

Annexe 15.1 Equality Strand Analysis, Key Issues and Proposed Mitigation

The purpose of this document is to identify a profile of the Willesden Green Library users (which includes those accessing the library, the museum and the Customer Contact Centre), explore the issues and needs, and identify the proposed mitigation. Whilst undertaking this assessment we are having due regard for the nine protected characteristics namely age; race; disability; gender; sexual orientation; faith; pregnancy and maternity.

This document is divided into three sections:

Section 1 provides a general Introduction

Section 2 sets out the Equality Strand Analysis which identifies a user profile for Willesden Green Library Centre and explores the related issues and needs

Section 3 outlines the key shared issues for the affected equality strand and the identified mitigation for the interim service. This section should be cross-referenced with section 6 of the main report which sets out the detailed Interim Service Delivery Strategy.

1. Introduction

The WGLC project will improve the offer, facilities and services for all of Brent's diverse communities. Key positive effects from the development of a new cultural centre for residents and service users include:

- A focal point for the local community, one that reflects and celebrates the multi-cultural and diverse nature of the borough and its residents
- A building that has the infrastructure to facilitate an array of cultural activities that reflect the diverse nature of the borough and its residents
- Giving residents residing in the south of the borough a building and services of comparable quality to the new civic centre in the north.
- Improve the long term learning resources available to the community through state of the art facilities.

The new cultural centre aims to be a beacon of excellence with regards to equality and the intention of the centre to function as the cultural heart of its' community, it is vital that the facility should feel open and accessible and present a welcoming face to all the borough's diverse residents. The designs for the new cultural centre will therefore:

- Go beyond regulations to fully promote principles of inclusive design as set out in CABE's *The Principles of Inclusive Design* i.e. it will positively eliminate any barriers, attitudinal or environmental that might inadvertently create discrimination.
- Consider accessibility and inclusion not only in terms of ingress, egress and ease of circulation, and in the provision of lighting, signage and provision of seating/rest and information points.

- In addition to the needs of those with registered disabilities, pay particular attention to the ways in use by families with young children, and the elderly can be imaginatively facilitated.

In the context of the anticipated 17 month interim closure of the service, the group that will be affected are Willesden Green library centre users. It should be noted that users of the recently closed Kensal Rise and Cricklewood libraries may also be affected as WGLC is one of their nearest alternative facilities. This issue and demography of these users has been considered as part of this assessment. The data for these libraries is as of the 01.12.2010

2. Equality Strand Analysis

These conclusions are based on census, library management data, Archive and OSS (also referred to as the Customer Contact Centre) user data, plus surveys, and findings of the extensive three month public Library Transformation Project (LTP) consultation and are set out in the following section under the key demographic categories. Whilst these headings simply provide a framework, it must be acknowledged that the effects of the proposals will be different for each individual and may not necessarily relate to a specific demographic characteristic:

2.1. Age Equality

Borough and Ward profile - age

We have cited the census data to ascertain knowledge of the resident demography. It has to be acknowledged that this base data is ten years old therefore the active borrower's information of the library and user information for the museum and archive is more reflective of the people that will be directly affected by the proposed closure:

In general Brent has a young and fast growing population. Brent has 16,932 children under the age of four, and 38,888 aged between 5 and 15. 32,015 people in Brent are aged between 16 and 24 years, with approximately 25,000 young people aged between 13 and 19. Willesden Green has a young population with a significant proportion of students living in the area. Table 1 shows the age groups as percentages of Brent population:

Table 1- Borough Age Breakdown

Age	%
0-19	24.63%
20-39	32.81%
40-59	25.80%
60-79	13.55%
80+	3.21%

Source: Mid-Year 2010 estimates

Brent's pensioners make up 14% of the population, (lower than Greater London and England and Wales, at 15.5% and 18% respectively)¹. Willesden Green has a high proportion of households which contain one pensioner adult without children and a very high proportion contains three or more non pensioner adults without children.²

Willessden Green Library borrowers' profile – age

The library active borrowers information supports the young population statistics, 3,803 (37.7%) of the 10,076 borrowers are under 19, 1,681(16.7%) are 20-29, 3789 (37.6%) are 30-59 and 803 (8%) are 60+.

Table 2 below provides the complete age active borrowers breakdown by number

Table 2- Age Breakdown - Library

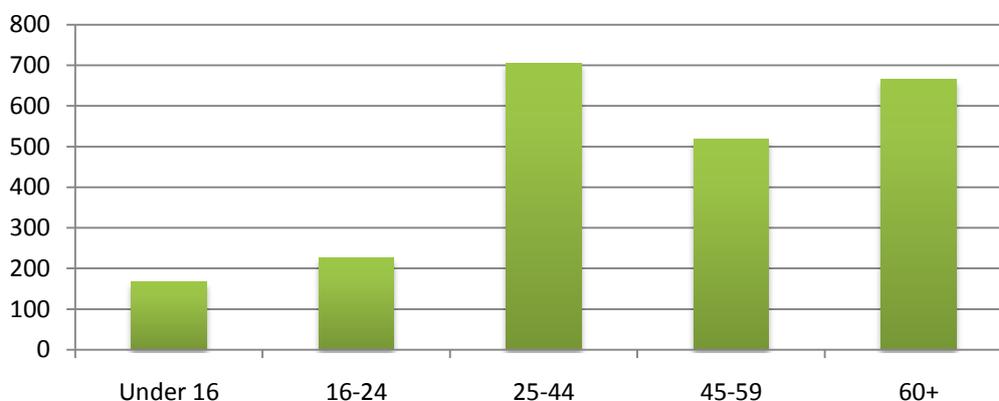
Age	Total	Age	Total
0-4	782	45-49	573
5-9	1,298	50-54	435
10-14	1,130	55-59	337
15-19	593	60-64	273
20-24	686	65-69	214
25-29	995	70-74	157
30-34	962	75-79	89
40-44	800	80+	70
40-44	682	Total	10,076

Source: Registered borrowers report - 1.12.2011

Archive user profile - age

Of the 2,270 visits to the WGLC archives from April 2010 to March 2011, 30.8% of users were 25-44, 29.1% were 60+,22.6% were 45-59, 9.8% were 16-24,7.3% were under 16.

Chart 1 - Archives users - age breakdown (2010/11)



Customer Contact Centre user profile – age

¹ LB Brent (2009) *Brent's Borough Profile: The Evidence Base for Brent, Part 1 – Demographics and Economic data.*

² Positioning Willessden Green: *Final Report August 2008*

The WGLC Customer Contact Centre customer profile data recorded cases created between 1st November 2007 and 7th November 2011. A total of 20,291 cases were recorded at Willesden during this period. Age was recorded in 78% of these cases. Table 3 shows the age breakdown in which the highest percentage of users at **27%** were 35-44 year olds.

Table 3 – Age Breakdown Customer Contact Centre

Age	Total	%
0-16	79	0.51
16-24	1,018	6.44
25-34	3,259	20.63
35-44	4,272	27.04
45-54	3,564	22.56
55-64	1,669	10.56
65-74	1,090	6.90
75-84	705	4.46
85-94	130	0.82
95 and over	11	0.08
Total	15,797	100%

Source: Lagan CRM

Kensal Rise and Cricklewood borrower profile – age

Tables 4 and 5 outlines the age breakdown of Kensal Rise and Cricklewood users as of the 01.12.2010, which was used for the LTP impact assessment. Some of these users may be impacted by the interim closure as WGLC is one of their nearest alternative facilities. Key statistics to consider in these areas are that 41.1% of Kensal Rise and 52.1% of Cricklewood users were under 19.

