



High Life Highland Libraries

Adult Customer Survey March 2015

Summary of Findings and Action Plan



highlifehighland.com

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Background to the Survey

In March 2015 High Life Highland Libraries conducted a survey of adult customers. The survey was designed to find out what people think about the whole library experience and to measure the customer's journey from the moment they approach the library until they leave the premises.

How was the survey conducted?

Over the space of one week 1500 questionnaires were distributed throughout Highland Libraries. Following CIPFA (Public Library User Survey) guidelines a set number of questionnaires were issued per day and per hour in each library. Customers were given the questionnaire as they entered the library and asked to return responses as they left.

How will we use the information obtained in the survey?

The 2015 survey will establish a baseline to allow us to measure any subsequent improvement or deterioration in the service. Key action points emerging from this survey will also be implemented and reported on in each library, ("You said we did" on noticeboards) and on the library website.

What does the survey tell us?

This inaugural survey of adult customers across the Highlands gives us unprecedented insight into how people use and how they view their libraries. Illustrative points are noted for each of the questions in the survey report but a few key findings are worth highlighting.

- People like their libraries, (how good is this library? – 98.4% satisfaction rate).
- Customers believe that High Life Highland have high quality library staff, (helpfulness - 99.8%, knowledge - 99.5%).
- Libraries play an integral part in many people's lives, (70% of customers visit libraries at least once a week).

The role of libraries in Highland communities

We asked customers to comment on a range of statements that reflect national and local priorities for communities and for key groups of residents including older people and families. The results illustrate that High Life Highland Libraries play an important role in improving people's lives and bringing communities together.

- Important to me 100%
- Important to this community 100%
- Improves my quality of life 98%
- Makes me feel connected to my community 96%
- Helps me find out about and access Council and other services 92%
- Vital resource for families in this community 99%
- Lifeline for older people in this community 99%
- Essential support for groups in this community 99%

Helping people access digital technology (digital inclusion)

Libraries play a key role in supporting people across the Highlands to access digital technology.

- Without this library I wouldn't have access to a computer 44%
- Without this library I wouldn't have access to the internet 39%

In June 2015 digital support will be further improved when every library across the Highlands will launch a free Wi Fi service, funded by the Scottish Government Public Library Improvement Fund through SLIC (Scottish Libraries Information Council).

How will we use the equalities information in the survey?

Libraries have a statutory obligation to provide services that are comprehensive and fair. This information will help us ensure that resources are balanced across the Highlands while also ensuring that services also meet the needs of individuals and communities.

Customers' comments

Almost half of all customers surveyed took the opportunity to include comments. As part of the improvement process staff in each library will look at the comments and see if any local suggestions may be implemented. Improvements will be reported in the "You Said, We Did" section in every library and on the HLH library website.

High Life Highland Libraries are striving to make a positive contribution to improving people's lives and building stronger communities in the Highlands. As always, our customers are the best judges and advocates of where and how this may have been accomplished.

What happens now?

The results of this survey will be communicated to our customers. They will be published on the library website and available in every library in the Highlands. The results will also be translated into an action plan; by implementing this plan we will again, strive to further improve High Life Highland Libraries in direct response to the needs of our customers. In the 2017 survey our customers will let us know how successful this plan has been.

Action points

- Ensure support is delivered for customers using mobile devices in a variety of formats.
- Continue to review seating provision and library layouts to meet customers' needs.
- Develop initiatives to promote other high Life Highland services to library customers.
- Improve promotion of the wide range of online services and resources to customers.
- Ensure staff are supported to maintain excellent customer service standards.
- Work with communities to develop local action plans to further improve services for key target groups including our younger and older citizens and increase participation.

Adult customer survey 2015

1. The general library environment

Most customers are happy with library opening hours, the provision of seating and tables and the internal attractiveness of their library. 72% of respondents think their library exterior is attractive. (For an additional 22% of respondents the exterior is adequate.) 93% of customers think that their library is easy to get to.

	Very Good	Good	Adequate	Poor	Very Poor	Responses
Opening hours	57.4 % 834	30.9 % 448	9.9 % 144	1.7 % 24	0.1 % 2	1452
Provision of seating and tables	55.7 % 778	32.8 % 458	9.7 % 136	1.6 % 22	0.3 % 4	1398
Being attractive outside	36.6 % 506	35.8 % 495	22.3 % 309	4.0 % 56	1.3 % 18	1384
Being attractive inside	54.1 % 758	36.0 % 505	8.3 % 117	1.2 % 17	0.4 % 5	1402
Being easy to get to	68.6 % 964	24.3 % 342	6.3 % 88	0.7 % 10	0.1 % 2	1406

"As a homeless person I can come and sit and do other things. When the library is closed, I don't have any place to go. The library is a great place 100/10, well done, keep it up!!!"



