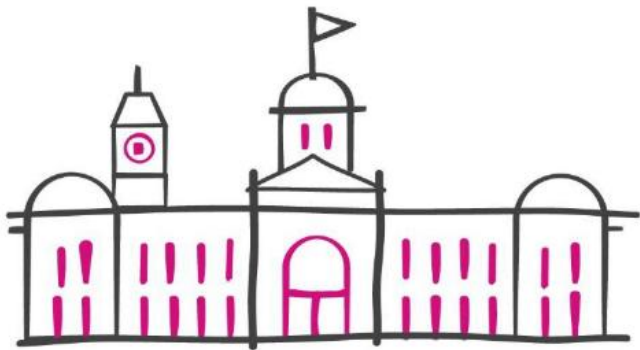


The Shard Survey Analysis: Early Intervention and Prevention Pilot



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 **RESHAPE**

 **RESTART**

Background to The Shard Library pilot



In the Early Intervention and Prevention Business Case February 2023, one of the key enablers that has been identified to ensure staff are equipped with the information, tools and support to deliver a seamless citizen journey, is to adopt a place-based approach which recognises the strengths of the community.



The place-based pilot was launched in February 2023 which involves co-locating a range of Early Intervention and Prevention services that respond to local need within The Shard building.



The Council's East Birmingham Inclusive Growth Strategy has paved the way for local investment in East Birmingham and as a result is an exciting time for Shard End.



Why Shard End Library?



The Shard is central to the square and community. The Shard opened in 2012 as multi-disciplinary building including a library on the ground floor, neighbourhood office and community room on the first floor, fully accessible for those with additional needs.



There is an opportunity to leverage the space available to provide **additional accessible EI&P services** to the community and to **offer alternative venues that are more accessible** in a better location to the local Shard End community –taking a **place-based approach** to Shard End for the benefit of its citizens.



Library staff express that **it's already the place where people ask for help** concerning filling council forms, digital literacy and children activities given its **non-judgemental and trusting atmosphere** (which is key to EI&P).



The combination of these factors make Shard End ideally suited to the pilot.



The goals of the survey

The Shard End Library Early Intervention and Prevention Pilot was carried out with the aim of better understanding the demographic of residents who utilise its services. It also aims to seek out which services within the space are being used, and the experiences that the residents have had regarding these services.



Structure of the survey

The survey consisted of 22 questions and gained 120 responses.
The average completion time was 5:08 minutes.

Section 1:

Demographic capture, which covers age, gender and ethnicity.

Section 2:

Measuring success, which covers usage of library, library services, experience regarding access, support, and confidence using the service, living area, personal circumstances, employment status, health status and housing situation.

Section 3:

Close, which covers potential recommendation of the library and how residents found out about the library.