Table 4- Age Breakdown Kensal Rise Table 5 – Age Cricklewood

Age	Total	Age	Total	Age	Total	Age	Total
0-4	193	45-49	103	0-4	176	45-49	54
5-9	280	50-54	89	5-9	241	50-54	33
10-14	171	55-59	40	10-14	196	55-59	37
15-19	70	60-64	37	15-19	85	60-64	25
20-24	76	65-69	24	20-24	62	65-69	10
25-29	147	70-74	14	25-29	103	70-74	15
30-34	160	75-79	11	30-34	127	75-79	2
35-39	163	80+	6	35-39	88	80+	13
40-44	153	Total	1707	40-44	74	Total	1341

General Note on Library Borrowers and Accessibility:

1,479 (**14%**) of Willesden Green active borrowers currently live within 400 metres (all average straight line distances), 3,658 (**34%**) live within 800m; 4,422 (**42%**) live within 1km of the library and these borrowers will be able to access the interim facilities at Grange Road. 986 (**9.4%**) of active borrowers live North of the North Circular Road will be able to use the current Town Hall library and then, from June 2013, the services in the new Civic Centre. 7.6% of borrowers live outside of Brent.

The map referenced in Annexe 15.2 sources the base data from April 2010 which holds some minor variances from current data.

Table 6 below provides further comparisons on a borough wide basis. Source: Active Borrowers- April 2011

Table 6 – Willesden Green Active Borrowers- Travel distances

		Willesden Green Library Borrowers	%	All Borrowers	%
Residing x radius from Willesden Green Library	400 meters	1,479	14%	1,602	3%
	800 meters	3,568	34%	4,076	9%
	1km	4,422	42%	5,206	11%
Residing either North or South of the Borough (excludes outside Brent)	North of 'North Circular Road'	986	9.4%	21,377	45.7%
	South of 'North Circular Road'	8,753	83.1%	21,076	45.0%
	Outside Brent	800	7.6%	4,335	9.3%
	Total mapped	10,539		46,788	
	Actual Active Borrowers	10,744		47,605	

Key Issues and Needs- Age (Older People)

The key issues affecting this equality strand are accessibility and affordability of travel and the interconnected issue of social cohesion/isolation as a result of not being able to access a local facility e.g. Customer Contact Centre or study space even in the interim.

It is difficult to define the extent of the difficulties which older people (8% of active library borrowers, 29.1% of archive users and approximately 15% of CCS are 60+) might face in terms of accessing alternative facilities e.g. Customer Contact Centre. It should however, be acknowledged that the alternative facility at the Job centre Plus on Harlesden High Road is just 1.5km from the WGLC and on a reliable bus route. The most recent Residents Survey (2009) showed that 67 % of journeys made by males over 60 years of age were as a car driver (for women the figure was 33 %). However, despite the concessionary schemes bus usage was comparatively low –30 %. Car use declines with age. Fewer older women have access to cars compared with men of the same age. In 2001, 88 % of men and 85% of women aged 50–59 had access to at least one car or van in their household. Among those aged 75 and over these proportions were far lower at 58 % and 33 % respectively.

Only 12 % of the poorest single pensioner households and 54% of the poorest pensioner couples own a car compared to the national average of 71 % of

households. 75 % of single people and 28 % of couples over the age of 65 do not have a car.

For many older people a mile is too far to walk and a journey by car or bus is needed. The average walking distance for the proposed existing libraries is over 1 mile and therefore outside the recommended acceptable distance for a small number of residents affected by this equality strand. However, these services are readily accessible by phone, in writing and through the internet.

Findings from the Libraries Transformation Project consultation and the Children's Plus Survey specifically relating to this equality strand identified the following needs:

- Strong emphasis on the need to involve older people in the implementation of the extension the home delivery service and in the stock development.
- Need for IT courses specifically targeted to assist older people in accessing on-line and digital services
- Need to work closely with Transportation Services to ensure that the most disadvantaged older people can physically access services if they wish to.

Key Issues and Needs- Age (Children and Young People)

Children and young people make extensive use of libraries particularly after school. The Libraries Management system, the 2009 Plus and the 2010 Children's Plus surveys indicates Willesden Green Library Centre is used by a high percentage of the under 19's as an educational and social resource.

Current empirical data sourced through the Children's Plus Survey 2010 evidences the fact that 66% of the 274 respondents visit Willesden Green library with a family member or someone else.

The key issues potentially affecting this equality strand as identified through desk top research and analysis of the LTP public consultation findings are

- Accessibility and Affordability
- Fears for a negative impact on educational standards and social cohesion due to the reduction of a shared neutral space even in the short term. This feeling maybe exacerbated by the closure of smaller libraries near the WGLC namely Cricklewood and Kensal Rise.

It may be initially more difficult for children and young people to access the **full range** of library facilities e.g. study space at a greater distance, in that they may have to rely on adults for car transport rather than walk to the library. This may be the case if there is the need to travel to access study space at Harlesden or Kilburn libraries.

However, whilst some younger people **may** have to travel further to a library to access available study space, affordability will not necessarily be a major issue as bus travel is free from under 5's, 5 -15 year olds and 16-19 year olds in full time education and or work based learning.

There are some public concerns that because of potential increase in use of public transport and greater walking distances to alternative libraries to access in particular study space, young people maybe at greater risk of being involved in road traffic accidents and or gang related incidents.

Respondents to the Children's Plus survey 2010 use Willesden Green Library primarily to borrow books use computers, to complete homework and read therefore these areas were deemed important factors when delivering a library service: The Libraries Transformation public consultation findings support this assertion with study space, access to public computers, availability of sophisticated study texts being important aspects of future delivery to this strand particularly GCSE and A level students. The Children's Plus Survey 2010 is available on <http://www.brent.gov.uk/librariestransform.nsf>

In addition the Libraries Transformation consultation with English Language Co-ordinators and with schools in general through a class visits survey identified the following needs:

- Need for staff to be fully able to give advice on books, deliver excellent customer care, demonstrate expertise in finding information, knowledgeable in ITC and trained in the use of assistive technology.
- Need for staff to be trained to high standards to deliver quality services to children and young people including facilitating engaging under five sessions, class and school outreach visits and reading groups
- Need to improve online and digital services in consultation with schools
- Need to develop outreach service in consultation with schools

