



BOLTON METROPOLITAN BOROUGH COUNCIL
AND MLA NORTH WEST

Bolton's Museum, Library and Archive Services



AN ECONOMIC VALUATION
Toolkit

1.0 Assessment of methodology - toolkit

1.1 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.

1.2 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.



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.



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.



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.



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.



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.



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.



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.



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 exists 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.



1.3 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.

1.4 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.

1.5 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.

1.6 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.

1.7 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.

1.8 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													■

1.9 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 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



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