Key themes across the survey

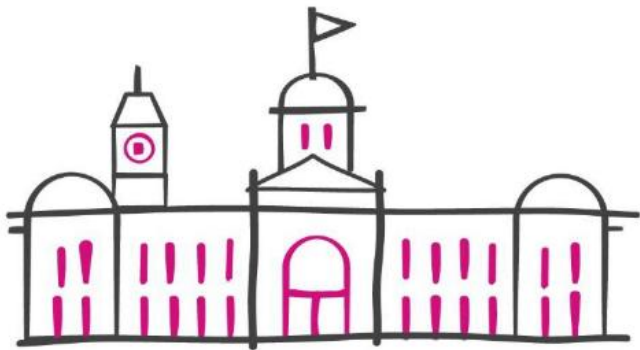
Resident
demographic

Resident
personal
circumstances

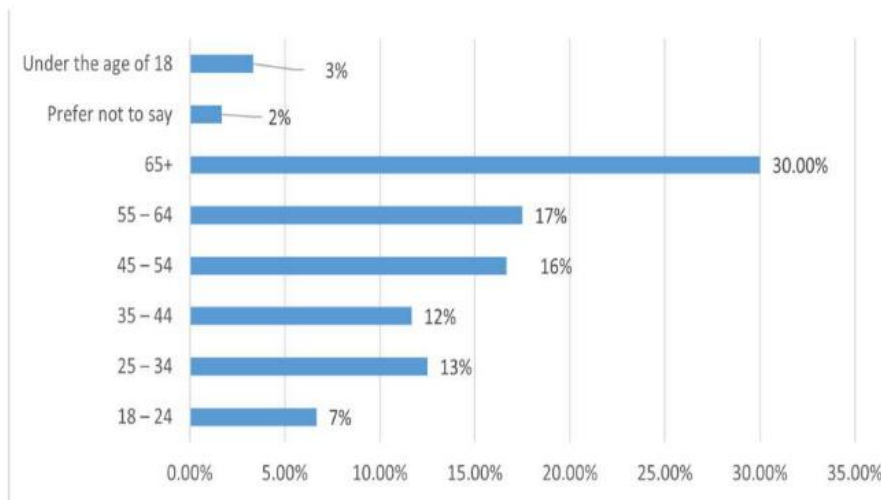
Perception of
library
services



Key findings and data: Section 1 – Demographic Capture

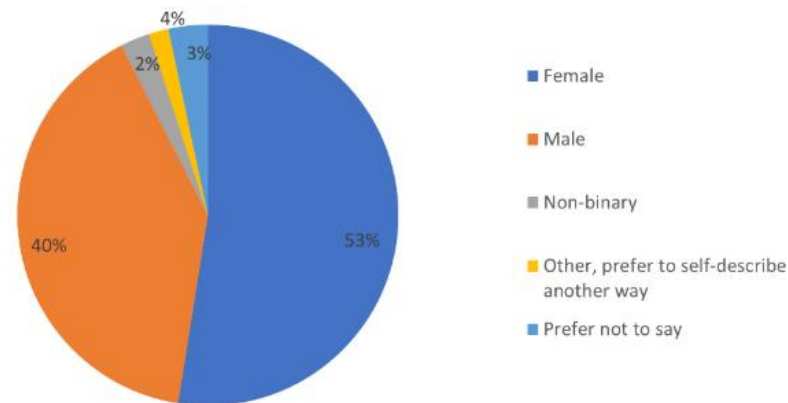
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Question 1: Age Group – what age group are you?



The highest percentage (30%) of residents who responded to the survey were over the age of 65. Conversely, the smallest number of people who responded to the survey fell into the under 18 category at 3%

Question 2: Gender – what gender do you identify as?

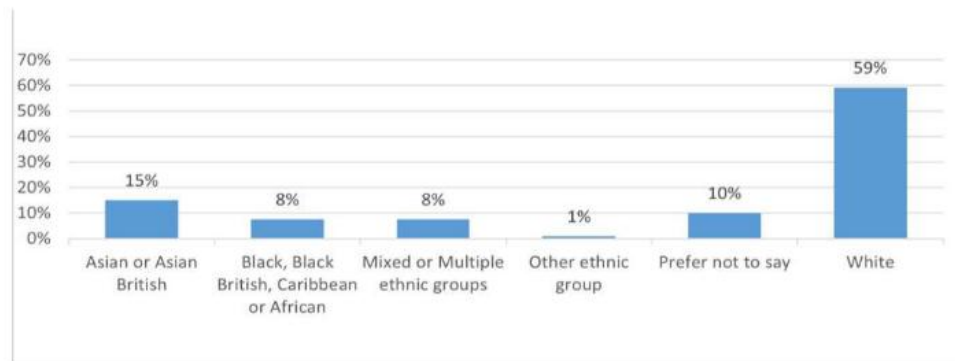
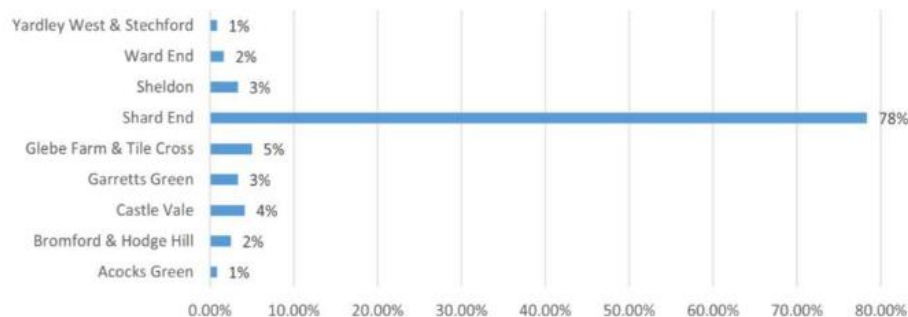


Most residents 53% who responded to this survey were female and this was closely followed by males at 40%. 4% of respondents preferred to self-describe another way.



Question 3: Location - Which of the following areas of Birmingham do you live in (or live closest to)?

Question 4: Which of the following best describes your ethnicity or background?

