contained in the following figure.

**FIGURE 4.2
ARCHIVE USERS USE OF SERVICES
IN LAST 12 MONTHS**

Service	%
None	4%
Workshops on family history research	32%
Research service at local libraries	44%
Public search rooms	59%
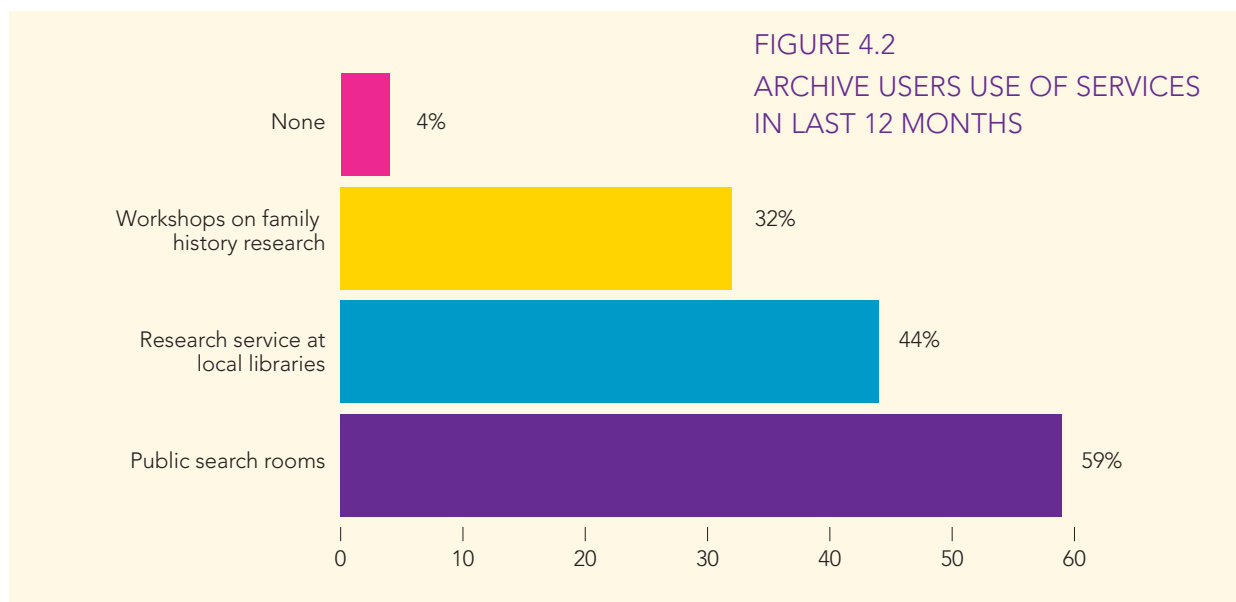
Archive users were also asked about the importance they place on these services and 73% felt the public search rooms were of high importance, 70% felt the research service at the local libraries was of high importance and 65% felt workshops on family history research were of high importance.

For museum users, the services in the following graph had been used in the last 12 months.

FIGURE 4.3
MUSEUM USERS USE OF SERVICES
IN LAST 12 MONTHS

Visit to see specific exhibitions and/or events — 19%

Visit as part of education trip/learning experience — 13%

General visit to Museum — 90%

| 0 | 20 | 40 | 60 | 80 | 100 |
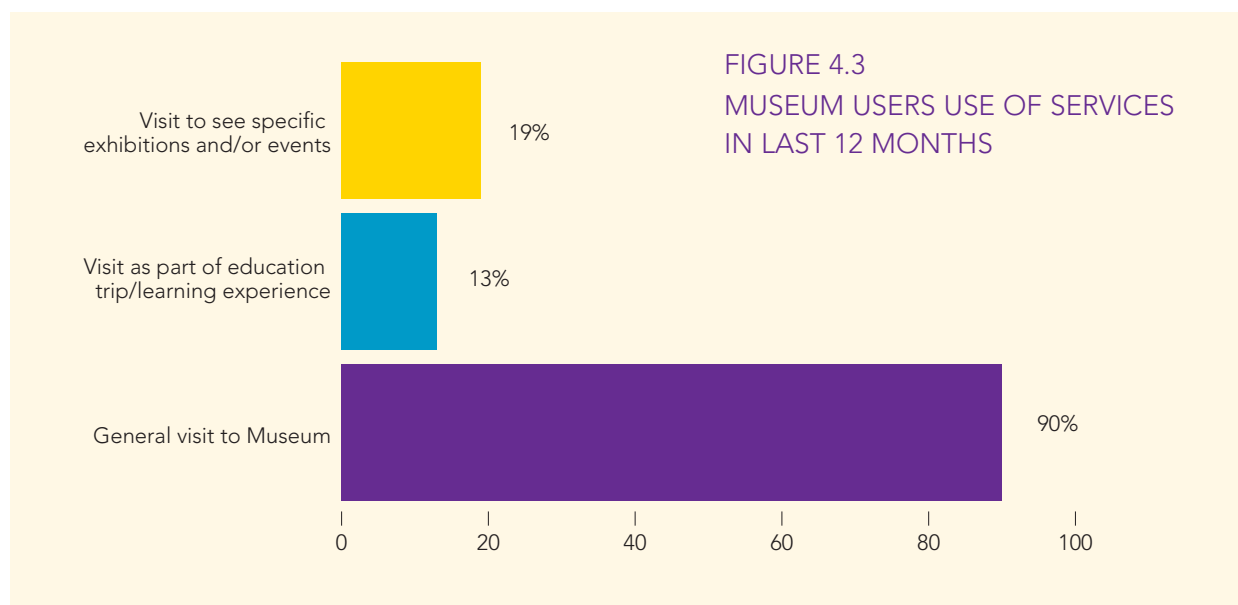
The services of high importance to museum users were the museum collections (73%) and free exhibitions and events (69%).

Clearly for museum, library and archive services the core services appear to be the most important to their users.

Respondents were asked how often they visit the particular service and these results are contained in the following table.

TABLE 4.5 USER'S FREQUENCY OF USE FOR MUSEUMS, LIBRARIES & ARCHIVES			
	Library	Museum	Archive
Twice a week or more	19%	1%	0%
Once a week	16%	2%	6%
2-3 times a month	22%	3%	3%
Once a month (10-12 visits in past year)	20%	9%	11%
Every couple of months (6-9 visits in past year)	9%	10%	15%
Every 3-4 months (3-5 visits in past year)	6%	22%	14%
1-2 visits in past year	6%	51%	42%
Don't know	1%	2%	0%
Not visited in past year	1%	0%	9%

The most frequently visited service appears to be libraries with the majority of users visiting once a month or more. However, museums and archives have different usage patterns with the majority of users visiting once or twice in the past year.

FOCUS GROUPS

The focus groups allowed us to investigate the topic of frequency further. Indeed, libraries were seen as part of users' everyday life, while museums and archives were seen to have a very different role. Most users viewed museums as part of a day out but considered that it was a pleasure to be able to do so 'on their doorstep'. Archives were seen to have a very different role again as a source of specific information. However, although less frequently used, archives were seen as a vital, if somewhat underutilised, resource.

Evidence from the focus groups suggests that there is a lack of understanding amongst all ages and walks of life about what archives actually are and what they contain. It was considered by a number of users that archives were physically detached from other services and that there were few opportunities to learn about archives. One adult group described the archives as "being like Fort Knox". Young people were also intimidated to ask and in some cases did not think that it was worthwhile asking anyway. A common theme was that: "help should be actively offered at archives rather than having to ask". These comments and the views they represent undoubtedly affect the frequency of use of the archives. However, it was considered by ethnic groups in particular that the archives had a critical role in future of reflecting the changing face of Bolton culturally. In many respects the archives will provide a gradually changing and seamless line of change from the past and into the future. In other words the archives will "link future generations to the stories of today". It was also stated that the archives are and would continue to be "the brain of the library".

The focus groups also revealed more depth into how museum, library and archive services are used. Many participants, young and old, recollected fond memories of visits to the museums as children. In addition, most adults stated that the local museum was an important, interactive and engaging family day out. Libraries meanwhile were less frequently about family use and often for social interaction or in some cases group interaction.

Survey respondents were asked about the amount of time they spend in the museum, library and/or archive when they visit. The mean time for libraries was 53 minutes. This figure was 65 minutes for archives and 58 minutes for museums.

Respondents were also asked about the costs they incur on their visit to the services. For libraries the mean figure was £1.93 (of which £1.40 was attributable to travel costs). With regard to archives the mean cost incurred on the visit to the service was £1.95 (of which £1.44 was attributed to travel costs) and for museums the mean cost incurred was £2.64 (of which £1.66 was attributed to travel costs). This question was used as a reasonableness test and is not added on to the total value of museums, libraries or archives.

A series of questions were asked regarding the use of alternatives to the museum, library and archive services. The most popular alternative to the libraries and archives was to buy books from bookshops or other retailers (50%). 33% didn't use any other sources however, 28% were able to borrow books from friends/relatives, 25% could do research on the Internet and 21% could visit museums as an alternative to the libraries and archives. The most popular reasons for using the libraries and archives rather than these alternatives was the fact the libraries and archives are a free service (78%) and that they are easy to access/get to (65%) and easy to use (62%).

If they were unable to use Bolton's libraries, respondents felt that they would typically incur additional costs of £9.33 (of which £6.73 would be associated with additional travel costs) to use alternatives. For archives respondents felt they would typically incur additional costs of £8.41 (of which £3.31 would be associated with travel) to use alternatives.

Similar questions on alternatives were asked to museum users. Whilst 49% didn't use any other sources, the most popular alternative sources that provide the types of services offered by Bolton's museums were other visitor attractions in the area (27%), visits to the library or archives (25%) and research on the Internet (18%). The most popular reason for using Bolton's museums instead of these alternatives was that the museum service was free (77%), they held interesting subject matter (56%), easy to access/get to (56%), easy to use (50%), friendly/helpful staff (46%) and that it is a comfortable, nice place to visit (41%).

If unable to use Bolton's museums, respondents felt they would incur additional costs in accessing alternatives of £8.87 (of which £3.39 was attributed to additional travel costs).

The attitudes of users with regard to museum, library and archive services were also questioned in the survey and the results for libraries and archives users are shown in the following table.