2.2 Race Equality

Borough and Ward Profile- Race

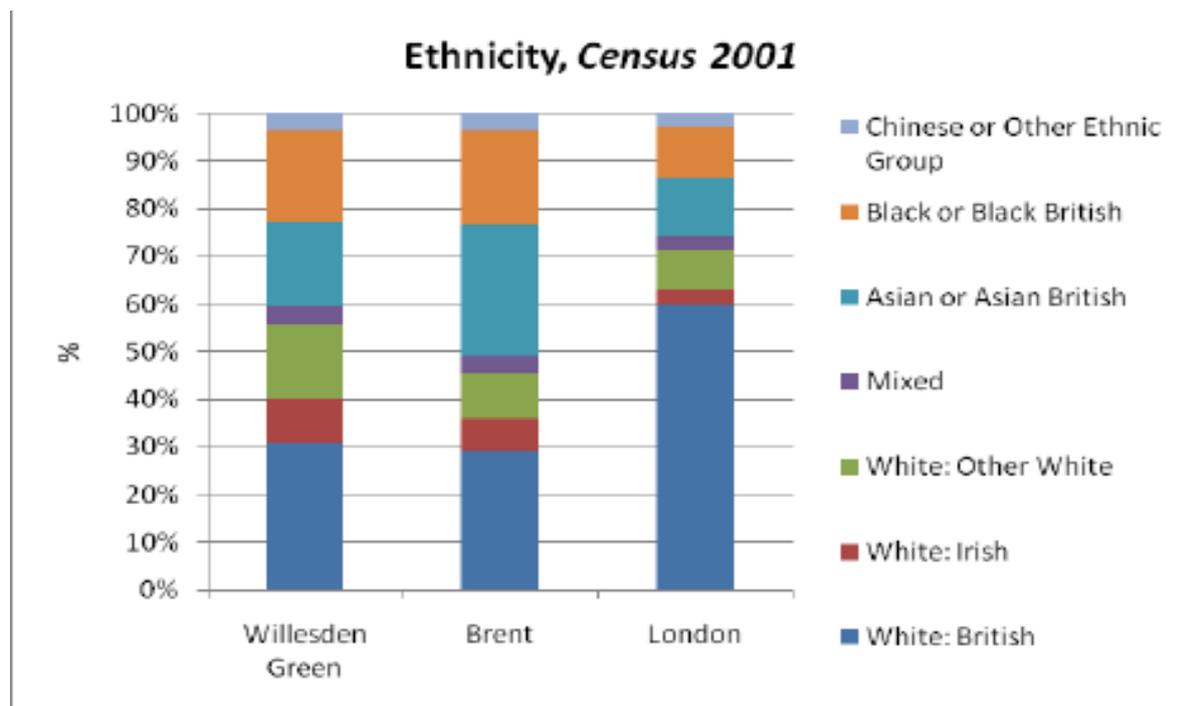
Brent has the largest proportion of ethnic minorities in London with 71 per cent of the population from an ethnic group other than White British. 59% of the population are black, Asian and minority ethnic groups, this is double the outer London average. 71% of the population are from a group other than White British. 48% of population were born outside of the UK. 130 different languages are spoken in Brent schools. In terms of specific ethnic groups, in 2001 nearly 28% of Brent's residents were of Asian or Asian-British origin (over 73,000 people).

Willesden Green is one of the most ethnically diverse areas in the borough, as shown in the chart below, with an established Irish community and growing Polish population.

The Brent Irish Advisory Centre is located in the WGLC. BIAS was set up in 1978 by volunteers as a community development and welfare organisation with the aim of providing a practical and essential service to the Irish community. The organisation receives funding from a range of sources and is a registered charity. In order to address any potential adverse impact to this group due to relocation the Council will endeavour to assist in finding an alternative location.

In 2001 22% of Brent residents were Black or Black British (almost 57,000 people), a percentage reflected in Willesden Green. Other ethnicities present in the borough and Willesden Green Ward include Other White, Mixed as well as a small proportion of people of Chinese ethnicity. In addition, Brent is home to nearly 20,000 refugee and asylum seekers (between 6.5 and 7.5 per cent of the local population), and 2,000 Irish Travellers and Polish Roma.

Chart 2 – Ethnicity /Borough and Willesden

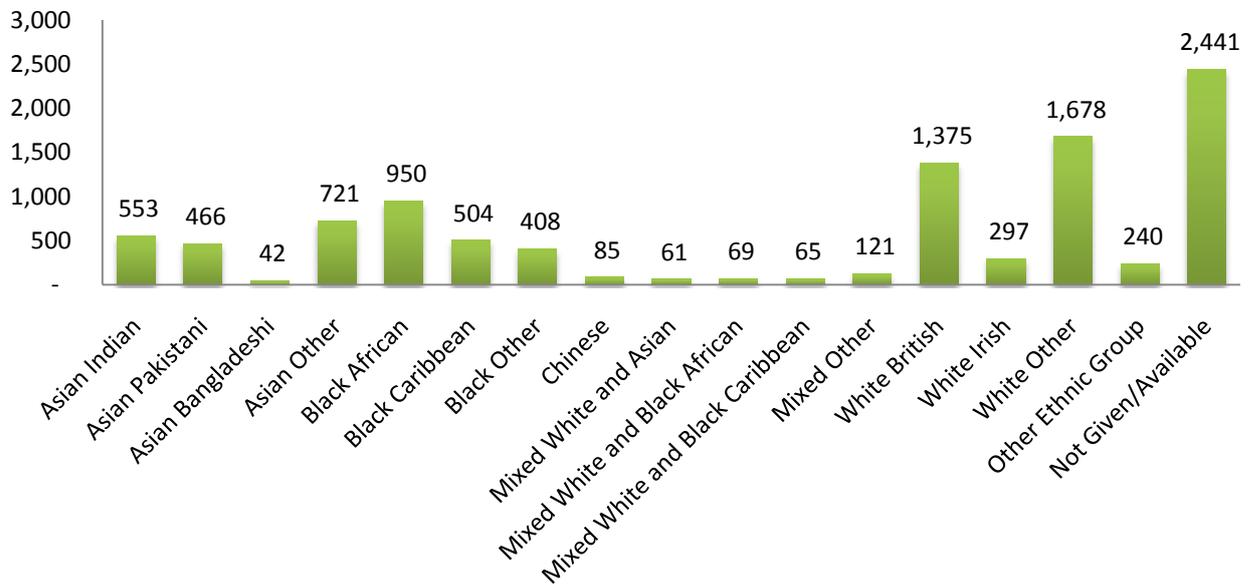


Library borrowers’ profile – race

Of the 10,076 active borrowers, 24% did not disclose their ethnicity, 14% identified as White British, 3% as White Irish, 17% as White Other, 5% identified as Asian Indian, 5% Asian Pakistani, 0.4% Asian Bangladeshi and 7% Asian Other. 9% of registered borrowers identified as Black African, 5% as Black Caribbean and 4% Black Other. 1% identified as Chinese, 1% Mixed White and Black African, 1% as Mixed White and Black Caribbean, 1% Mixed Other. The chart below outlines the ethnicity groups by numbers.

In summary excluding the unknowns, 44% of registered borrowers were from White backgrounds, 23% Asian, 24% Black, 4% Mixed and 4% Other.

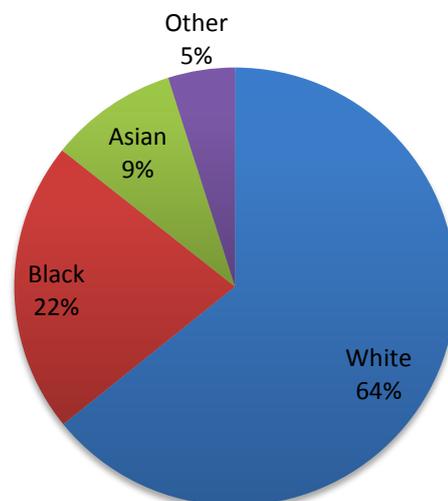
Chart 3 - Willesden Green active borrowers - ethnicity



Archive user profile - race

Of the 2,270 visits to the WGLC archives from April 2010 to March 2011, 58.9% identified as White British, 1.1% as White Irish, 4.2% as White Other, 0.1% identified as Asian Indian, 0.2% Asian Pakistani, 8.9% Asian British. 0.9% of registered borrowers identified as Black African, 0.3% as Black Caribbean, 19.6% Black British, 0.5% as Black Other. 0.5% identified as Chinese, 0.3% as Chinese British, 1.9% as Chinese Other, 0.2% Mixed White and Black African, 0.9% as Mixed White and Black Caribbean and 0.8% as Other. The chart below outline the total % figures for users from White, Black, Asian and other backgrounds:

Chart 4 - Archives users - ethnicity (2010/11)



Customer Contact Centre user profile – race

The WGLC Customer Contact Centre customer profile data recorded cases created between 1st November 2007 and 7th November 2011. A total of 20,291 cases were recorded at Willesden during this period.

Ethnicity was recorded in 33% of cases. The data indicates the Customer Contact Centre is used by a large number of ethnic groups, with a particularly high proportion of Other White Backgrounds (21.55%), Black/Black British African (17.50%) Other Asian Background (15.35%) Black/ Black British Caribbean (14.01%) and White British (11.20%). The full detailed background is available in Table 7..