2. What did you do during your visit to the library today?

Book borrowing is still the most popular activity in Highland Libraries, but customers also undertake a wide range of activities, including "socialising", an important aspect of bringing people and communities together. The information with regards to how many people "sat down" will help inform library design and layout as well as ensuring provision of adequate seating to meet customers' needs. Interestingly, provision of newspapers or magazines is still a key service for many customers.

	Percent	Count
Borrowed books	74.9%	1,094
Sat down	35.3%	515
Chatted, socialised	30.8%	450
Used a computer	22.8%	333
Read a newspaper or magazine	16.2%	236
Visited with children	15.6%	228
Used the photocopier	12.9%	188
Accessed local/community information	12.5%	183
Borrowed DVDs	9.9%	145
Used the library for research or study	9.2%	134
Other (please state):	8.8%	129
Borrowed talking books	6.2%	90
Attended a Bookbug session	5.3%	78
Used the library catalogue	5.3%	78
Used the library to help with jobs/careers	4.3%	63
Looked up health information	3.1%	45
Used the fax machine	0.6%	8
Attended a YouTime session	0.6%	8
Total		1,461

3. Library resources

Customers are generally satisfied with book selection and condition, the range of books will of course be limited in smaller libraries. High Life Highland operates a system of free reservations and delivery to any library to help compensate for this. This service is warmly regarded by customers.

Customers are generally satisfied with computing facilities although it is expected that this figure will rise with the introduction of free Wi Fi in June 2015.

	Very Good	Good	Adequate	Poor	Very Poor	N/A	Responses
Choice of books	42.8 % 608	39.7 % 563	14.3 % 203	1.6 % 23	0.3 % 4	1.3 % 18	1419
Physical condition of books	55.9 % 775	39.2 % 544	3.5 % 48	0.1 % 2	0.1 % 2	1.2 % 16	1387
Computer facilities	40.2 % 506	29.8 % 375	7.7 % 97	1.1 % 14	0.2 % 2	21.1 % 266	1260

"I feel the library is a whole lot more than a place to access books, information, computers etc. It is a vital hub with a smile; human contact and someone who makes you feel included."



4. The library and the community

This section is designed to find out how customers view the role libraries play in their lives and in the life of their community. The questions reflect national and local priorities for communities and will help us measure how libraries support positive outcomes. Customers strongly believe that libraries make important contributions to the following: their own well-being; the life of the community; supporting targeted groups including older people, families and children. Libraries help people find out about other partner services. Libraries also clearly support digital inclusion: 44% of customers rely upon libraries for access to a computer and 40% of customers rely on libraries or access to the internet.

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	Responses
This library is important to me	92.2 % 1,329	7.7 % 111	0.1 % 1	0.0 % 0	1441
This library is important to this community	95.3 % 1,370	4.7 % 67	0.1 % 1	0.0 % 0	1438
I would recommend this library to others	93.7 % 1,342	6.1 % 88	0.1 % 2	0.0 % 0	1432
This library improves my quality of life	74.6 % 1,056	23.7 % 335	1.7 % 24	0.0 % 0	1415
This library makes me feel connected to my community	54.6 % 754	41.5 % 573	3.9 % 54	0.0 % 0	1381
This library helps me find out about and access Council and other services	44.7 % 587	47.6 % 624	7.1 % 93	0.6 % 8	1312
This library is a vital resource for families in this community	83.0 % 1,161	16.7 % 233	0.4 % 5	0.0 % 0	1399
This library is a lifeline for older people in this community	85.2 % 1,200	14.4 % 203	0.4 % 6	0.0 % 0	1409
This library provides essential support for groups in this community	63.9 % 842	35.0 % 461	1.1 % 15	0.0 % 0	1318
Without this library I wouldn't have access to a computer	28.3 % 347	15.3 % 188	21.1 % 259	35.2 % 432	1226
Without this library I wouldn't have access to the internet	26.3 % 300	12.6 % 143	20.5 % 234	40.6 % 462	1139

5. Libraries as sources of information

Despite the growth of the internet, mobile technology and Google, libraries continue to play a role as sources of trusted information; over one third of customers visited the library to find something out.