TABLE 4.6 ATTITUDES OF LIBRARY AND ARCHIVE USERS	Agree Strongly	Agree Slightly	Neither	Disagree Slightly	Disagree Strongly	Don't Know
The libraries offer a very important service for local people	81%	15%	1%	0%	0%	3%
The archives offer a very important service for local people	67%	24%	6%	0%	0%	3%
The libraries are not important to me	2%	2%	6%	13%	74%	3%
The archives are not important to me	2%	8%	6%	9%	73%	3%
The libraries offer a very effective service	70%	21%	5%	0%	1%	4%
The archives offer a very effective service	67%	20%	8%	2%	2%	3%

Clearly the majority of library and archive users strongly agree that the libraries and archives offer a very important service to local people.

The results for museum users' attitudes are shown in the following table in which a similar pattern emerges.

TABLE 4.7 ATTITUDES OF MUSEUM USERS						
	Agree Strongly	Agree Slightly	Neither	Disagree Slightly	Disagree Strongly	Don't Know
The museums offer a very important service to local people	82	18	1	0	0	0
The museums are not important to me	1	5	5	19	71	1
The museums offer a very effective service	68	23	8	0	1	0

These attitudes for all three services were reinforced through the focus groups in which libraries were particularly highlighted for their important role in the local community. One user noted that the library is *"a focal point for the village and the only place in the village which the whole community can use"*. A further related comment was that the local library was *"not the community centre but was the centre of the community"*.

In addition, the focus groups revealed the locality of libraries was vital for some users and a more distant facility would stop them using it in the future. The location of the Central Library and museum was also considered important as people may visit/use as part of a day out to the town centre. However, some users considered local libraries could be used to promote or "showcase" museum and archive assets and services.

People from various ethnic groups also commented on the use of museums and particularly libraries to create a wider community, physically and socially. There were various quotes such as *"the library helps you meet people in the community you may never usually meet, for example different religions or different social groups. That's what makes a good community."*

The above statement also infers that the library facilities themselves act as a location for the development of these community relationships which may not occur presenting their absence. The libraries therefore play an important role in developing and creating diverse communities. It was considered critical that the local youth should be encouraged to use libraries, museums and archives to keep a sense of community and also so communities continue to reflect the people that live in the Bolton area. The role of libraries and museums in developing understanding and interaction between ethnic groups was considered important by all groups. The use of temporary exhibitions and the facilitating of a *"neutral and convenient space where cultures could be shared and learned about"*. This was seen to be a critical role of the libraries and museums. It was considered that these buildings were *"owned by everyone."*

The central and local libraries are considered an asset as frequently a visit could lead to an unexpected but welcome social event. One user explained how the local library had helped build her confidence after a long period of illness. The experience had been "emotional and the library had helped overcome obstacles and reduced the feelings of social isolation".

For people who use the libraries as part of a wider group, e.g. reading/arts groups, these additional services were seen to be the lifeblood of the local library for them.

Younger people were more likely to use libraries alone and liked the children's and teen's area being a discrete, sometimes quiet place to browse or work.

The buildings and architecture of the facilities were in some respects an added bonus but the cleanliness and atmosphere of the facilities could be considered a core competency for the museums and libraries. Although for younger people, the historic buildings which housed these Council services were sometimes considered to be intimidating.

Additional facilities were considered to be important, including cafes.

All of the facilities; museum, library and archive services, were seen as important for learning with many users taking advantage of services to undertake formal courses and others undertaking learning for enjoyment or personal development.

As per the Contingent Valuation technique, the survey asked users how much they would be willing to pay to support the continuation of museums, libraries and archive services should funding through Bolton Council come to an end. 47% would be willing to pay to see the libraries and archives continue, 33% were not willing to pay and 20% were unsure. For museums, 42% were willing to pay to see the museums continue, 37% were not willing to pay and 22% were unsure.

Respondents were then asked to quantify the amount they would be willing to pay to support the continuation of the services per month. These results are displayed in the following table as is the current cost per month per Council Tax payer in the borough. The reason most respondents stated the amount they did was that this reflected what they could afford (22%).

	Libraries	Archives	Museums
TABLE 4.8 **USERS' WILLINGNESS TO PAY**			
Nothing	1%	6%	0%
Up to £2.00	28%	15%	46%
£2.01 - £4.00	25%	6%	11%
£4.01 - £6.00	11 %	2%	12%
£6.01 - £8.00	1%	2%	1%
£8.01 - £10.00	6%	0%	3%
Over £10.00	2%	0%	0%
Unable to Answer	26%	68%	24%
Don't Know	1%	1%	2%
Mean	£3.63	£1.83	£2.77
Standard Error	0.36	0.32	0.27
Current cost per month per Council Tax payer	£3.33	£0.17	£1.16

For all three services, museum, library and archive services, respondents were willing to pay more than the current cost per month per Council Tax payer. For libraries the difference between what users were willing to pay and their current cost was 30p, for archives the difference was £1.66 and for museums the difference was £1.61. Respondents appear to be willing to pay the highest amount for libraries, then museums, then archives. Respondents were also more able to answer the question when it related to libraries and museums than archives.

Respondents were also asked how much they would be willing to accept per month to forego the service completely, i.e. give up their reader card for the libraries. These results are shown in Table 4.9 along with current cost per month per Council Tax payer.

TABLE 4.9 USERS' WILLINGNESS TO ACCEPT			
	Libraries	Archives	Museums
Nothing	5%	2%	5%
Up to £2.00	9%	5%	10%
£2.01 - £4.00	6%	6%	8%
£4.01 - £6.00	11%	6%	8%
£6.01 - £8.00	0%	0%	0%
£8.01 - £10.00	1%	3%	1%
Over £10.00	2%	3%	0%
Unable to Answer	66%	76%	67%
Don't Know	1%	0%	1%
Mean	£4.83	£7.97	£2.60
Standard Error	1.31	2.96	0.30
Current cost per month per Council Tax payer	£3.33	£0.17	£1.16

From this table it appears respondents are willing to accept a higher amount than they are willing to pay for both libraries and archives. However, for museums, respondents are willing to pay more than they are willing to accept. All responses are still above the current cost per month per Council Tax payer.

4.3.2   Non-Users

SURVEY POPULATION

From a total of 325 responses to the survey, 69 (21%) were from non-users of museum, library and archive services. However, it is important to note that a significant proportion of responses are from those who do use at least one of the services, i.e. libraries but are a non-user of say museums. The following table analyses the complete non-user survey population.

TABLE 4.10 GENERAL ANALYSIS OF NON-USER SAMPLE	
Non-Users	
Gender	
Male	42%
Female	58%
Age	
16-24	26%
25-34	22%
35-44	12%
45-54	13%
55-64	13%
65-74	12%
75+	3%

TABLE 4.11 ECONOMIC PROFILE OF NON-USER SAMPLE	
	Non-Users
Household Income	
Less than £10k	14%
£11k - £20k	14%
£21k - £30k	7%
£31k - £40k	4%
£41k - £60k	0%
More than £60k	0%
Not Stated	61%
Working Status	
Working Full Time (>30hrs)	41%
Working Part Time (<30hrs)	9%
Self Employed	0%
Retired	19%
Unemployed	9%
Out of Work due to Disability/Illness	3%
Carer for home/children	6%
Full time Education	7%
Other	0%
Not Stated	4%

Non-users found it difficult to answer willingness to pay questions and similarly to the users, many were unwilling to state their income. This is shown in Table 4.12.

TABLE 4.12 NON-USER RESPONSE RATE PER TOPIC	
Key Parameters	Proportion of Non-Users who answered the question (%)
Mean Willingness to Pay	24%
Mean Non-User Income	61%

Although they were non-users, 99% were aware of Bolton libraries, 96% were aware of the museums and 72% were aware of the archives. It is extremely likely that although the non-users have not visited museums, libraries or archives in the past 12 months they may have used the services at some point prior and are therefore aware they exist. In addition, due to the central location of the museum and the Central Library on a main thoroughfare respondents who perhaps have never visited are likely to be aware these services are located there.

Similarly for users, non-users were also asked if they would be willing to pay to support the continuation of the Bolton's museum, library and archive services if their funding through Bolton Council ended and to quantify how much they would be willing to pay. These results are shown in the following table. Indeed, the main reason non-users stated the particular amount they would be willing to pay was that they don't use the service (23%).

TABLE 4.13 NON-USERS' WILLINGNESS TO PAY			
	Libraries	Archives	Museums
Nothing	22	18	17
Up to £2.00	5	3	6
£2.01 - £4.00	3	1	3
£4.01 - £6.00	2	2	3
£6.01 - £8.00	1	1	1
£8.01 - £10.00	0	0	0
Over £10.00	0	0	0
Unable to Answer	67	76	70
Don't Know	0	0	0
Mean	£1.00	£0.68	£1.14
Standard Error	0.32	0.20	0.25
Current cost per month per Council Tax payer	£3.33	£0.17	£1.16

From the table we can see that non-users appear to value Bolton's museum, library and archive services less than users and that for libraries and museums non-users would be willing to pay less than the current cost of provision to support the continuation of the services should council funding come to an end. However for archives, respondents were willing to pay more than their current cost of provision.

Non-users were asked if they felt museum, library and archive services had value to the entire population. 94% believed libraries did have a value, 91% believed museums did have a value and 78% believed archives did have a value to the entire population.

4.4 Aggregation of Results

It is now possible to gross-up the results of the willingness to pay and willingness to accept questions to determine the total value of Bolton's museum, library and archive services to the local resident population.

The following table is the starting point for the aggregation process and combines many of the results reported above.

TABLE 4.14 USERS AND NON-USERS WILLINGNESS TO PAY MONTHLY FOR MUSEUM, LIBRARY AND ARCHIVE SERVICES		
Monthly current cost	Monthly mean value	
Per council tax payer	Users	Non-users
Museums	£1.16	£2.77	£1.14
Libraries	£3.33	£3.33	£1.00
Archives	£0.17	£1.83	£0.68
TOTAL	£4.66	£7.93	£2.82

Already we can see that the total value placed on museum, library and archive services by users is higher than the current cost. By multiplying the results in Table 4.14 by 12 we can determine how much respondents would be willing to pay annually compared to the current cost. At this stage the proportions remain the same.