Table 7- Ethnic breakdown Customer Contact Centre- Source: Lagan CRM

Ethnicity	Count	%
Any Other Asian Background	1,030	15.35
Any Other Black Background	230	3.43
Any Other Mixed Background	33	0.49
Any Other White Background	1,446	21.55
Asian / Asian British Bangladeshi	12	0.18
Asian / Asian British Chinese	222	3.31
Asian / Asian British Indian	198	2.95
Asian / Asian British Pakistani	57	0.85
Black / Black British African	1,174	17.50
Black / Black British Caribbean	940	14.01
Declined	4	0.07
Mixed White / Asian	3	0.05
Mixed White / Black African	20	0.30
Mixed White / Black Caribbean	18	0.27
Other	353	5.26
White British	752	11.20
White Irish	217	3.23
Total	6,709	100

Cricklewood and Kensal Rise borrower profile- race

Cricklewood: 26% of the 1341 did not state their ethnic origin. 5% are Asian Indian, 1% Asian Pakistani, 0.2% Asian Bangladeshi, 3% Asian Other; 3% are Black African, 5% Black Caribbean, 3% Black Other, Chinese 1%, 1% Mixed White and Asian, 1% Mixed White and Black African, 1% Mixed White and Black Caribbean, 1% Mixed Other, 33% White British, 2% White Irish, 16% White Other, 1% other ethnic group.

Kensal Rise: 23% of the 1707 active borrowers did not state their ethnic origin. 4% are Asian Indian, 7% Asian Pakistani, 1% Asian Bangladeshi, 9% Asian Other; 3% are Black African, 7% Black Caribbean, 2% Black Other, Chinese 1%, 1% Mixed White and Asian, 1% Mixed White and Black African, 1% Mixed White and Black Caribbean, 1% Mixed Other, 16% White British, 3% White Irish, 16% White Other, 1% other ethnic group.

A further analysis of this equality strand was extrapolated through the Plus Survey 2009 and is available on <http://www.brent.gov.uk/librariestransform.nsf>

Staff profile- race

Museum and Archive: 7 members of staff of which 6 are White and 1 is White Irish

Library (including front of house staff): 27 Members of staff of which; 4 are White/White Other and 23 are from other ethnic groups

Customer Contact Centre: 17 Members of staff of which; 5 are Black British, 2 are Black African, 1 are Black Caribbean, 1 are White Irish, 3 are White British, 3 are Asian British, 2 are Asian Indian

Key Issues and Needs

During the LTP, there were some public concerns that Asians were proportionally indirectly discriminated as a result of the proposals. This issue has been comprehensively considered and rejected by both the High Court and the Court of Appeal. This concern has been revisited as part of this project and it is felt that the Asian community will be no more or no less affected by the interim closure than any other groups within this equality strand.

The key issues potentially affecting this equality strand are

- Accessibility and Affordability,
- Negative impact on educational standards and social cohesion

There are some public concerns that because of potential increase in use of public transport and greater walking distances to alternative library facilities to access e.g. study space due to the reduction in scale at the temporary facility, young people maybe at greater risk of being involved in road traffic accidents. The Council's Road Danger Reduction Plan 2007-2011 outlined that the number of young people from **African Caribbean and Asian communities** involved in road accidents was comparatively higher than their white counterparts- see <http://www.rdrf.org/freepubs/BrentRoadDangerReductionPlan.pdf> for more detailed information.

The Tamil and Gujarati reading groups will be relocated to a suitable alternative location.

In addition it is felt that that African–Caribbean population in particular are more likely to come from single parent families and may have less access to cars and may therefore maybe more susceptible to issues around road safety and gang activity.

Findings from both desktop research and from the LTP public consultation highlights resident's fears that the reduction in local library facilities and now the interim closure of Willesden Green with a reduced scale temporary facility will have a negative impact on educational attainment due to the reduction of study space and local homework clubs. It is also felt that due to the national and local gender gap in terms of educational attainment with girls out performing boys through school careers that boys particularly those from Black English, Black African and Black Caribbean

backgrounds would be further disadvantaged which would impact on the interconnected issue of social cohesion and isolation.

The LTP public consultation identified that the detailed analysis of this equality strand meant the library offer should cover the following areas and can be incorporated into the WGLC development and in some cases will be part of the interim strategy:

- A structured programme of class and outreach school visits to support the educational attainment of children and young people
- Improved range of children and young people’s book stock available in greater numbers to support Children Young People (and their families) in literacy and learning development including revision and study guides which will be covered in the new centre.
- An enhanced outreach and home delivery service that brings our services to people who are unable to get to a library. The service also delivers monthly book collections to day centres, community groups and children’s centres.

2.3. Disability Equality

Borough and Ward profile- disability

As of May 2010, 12,450 people in Brent claimed a type of incapacity benefits (4.87%), 4,605 of these claimants were for mental health and 1,400 claim disability allowance (0.8%).

On a ward level the census data shows that 15% of the 12,714 residents had a limiting long- terms illness.

Library borrower profile – disability

Currently only **2.12%** of active borrowers are disabled, see **Table 8** for exact numbers. It is useful to note that over 61% of borrowers did not disclose information on their disability status. The table also compares the number of over 60 with a disability compared to all borrowers with a disability. The numbers are quite low albeit the % of individuals that did not disclose this information is quite high.

Table 8- Number of Disabled Borrowers

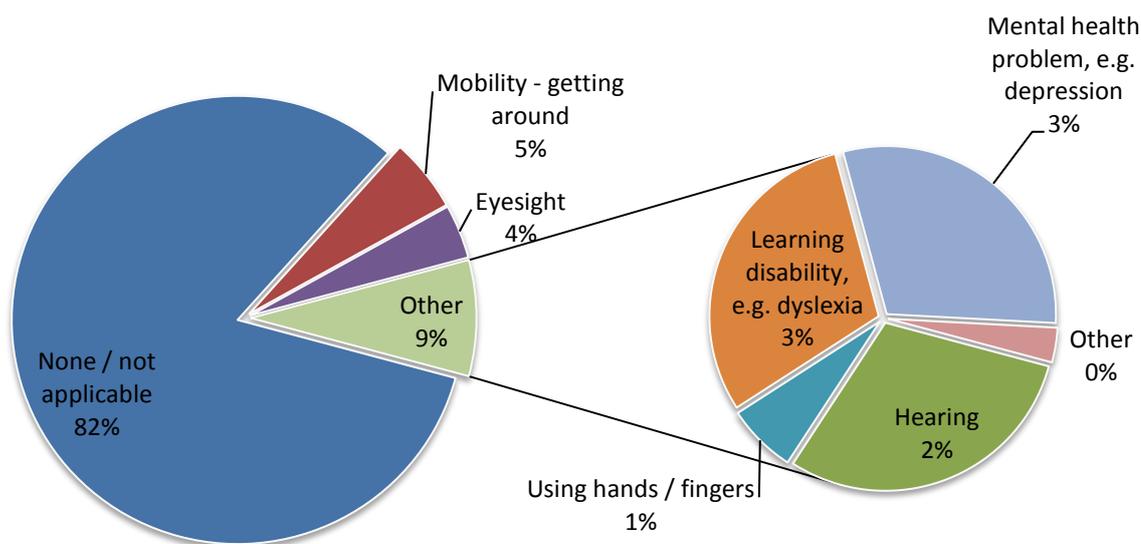
Disability	All Borrowers	%	60+ Borrowers	%
Dexterity - Hands/Fingers	3	0.02	0	0
Eyesight	44	0.4	5	1
Hearing	15	0.1	2	0.6
Learning Difficulty	32	0.3	2	0.6
Mental Health Condition	25	0.3	2	0.6
Mobility - Getting around	34	0.3	11	10
Other Disability/Illness	77	0.7	8	1

