



Appendix B

Library Conversation



LIBRARY CONVERSATION

Report

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1. Summary

This report summarises the responses to the Library Conversation questionnaire. The Library Conversation ran from 27 June until 17 September 2016. In that time 3327 were completed and processed, 2241 online and 1086 paper based.

2. Key findings

- 66% of respondents visit the library at least once a month. 35% visited infrequently or never.
- 88% of respondents used Central, Plympton and Plymstock Libraries.
- Most respondents travelled to their library by car (44%) or walked (62%)
- Books (92%), Computers (78%), the 24/7 Library (76%) and Wi-Fi (68%) were the services respondents most used now. Digital skills training (71%), help with job seeking (72%), access to council services (63%) and finding health information (62%) were the services respondents could see themselves using in the future.
- 90% said the current library opening hours were convenient.
- Of those who identified as non-users 76% had used library services in the past.
- 86% of non-users last visited between 1 and 10 years ago.
- 57% of non-users think that they don't have need to visit the library
- Free membership (85%), and free books to borrow (84%) were the most recognisable of the library offers. Awareness was low for online resources.

3. Capturing the Conversation

The Library Conversation took place between 27 June and 17 September 2016. A questionnaire was put together using SurveyMonkey, an online survey tool chosen for its ease of use, responsiveness and reporting abilities.

Printed copies of the questionnaire were available for those who preferred them or who were unable to complete online. These were sent to all libraries, 1st Stop, Registration and other council buildings.



As an added incentive, all those who completed the survey were entered into a prize draw to win an iPad Mini.

Branding for the conversation was designed to work in print, online (including social media), and on the digital screens in the Central Library, 1st Stop and Ballard House.

Library users

All library visitors were encouraged to complete the survey. Tablets were available in some libraries to enable this and allow staff to hold the conversation.

Attendees at regular library activities were asked to complete the survey. These included Work Clubs, Rhymetimes, Code Clubs, Book groups, Business Basics etc. Library Development Officers took the conversation to their regular outreach activities.

The conversation ran during the period of the Summer Reading Challenge, a busy time which sees lots of adults and children visiting the library. Through our "If I was in charge of the Library" activity sheets, we ensured that children were not left out of the conversation.

All users of the library public computers were prompted to join the conversation when they logged in.

Outside the Library

We were keen to engage with people who may not be regular library users. We employed temporary staff to canvass people in different locations and at key events throughout Plymouth

Locations

- Plymouth City Centre
- Barbican
- Plympton Ridgeway
- Plymouth Life Centre
- Sainsbury's Marsh Mills
- Jump!
- Crownhill Village
- Mutley Plain
- Chaddlewood Shopping Centre
- Whitleigh Green
- Plymstock Broadway
- Plymouth Hoe



Events

We had a presence at the following Plymouth events

- City Centre Big Screen (family films)
- MTV Crashes
- Plymouth PlayDay
- Fireworks Championships
- Plymouth Pride



Online

A dedicated webpage was set up at www.plymouth.gov.uk/libraryconversation

The Library Conversation featured in the monthly library newsletter sent each month to over 45000 library members.

Through social media we used the hashtag #PlymLibraries to encourage discussion. The conversation was featured on the library channels of Twitter, Facebook and Instagram using images from the library archive to grab people's attention.

We also took advantage of regular established Twitter Chats such as #PlymouthHour to widen engagement.



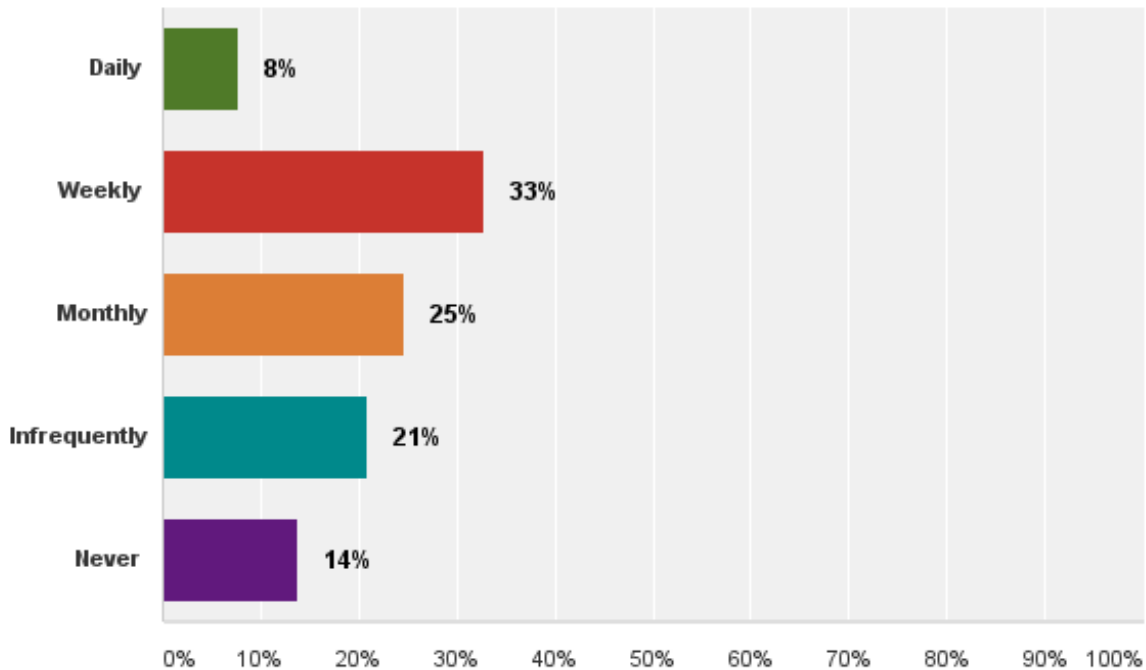
Join the Library Conversation #PlymLibraries

4. Main research findings

4.1 Library users

Respondents were asked about the frequency of their library visits. If they answered never, they were taken on a different path through the questionnaire

Chart 1 - How often do you visit a library or use the library online?