TABLE 4.15 USERS AND NON-USERS WILLINGNESS TO PAY ANNUALLY FOR MUSEUM, LIBRARY AND ARCHIVE SERVICES		
Annual current cost	Monthly mean value	
Per council tax payer	Users	Non-users
Museums	£13.92	£33.24	£13.68
Libraries	£39.96	£39.96	£12.00
Archives	£2.04	£21.96	£8.16
TOTAL	**£55.92**	£95.16	£33.84

In order to gross these figures up further we need to determine the total number of users and non-users of Bolton's museum, library and archive services. For libraries this is relatively straightforward and can be determined by the number of cardholders Bolton libraries has on record; 110,961. We can therefore state the following:

- Number of Bolton Library Users = Number of Library Cardholder
   = 110,961 per annum

- Number of Bolton Library Non-Users
   = Total Adult Population of Bolton (aged 15yrs+) - Number of Library Cardholders
   = 208,062 - 110,961
   = 97,101 per annum

For archives and museums it is slightly more complicated as neither issues user cards. We therefore have to consider the number of visits to these services.

In 2003/2004 Bolton's archives received 9,293 visits. Indeed some of these visits could have been made by the same person however our survey suggests the highest proportion of archive users visit only once or twice a year therefore any double counting will be minimal. We can therefore state the following:

- Number of Bolton Archive Users = Number of Archive Visits
   = 9,293 per annum

- Number of Bolton Archive Non-Users
   = Total Adult Population of Bolton (aged 15yrs+) - Number of Library Cardholders
   = 208,062 - 9,293
   = 198,769 per annum

For museums, we can first of all start with the number of museum visits for 2003/2004 which was 245,179. Our own survey suggests that respondents visit the museums between one to four times per annum. There is therefore potential for double counting for museum visitors. In order to obtain an average frequency of visit to museums, we have consulted research conducted for the Museum, Library and Archive Services Council in 2001 entitled Visitors to Museums and Galleries in the UK. This document determines the average frequency of visits to museums per annum in the North West of England is 2.96, which reflect the Bolton survey results. We can therefore use this figure to state the following:

- Number of Bolton Museum Users
   = Number of Museum Visits / MLA museum frequency figure
   = 245,179 / 2.96
   = 82,831 per annum

- Number of Bolton Museum Non-Users
   = Total Adult Population of Bolton (aged 15yrs+) - (Number of Museum Visits / MLA frequency figure)
   = 208,062 - (245,179 / 2.96)
   = 125,231 per annum

We have now determined the amount of users and non-users of museum, library and archive services in the Bolton area and these are summarised in the following table.

TABLE 4.16 SUMMARY OF NUMBER OF USERS & NON-USERS FOR BOLTON'S MUSEUMS, LIBRARIES & ARCHIVES		
	Users	Non-users
Museums	82,831	125,231
Libraries	110,961	97,101
Archives	9,293	198,769

We can now use the figures presented in Table 4.16 to gross-up the figures presented in Table 4.15 to determine the total value of Bolton's museum, library and archive services to the total local resident population of Bolton. The results are displayed in Table 4.17.

TABLE 4.17 BOLTON'S LOCAL RESIDENT POPULATION'S WILLINGNESS TO PAY FOR MUSEUMS, LIBRARIES & ARCHIVE SERVICES (ANNUAL VALUES)				
	Cost	Mean value		
	Council tax	Users	Non-users	TOTAL VALUE
Museums	£1,800,000	£2,753,000	£1,713,000	£4,466,000
Libraries	£4,500,000	£4,434,000	£1,165,000	£5,599,000
Archives	£250,000	£204,000	£76,000	£280,000
TOTAL	£6,550,000	£7,391,000	£2,954,000	£10,345,000

Willingness to accept questions were only asked to users and therefore in grossing up that data, we only need to consider the user populations stated above. The grossed up willingness to accept figures can therefore be shown in the following table.

TABLE 4.18 BOLTON'S MUSEUM, LIBRARY & ARCHIVE SERVICE USERS WILLINGNESS TO ACCEPT (ANNUAL VALUES)		
	Current Cost	Mean Value
		Users
Museums	£1,800,000	£2,584,000
Libraries	£4,500,000	£6,431,000
Archives	£250,000	£889,000
TOTAL	£6,550,000	£9,904,000

4.5   Costs and Benefits (museum, library and archive services)

The total value of Bolton's museum, library and archive services to its local resident population is estimated to be approximately £10,345,000. This value is built up through an assessment of the direct value to museum, library and archive users as well as the indirect value provided to the wider Bolton community. It is important to note that the concepts of willingness to accept and willingness to pay are difficult for individuals to understand which is clear from the response rates to these questions. However, a breakdown of the total value attributed across the museum, library and archive categories is shown below.

BOLTON'S MUSEUM, LIBRARY AND ARCHIVE SERVICES

Indirect Value	£2,954,000m	**£10,345,000**
Direct Value		
•Museum users	£2,753,000m	
•Library users	£4,434,000m	
•Archive users	£204,000m	

TOTAL

Of this total, the majority of the value, 71%, consists of direct value from the users of the services.

In order to determine if Bolton's museums, library, and archive services provide value for money to Bolton residents, we need to compare the benefits generated with its public funding (£6,550,000 for all three services).

TABLE 4.19 TOTAL VALUE OF BOLTON'S MUSEUMS, LIBRARIES & ARCHIVES COMPARED WITH PUBLIC FUNDING				
	Libraries	Archives	Museums	TOTAL
Total Value of Service	£5,599,000 p.a.	£280,000 p.a.	£4,466,000 p.a.	£10,345,000
Total Public Funding	£4,500,000 p.a.	£250,000 p.a.	£1,800,000 p.a.	£6,550,000
Value : Public Funding	1.24 : 1	1.12 : 1	2.48 : 1	1.58 : 1
Net Value (value less Public Funding)	£1,099,000	£30,000	£2,666,000	£3,795,000

4.6 Sensitivity Analysis

The valuation presented above of £10,345,000 represents our base case. It could be argued that the value of Bolton's museum, library and archive services lies between the range of answers provided by respondents based on the different valuation measures tested during the survey. This section presents a high and low case for the value of Bolton's museum, library and archive services.

HIGH CASE

Taking the highest measure in the range of measures we can estimate that the value of Bolton's museum, library and archive services to the local resident population could be as much as £13,027,000 p.a., approximately 26% higher than the base case, as shown in the following table.

TABLE 4.20 HIGH CASE VALUATION	
Indirect Value to Local Resident Population	£2,954,000
Museum Users	£2,753,000
Library Users	£6,431,000
Archive Users	£889,000
Total Value	£13,027,000
Benefit Cost Ratio	1.98 : 1

The main change under this scenario relates to the estimate derived for users. By basing the user's value on the willingness to accept figure (rather than the lower willingness to pay) for libraries and archives, we find that this increases the value from these users from £4,638,000 to £7,320,000.

LOW CASE

Taking the lowest estimate in each case from the range of measures we estimate that the value of Bolton's museum, library and archive services could be £9,892,000, 5% lower than the base case.

TABLE 4.21 LOW CASE VALUATION	
Indirect Value to Local Resident Population	£2,954,000
Museum Users	£2,753,000
Library Users	£6,431,000
Archive Users	£889,000
Total Value	£13,027,000
Benefit Cost Ratio	1.98 : 1

This lower case estimate is based on the adoption of willingness to pay estimates for libraries and archives and willingness to accept estimates for museums.

5.0 Assessment of methodology - toolkit

5.1 Introduction

This section considers the application of the consumer surplus valuation methodology to a local authority environment and identifies the key pre-requisites and tools required to apply it to other local authority museum, library and archive services. This section also considers some issues that may arise when applying the methodology in different areas but that did not arise in Bolton as a result of some of the local characteristics and context. A summary of the key study stages is also provided to assist other local authorities to conduct their own economic valuation of their services.

5.2 Key Study Stages

The following chart summaries the key stages and issues to be considered when planning a similar study. The main issues are considered further in this section.

Identify purposes and objectives for proposed valuation study.

t

Consider whether measures of Gross Domestic Product provided by macro-economic impact analysis will suffice, or if measures of value from users and non-users as measured by consumer surplus methodology is required.

t

Decide whether the valuation is to consider museum, library or archive services separately or in combination.

Note: Bolton Metropolitan Borough Council (BMBC) in conjunction with MLA North West were specific with respect to ensuring that while the museum, library and archive services were to be included in the valuation, the ability to identify discrete valuations for each service was important.

t

Prior to confirming or embarking on a valuation using consumer surplus methodology, consider the data requirements and whether these can be met or require a number of initial studies. The following information is required for each service:

• Comprehensive user profile information, including place of origin, service locations used; and whether personal or business use
• Comprehensive service information including: number of users; frequency of use; nature of services used; and gross and net costs of provision

Note: BMBC had sufficient data based on services data collection and user surveys to enable profilers of user and services to be undertaken. This included information to allow the aggregation of results.

t

Once these data requirements can be met the strategy can be developed and consider the following questions:

- Will the valuation survey consider all aspects of the museums, libraries or archive services? This will depend on whether there are clearly identified core services, or whether use is fragmented over a number of services
- Will the valuation survey consider all user groups, including local residents, non-residents from adjacent boroughs, those employed by local organisations, day visitors, domestic and/or overseas tourist?
- Will the valuation survey consider non-users from all of the user origins?

Note: BMBC has a number of advantages which have simplified the conduct of this study. BMBC service profile, confirmed by the user responses as part of this valuation exercise, has a strong core service in each of the museum, library and archive services. These services are used by a large majority of users. User groups were predominantly local residents with limited use by residents from outwith BMBC. This simplified both the user and non-user surveys.

t

The user data must be collected by means of a large-scale face-to-face survey. Self-completion and telephone surveys are likely to secure inadequate response rates in relation to willingness-to-pay and willingness-to-accept questions. The timing of the surveys may have to reflect changing patterns of users throughout the years, e.g. overseas and domestic tourists.

Note: Bolton attracted users predominately from the BMBC area with limited seasonal variation in user profiles.

t

We recommend the use of focus groups to generate a true understanding of the willingness-to-pay and willingness-to-accept values. Focus groups allow an investigation and a deeper understanding for the key drivers behind the valuation responses.