None/Not applicable	3624	35.9	81	10
Not available	6222	61.7%	692	86
Grand Total	10076	100	803	100

Source: Registered borrowers report - 1.12.2011

Due to the fact that a high number of active borrowers did not disclose information on disability, we analysed the respondents of the Library Plus Survey 2009 and Chart 5 below outlines the % for Willesden Green based on 348 responses. 82% of respondents had no disability, 5% had mobility issues, 4% had eyesight and 9% had other disabilities; which were made up of 3% citing mental health problems e.g. depression, 3% with learning difficulties e.g. dyslexia, 2% with hearing issues and 1% with difficulties using hands and figures:

Chart 5 Willesden Green Library - disabilities / conditions (survey)



Source: PLUS 2009survey 2009

Archive user profile – disability

Of the 2,270 visits to the WGLC archives from April 2010 to March 2011, 91 (**4.1%**) users stated they had a disability; 16 of those had mobility issues, 13 had hearing difficulties and 62 stated that they had an 'other'-unidentified disabilities. The remaining 2179 (**95.9%**) did not give this information.

Customer Contact Centre user profile – disability

Disability was recorded in 0.10% of the 20, 291 cases of which the majority were disabilities associated with visual impairment. Table 9 provides the detailed disability breakdown

Table 9- disability breakdown – Customer Contact Centre

Disability Type	Count
Other	5
Physical	4
Visual	12
Total	21

Cricklewood and Kensal Rise borrower profile-disability

Of the 1341 Cricklewood active borrowers, 26% had no disability, 1.4% stated they had a disability. 73% of active borrowers' information was not provided or available for this equality strand. Of the 1.4% that had a disability, 0.4% had eyesight issues. 0.2% had learning difficulties e.g. dyslexia, 0.1% had mental health related illnesses and 0.7% had other disabilities, not specified.

Of the 1707 active borrowers, 21% had no disability, 0.9% stated they had a disability. 78% of active borrower information was not provided or available for this equality strand. Of the 0.9% that had a disability, 0.2% have mobility issues, 0.2% had eyesight problems, 0.1% had mental health related illnesses and 0.2% had other disabilities, not specified.

Staff profile – disability

Library (including front of house staff): 27 Members of staff of which; 2 members have a disability

Key Issues and Needs

The Council acknowledges that some disabled people may experience difficulty in travelling; car ownership and use of public transport among disabled people is substantively lower. In addition, Plus Survey 2009 findings show that current disabled users would like to see improvements particularly in the area of computer provision for disabled people and the need for assistance in the use of this service. Whilst there will be reduced car parking provision in both the interim and as part of the development, consideration has been given to this issue and mitigation explored in section 3 of this document.

Findings from the LTP consultation specifically relating to Willesden Green and this equalities strand identified the issues and needs below. Whilst some of these issues will not be able to be covered by the interim strategy they will be considered as part of the project development.

- Consensus about disability access in libraries being insufficient and it is felt this will be exacerbated by a reduced scale local service
- Strong need to consult on the improvement/extension of the home delivery service and involve the group in the development of stock selection
- Insufficient number of PC's with big screens and big keyboards which could be considered as part of the new development. In addition there needs to be more support for adults with low literacy skills and IT skills. Suggest working more closely with voluntary organisations that support people with these disabilities. Again this issue needs to be considered as part of the new development.

2.4. Gender

Borough and ward profile – gender

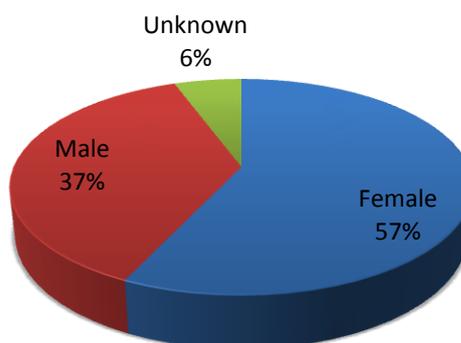
The ONS estimates there are 128,200 males (50.16%) and 127,200 (49.84%) females living in Brent. 7,701 women in Brent head lone parent households, out of which 27% are employed full-time, and 16% employed part time. 35% of women aged 16-74 are employed full time in Brent, while 11.5% are employed part-time. 16% have never worked, which is higher than both London and England averages³. 448 men in Brent head lone parent households, out of which 44% are employed full-time, and 9% employed part time⁴.

On a ward level the census shows that of the 12, 714 residents 52% are female and 48% are male.

Library borrower profile – gender

Current empirical evidence shows that women in the Borough are more actively involved in taking dependents to the library and in the use of libraries in general e.g. accompanying children or disabled dependents to libraries. 57% of 10,076 active borrowers are female, 37% are male and 6% are unknown.

Chart 6 Willesden Green Library borrowers- gender



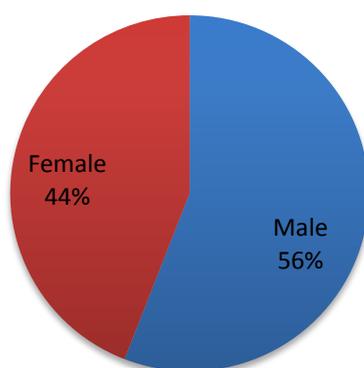
³ ONS (2001) *Lone Parent Households with Dependent Children* [online] available at: <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6113687&c=wembley+central&d=14&e=15&q=328291&i=1001x1003x1004&m=0&r=1&s=1253031920859&enc=1&dsFamilyId=59> (accessed 10 October 2009).

⁴ ONS (2001) *Lone Parent Households with Dependent Children* [online] available at: <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6113687&c=wembley+central&d=14&e=15&q=328291&i=1001x1003x1004&m=0&r=1&s=1253031920859&enc=1&dsFamilyId=59> (accessed 10 October 2009).

Archive user profile – gender

Of the 2270 users, 56% are male and 44% female which differs for the library and Customer Contact Centre users where females are the majority user.

**Chart 7-Archives users - gender
(2010/11)**



OSS user profile – gender

20,291 cases recorded for Willesden in period; gender (or default of unknown) recorded in 100% of these cases: Table 10 provides the detailed gender breakdown.

Table 10- gender breakdown OSS

Gender	Count	%
Female	3,573	17.61
Male	3,499	17.24
Unknown	13,219	65.15
Total	20,291	100

Cricklewood and Kensal Rise user profile – gender

Of the 1341 Cricklewood active borrowers, 57% are female, 37% male and 6% unknown. Of the 17010 Kensal Rise active borrowers, 58% are female, 31% male and 11% unknown.

Staff user profile – gender

Museum and Archive: 7 members of staff of which; 5 are female, 2 are male
Library (including front of house staff): 27 Members of staff of which; 17 are female, 10 are male

Customer Contact Centre: 17 Members of staff of which; 12 are female and 5 are male

Issues and Needs

The key issues potentially affecting this equality strand are

- Accessibility and Affordability in particular for young women accompanying children therefore the issues and needs highlighted in the children and young people's section applies.
- Negative impact on educational standards and social cohesion in particular young males from Black African, Black English, Black Caribbean and vulnerable backgrounds which could be exacerbated by a reduced library offer in the interim at Willesden Green.

The needs identified through the LTP public consultation process for this equality strand which could be considered in the centre development and some where possible as part of the interim strategy and include:

- An enhanced outreach offer, including a book loan scheme in partnership with youth centres, children's centres and schools to target families
- A structured programme of class and outreach school visits to support the educational attainment of children and young people and to be developed in consultation with the community
- Improved range of children and young people's book stock available in greater numbers to support Children Young People (and their families) in literacy and learning development including revision and study guides.
- An enhanced outreach and home delivery service that brings our services to people who are unable to get to a library. The service also delivers monthly book collections to day centres, community groups and children's centres.