Most visited a library weekly (33%) with monthly being the next most popular choice (25%)

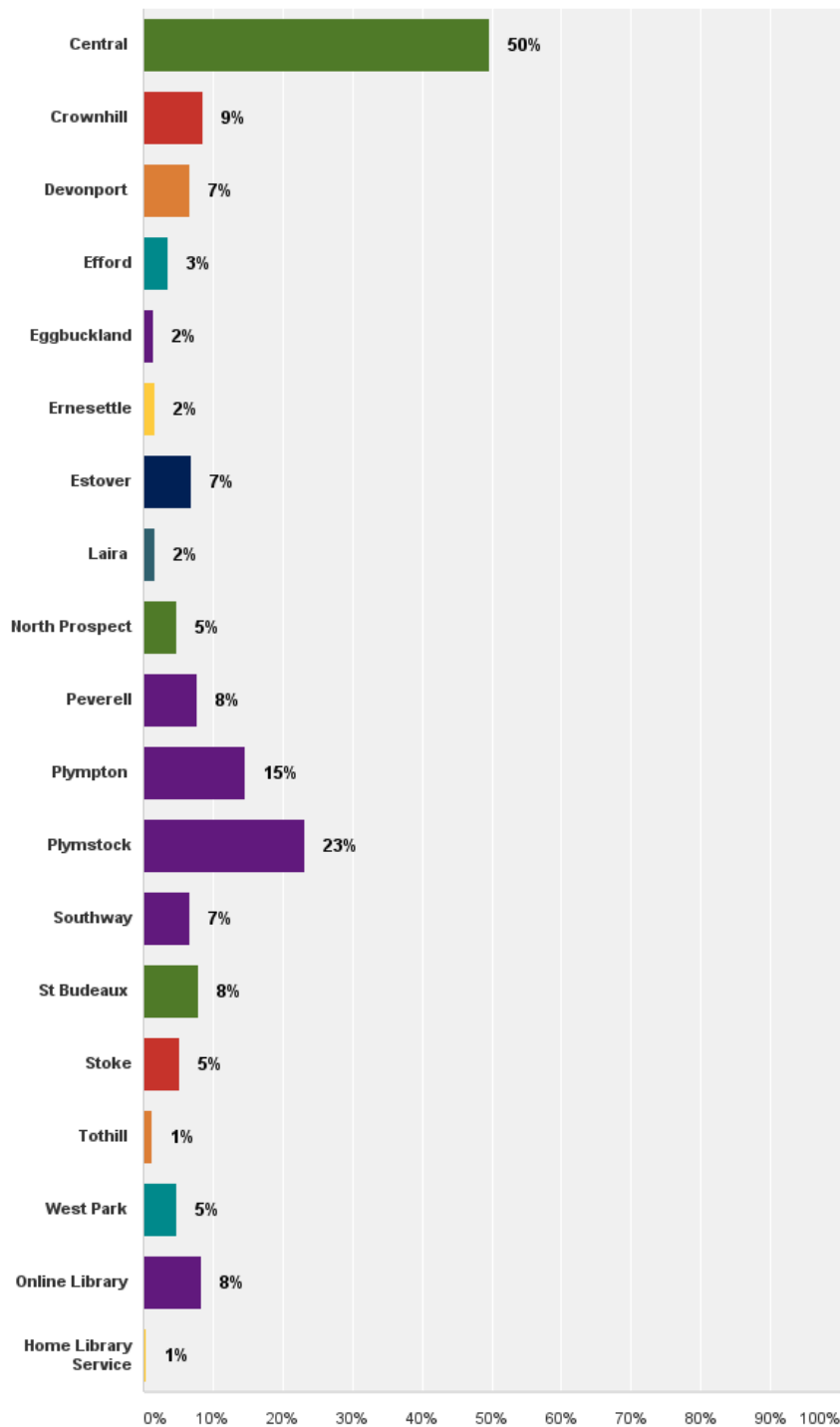
66% visit at least once per month.

We were keen to engage with non-library users which would explain the 35% who infrequently or never visit the library.

Library use

Respondents were asked which library they used. (They were allowed to tick more than one)

Chart 2 - Which Library do you use?

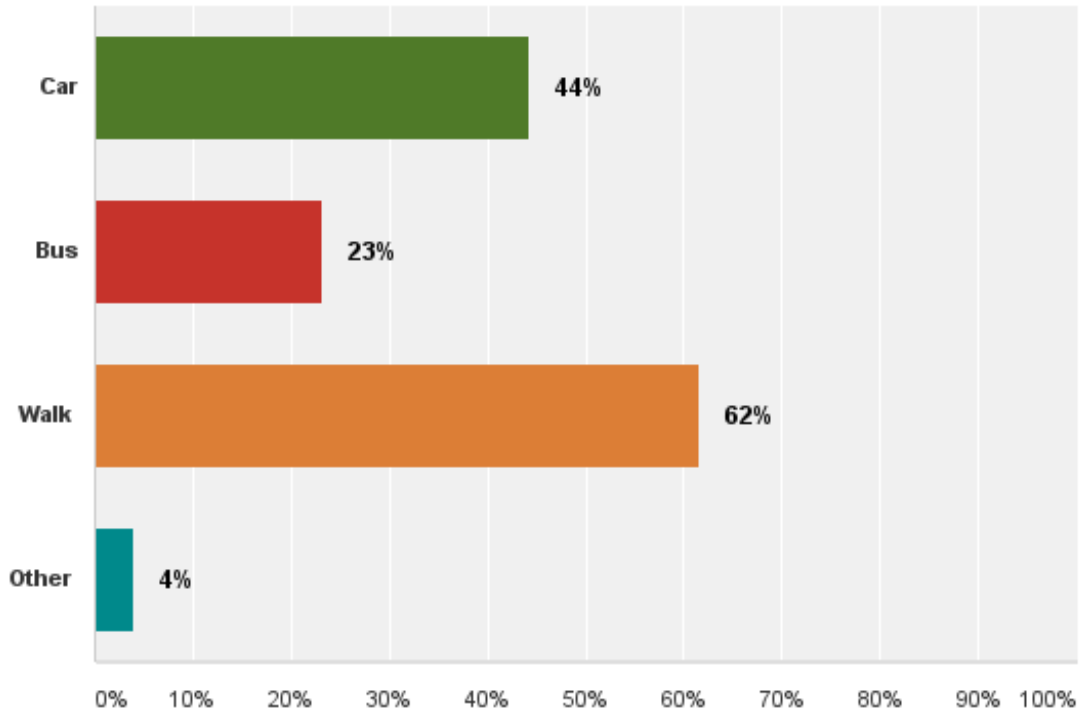


From the responses gathered during the Conversation, the Central Library accounted for the majority of visits; 50% said they visited this library. Plymstock was the next most visited at 23% of visits and Plympton with 15% of visits. These three libraries account for 88% of libraries used.

Travel

Respondents were asked how they travelled to their local library

Chart 3 - How do you travel to your library?