Note: BMBC focus groups were facilitated with users through a number of existing groups connected with the library service.

t

The collection of non-user data is critical to the valuation process and the non-user survey must match the area covered by the user surveys. If the non-user survey is restricted geographically, then this will constrain the results.

t

The aggregation of user and non-user results is one of the key steps in the consumer methodology. The scope for double-counting in relation to users and non-users exits as does the scope for over-estimation. The latter is a particular issue for non-resident non-users availing themselves of local authority museum, library and archive services. The removal of protest values is also an important consideration.

Note: BMBC non-users were all resident in the Borough and a clear distinction between users- and non-users was possible based on population and user statistics. The British Library non-users were deemed to be the UK adult population.

5.3   Valuation Methodology

The valuation methodology applied at Bolton considered each of the three services; museums, libraries, and archives. This benefited from the clear separation and distinction between the services in the mind of the public. Users were asked to consider each of the services as a whole and this benefited from each one having a clear 'core' service. The British Library study identified leading public services and concentrated on distinct services but excluded a number of key services.

Other local authority museum library and archive services which attract less homogeneous users may have to consider valuing leading services within the museum, library and archive services separately following the approach adopted by the British Library.

The application of the valuation methodology therefore would benefit from the availability of some initial profiling of services and users. Bolton had conducted a number of user surveys which provided some insight into services and user profiles in advance of this study. We consider this to be an essential pre-requisite to maximise the value of any economic impact assessment, allowing such assessment to be tailored to the local service and user context.

In this study the museum, library and archive services were each examined. This is clearly a strength of the study and demonstrates the methodology's applicability to each service. However, the services are different with different characteristics and user groups requiring slightly different approaches. In our view, they are sufficiently different to represent three separate studies covered by a single report. Each service offers different user services, are used by different groups, and are used in different ways. The methodology can cope with these variations but this results in three distinct surveys and assessments.

5.4   User Group Identification

The user group identification illustrates the final point in the preceding paragraph concerning the difference between the museum, library and archive services. The libraries were able to identify members and those members were known to use the library services frequently. The museum attracted a significant number of users but in advance of the survey it was not clear how users used the museum, whether they used it frequently or on a more limited basis. The archives had some understanding of the user group but this again was not detailed.

Each of the services had partial information, some anecdotal, concerning the place of residence of users and this indicated it was mainly residents of the borough with limited users from adjacent boroughs or domestic or overseas tourists. This allowed a random sample of users at the locations chosen for the survey to be adequate in securing a representative sample. In other local authority areas, it is conceivable that users from adjacent districts and domestic and overseas tourists may form a significant part of the user base and any study would have to determine how to handle these user groups. The British Library study excluded the use by overseas residents, the education sector (i.e. schools) and the use of their electronic materials.

Residents from the borough or district, adjacent boroughs or districts and domestic and overseas tourists could be included in any evaluation survey but this would have to be based on quotas of each group and the quotas could only be determined based on prior profiling of visitors and services to identify the proportion of users from each location using the various services.

5.5   Non-user Identification

Non-user identification in this study was straightforward given the relatively closed nature of the user and non-user groups being contained within the borough. This contrasts with the British Library study which had users and non-users throughout the UK. Local authorities with diverse and distributed users and, by definition, non-user groups will have considerable practical and methodological issues surveying non-users if these extend beyond the local authority area. We can see how non-users in adjacent boroughs could be surveyed but if a wider distribution of non-users exists this may prove to be both difficult and expensive.

This issue may apply to museums, particularly where they attract considerable numbers of tourists from domestic and overseas markets. While the users from these groups could be surveyed on site, assuming the study is conducted at an appropriate time of year, it may have to be accepted that non-users may have to be restricted to the local non-users as a result of practical and budgetary constraints.

5.6   Surveys, Focus Groups, Case Studies

The study confirms that face-to-face interviews are the most effective means of securing the necessary data for this form of analysis. Self-completion questionnaires and telephone questionnaires each have weaknesses (essentially respondents would not provide valuations) that are too great to accept and would severely compromise the results.

It is important to note that for the surveys we found that the use of prompts with regards to willingness to pay and willingness to accept questions a useful aid. Without prompts it was found that extracting values from respondents was extremely difficult. Prompts should reflect real-life costs and in the case of Bolton we calculated the current cost per month per Council Tax payer for each of the services. This is shown in Table 5.1. The monthly contribution was used as a prompt.

TABLE 5.1 CALCULATION OF PROMPT VALUES			
	Libraries	Museums	Archives
Budget for year	£4,500,000	£1,800,000	£250,000
No. of council tax payers	111,487	111,487	111,487
Cost of service for year per council tax payer	£40	£16	£3
Cost of service for month per council tax payer	£3	£1	£0.50

When surveying respondents about their willingness to pay and willingness to accept it is important to stress that the aim of the survey is to determine what they believe the services are worth and that there is no intention to start charging for services or to decrease or stop public funding towards them. This step will limit protest values and should encourage the respondents to answer honestly rather than tactically.

The study also confirmed that focus groups or case studies can add significant insight into much of the statistical data collected by the surveys. Focus groups help pick up the community and social benefits which the survey does not necessarily take account of. In addition, focus groups or case studies provide a means of checking or further verifying the results received from the surveys.

5.7 Aggregation of Results

In order for another local authority to replicate this study, there must be basic understanding of who the users of the services are and where they come from, i.e. local residents within the borough, residents from neighbouring boroughs and overseas visitors are all issues which need to be understood by the services. Records of visitor numbers are also extremely useful.

When aggregating results, it is important to remove any skew arising from the use of mean values by removing extreme outliers where it is felt they do not reflect a real expression of value, e.g. protest values.

5.8 Programme

From beginning to end, this study took approximately 16 weeks to complete. Our study took place over the school summer holidays which did delay the organisation of focus groups. As a minimum we would suggest the following 13 week programme to conduct a similar study.

TABLE 5.2 SUGGESTED STUDY PROGRAMME													
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13
Devise Research Strategy	■	■											
Tailoring Research Tools			■										
Piloting				■									
Analysis of Pilot & Implementation of Alternatives					■								
Field Research: conduct surveys						■	■						
Focus Groups/Case Studies								■					
Cost Analysis									■				
Identification & Analysis of Benefits										■			
Draft Report											■		
Feedback												■	
Final Report													■

5.9 Summary

In brief, the tools exist with some minor modification, to allow other comparable local authorities to establish the value of their museum, library and archive services. Local authorities with more tradable museum, library and archive services which attract non-residents will require more profile information in users and services before embarking on a similar study, but once the quotas for survey are established, the approach will be similar in terms of data capture, analysis and aggregation of results.

APPENDIX A
User and non-user questionnaire

BOLTON MLA
Survey of local residents questionnaire

Respondent's name_____Telephone_____

Address_____

_____Postcode_____

This interview has been conducted in accordance with instructions and the MRS Code of Conduct.

Interviewer name_____Date_____

CLASSIFICATION

Gender:

Male	1
Female	2

Current Working Status

Working full time (more than 30 hours a week)	1
Working part time (less than 30 hours)	2
Self employed	3
Retired	4
Unemployed	5
Out of work due to disability or illness	6
Carer for home/children	7
Full time education	8
Other PLEASE SPECIFY	x

....

....

Location:

Central Library	1
Harwood Library	2

SHOW CARD

Age:

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75+	7

SHOW CARD

Annual gross household income

Less than £10,000	1
£11,000-£20,000	2
£21,000 - £30,000	3
£31,000 - £40,000	4
£41,000 - £60,000	5
More than £60,000	6
Not stated	x

Good morning/afternoon. I am from Scotinform Ltd, an independent market research company. We are conducting interviews with local people to find out your views on local libraries and museums.
ADo you usually live in any of these ward areas in the Bolton Council area?

Astley Bridge	1	ASK Q1
Blackrod	2	ASK Q1
Breightmet	3	ASK Q1
Bromley Cross	4	ASK Q1
Burnden	5	ASK Q1
Central	6	ASK Q1
Daubhill	7	ASK Q1
Deane-cum-Heaton	8	ASK Q1
Derby	9	ASK Q1
Farnworth	10	ASK Q1
Halliwell	11	ASK Q1
Harper Green	12	ASK Q1
Horwich	13	ASK Q1
Hulton Park	14	ASK Q1
Kearsley	15	ASK Q1

Little Lever	16	ASK Q1
Smithills	17	ASK Q1
Tonge	18	ASK Q1
Westhoughton	19	ASK Q1
Do not live in Bolton Council area	x	CLOSE

Q1 Have you visited or used the services of any of the following libraries in the past 12 months?
 READ OUT LIST

Bolton Central Library (excluding Archive Service and Local Studies Services)	1	ASK SECTION ONE
Other libraries in Bolton Council area including branch libraries and mobile libraries	2	ASK SECTION ONE
Not visited library in Bolton area in past 12 months	3	GO TO Q6

SECTION ONE: LIBRARIES AND ARCHIVES

NOTE: IF MORE THAN ONE LIBRARY VISITED, ASK ABOUT LIBRARY VISITED MOST OFTEN

Q2a Do you have a borrowing or readers ticket for Bolton Libraries?

Yes	1
No	2

Q2b Which of the following library services have you used in the past 12 months?
Borrowing adult or children books

Borrowing other items (CDs, Videos, Computer Games, Talking Books)	1
Reading Group	2
Access to Internet/computer	3
Training course on computer skills	4
Lectures/Readings/Special Events	5
Services for special needs groups (housebound/visually impaired)	6
Photocopying/printing/faxing	7
Room hire	8
Other	x

Q3 On average, in the past year how often have you visited the library?

Twice a week or more often	1	
Once a week	2	
Two to three times a month	3	
Once a month (10-12 visits in past year)	4	
Every couple of months (six to nine visits in past year)	5	
Every three to four months (three to five visits in past year)	6	
One to two visits in past year	7	
Not visited library in past year	8	GO TO Q6

Q4 On average, how long do you spend in the library on each visit?
WRITE IN APPROXIMATE HOURS

Q5 On average, how long is your round trip journey time to and from the library?
THE LENGTH OF JOURNEY SHOULD BE MEASURED FROM WHERE YOU NORMALLY TRAVEL TO THE LIBRARY
WRITE IN APPROXIMATE HOURS OR MINUTES

Q6 Have you visited or used the services of the Archives and Local Studies Services based at Central Library?