2.5. Sexual Orientation

We have no reason to believe that the proposals would have any greater or lesser effect on people on account of their sexual orientation.

2.6. Faith

Borough and Ward profile - faith

17.17% of Brent's population is Hindu, as compared to 4% of London and 1% of England⁵. Its Muslim population is also significantly higher than London and England averages. Other religions are also well-represented in the borough, with 125,702 Christians, 2,497 Buddhists, 6,464 Jewish people and 1,738 Sikh people.

On a ward level the census indicates that of the 12,714 residents the most represented religions were: 50% - Christian, 11.1% - Muslim, 9.1% as Hindu. 15.8%

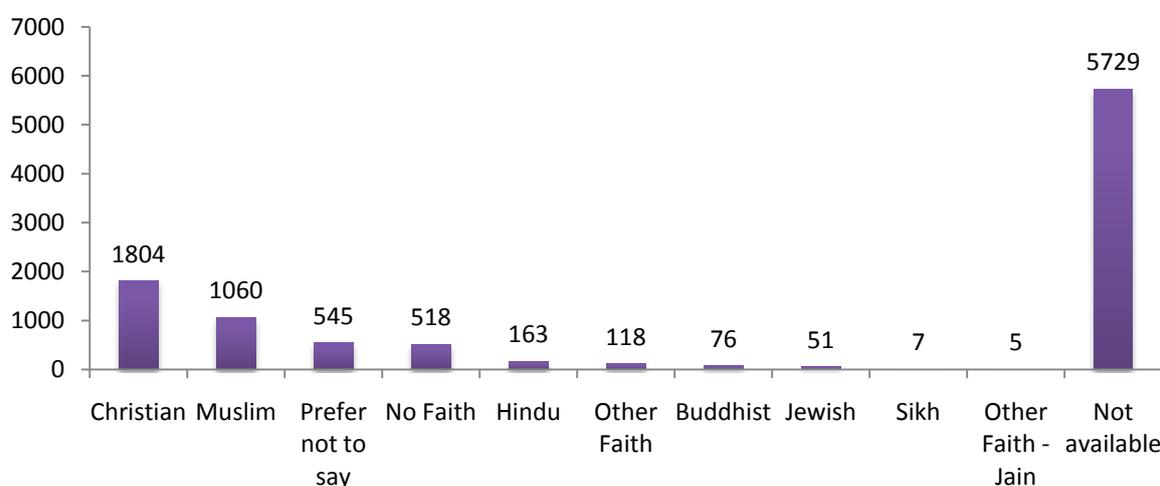
⁵ ONS (2001) *Religion* [online] available at: <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=6113687&c=wembley+central&d=14&e=15&q=328291&i=1001x1003x1004&m=0&r=1&s=1253033588359&enc=1&dsFamilyId=17> (accessed 10 October 2009).

of residents stated that they had no religion and 11.2% did not provide this information.

Library borrower profile- faith

Of the 10,076 active borrowers, 17.9% are Christians, 10.5% are Muslims, 5.4% prefer not to say, 5.14% have no religion, 1.6% are Hindu, 1.1% are of other faiths, not specified, 0.7% are Buddhist, 0.5% are Jewish, 0.06% are Sikh and 0.04% are Jain. 56.8% of active borrowers information for this equality strand is currently unavailable.

Chart 8 - Willesden Green active borrowers - faith



OSS user profile – faith

20,291 cases recorded for Willesden in period; faith recorded in 0.57% of these cases. Table 10 outlines the faith breakdown with Muslim being the most represented recorded faith, with 47 cases. Table 11 provides the detailed breakdown for this equality strand.

Table 11- faith breakdown OSS

Faith	Count
Christian	46
Hindu	4
Muslim	49
No Religion	16
Total	115

Cricklewood and Kensal Rise borrower profile – faith

Of the 1341 active borrowers at Cricklewood, 0.8% are Buddhist, 12% are Christian, 1% are Hindu, 9.3% are Muslim, 3.5% have no faith, 3.6% prefer not to say. 68% of active borrower’s information for this equality strand is currently unavailable.

Of the 1707 active borrowers at Kensal Rise, 0.4% are Buddhist, 12.3% are Christian, 0.6 are Hindu, 0.5% are Jewish, 2.4% are Muslim, 4.8% have no faith, 3.57% prefer not to say. 74.6% of active borrower's information for this equality strand is currently unavailable.

Issues and Needs

Currently three Christian faith groups hire a room at the centre and we will endeavour to help them to find suitable alternative space.

2.7. Maternity and Pregnancy

We have no reason to believe that the proposals would have a greater or lesser effect on this equality strand.

2.8. Gender Re-assignment

We have no reason to believe that the proposals would have a greater or lesser effect on this equality strand.

2.9. Marriage/Civil Partnership

We have no reason to believe that the proposals would have a greater or lesser effect on this equality strand.

Note: Income and Deprivation

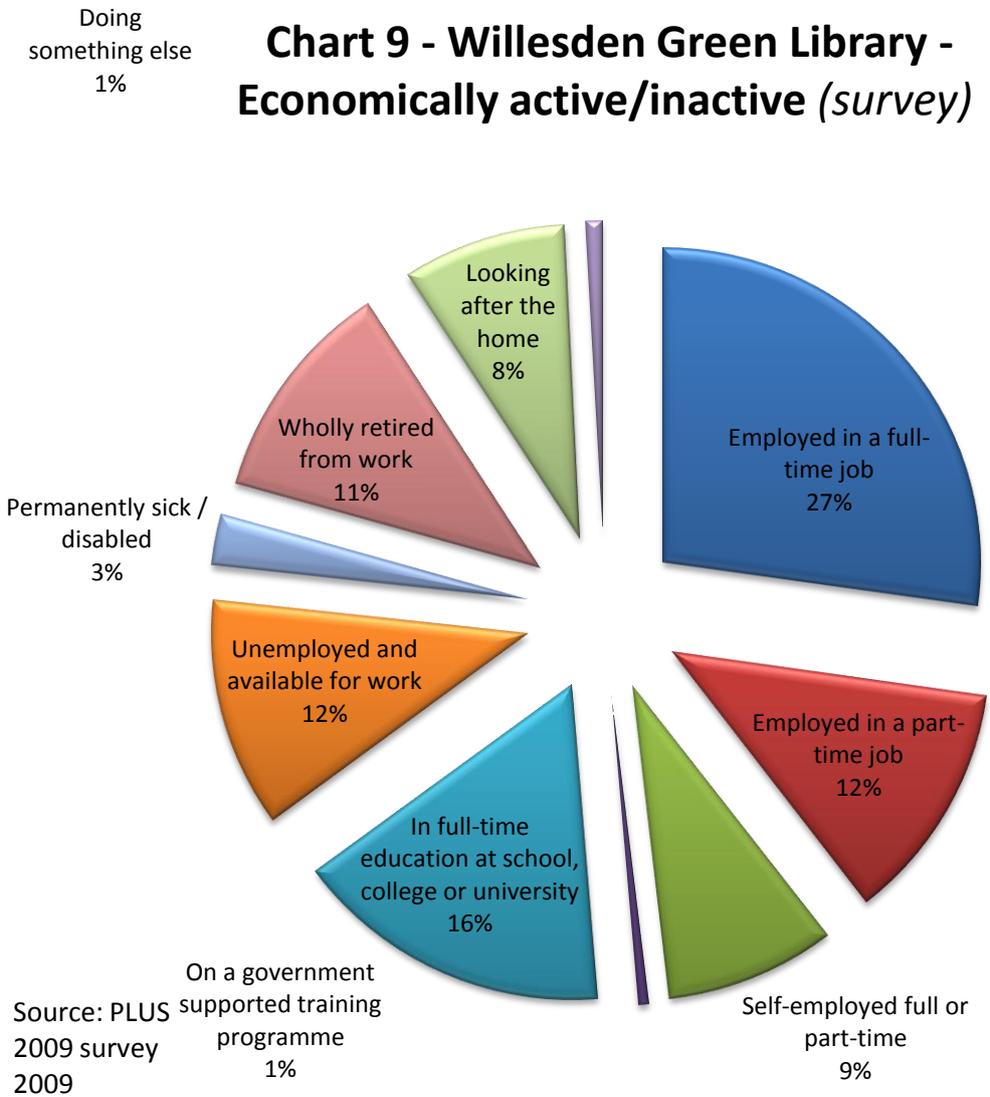
Whilst income and deprivation is not an equality strand, this issue has been raised as a public concern under the social cohesion theme.