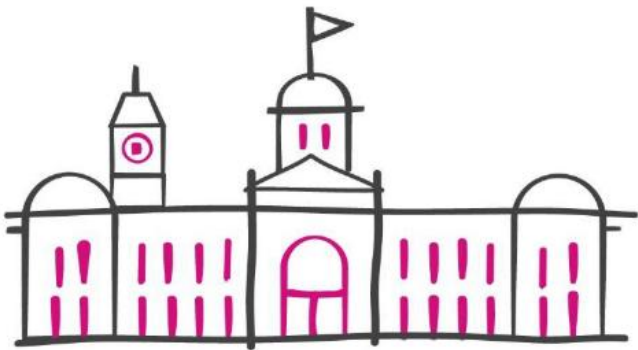


Residents who responded to this survey were predominantly from the Shard End area 78%. This was then followed by 5% residents from Glebe Farm and 4% from Castle Vale.

59% of respondents were White. The two ethnicities with the lowest number of respondents were Mixed or Multiple ethnicities and the Black population, both at 8%



Key findings and data: Section 2 – Measuring success

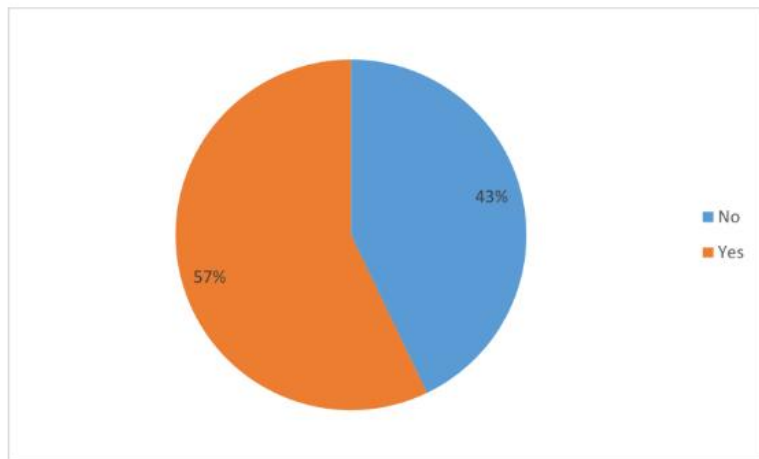


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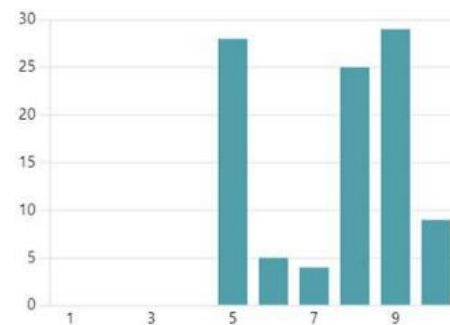
Question 5: Have you used Shard End Library previously (Before the 27th of February 2023)?



More respondents than not have used Shard End Library before February 2023.

Question 6: If yes, how would you compare your experience? With '10' being 'much better than before', '5' being 'neutral' and '0' being 'much worse than before'

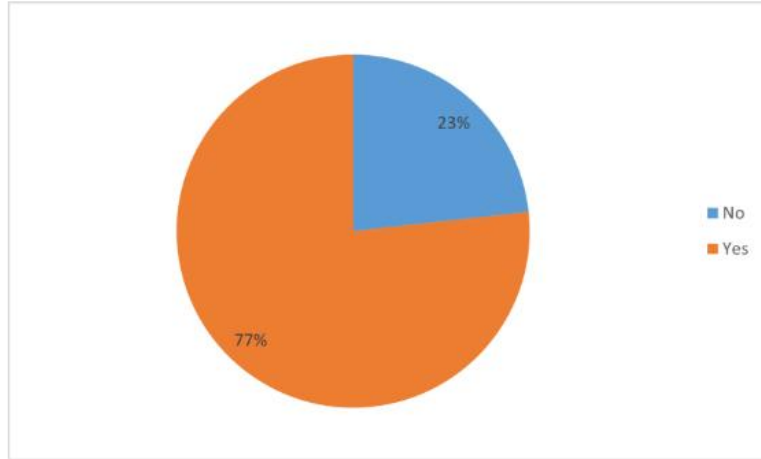
7.49
Average Rating



None of the respondents claimed that the library was 'much worse than before'. The average rating was 7.49.