Yes	1	ASK Q7
No	2	GO TO Q12 IF VISITED ARCHIVE BUT NOT LIBRARY
		ALL RESPONDENTS WHO HAVE NOT VISITED LIBRARY OR
		ARCHIVES SHOULD GO TO SECTION TWO

Q7 Which of the following archive services have you used in the past 12 months?

Public Search Rooms - enquiry service	1
Research service at local libraries	2
Workshops on family history research	3

Q8 What are your main reasons for using the archive services?
READ OUT LIST TO PROMPT MULTI CODE

Researching family, local or personal history	1
Researching into council business/archives	2
Other research	3
Other reason WRITE IN BELOW	X

Q9 On average, in the past year how often have you visited the Archives?

Twice a week or more often	1	
Once a week	2	
Two to three times a month	3	
Once a month (10-12 visits in past year)	4	
Every couple of months (six to nine visits in past year)	5	
Every three to four months (three to five visits in past year)	6	
One to two visits in past year	7	
Not visited archives in past year	x	GO TO Q12

Q10 On average, how long do you spend in the archives on each visit?
WRITE IN APPROXIMATE HOURS

Q11 On average, how long is your round trip journey time to and from the archives?
THE LENGTH OF JOURNEY SHOULD BE MEASURED FROM WHERE YOU NORMALLY TRAVEL TO THE ARCHIVES FROM
WRITE IN APPROXIMATE HOURS

ASK Q12 OF THOSE WHO HAVE VISITED LIBRARY AND/OR ARCHIVES
Q12 On average, approximately how much does each visit to the library or archive cost you in travel costs and other costs such as food and drink? IF NO COSTS WRITE IN £0

	Library	Archive
Transport/travel	£..	£..
Other costs	£..	£..
Total costs	£..	£..

Q13 What proportion of these costs are directly due to your trip to the Library or archive?
PROMPT IF NECESSARY: WOULD YOU HAVE HAD TO PAY SOME OF THESE COSTS EVEN IF YOU HAD
NOT VISITED THE LIBRARY - IF SO, HOW MUCH OF THE COSTS RELATE TO YOUR VISIT TO THE LIBRARY?

All costs relate to library/archive visit	1
75% plus - virtually all the costs relate to the library/archive visit	2
50% plus - most of the costs relate to the library/archive visit	3
25% plus - less than half the costs relate to the library/archive visit	4
Less than 25% - very little of the costs relate to the library/archive visit	5

Q14 What other activities do you usually do on your trip to the library or archive? PROMPT IF
NECESSARY

Nothing else - trip is solely to visit library	1
Shopping (any)	2
Visit museums/leisure centre/other leisure activity	3
Visit friends/relatives	4
Visit doctor/dentist/other health appointment	5
Other	X

SHOW CARD
**Q15 Bolton libraries and archives provide information and resources to all residents, visitors,
students and workers within the Borough of Bolton. Can you tell me whether the following library
and archive services are of high, medium or low importance to you?**

	Low importance	Medium importance	High importance
Book loan service - acting as a lending library	1	2	3
Lending other items (CDs, Videos, Computer Games, tapes	1	2	3
Free Internet access	1	2	3
Training courses on computer skills	1	2	3
Lectures/Readings/Special Events	1	2	3
Public Search Rooms - enquiry service (ARCHIVE ONLY)	1	2	3
Research service at local libraries (ARCHIVE ONLY)	1	2	3
Workshops on family history research (ARCHIVE ONLY)	1	2	3
Services for the visually impaired, housebound residents and others	1	2	3

**Q16 What other sources do you use to access books and other services offered by the library and
archives?** DO NOT PROMPT PROBE FULLY - ASK 'ANYTHING ELSE' TWICE

Buy books from bookshops/retailers	1
Buy books online/via the Internet	2
Research on the Internet	3
Visit museums	4
Borrow books from friends/relatives	5
Other WRITE IN BELOW	X

Don't use any other sources	y GO TO Q18

Q17 Which of the following reasons best describes why would you use the library and archive rather than the alternative sources for books and other information? READ OUT LIST AND ASK FOR OTHER REASONS

Free service	1
Easy to access/get to	2
Easy to use	3
Staff are helpful/friendly	4
Range of books or other resources available	5
Likely to meet friends	6
Comfortable, nice place to visit	7
Other reason WRITE IN BELOW	x

SHOW CARD

Q18 I'm going to read you out a number of statements about the libraries and archives. Choosing your answer from this card, can you tell me whether you agree or disagree with each statement.

	Disagree strongly	Disagree slightly	Neither agree nor disagree	Agree slightly	Agree strongly
The libraries offer a very important service for local people	1	2	3	4	5
The archives offer a very important service for local people (ARCHIVE RESPONDENTS ONLY)	1	2	3	4	5
The libraries are not important to me	1	2	3	4	5
The archives are not important to me (ARCHIVE RESPONDENTS ONLY)	1	2	3	4	5
The libraries offer a very effective service	1	2	3	4	5
The archives offer a very effective service (ARCHIVE RESPONDENTS ONLY)	1	2	3	4	5

Q19 What additional costs would you incur if you were unable to use the libraries or archives and had to rely on alternatives? For example, if the libraries or archives were not available and you had to use other sources, what transport and other costs would be involved?
NOTE: PROMPT IF NECESSARY: Please try to give a cost even if you think you would not use any alternatives if you were unable to use the libraries or archives.

	Library	Archive
Transport/travel	£...	£...
Other costs	£...	£...
Total costs	£...	£...
Wouldn't use	£...	£...
Alternatives/do without service	x	x

Now I'm going to ask you a number of questions designed to help work out the value of the Bolton libraries and archives to local people.

Q20 At the moment the libraries and archives are funded through Bolton Council through the local Council Tax. If funding through the Council ended, would you be willing to pay an amount to support the continuation of the library and archive services? I must stress that I am trying to find out what you think the libraries are worth: there is absolutely no intention to start charging for services or to take away public funding for them.

Yes	1	GO TO Q23
No	2	ASK Q21
Don't know	3	ASK Q21

Q21 Would it be fair to say that you would not be willing to pay, for example, £3 a month to support the continuation of libraries in Bolton and 50p a month to support the continuation of archives in Bolton?
NOTE: PROMPT IF NECESSARY: these questions are designed to capture the value that you place on the libraries and archives and are not an indication of any intention to start charging for services or to take away public funding for them

Would be willing to pay £3 a month for libraries	1	GO TO Q23
Would be willing to pay 50p a month for archives	2	GO TO Q23
Would not be willing to pay for libraries	3	ASK Q22
Would not be willing to pay for archives	4	ASK Q22
Unable to answer	5	ASK Q22

Q22 What are the main reasons for not being willing to pay/being unable to answer?
DO NOT PROMPT

Libraries and archives should be funded by Council/taxes	1	GO TO Q25
Archives should be funded by Council/taxes	2	GO TO Q25
Local people/library users should not be asked to pay	3	GO TO Q25
Local people/archive users should not be asked to pay	4	GO TO Q25
I don't value/use the libraries & archives enough to pay for them	5	GO TO Q25
I value the libraries but cannot afford £3 a month	6	GO TO Q25
I value the archives, but cannot afford 50p a month	7	GO TO Q25
I cannot answer the question	8	GO TO Q25
I don't think you can use surveys to answer this question	9	GO TO Q25
Other reason WRITE IN BELOW	x	
_____		

ASK Q23 OF ALL THOSE WILLING TO PAY AT Q20 OR Q21
Q23 What would be the most you would be willing to pay per month as a donation or subscription to support the continuation of the libraries and archives?

Amount in £	£............................	ASK Q24
Unable to answer	X	GO TO Q25

Q24 What was the reason for saying AMOUNT STATED AT Q23? DO NOT PROMPT PROBE FULLY

....

....

....

....

ASK ALL LIBRARY USERS

Q25 Imagine that the libraries no longer issues library/reader cards, but said that readers could sell their cards. What is the minimum amount that you would accept as a monthly payment for your reader card?

PROMPT IF NECESSARY: Imagine that you are giving up your card forever, in return for a monthly payment.

PROMPT IF NECESSARY TO REASSURE RESPONDENTS: these questions are designed to capture the value that you place on the libraries and are not an indication of any intention to start charging for services or to take away public funding for them

Amount in £	£............................
Unable to answer	X

ASK ALL ARCHIVES USERS

Q25a Imagine that all Bolton residents were issued with passes for Bolton Archives allowing year round access to all archives. What is the minimum amount that you would accept each month to give up your Archives pass?

PROMPT IF NECESSARY: Imagine that you are giving up your card forever, in return for a monthly payment.

PROMPT IF NECESSARY TO REASSURE RESPONDENTS: these questions are designed to capture the value that you place on the archives and are not an indication of any intention to start charging for services or to take away public funding for them

Amount in £	£............................
Unable to answer	X

EVERYONE SHOULD ANSWER Q26
SECTION TWO: MUSEUMS

Q26 Have you visited or used the services of any of the following museums in the past 12 months?
READ OUT LIST

Central Museum and Aquarium	1	ASK Q27
Hall 'i' th' Wood Museum	2	ASK Q27
None of these	x	GO TO SECTION THREE

Q27 Which of the following museum services have you used in the past 12 months?

General visit to museum or aquarium	1
Visit as part of education trip or learning experience	2
Visit to see specific exhibitions and/or events	3

Q28 What are your main reasons for visiting the museums?
READ OUT LIST TO PROMPT MULTI CODE

To see the collections	1
To visit free exhibitions and events	2
To visit education events/Active Learning Centre	3
Research/learn about specific subject	4
Meet friends	5
Other reason WRITE IN BELOW	x

Q29 On average, in the past year how often have you visited the museums?

Twice a week or more often	1	
Once a week	2	
Two to three times a month	3	
Once a month (10-12 visits in past year)	4	
Every couple of months (six to nine visits in past year)	5	
Every three - four months (three to five visits in past year)	6	
One to two visits in past year	7	
Not visited museums in past year	x	GO TO Q35

Q30 On average, how long do you spend in the museums on each visit?
WRITE IN APPROXIMATE HOURS

Q31 On average, how long is your round trip journey time to and from the museum?
THE LENGTH OF JOURNEY SHOULD BE MEASURED FROM WHERE YOU NORMALLY TRAVEL TO THE MUSEUM
WRITE IN APPROXIMATE HOURS

Q32 On average, approximately how much does each visit to the museum cost you in travel costs and other costs such as food and drink? IF NO COSTS WRITE IN £0

Transport/travel	£..	£..
Other costs	£..	£..
Total costs	£..	£..