Whilst many of Brent's residents are affluent, parts of the borough continue to suffer high levels of social and economic disadvantage. Nationally, Brent is ranked 35th out of 354 areas in the Indices of Multiple Deprivation (IMD) 2010 (1=most deprived, 354=least deprived). This is a drop of 18 places since 2007.

The neighbourhoods experiencing the highest levels of deprivation are largely located in the south of Brent. However, this situation has changed with high levels of deprivation now seen in pockets of the north of the borough. Indeed, 19 out of Brent's 21 neighbourhoods have become more deprived; this includes the Willesden Green area. The specific reasons for this rise in deprivation are not fully known, but the most deprived residents also have the lowest income levels, highest unemployment levels, poor and overcrowded housing and the worst health outcomes. The prevalence of life-limiting health conditions and health inequalities is also higher within the localities **(Harlesden, Willesden and Kilburn)** experiencing greatest deprivation. In addition there is poor educational attainment in both Early Years (0-5 years) (lower than the London and national averages) and schools (lower attainment evident within some Black and African Caribbean children) **Source: Index of Multiple Deprivation 2010**

Some information on the economic status of Willesden Green library users was collated using the findings of the PLUS survey 2009 and is based on 334 responses.

Chart 9 shows that of the 334 responses, 27% are employed in a full job, 11% are wholly retired from work, 12% are employed and in a part-time job, 12% unemployed and available for work, 9% self-employed full or part-time, 3% are permanently disabled, 1% in full time education at school or college and 1% on a government supported training programme.



3. Mitigation

This section outlines the key shared issues for the affected equality strand and the identified mitigation for the interim service. It should be noted that this section focuses on any potential adverse impacts during the interim period as it has been deemed that there are no major adverse impacts resulting from the overall development.

3.1 The proposed mitigation for Issue 1 - Reduced access to core Council services and affordability across all the identified equality strands are:

There may be some temporary adverse impacts on individuals but the impact will be mitigated by the various factors set out below.

Library & Archive: The interim library and archive provision will be located in Grange Road, this is directly next to the existing WGLC ensuring that users don't have to travel any further to have access to a library and archive service. Grange Road has level access will be clearly signposted and is DDA compliant.

Outreach collections, events and activities will also be developed at key community sites in accessible locations in Willesden Green. Responding to consultation we plan to involve older people in the extension the home delivery service and in the stock development. The home delivery service also delivers monthly book collections to day centres,

An enhanced outreach and home delivery service services people who are unable to get to a library. The service also delivers monthly book collections to day centres, community groups and children's centres.

Stock and additional IT provision will be increased at the nearby Harlesden and Kilburn libraries. The opening of the Civic Centre in June 2013 will meet the needs of those groups who normally travel from the north of the borough to access facilities in particular study space at the Willesden Green Library Centre.

Whilst the temporary facility will provide access to about 20,000 books; users will be able to access an improved reservation system and over 6 million books through the London Libraries Consortium. Since 2007 Brent has belonged to the London Libraries Consortium (LLC) sharing its Library Management System (LMS) with 13 other boroughs. The shared catalogue allows access to a wider range of stock.

A strong online presence will ensure that customers can use online information, reservations, online enquiries and renew books with ease. Library members will be able to access a virtual library from the comfort of their own homes. This will include being able to:

- Search the catalogue, access library accounts, reserve and renew items online from any computer or smart phone.
- Book a computer
- Receive overdue reminders by email or text
- Use our online reference resources for study and homework

- Staff at the interim service will be given specific direction to assist older people and those with a low skills base in ICT in accessing on-line and digital services.
- Access an online enquiry service
- Borrow e-books and audiobooks online
- Join our email list for a monthly newsletter
- Take part in virtual reading groups
- Access virtual homework help
- Over time we will develop a library app for smart phones that will make our services more accessible. Users of the app will be able to find their nearest library with directions. It will also have up to date information about library events, activities, and service updates.
- Online bookings for events and activities
- The more high profile events and talks will be recorded and filmed for You Tube.

The interim library service offer specifically targeted at children and young people will include the following:

- Space at the temporary library will be reserved for children and young people who are excluded from school (with their tutors) by providing quiet zone areas for study and additional stock support upon request
- Homework clubs, chatterbooks, teen clubs and The Summer Reading Challenge will continue at the temporary library. In addition provision will also be increased at the neighbouring libraries of Kilburn and Harlesden.

Further core offer details for children and young people are highlighted under the mitigation for the educational standards issue

Proposed mitigation – Museum/ all affected equality strands

The interim museum service will incorporate outreach work across Brent, an enhanced online presence and pop up exhibitions. This will ensure that the service is taken to the community rather than residents having to come to it, thus reducing the need to travel. The enhanced on line provision will ensure all residents can access the service at any time from the comfort of their own home

Proposed Mitigation - Customer Contact/ all affected equality strands

Interim provision at Harlesden Job Centre Plus (JCP) is located in easy reach of Willesden on the number 266 bus route. The JCP also has pay and display parking for visitors and staff, so people are still able to drive to the customer contact centre. The customer contact centre will be located on the first floor, but there is a lift to ensure DDA Compliance and all residents can easily access the service. In addition, all Customer Contact services are also accessible in writing, through the internet and by phone.

Mitigation- Communications and Accessibility/ all affected equality strands

All Services within WGLC- Communications

Services such as BIAS, the book shop and Brent Artists Resource will be supported with information to find alternative premises.

The council will produce a strong communications strategy and an enhanced online presence to:

- ensure residents are signposted to the interim services and know how to access alternative provision. This will utilise media, print, web sites, banners, leafleting, billboard signposting from the site and community partnerships targeting the above groups.

- outreach &/ pop up services will be well advertised and developed in partnership with a range of community groups, particularly organisations working with children and families, elders groups and support groups.

- The Council can monitor and respond to feedback on the interim strategy to ensure it is meeting the needs of the community.

We will promote any agreed changes with a wide range of stakeholders (for example, community/voluntary groups, providers and partners) who provide community support to people with disabilities, frailty, sensory loss or those with mental health needs.

All services within WGLC – Accessibility

General Accessibility Note: The interim library and archive provision at Grange Road will not have any designated car parking and a number of users of the one stop service may have to travel more than 1.5.km distance which it would currently take to get from Willesden Green to the Customer Contact Centre on Harlesden High Road. Due to the reduced scale of services a small number of young people may have to travel to alternative venues/libraries to access computers and study space.

Off street blue badge parking is available near the temporary location and this message will be communicated.