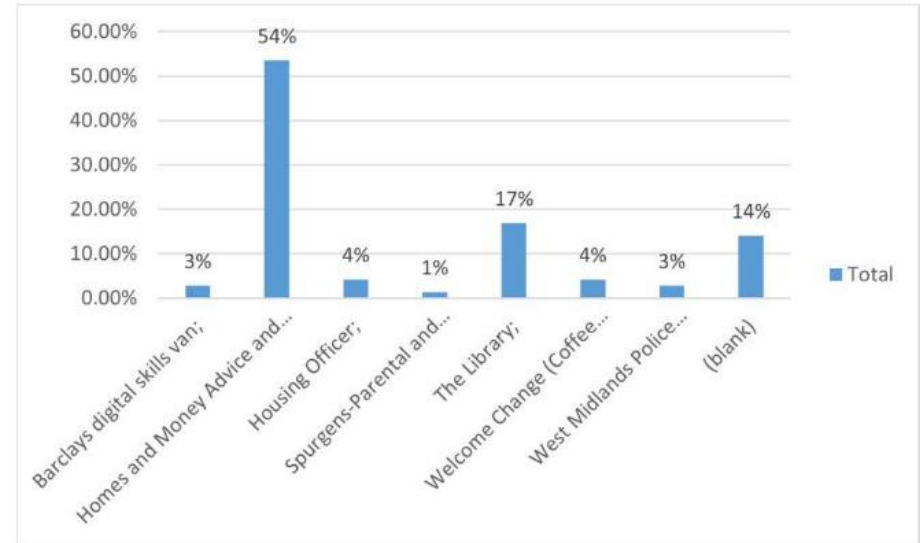


Question 7: Have you received a service today?

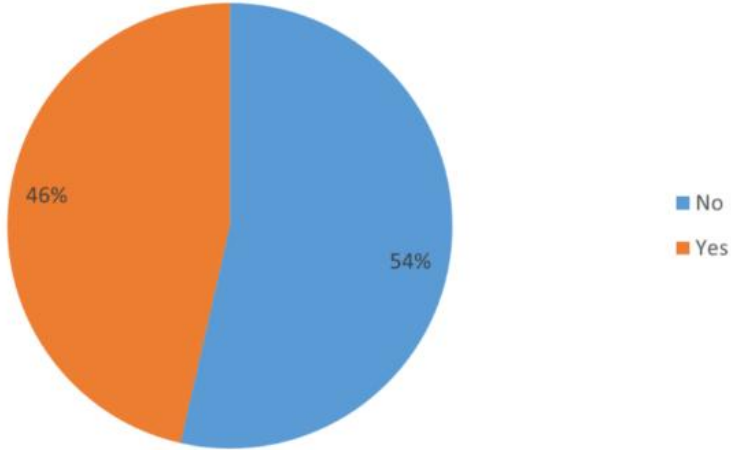


77% of respondents received a service the day they responded to the survey, with 54% of respondents utilising Homes and Money Advice and Support from Spitfire Advice. This was followed by 17% respondents using the Library.

Question 8: If yes, which of the following services did you use today at Shard End Library? Please select all that apply