Q33 What proportion of these costs are directly due to your trip to the museum?
PROMPT IF NECESSARY: WOULD YOU HAVE HAD TO PAY SOME OF THESE COSTS EVEN IF YOU HAD NOT VISITED THE MUSEUM - IF SO, HOW MUCH OF THE COSTS RELATE TO YOUR VISIT TO THE MUSEUM?

All costs relate to museum visit	1
75% plus - virtually all the costs relate to the museum visit	2
50% plus - most of the costs relate to the museum visit	3
25% plus - less than half the costs relate to the museum visit	4
Less than 25% - very little of the costs relate to the museum visit	5

Q34 What other activities do you usually do on your trip to the museum? PROMPT IF NECESSARY

Nothing else - trip is solely to visit museum	1
Shopping (any)	2
Visit library/leisure centre/other leisure activity	3
Visit friends/relatives	4
Visit doctor/dentist/other health appointment	5
Other	x

SHOW CARD
Q35 Bolton Museums provides access to local collections, free exhibitions and the aquarium to all residents, visitors, students and workers within the Borough of Bolton. Can you tell me whether the following museum services are of high, medium or low importance to you?

	Low importance	Medium importance	High importance
The collections in the museums and aquarium	1	2	3
Free exhibitions and events	1	2	3
Education and learning (Active Learning Centre)	1	2	3

Q36 What other sources do you visit that provide the types of services offered by the museums?
DO NOT PROMPT PROBE FULLY - ASK 'ANYTHING ELSE' TWICE

Other visitor attractions in area	1
Visit library or archives	2
Research on the Internet	3
Other WRITE IN BELOW	x

Don't use any other sources	y	GO TO Q38

Q37 Which of the following reasons best describes why you go to the museum rather than the alternative places to visit? READ OUT LIST AND ASK FOR OTHER REASONS

Free	1
Subject matter interesting	2
Easy to access/get to	3
Easy to use	4
Staff are helpful/friendly	5
Range of resources available	6
Likely to meet friends	7
Comfortable, nice place to visit	8
Other reason WRITE IN BELOW	x

SHOW CARD
Q38 I'm going to read you out a number of statements about the museums. Choosing your answer from this card, can you tell me whether you agree or disagree with each statement.

	Disagree strongly	Disagree slightly	Neither agree nor disagree	Agree slightly	Agree strongly
The museums offer a very important service for local people	1	2	3	4	5
The museums are not important to me	1	2	3	4	5
The museums offer a very effective service	1	2	3	4	5

Q39 What additional costs would you incur if you were unable to use the museum and had to rely on alternatives? For example, if the museums were not available and you had to use other sources, what transport and other costs would be involved?
NOTE: PROMPT IF NECESSARY: Please try to give a cost even if you think you would not use any alternatives if you were unable to use the museums.

Transport/travel	£..	£..
Other costs	£..	£..
Total costs	£..	£..
Wouldn't use alternatives/ do without service	x	

Now I'm going to ask you a number of questions designed to help work out the value of the Bolton Museums to local people.

Q40 At the moment the museums are funded through Bolton Council through the local Council Tax. If funding through the Council ended would you be willing to pay an amount to support the continuation of the museums services?   I must stress that I am trying to find out what you think the museums are worth: there is absolutely no intention to start charging for services or to take away public funding for them.

Yes	1	GO TO Q43
No	2	ASK Q41
Don't know	3	ASK Q41

Q41 Would it be fair to say that you would not be willing to pay, for example, £1 a month to support the continuation of museums in Bolton?
NOTE: PROMPT IF NECESSARY: these questions are designed to capture the value that you place on the museums and are not an indication of any intention to start charging for services or to take away public funding for them

Would be willing to pay £1 a month	1	GO TO Q43
Would not be willing to pay	2	ASK Q42
Unable to answer	3	ASK Q42

Q42 What are the main reasons for not being willing to pay/being unable to answer?
DO NOT PROMPT

Museums should be funded by Council/taxes	1	GO TO Q45
Local people/museum users should not be asked to pay	2	GO TO Q45
I don't value/use the museums enough to pay for them	3	GO TO Q45
I value the museums, but cannot afford £1 a month	4	GO TO Q45
I cannot answer the question	5	GO TO Q45
I don't think you can use surveys to answer this question	6	GO TO Q45
Other reason WRITE IN BELOW	x	
....		

ASK Q43 OF ALL THOSE WILLING TO PAY AT Q40 OR Q41
Q43 What would be the most you would be willing to pay per month as a donation or subscription to support the continuation of the museums?

Amount in £	£............................	ASK Q44
Unable to answer	X	GO TO Q45

Q44 What was the reason for saying AMOUNT STATED AT Q43? DO NOT PROMPT PROBE FULLY

....

....

ASK ALL MUSEUM USERS

Q45 Imagine that all Bolton residents were issued with Museum passes allowing year round access to all Bolton museums. What is the minimum amount that you would accept each month to give up your Museum pass?

PROMPT IF NECESSARY: Imagine that you gave up your right to visit the museums in return for a monthly payment.

PROMPT IF NECESSARY TO REASSURE RESPONDENTS: these questions are designed to capture the value that you place on the museums and are not an indication of any intention to start charging for services or to take away public funding for them

Amount in £	£............................
Unable to answer	X

EVERYONE SHOULD ANSWER Q46
SECTION THREE: NON USERS

Q46 Firstly, can I check which of the following Bolton Council services you have you have visited or used in the past 12 months?   READ OUT LIST CODE IF VISITED OR USED

ASK Q47 FOR EACH ONE NOT VISITED/USED AT Q46

Q47 And are you aware of the following?

	Q46 - visited/ used	Q47 - aware
a) Libraries - (any library)	1	1
b) Museums	2	2
c) Archives and Local Studies Service	3	3

IF USER OF ALL THREE SERVICES GO TO Q49

ASK Q48 OF NON USERS OF EACH SERVICE

Q48 At the moment the libraries museums and archives are funded through Bolton Council through the Council Tax. On average, the cost of all of these services to each resident in the Bolton Council area is £56 a year or about £4.60 a month.   If funding through the Council ended what would you be prepared to pay for the .....? ASK FOR EACH SERVICE NOT USED AT Q46

I must stress that I am trying to find out what you think the libraries, museums and archives are worth: there is absolutely no intention to start charging for these services or to take away public funding for them.

	Amount prepared to pay	Unable to answer
a) Not used any library	£............................	x
b) Not visited museums	£............................	x
c) Not used archives and local studies service	£............................	x

IF AMOUNT GIVEN AT Q48 ASK Q49
IF NO AMOUNT GIVEN FOR ANY SERVICE GO TO Q50
Q49 What was the reason for saying AMOUNT STATED AT Q48? DO NOT PROMPT PROBE FULLY

a) Libraries

b) Museums

c) Archives

ASK ALL
Q50 Do you think that the following services have a value to the entire population, in addition to those who use the service?   READ OUT EACH SERVICE

	Yes - has value	No - no value	Don't know
a) Libraries	1	2	x
b) Museums	1	2	x
c) Archive and Local Studies Service	1	2	x

COLLECT CLASSIFICATION AND CLOSE INTERVIEW

APPENDIX B
Scotinform
research report

SURVEY OF LOCAL RESIDENTS

SCOTINFORM RESEARCH REPORT

Research Objectives

The overall aim of the survey was to identify the perceived benefits of museum, library and archive services to local residents in order to provide data for the Contingency Valuation analysis. This section of the report describes the data collected in the survey which relates to usage of, and attitudes towards, the services.

Methodology

1. Face to Face Interviews

The main methodology used for the survey of local residents was face to face street interviews. User interviews were conducted outside the central library in Bolton and the library at Harwood. Non-user interviews were conducted on the street in Bolton and Harwood.

A pilot of the draft questionnaire was conducted in June 2005. The pilot consisted of one day's interviewing outside Bolton Central Library during which 10 interviews were completed with a mix of users and non-users of services. A number of issues were raised by the pilot:

- the length of the questionnaire: pilot interviews took up to 20 minutes to complete. For the final questionnaire, the number of questions was reduced by combining the sections on libraries and archives.

- there was confusion over wording of some questions, particularly those relating to payment. Several questions were re-worded for the final version.

- a survey was already being conducted inside Bolton Central Library, causing respondents to refuse to take part in the pilot. This was raised with Bolton Libraries and there was no further problem with additional surveys during the main fieldwork period.

- the main entrance to Bolton Central Library was closed meaning that users had to exit through a back entrance into the car park. The closure of the main entrance continued during the main fieldwork period and led to a reduction in interview strike rate, especially during poor weather as there was no lobby area in which to conduct interviews.   Additional interviewer days were added to the schedule in order to make up the shortfall.

Following the pilot the questionnaire was amended, and two versions were printed. In the first version, Section One covers libraries and archives and Section Two asks about museums. The second version reverses these two sections on order to address concerns that respondents answers to Section Two might deteriorate if they had already answered Section One. Section Three (non-users) remained the same in each version of the questionnaire.

The length of the questionnaire remained an issue for respondents who had used all three services: this is an area that future survey may wish to address.

Sample

A total of 325 face to face interviews were completed between 15th - 31st July 2005. All respondents lived in Bolton Council area.

A quota was set in order to ensure that we achieved a sample of users of all three services and of non-users (people who had not used any of the services). An additional quota was set in order to ensure that there was a cross section of gender and age of respondent.

	TARGET NO OF RESPONDENTS	ACHIEVED NO OF RESPONDENTS
Museum user	100	153
Library user	100	232
Archive user	50	66
Non-user of all three services	50	68
Male	150	149
Female	150	176
16-34 years old	100	109
35-54 years old	100	107
55 plus years old	100	109
TOTAL	300	325

Note: in the report on the results * denotes less than 1%. Tables may not add up to 100% due to 'don't know' responses.

2. Telephone Interviews

In order to assess the viability of conducting the survey by phone, 25 telephone interviews were carried out with a random sample of library readers. Respondents were selected from a database of 215 readers supplied by Bolton Libraries. All readers had been sent a letter by the Libraries Service which explained the nature of the survey and offered them the opportunity to opt out of the research.