Whilst some users may have to travel a little further to access services, the site has a PTAL rating of Level 5 (very good) **PTAL** stands for **Public Transport Accessibility Level**. It is a method sometimes used in [United Kingdom transport planning](#) to assess the [access level](#) of geographical areas to public transport. The site has very good rating as it is served by Willesden Green Tube Station and seven bus routes – no. 52, 98, 206, 260, 266, 302 and 406 serve alternative libraries and services

The journey times from Willesden Green to Kilburn and Harlesden libraries respectively are outlined below:

Willesden Green to Kilburn Library:

Distance:	1.4 miles
Walking time:	27 minutes – Google maps*
Car:	4 minutes

Willesden Green Library is well served by public transport, with bus numbers 52, 98, 206, 260, 266, 302 and 460 stopping outside. Travelling by public transport between Willesden Green Library and Kilburn Library could take around 13 minutes with no changes required (Transport for London). This would involve walking to Chambers Lane and taking the 206 bus.

Willesden Green tube station is a short distance away (0.4 mile) and is served by the Jubilee line.

Willesden Green to Harlesden Plus

Distance: 1.4 miles
Walking time: 27 minutes – Google maps*
Car: 4 minutes

Travelling by public transport between Willesden Green Library and Kilburn Library could take around 13 minutes with no changes required (Transport for London). This would involve walking to Chambers Lane and taking the 206 bus.

Willesden Green tube station is a short distance away (0.4 mile) and is served by the Jubilee line.

Note: We are taking Willesden Green Library as the starting point.

1,479 (**14%**) of Willesden Green active borrowers currently live within 400 metres, 3,658 (**35%**) live within 800m and 4,422 (**43%**) live within 1km of the library. 986 (**9.6%**) of active borrowers live North of the North Circular Road. 4.8% of active borrowers live outside of Brent. **Source: Active Borrowers Data- October 2010**

Public transport concessions are available to both individuals on low income and the unemployed.

The Council will continue to implement the traffic calming measures and continue to implement the successful Local Improvement Plan linked to the Road Danger reduction principles. We will liaise with Transportation Services and elders groups to ensure that the most disadvantaged older people can physically access services if they wish to.

The closure will enable the delivery of a new cultural centre, delivering services in a modern, state of the art building fit for the 21st century that is accessible to all. This will not only improve the offer and accessibility to residents but also improve the working conditions for all staff and offer significant improvements to staff with disabilities, as the fit for purpose building will improve accessibility.

3.2 The proposed mitigation for Issue 2- Impact on Educational Standards across all the identified equality strands are:

The interim service will continue to offer homework support sessions, under 5's activities, information and advice for work and learning, ESOL sessions, reading groups and a teen club.

In addition to the interim service most children will be able to get to another library through free public transport or to reserve books from other sites; these mitigating factors consider those that may not be able to physically access a facility.

- Study space is a key part of the interim service. On an average day, staff observation shows that 60 of the 130 spaces at WGLC are used. During the exam period of April – June most of the spaces are used. Study space for the summer 2012 exams will be provided from the current Willesden Green library.

Day to day, during the temporary closure, we will promote the study facilities already available at nearby libraries and Vale Farm and Bridge Park Sports Centres. We have also organised a minimum of 50 spaces on a day to day basis:

- 10 PCS and 10 spaces at the temporary Grange Road library
- 20 extra spaces at Kilburn library
- 5 extra spaces at Ealing Road
- 5 extra spaces at Town Hall

In addition, during exam time, we are negotiating for a further 80 spaces. At least 30 in the redevelopment of Roundwood Youth Centre (opening in the summer of 2012) and a further 50 spaces in the Willesden New Testament Church of God. These will be supplemented by an additional 40 spaces at the new Civic Centre in Wembley. This will be closely monitored and if necessary we will continue to negotiate with local venues for further study spaces.

- The use of smart stock management systems will ensure that the stock at the interim library will reflect priority requests and the requirements of the curriculum. The reservations system has been revised to ensure that reservation requests will be speeded up.
- A comprehensive range of online information resources, an online enquiry service, e-books, reservation and renewal facilities are available beyond the library walls to anyone with access to a computer or smart phone.
- A training plan for all Brent Libraries staff has been addressing staff training needs to ensure that staff are fully able to give advice on books, deliver excellent customer care, demonstrate expertise in finding information and in using ITC.
- There will be increased consultation with schools to develop the outreach service and online offer.
- Increased marketing and a communications plan will ensure that children and young people are signposted to alternative study spaces.
- Increased communication with schools will monitor any adverse impact
- An enhanced outreach offer, including a book loan scheme in partnership with youth centres, connexions, children's centres and schools will target those groups of children who do not currently use library services or are unable to.
- Outreach services to schools and children's centres will include learning support, storytelling, reader development workshops all delivered by trained staff, with an agreed timetable of visits. This will not be affected by interim services.

- We will support children and young people who are excluded (with their tutors) by providing quiet zone areas for study and additional stock support upon request
- Children and young people will be kept informed and engaged with the developments at the temporary library and alternative provision through web pages and social media

3.3. The proposed mitigation for Issue 3- Impact on social cohesion across all the identified equality strands are:

The core offer information provided under the previous strands also applies to this issue.

Alternative provision for ICT classes, the talks programmes, ESOL provision and Information, advice and guidance sessions will be offered in other libraries and venues.

Online IT and ESOL classes (that people can access from computers at home or anywhere beyond the library walls) will be piloted and promoted.

We will support Exchange group with information on finding alternative venues and signpost residents to this provision.

Elders groups running scrabble and bridge and recreational talks programmes in general and for women in particular will be offered alternative library venues.

The Council will offer assistance to Brent Artists Resource to try and secure alternative premises within the Borough. The Council will also work with them and other partners in the art and culture sector to deliver new innovative artistic and cultural offers within Willesden and beyond.

The use of smart stock management systems and data sets will ensure that the most issued items of stock will be prioritised at the temporary service. Dynamic stock systems will ensure that stock is regularly rotated and that the stock reflects the reading trends and needs of the community.

Reservations, online information and e-books will be marketed and staff will train and support library members in using these resources. There will be an increase of stock in other libraries and roaming outreach collections, used in community venues across Willesden.

Alternative venues have been found in other libraries for the Gujarati and Tamil reading groups.

A vibrant events programme will be devised and delivered at community venues across Willesden to attract under-represented groups and to sustain the quality of reader development and cultural activity that the centre has a reputation for.

The nearby Civic Centre in Wembley on completion will provide a strong cultural offer and range of community spaces.

Glossary of Terms

A Library Management System is a resource planning system for a [library](#), used to track items owned, orders made, bills paid, and patrons who have borrowed. The Willesden Green data relates to *active borrowers as of the 01.12.2011* unless otherwise stated. For data mapping purposes we used data relating back to April 2010- which in effect shows a higher number of users than current figures.

Public Library User Survey (PLUS) is a national model for surveying users of public libraries concerning various aspects of the service. The last Adult PLUS was carried out in 2009

The PLUS 2009 for adults was carried out week commencing Monday, 12th October 2009. Customers aged 16 and over were invited to take part. All twelve libraries took part in the survey. Ealing Road, Kingsbury, Town Hall and Willesden Green libraries conducted a Sample survey whilst the remaining libraries took part in a Census survey.

The main difference being in a Census survey every individual visitor was invited to take part in the survey whilst in a Sample survey a cross-section of visitors were invited to take part and there were daily targets to meet.

During the survey week, 4,171 questionnaires were issued. Of these 3,458 questionnaires were completed giving a response rate of 83%.

Children's Public Library User Survey (PLUS) 2010

The Children's Public Library Users Survey (Children's PLUS) is a national survey carried out every three years. The purpose of the survey is to find out what children and young people think of the library service provided for them, and any recommendations they have as to how the service can be improved.

All child visitors under 16 years of age were asked to complete a simple questionnaire asking them about their usage of the library and their satisfaction with core services. The survey took place from the 27 September 2010 to 3 October 2010.