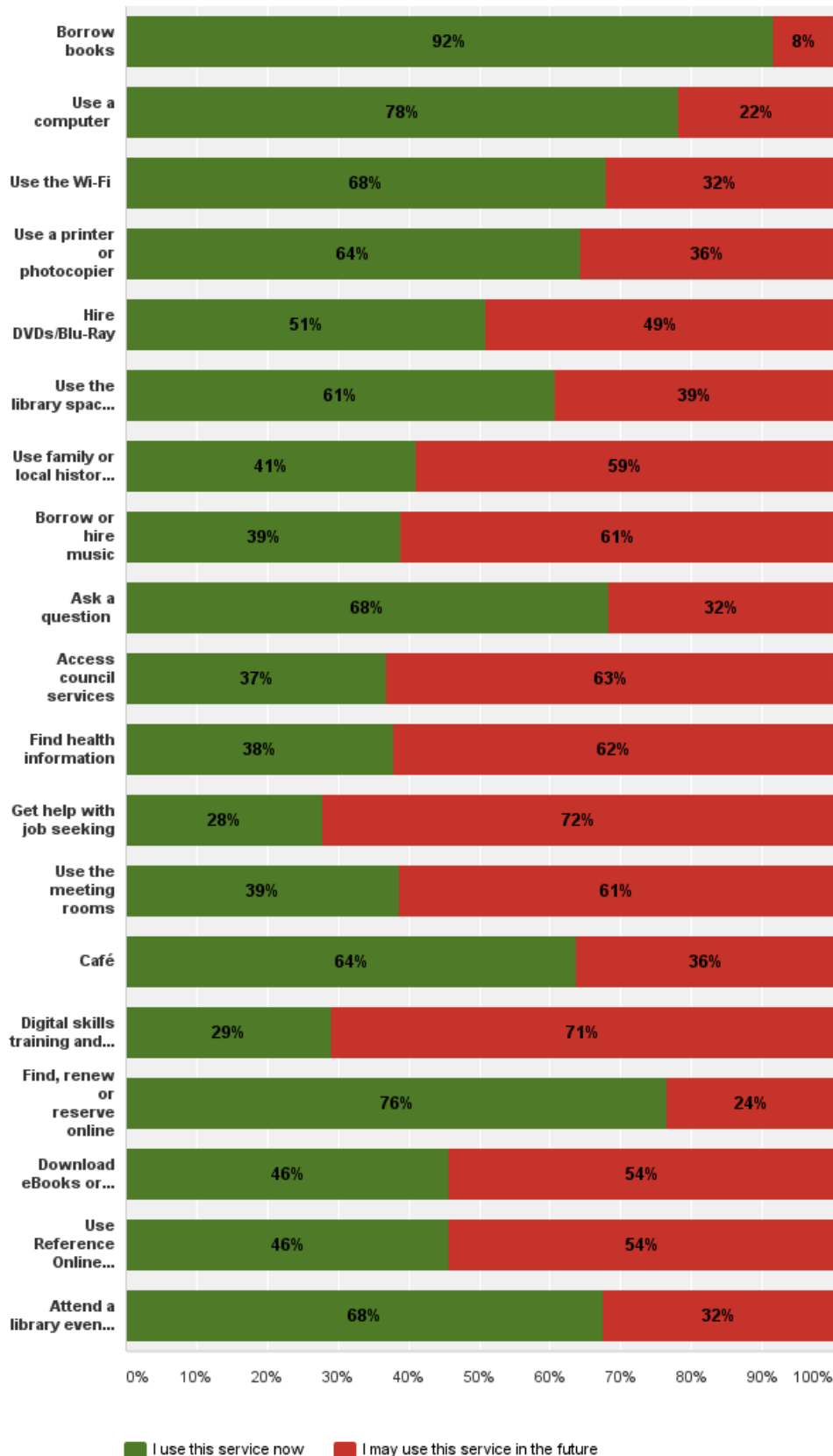


A majority walked (62%) to their local library. Car was the next most popular option (44%). 23% currently use a bus to get to the library. Those who indicated that they used other means of getting to the library (4%) cycled or were given lifts.

Use of library services

Respondents were asked about the library services they used now and those they were likely to use in the future.

Chart 4 - Please tell us which library services you use now, and those you may use in the future?



Looking at the services that people use now, borrowing books is still the most popular with 92% of respondents saying they use that service. Using a computer (78%), Wi-Fi (68%) and printing and photocopying (66%) were also very popular, indicating that people recognise their local library as a place to go to get access to these facilities. 68% said that they would use their library to ask a question, demonstrating that the library is still considered a place to go to get information. The library as a space to study or read was also popular (61%)

Plymstock Library is currently the only library with a café, 64% told us that they use this facility now.

Our online catalogue is popular, 76% use the 247 library to find, renew and reserve library items.

The Library Conversation took place over the summer holidays, when the Summer Reading Challenge takes place. 68% came to the library for an activity or event and many cited the Challenge as the reason for their visit.

In the future respondents said they were likely to use the library for help with job seeking (72%) and Digital skills training (71%). They also indicated that the library would be somewhere for them to access council services (63%) and health information (62%) and use the meeting rooms (61%)

We were interested to know what respondents would like to see in their library, so we asked the open question:

Is there anything else you would like to see your library offer?

807 respondents answered this question.

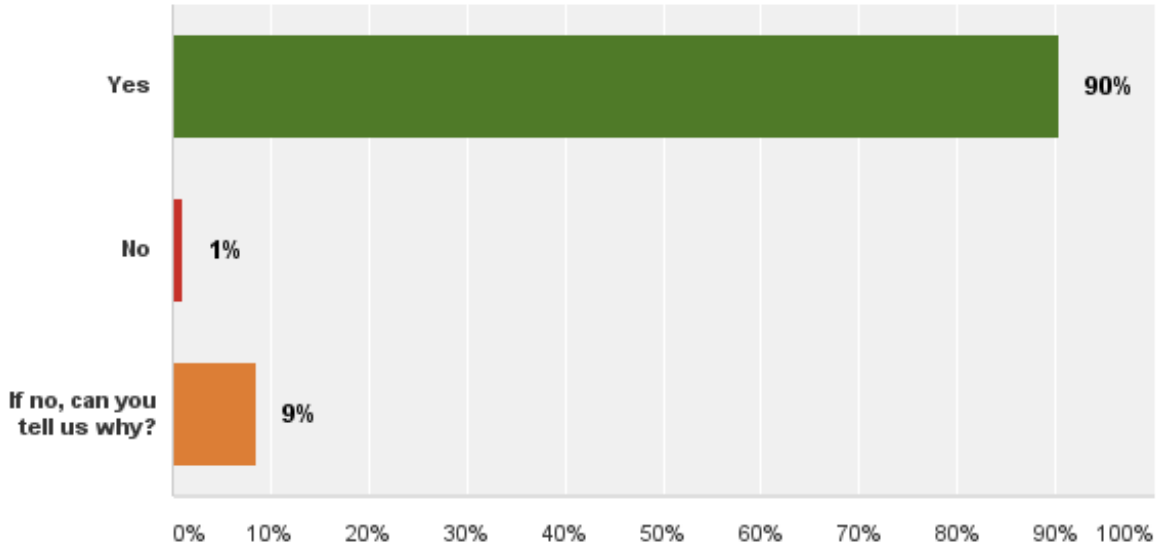
The word cloud below gives an indication of the most popular words and phrases used.



Opening hours

Respondents were asked about the opening hours.

Chart 5 - If you visit a library, are the opening hours convenient to you?