The questionnaire used for the telephone interviews was a revised version of the face to face questionnaire. Revisions took account of the differing requirements of telephone interviews (for example deleting show cards) and reduced the length of the questionnaire in order to make it viable for phone interviews.

For the key questions, the two methodologies produced similar results. Although there was considerable differences in the responses to questions relating to cost, this may be due to the differences in the profile of respondents rather than the differences in methodologies.   Examples of the two surveys producing similar results were that around half of both samples said that they would be willing to pay to support the continuation of library services.

The main impact of the difference in the methodologies was that there was a higher response rate to some questions relating to cost/price in the telephone survey. This better response rate was not consistent however. For example two thirds of face to face respondents were unable to answer the willingness to pay questions, compared with only 14% of telephone interviewees, but a high proportion of both sets of respondents were unable to answer the willingness to accept questions.

There were a number of issues which mean that telephone interviews are not suitable for wider survey work on museum, library and archive services:
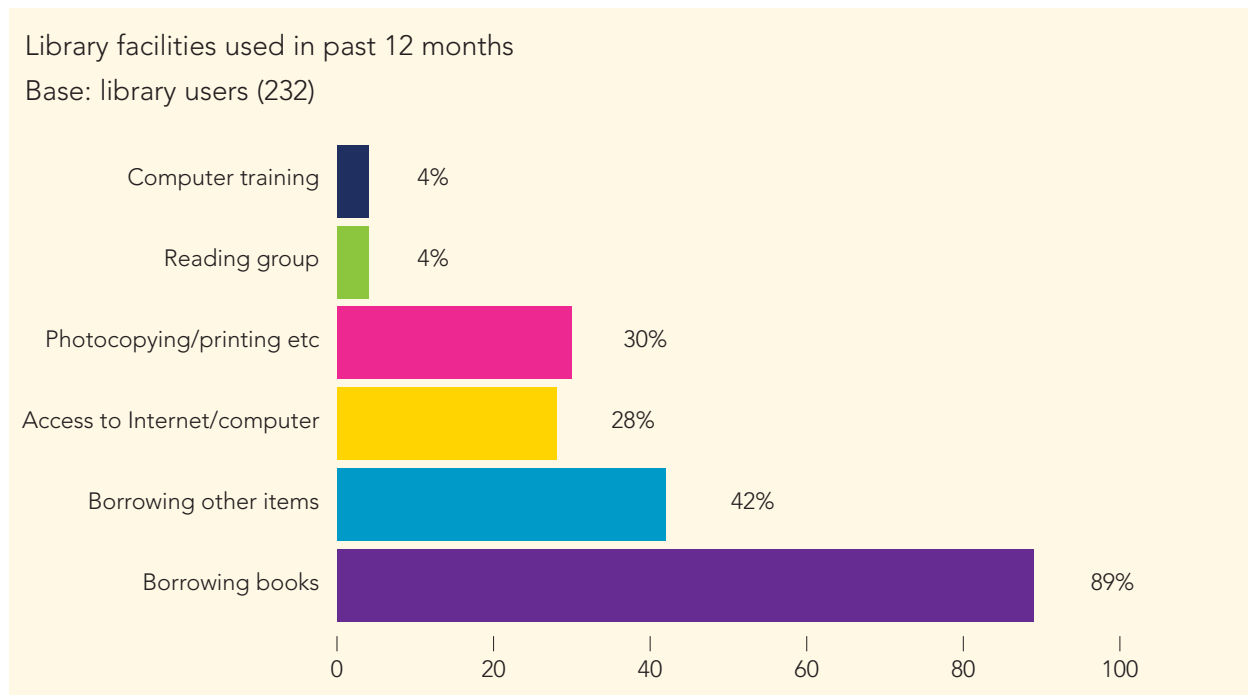
- only the library service has a database of readers which can be used for telephone interviews
- results showed that interviewees were likely to be over 55 years old, possibly because this age group are more likely to be available for phone interviews. This illustrates the problem of setting quotas for phone interviews as there is no data on age or gender on the sample list
- it would difficult to obtain meaningful results across a range of age groups or other demographic sub-groups using telephone interviews
- it is not possible to survey non-users through telephone interviews

RESEARCH RESULTS

Library Usage

Just over 70% of respondents had visited a library in the past 12 months. Those least likely to use library services were under 35 year olds and those in full time employment. 90% of library users had a readers' ticket.

The most popular library services were borrowing books or other items, accessing the Internet or using photocopying/fax services.

Library facilities used in past 12 months
Base: library users (232)

Facility	%
Computer training	4%
Reading group	4%
Photocopying/printing etc	30%
Access to Internet/computer	28%
Borrowing other items	42%
Borrowing books	89%

56% of library users visited a library once a week or more often: most frequent users were over 65 year olds and people on low incomes.

Frequency of visiting library
Base = library users (232)

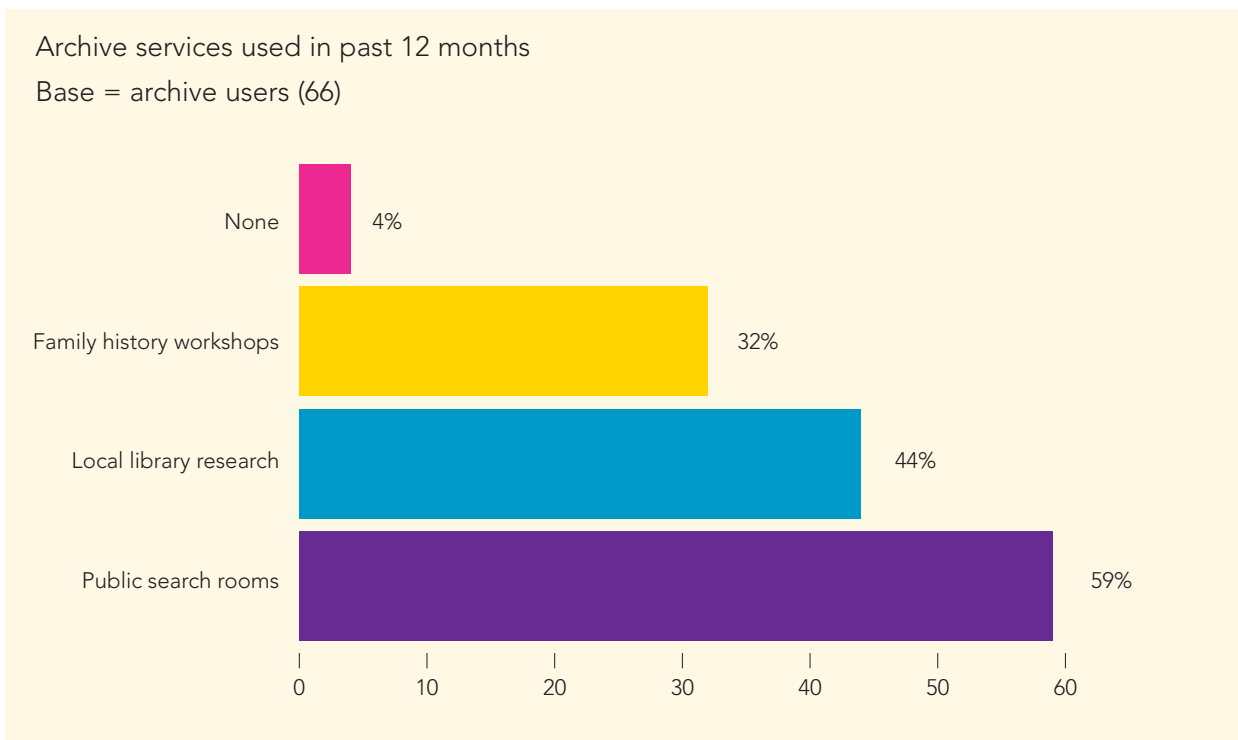|	%
Twice a week or more often	19
Once a week	37
Two to three times a month	22
Once a month	20
Every couple of months	9
Every three to four months	6
One to two visits a year	6
Don't know	1
Not visited in past year	1

Library users were likely to spend an average of 53 minutes on each visit: the length of visit was longer for users of Central Library (56 minutes) than Harwood Library (36 minutes), reflecting the greater breadth of collections at Bolton Central Library.

Usage of Archives

20% of respondents had used the archives and Local Studies Services. Note: this percentage represents 60 respondents and the small sample size should be taken into account when considering these results.

The likelihood of using Archives was lowest amongst under 34 year olds, people in employment and those interviewed at Harwood Library.

There were high levels of usage of the three main services offered by archives, with the enquiry service the most popular

Archive services used in past 12 months

Base = archive users (66)

Service	Percentage
None	4%
Family history workshops	32%
Local library research	44%
Public search rooms	59%

The main reasons for using archive services were to research family, local or personal history (56%) or to do other types of research (41%).

Users were likely to visit the archives relatively infrequently, with 42% saying they had only visited once or twice in the past year and a further 14% saying they had made 3-5 visits in the past year. One in five users said they used the archives once a month or more often.

The average length of visit to archives was approximately 80 minutes, 50% longer than the average visit to libraries.

Usage of Museums

47% of respondents had visited or used the museums service in the past 12 months. Young people (under 24 year olds) were the group least likely to visit museums.

A general visit to the museum or aquarium was the most likely activity, but a fifth of users had been to a special event or exhibitions and 13% said they had visited as part of an education trip or learning experience (principally retired and unemployed).