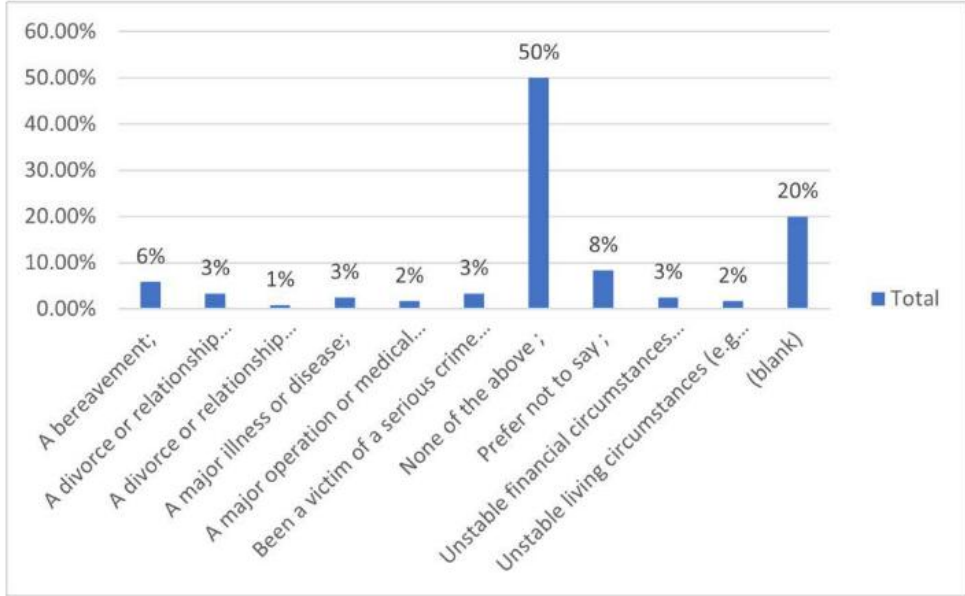


Question 9: Are you a member of the Shard Library

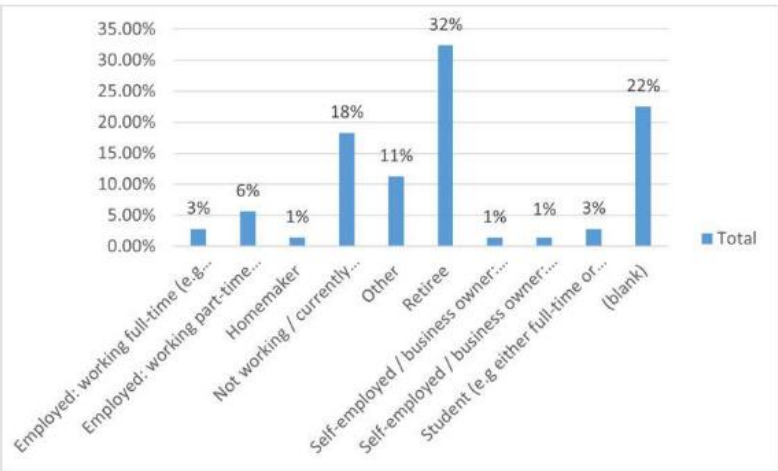


There was a fairly even split between respondents who were members of the library. Of the respondents, 50% claimed to have experienced none of the personal circumstances listed on the graph on the righthand side. 3% claimed to be suffering with a bereavement and less than 1%, a divorce or relationship breakdown.

Question 10: Have you experienced any of the following in the last 12 months?

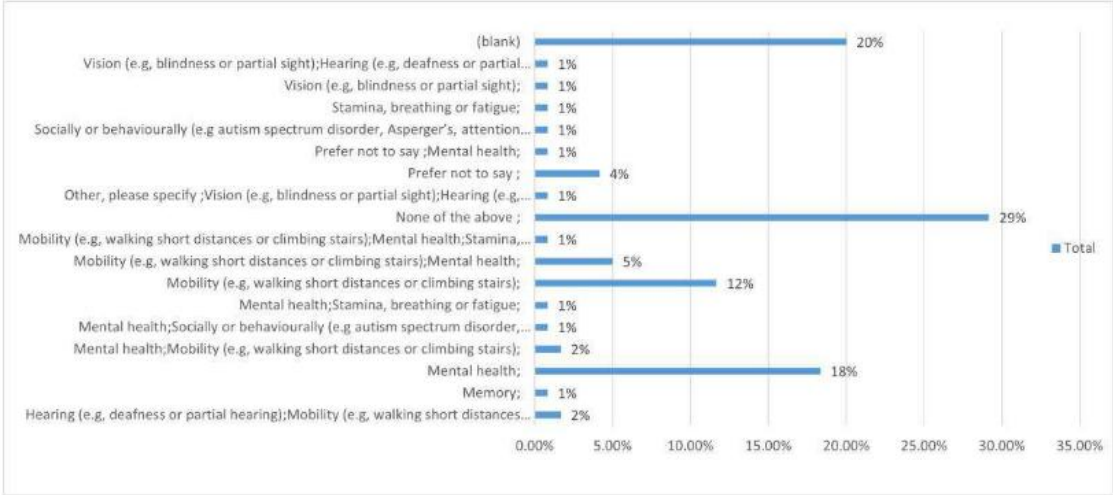


Question 11: Which of the below best describes your primary and current employment status?



The highest percentage of respondents 32% claimed to be retired, this was followed by those who claimed not to be working at 18%. Only 3% of respondents claimed to be working full-time.