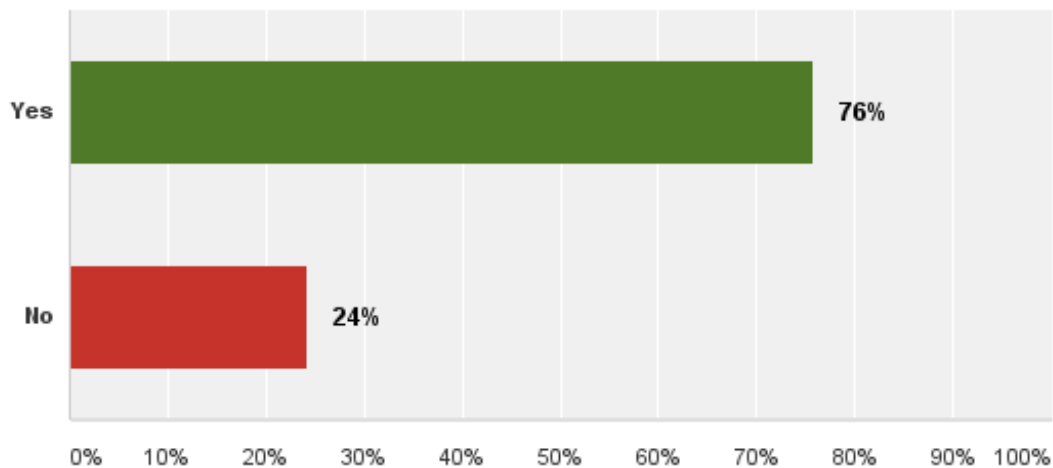
90% of respondents are happy with the current library opening hours. A small number (9%) made suggestions for changes. More late nights, full day Saturdays and Sunday opening were the most popular.

4.2 Library non-users

Respondents who answered never to the first question, how often do you visit a library or use the library online, were taken to specific questions aimed at non-users. These accounted for 14% of the total respondents.

We wanted to know if these respondents had ever used library services.

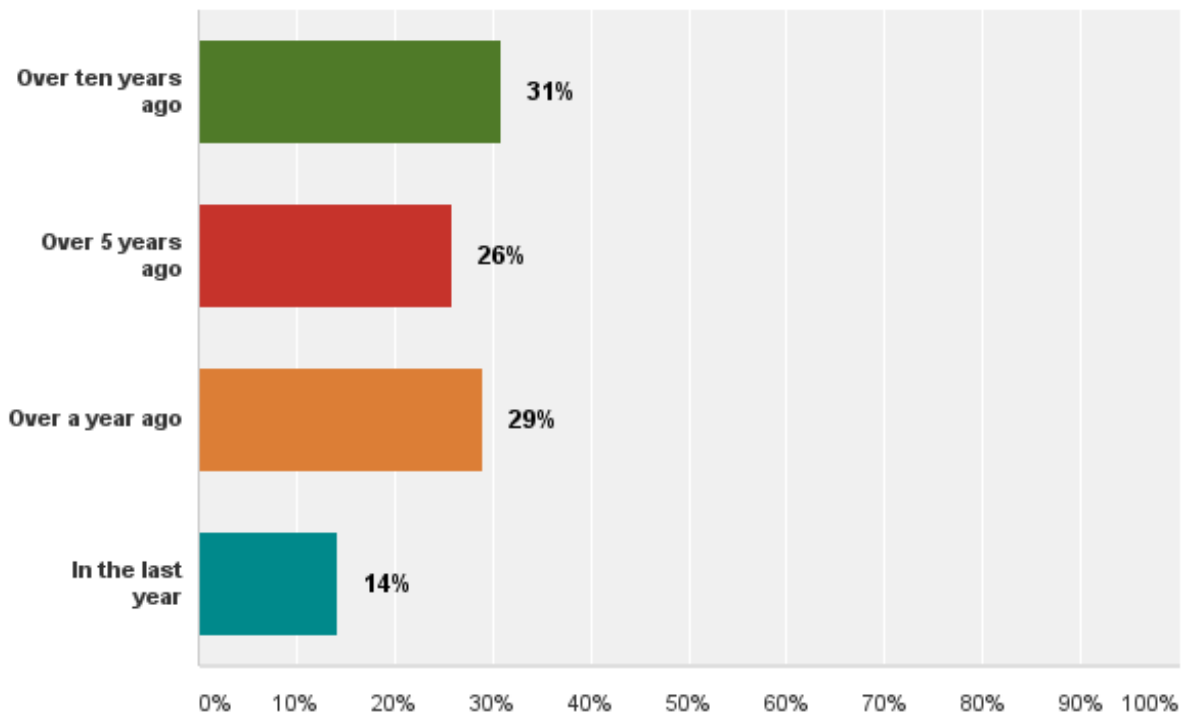
Chart 6 - Have you ever used library services (visit or online)?



74% have used the library service in the past but no longer used it, while 24% had never used their library.

Respondents were asked how long ago they last visited their library.

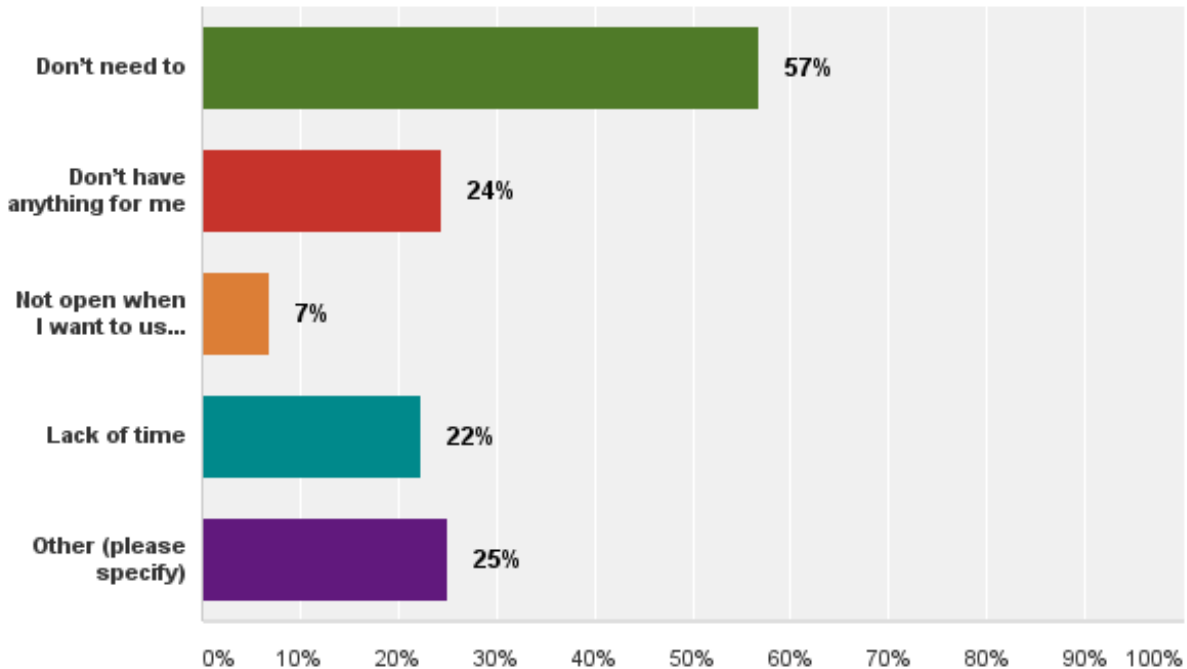
Chart 7 - When was the last time you visited?