Museum services used in past 12 months

Base = museum users (153)
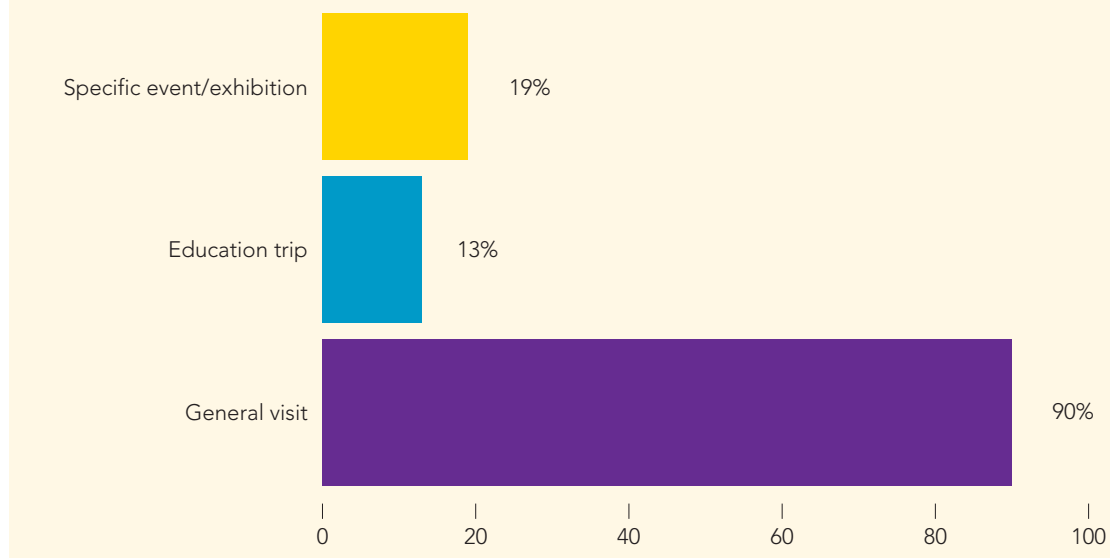
The main reasons for visiting the museums were to see the collections (73%), followed by visiting free exhibitions and events (56%). Just over one in ten visitors said that they had visited education events or the Active Learning Centre.

Half the visitors only visited the museums once or twice a year, with a further 22% visiting every three to four months, suggesting that museum visits are a relatively infrequent activity.
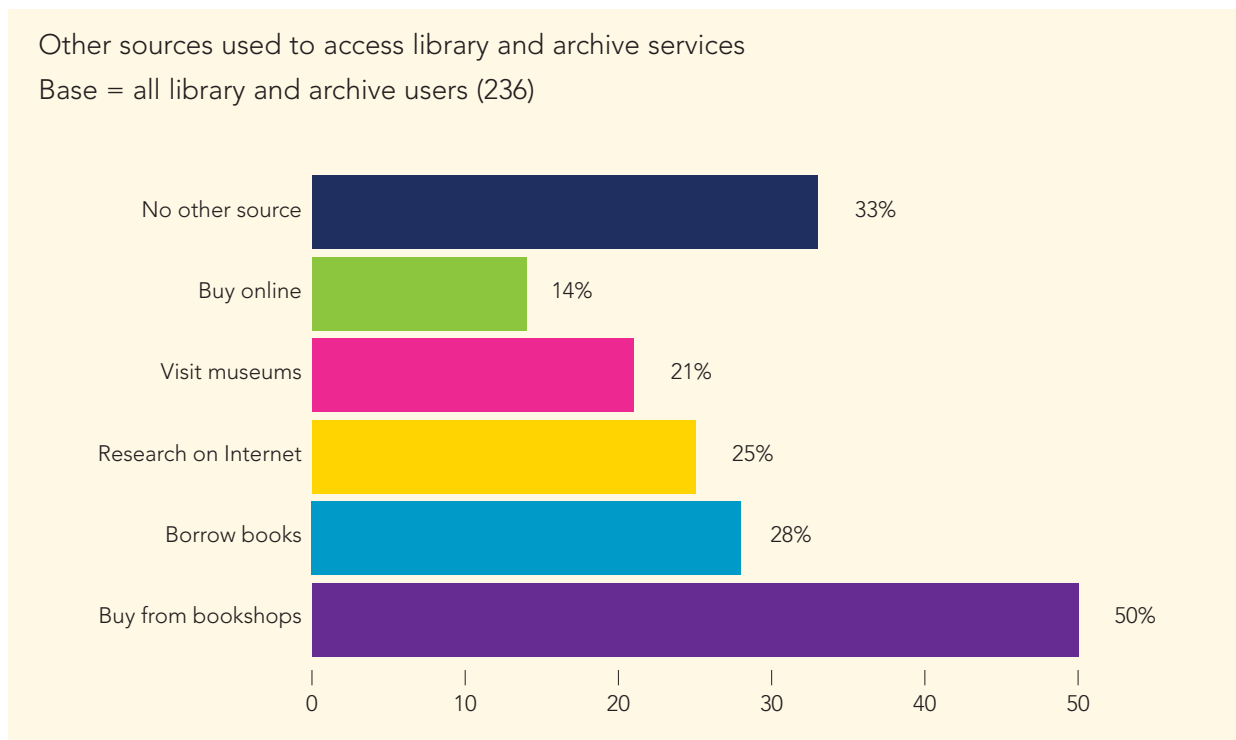
Frequency of visiting museum

Base = museum visitors (153)

	%
Twice a week or more often	1
Once a week	2
Two to three times a month	3
Once a month	9
Every couple of months	10
Every three to four months	22
One to two visits a year	51
Don't know	2

The average length of time spent on a visit to the museums was just over 70 minutes.

Alternative Sources for Services

The most popular alternative source to libraries and archives was purchasing books either from retailers or online. Other sources were borrowing books from friends or relatives, conducting research on the Internet or visiting museums.

Other sources used to access library and archive services
Base = all library and archive users (236)

Source	Percentage
No other source	33%
Buy online	14%
Visit museums	21%
Research on Internet	25%
Borrow books	28%
Buy from bookshops	50%

The main reasons for preferring the library/archive services to alternative sources were the fact that the service was free, it was easily accessible and easy to use. Other important reasons were the range of resources available and the helpfulness of staff.

Note: this question was not asked of museum visitors.

Attitudes Towards Libraries

Users of the library service were asked how important specific aspects of the service were to them. Perceptions of the importance of services reflect the usage levels shown earlier in the report, with the lending library service having the greatest importance and training courses and readings least important.

There was little difference in perceptions of importance of the service across the different sub-groups, for most services. The exceptions to this were:

• Internet access: over 55 year olds were relatively unlikely to perceive this as important

• readings/events: under 45 year olds were less likely than average to perceive these as important

• services for visually impaired and housebound: less likely to be seen as important by under 65 year olds

Importance of library services

Base = library/archive users (236)

	LOW IMPORTANCE %	MEDIUM IMPORTANCE %	HIGH IMPORTANCE %
Book loan service - acting as a lending library	3	11	83
Lending other items (CDs, videos, computer games, tapes	16	28	53
Free Internet access	22	27	47
Services for the visually impaired, housebound residents and others	41	23	31
Training courses on computer skills	40	28	28
Lectures/readings/special events	47	30	19

Views on library services were also assessed by asking local people whether they agreed or disagreed with a series of statements about the library. Responses showed a very positive attitude towards the library, with users likely to agree strongly that it was a very important service and offered a very effective service. The high levels of disagreement with the statement that 'libraries are not important to me' confirm the very positive views of the library.

The results are shown below, with the mean score based on one = disagree strongly and five = agree strongly.

Attitudes towards libraries

Base = library/archive users (236)

	DISAGREE STRONGLY %	DISAGREE SLIGHTLY %	NEITHER % AGREE NOR DISAGREE	AGREE SLIGHTLY %	AGREE STRONGLY %	MEAN SCORE
The libraries offer a very important service for local people	0	0	1	15	81	4.83
The libraries offer a very effective service	*	0	5	21	70	4.66
The libraries are not important to me	74	13	6	2	2	1.40

Attitudes Towards Archives and Local Studies Service

Archive users were very positive in their perceptions of the importance of archive services, with between 65% - 73% of users rating each service as of high importance.

Importance of Archive Services

Base = archive users (66)

	LOW IMPORTANCE %	MEDIUM IMPORTANCE %	HIGH IMPORTANCE %
Public Search Rooms - enquiry service	8	20	73
Research service at local libraries	9	21	70
Workshops on family history research	12	23	65

Positive perceptions of the archives were confirmed in the high levels of agreement with a series of statements about the service. Two thirds of users agreed strongly that the archives were an important service and the same percentage agreed strongly that it was a very effective service.

Attitudes toward Archives and Local Services

Base = archive users (66)

	DISAGREE STRONGLY %	DISAGREE SLIGHTLY %	NEITHER % AGREE NOR DISAGREE	AGREE SLIGHTLY %	AGREE STRONGLY %	MEAN SCORE
The archives offer a very important service for local people	0	0	6	24	67	4.62
The archives offer a very effective service	2	2	8	20	67	4.53
The archives are not important to me	73	9	6	8	2	1.52

Attitudes Towards Museums

Museum visitors perceived the access to collections and free exhibitions/events as the most important aspects of the museum services. The high proportion rating free exhibitions and events as important suggests that the actual proportion of visits to these services is higher than indicated earlier in the report (only 19% of museum visitors said they had been to a specific event/exhibition).

Importance of Museums

Base = museum visitors (153)

	LOW IMPORTANCE %	MEDIUM IMPORTANCE %	HIGH IMPORTANCE %
Collections in museums/aquarium	3	24	73
Free exhibitions and events	5	26	69
Education and learning	11	31	58

Positive perceptions of the museums were confirmed in the high levels of agreement with a series of statements about the service.   Over 80% of visitors agreed strongly that the museums were a very important service and two thirds agreed strongly that the museums offered a very effective service.

Attitudes toward Museums

Base = museum visitors (153)

	DISAGREE STRONGLY %	DISAGREE SLIGHTLY %	NEITHER % AGREE NOR DISAGREE	AGREE SLIGHTLY %	AGREE STRONGLY %	MEAN SCORE
The museums offer a very important service for local people	0	0	1	18	82	4.81
The museums offer a very effective service	1	0	8	23	68	4.58
The museums are not important to me	71	19	5	5	1	1.45

Perceptions of Value of Museum, library and archive services

In addition to asking non-users about the amount they would be prepared to pay for the services that they did not use, all respondents were asked if they felt each of the services had value to the entire population. The responses to this question illustrated that the museum, library and archive services do have a value to local people, whether or not they use them.

Although non-users were less likely than users to say that the services had a value to the entire population, the proportion of non-users saying that each service had value was very high, particularly for libraries and museums.

Perceived value to entire population

Base = all respondents

	NON-USER (ALL 3 SERVICES)	LIBRARY USERS	ARCHIVE USERS	MUSEUM USERS	TOTAL
Base	69	232	66	153	325
	%	%	%	%	%
Libraries have value	80	99	100	97	94
Museums have value	72	97	97	95	91
Archives and Local Studies have value	57	84	94	84	78