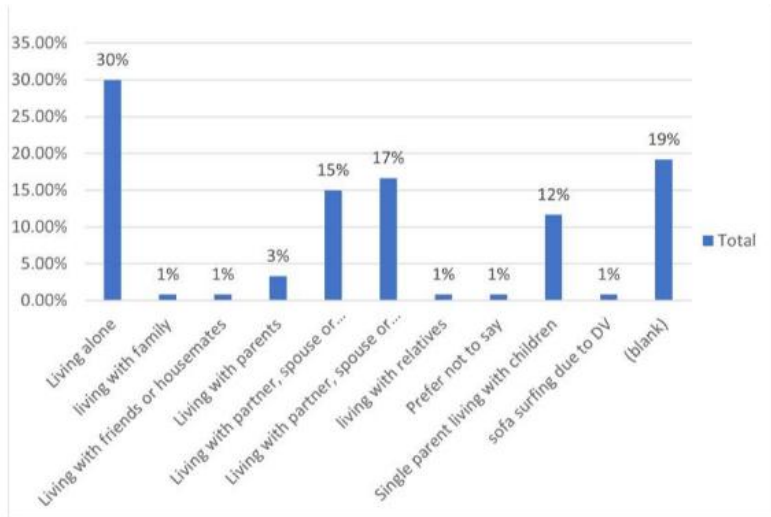
Question 12: Are you affected or impaired by any of the following?



The highest percentage of respondents claimed to have mental health problems at 18%. This was then followed by mobility issues at 12%. A high percentage of respondents left this section blank (20%).

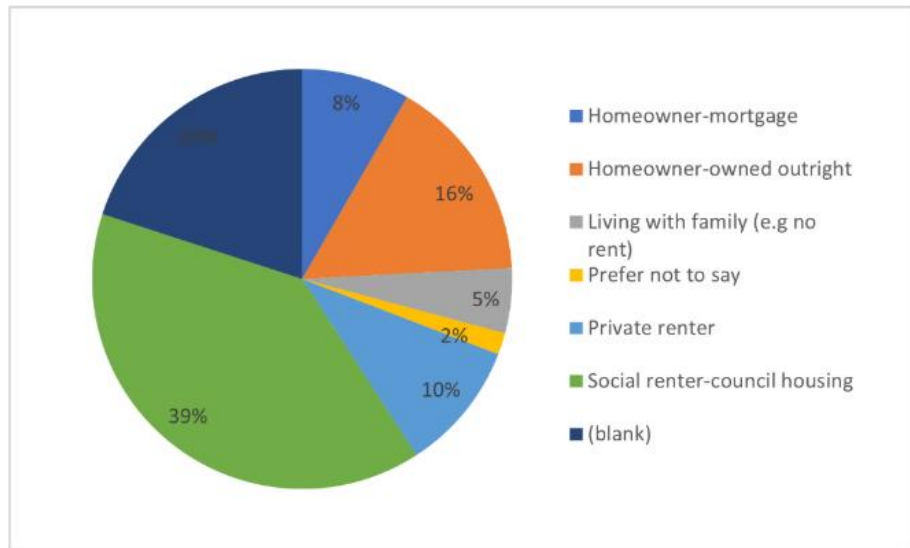


Question 13: Which of the following best describes your current living situation?



The highest percentage of respondents (30%) said they were living alone. This was followed by 17% who said they were living with a partner or spouse.

Question 14: Which of the following best describes your housing situation?

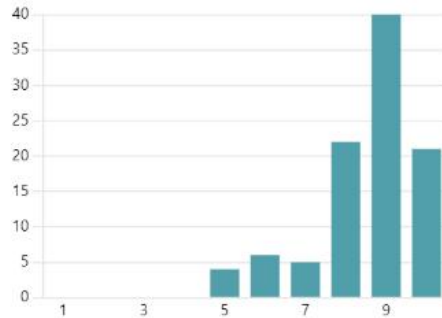


The highest percentage of respondents (39%) responded that they socially rent from the council. This was followed by 20% who were homeowners who owned outright.



Question 15: Overall experience - How was your visit to The Shard today?
With '10' being 'really good', '5' being 'neutral' and '0' being 'really bad'

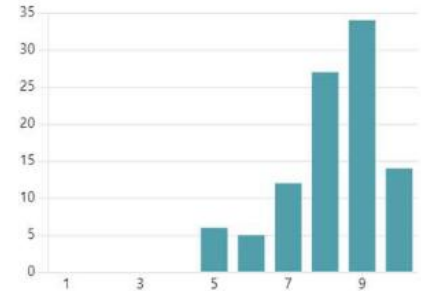
8.54
Average Rating



None of the respondents responded that their experience at The Shard was 'really bad'. Most people (40) claimed it was 'really good'. The average rating was 8.54.