For 31% of respondents it had been over ten years since they last used a library. 26% had stopped using libraries between 5 and 10 years ago. 29% stopped between 1 and 5 years ago, and 14% in the last year.

We wanted to know why people had stopped visiting the library; the question had some set responses, but also an 'other' field for respondents to specify any other reasons.

Chart 8 - If you never visit a library or have stopped using library services, can you tell us why? Tick all that apply

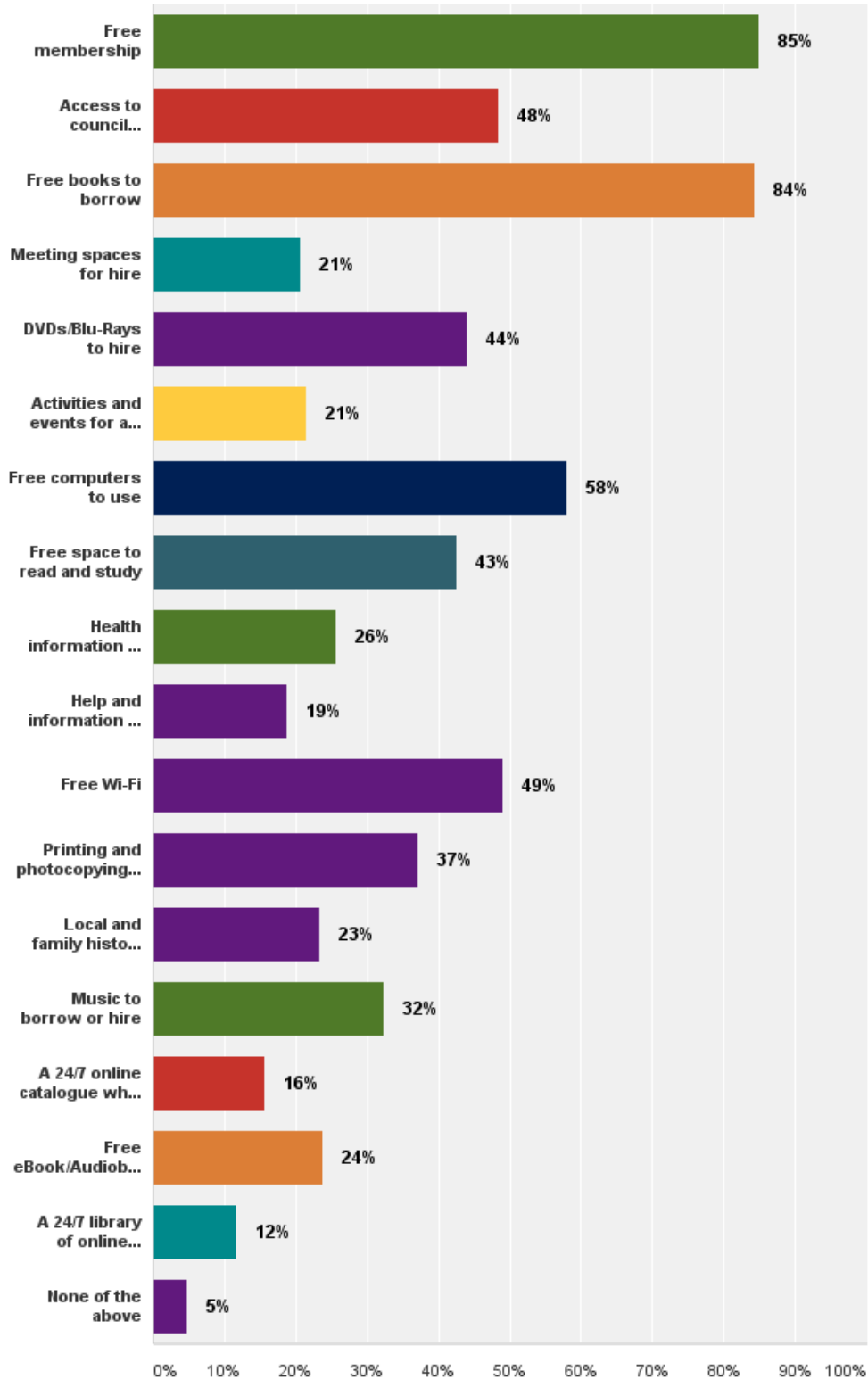


A majority of respondents 57% said the reason they don't visit the library is because they don't need to. 24% stated that the library didn't have anything for them and lack of time was the reason for 22%. Opening hours were only a factor in 7% of respondents.

Out of those who responded other, the main reasons for not using the library was not reading, buying books from other sources, the Internet and eBooks (Kindle). Most respondents who answered other mentioned books, indicating that provision of books is seen as the main reason for visiting.

We were interested to find out whether non-users were aware of the wide range of services that are now available through their library. We provided a list and asked respondents to tick those that they were aware of

Chart 9 - Did you know your library service offers? (please tick those you are aware of)



Free membership (85%) and free books to borrow (84%) came out top of the things that respondents knew the library service provided. Free computers (58%) and Wi-Fi (49%) were also services that respondents were aware of.

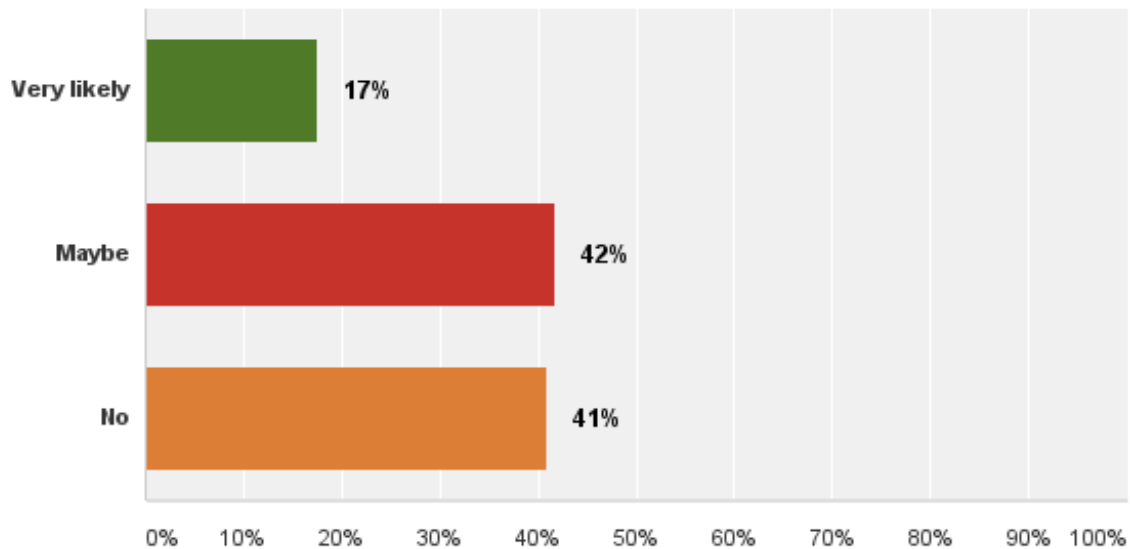
There was a lack of awareness about many of the other services that the library offers, highlighting a need for better promotion of services.

We asked if there was anything else that might make non-users use their library? This was an open question. There was a variety of answers ranging from no, to better book stock and author events.

Interestingly, a number of these responses mentioned services that the library already provides, highlighting again the need for better marketing and promotion.

Finally we asked if hearing about what the library offers, would respondents be likely to visit their library.

Chart 10 - Now you know what the library offers will you pay us a visit?



59% of respondents indicated they may visit their library with 17% saying it was very likely. 41% were not persuaded.

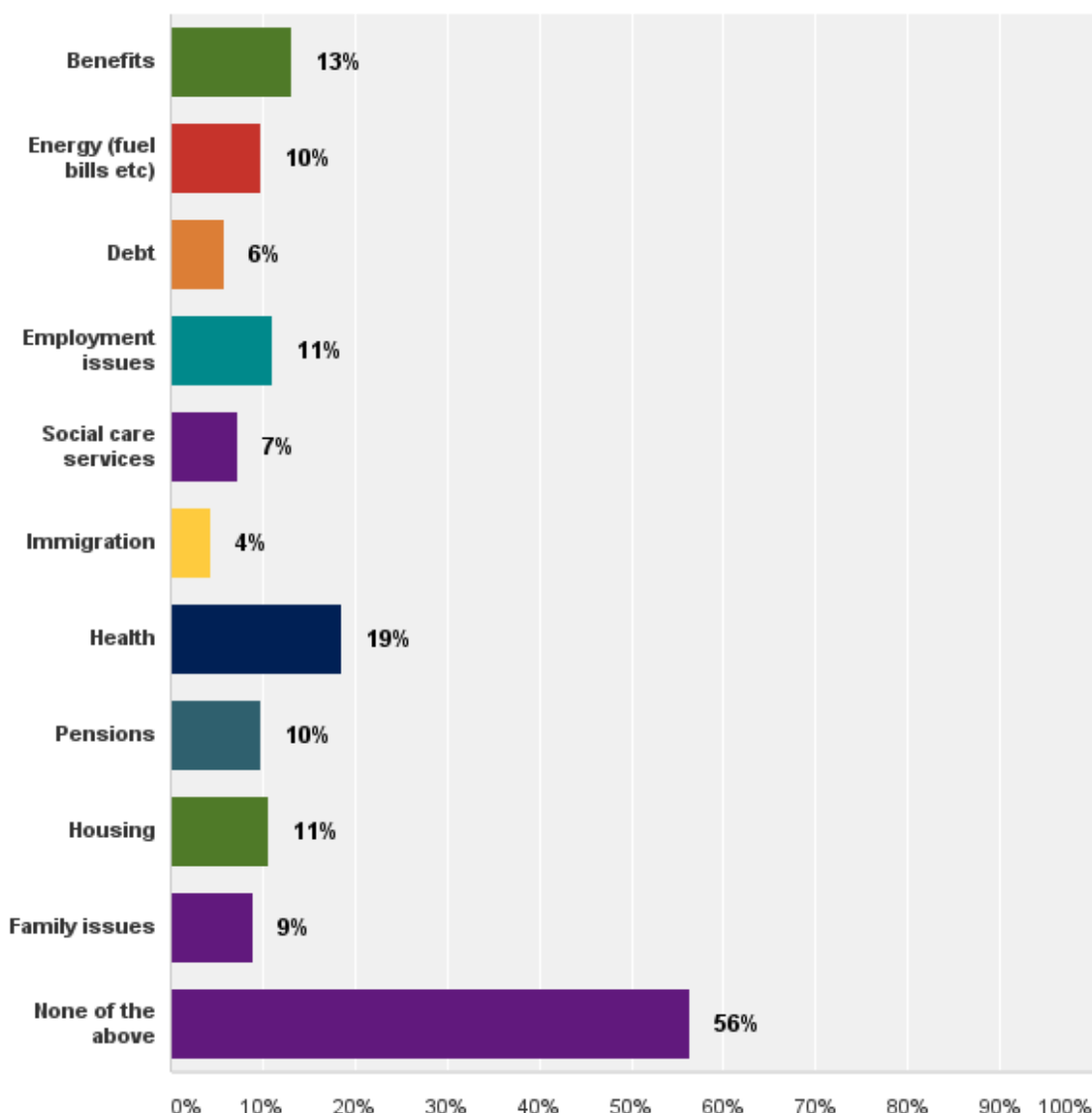
4.3 Information, advice, health and wellbeing

Libraries have always been places that people go to find information. In recent years health and wellbeing has become a core part of what libraries offer. Information and Health are part of the Society of Chief Librarian’s Universal Offers for Libraries. (The others being Digital, Reading and Learning)

We wanted to explore the potential for offering more joined up services. The following questions are based around the extended provision of Information, Advice, Health and Wellbeing.

All respondents, both library users and non-users, were invited to take part in this part of the survey, Firstly we were interested in the information needs of respondents

Chart 11 - Which of the following have you needed information and advice on in the last 12 months? Tick all that apply