Question 16: Advice/Support - After today, how well do you know about the support and advice The Shard offers?
With '10' being 'really well', '5' being 'neutral' and '0' being 'not well'

8.22
Average Rating

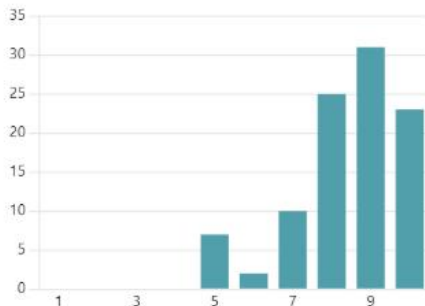


None of the respondents responded that they 'did not know very well' about the support and advice that The Shard offers.



Question 17: Access - After today, how easy is it to get the advice / support you're looking for from The Shard? With '10' being 'really easy', '5' being 'neutral' and '0' being 'really difficult'

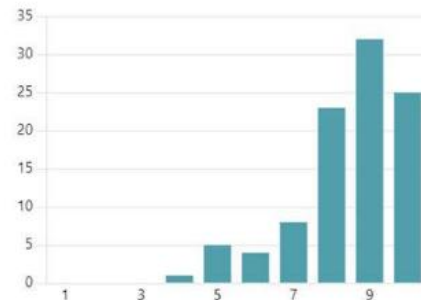
8.43
Average Rating



None of the respondents claimed that it was 'really difficult' to get advice or support they were looking for at The Shard. Most people responded that it was 'really' easy. The average rating was 8.43.

Question 18: Useful support: After today, how useful is the support at The Shard for your needs? With '10' being 'really useful', '5' being 'neutral' and '0' being 'not useful'

8.48
Average Rating

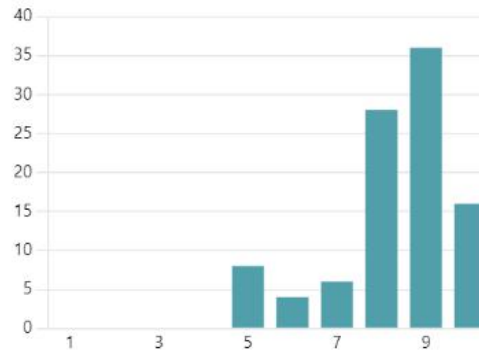


None of the respondents claimed that the support at The Shard was 'not useful'. Most people responded that it was 'really useful'. The average rating was 8.48.



Question 19: Confidence - After today, how confident are you that the advice / support from The Shard will help you to be independent / help yourself? With '10' being 'really confident', '5' being 'neutral' and '0' being 'not confident'

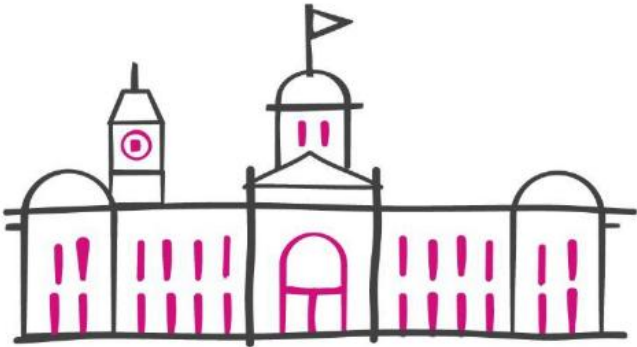
8.31
Average Rating



None of the respondents claimed they were 'not confident' that the advice/support from The Shard will help them to be independent/help themselves.