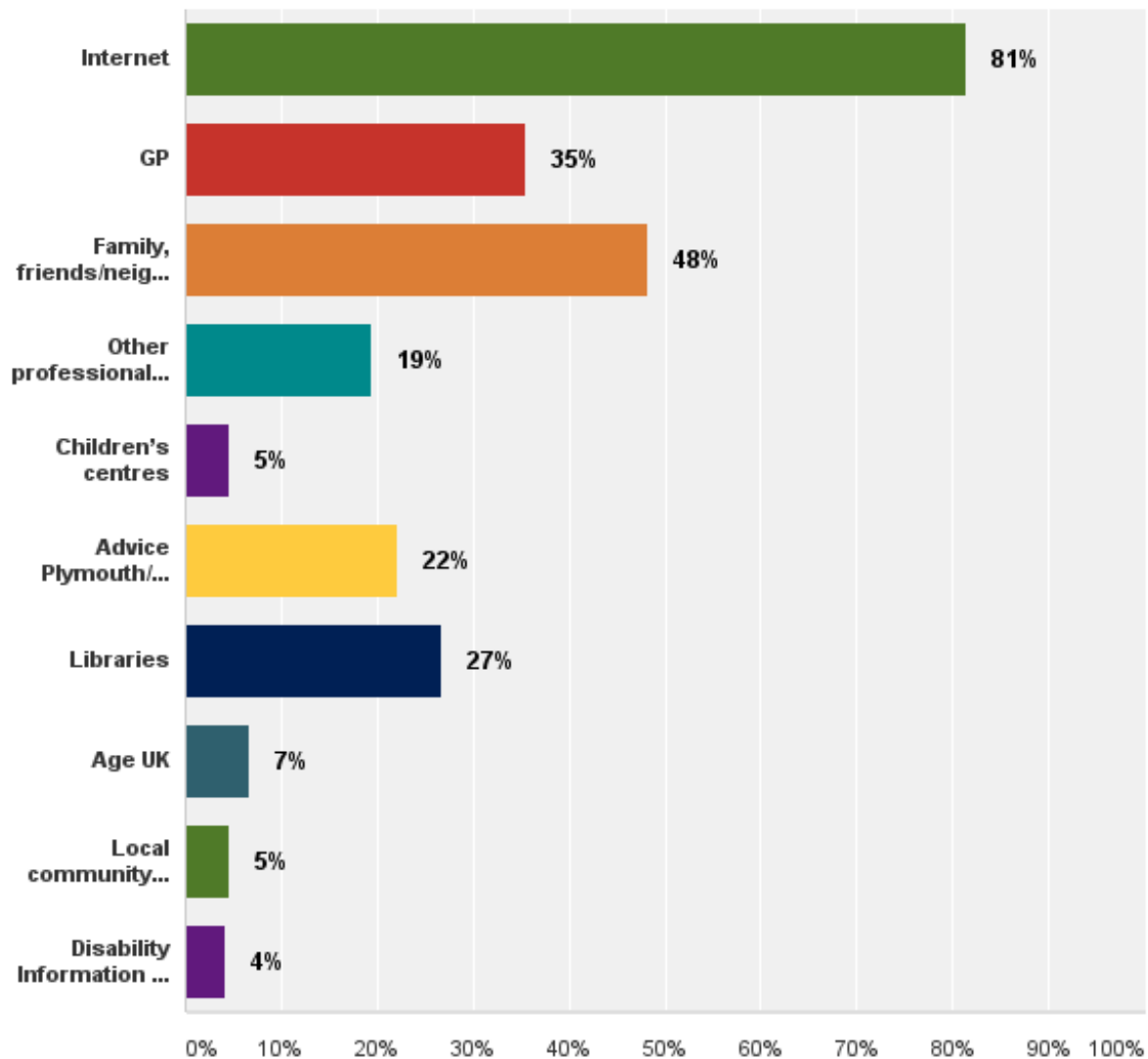


The results were fairly even, with health information being the highest from the choices given. (19%)

An open text field led to other responses, the most popular being digital/IT help, business, council information and family history.

We wanted to know where respondents would usually go for information and advice

Chart 12 - Where would you usually go for information and advice? Tick all that apply.

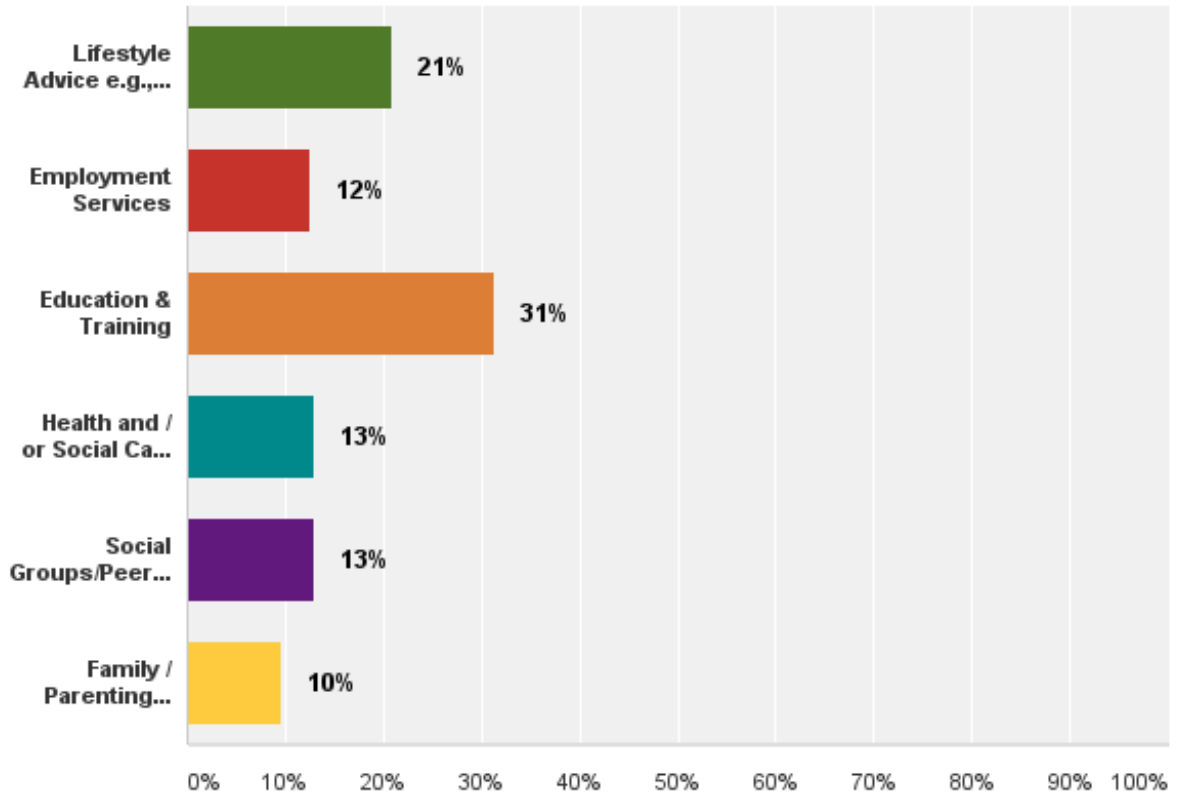


The Internet is the most popular place for respondents to receive information and advice with 81% saying they would go there. Family and friends was the next highest (48%) and GP (35%) Out of the options given 27% would go to their local library. Most popular comments for this question were Job Centre, school and other local organisations.

93% said it was easy to find the information they need.

We were interested in finding out what other health and wellbeing services respondents would like to see delivered through the library service.