Key findings and data: Section 3 – Close

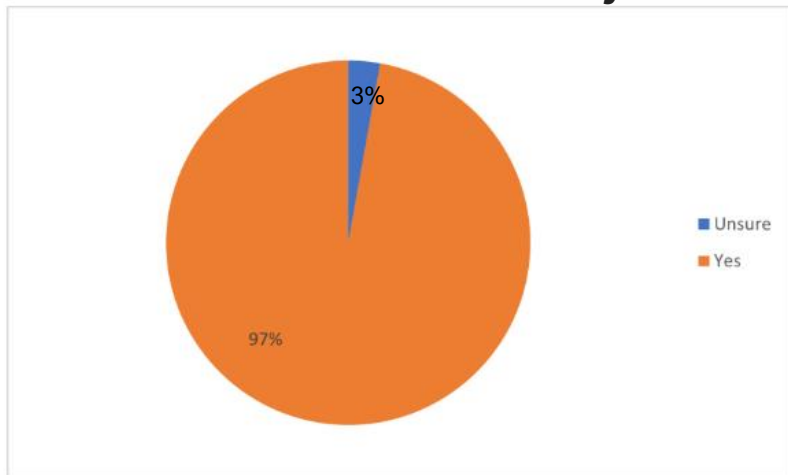


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 **RESHAPE**

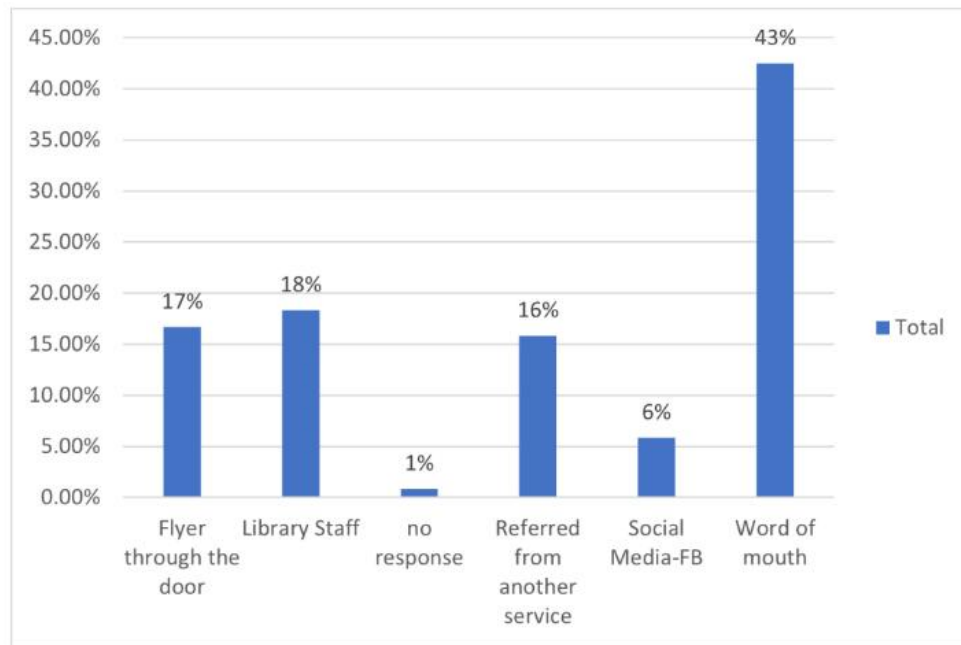
 **RESTART**

Question 20: Would you recommend your experience at Shard End Library today to your friends and family?

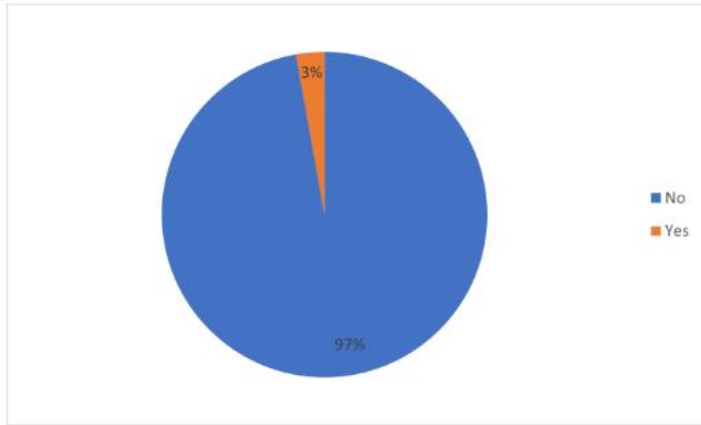


97% of respondents said that they would recommend the Shard End library to friends and family. Most respondents (43%), found out about Shard End Library Services from word of mouth, and this was followed by 18% who found out through library staff.

Question 21: Where did you find out about Shard End Library Services



Question 22: Would you like a follow-up to discuss your answers to today's survey in more detail? This will be used to help inform the council on how to better run services in your local area.



Nearly all (97%) of respondents said that they would not like a follow up to discuss the answers in more detail.

Question 23: Is there anything else you would like to share?



Word cloud content:

- pleased with the service
- Great Service
- today
- service
- library help
- satisfied with the service
- staff were so helpful
- lovely place
- end library
- shard
- help with benefits
- friendly
- excellent service
- problems
- library was very pleasant
- services that are beneficial
- Good service
- lovely library
- appointment with Spitfire



Key takeaways

The highest proportion of people who engaged with this survey fell into the over 65 White category.

The most popular service that is being utilised is the Homes and Money Advice and Support from Spitfire.

There was positive experiences across the board in regard to advice and support, access, useful support and confidence.

Most people found out about the services on offer through word of mouth or library staff. More work could be done to improve digital comms.



Any
Questions



RESET

RESHAPE

RESTART



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