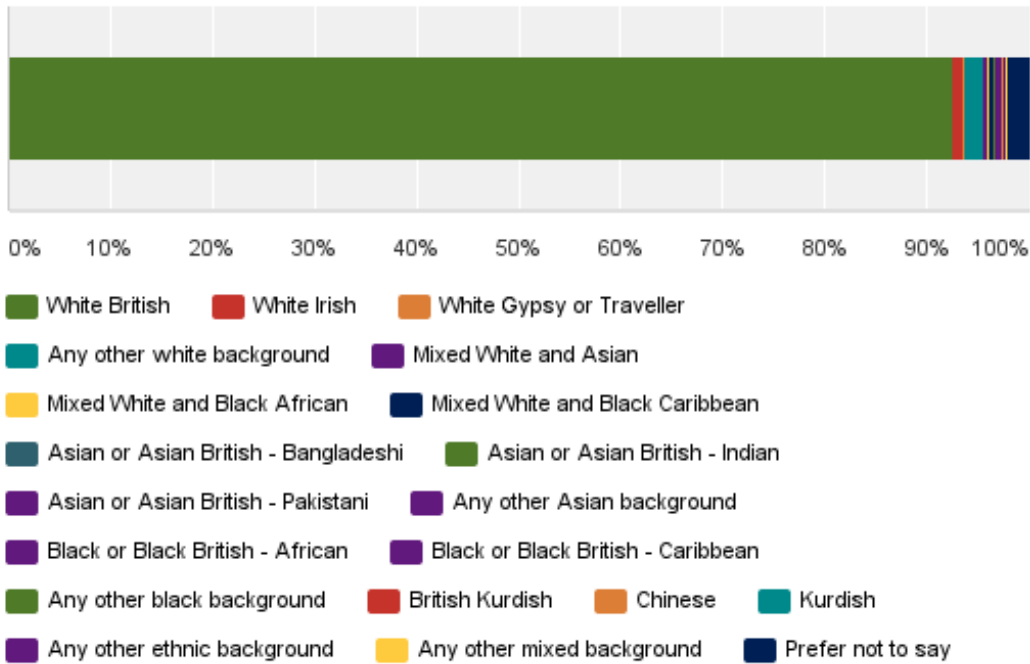
Chart 13 - What other health and wellbeing services would you like to receive in your library?



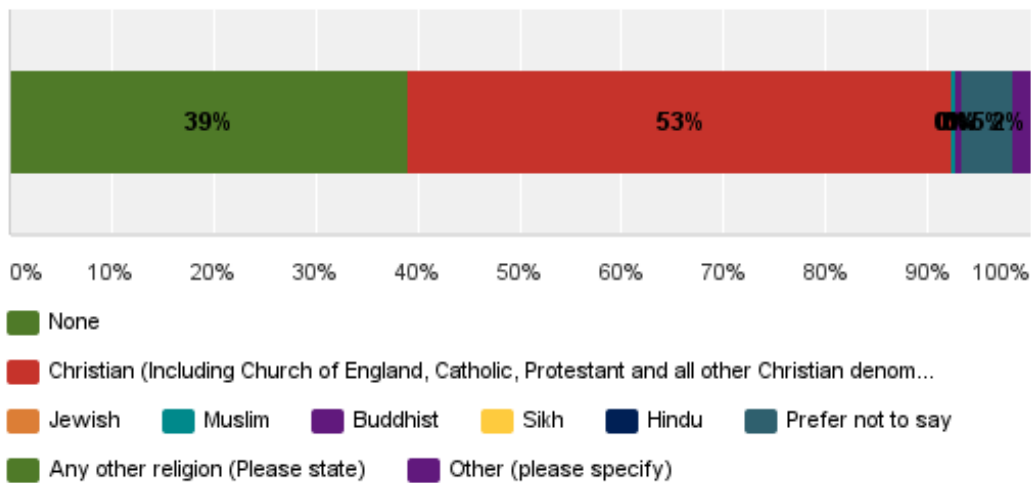
Respondents were only able to choose one option on this question. Education and training was the most popular with 31% saying this is something they'd like to see in their library. Many comments received on this question indicated that all of the services would be welcome in libraries.

5. Monitoring

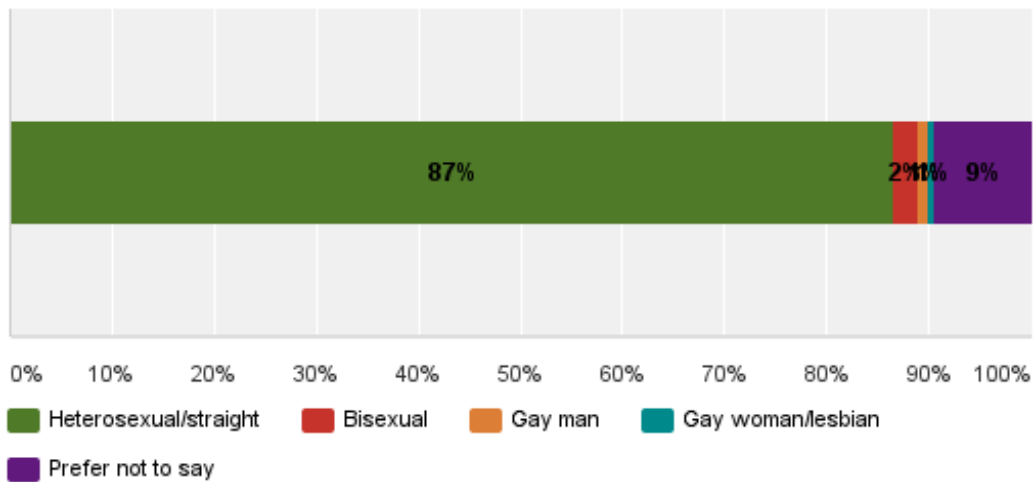
Ethnic origin



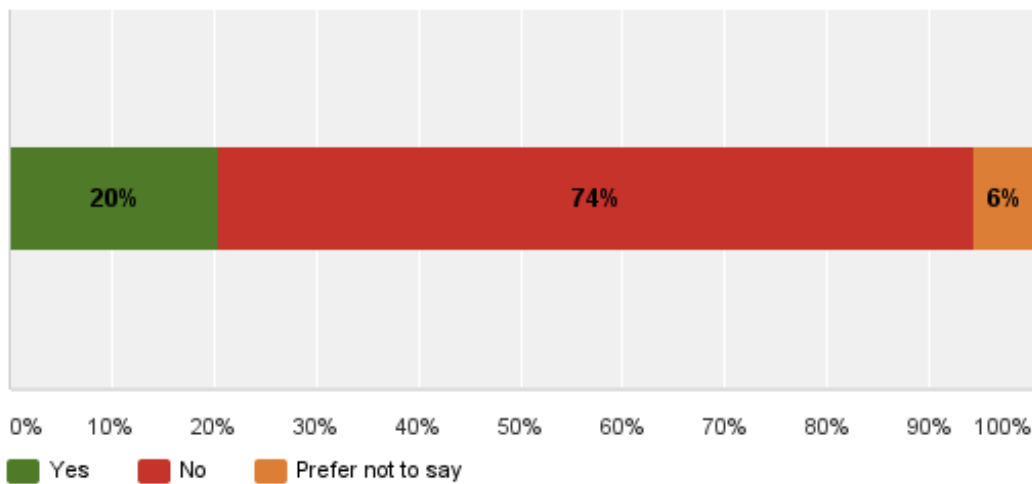
Religion



Sexual orientation



Do you have any long term illness, health problem or disability which limits your daily activities or the work you can do? (Include problems which are due to old age)



Age