	Yes	No	Responses
Did you come here today to find something out?	35.1 % 491	64.9 % 907	1398

6. Success in finding information

The overwhelming majority of customers were successful in their search for information.

	Yes	No	Partly	Responses
Were you successful in finding the information you were seeking?	93.8 % 451	1.5 % 7	4.8 % 23	481

7. Approachable staff

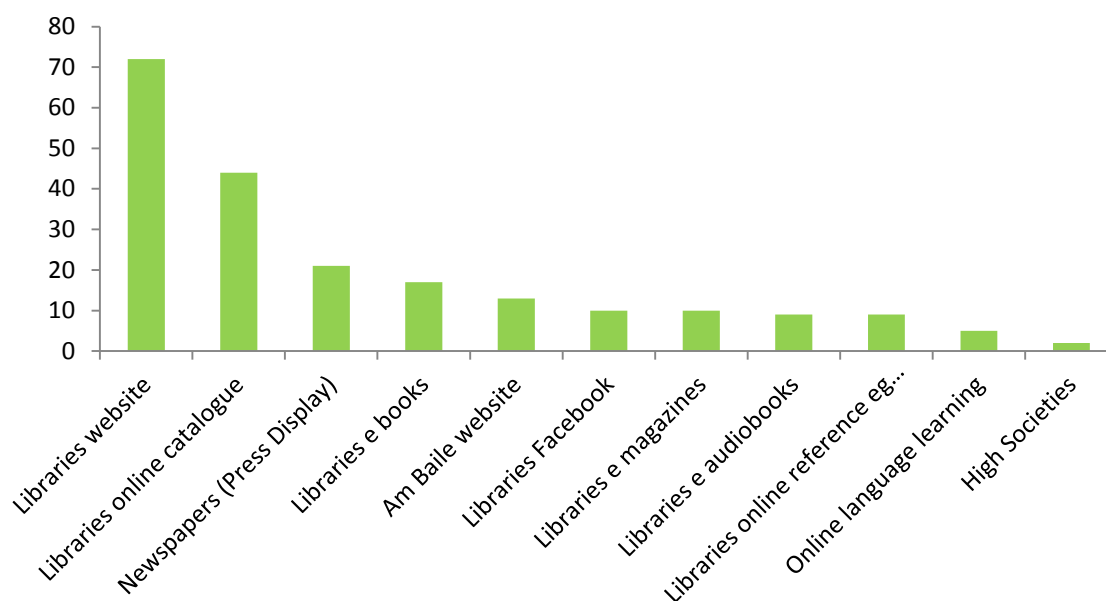
Library staff are approachable and easy to identify. This is a key pre-requisite to providing excellent customer service.

	Yes	No	Responses
Did you ask staff for assistance?	55.7 % 675	44.3 % 537	1212
Did a member of staff acknowledge you when you entered the library?	96.9 % 1,293	3.1 % 41	1334
Are staff easy to identify and approach for assistance?	99.6 % 1,349	0.4 % 6	1355

"First visit to this library. Brought grandson to Bookbug. We were made to feel very welcome. Great session for children. The children were made to feel special as some of the songs included each taking part. Books are so important and the earlier children are familiar with them the better."

8. High Life Highland Libraries - online services

The HLH library website is clearly popular with library customers with many people taking advantage of the online catalogue facilities. The new online newspaper service is also beginning to gather momentum. This information will help us promote and target some of the services that customers may not be fully aware of.



	Percent	Count
Libraries website	72.2%	570
Libraries online catalogue	43.7%	345
Newspapers (Press Display)	21.3%	168
Libraries e books	17.0%	134
Am Baile website	12.8%	101
Libraries Facebook	10.4%	82
Libraries e magazines	10.1%	80
Libraries e audiobooks	9.4%	74
Libraries online reference e.g. Britannica	8.6%	68
Online language learning	4.9%	39
High Societies	2.0%	16
Total		789

9. The new High Life Highland Library App

The HLH App offers an excellent way of getting the most from libraries at a time and place that suits. Only a small percentage of customers have taken advantage of the app.

The provision of free Wi Fi and digital sessions in all Highland libraries will allow staff to demonstrate the App to customers, assist them with installing it on their own devices and help them to experience the benefits.

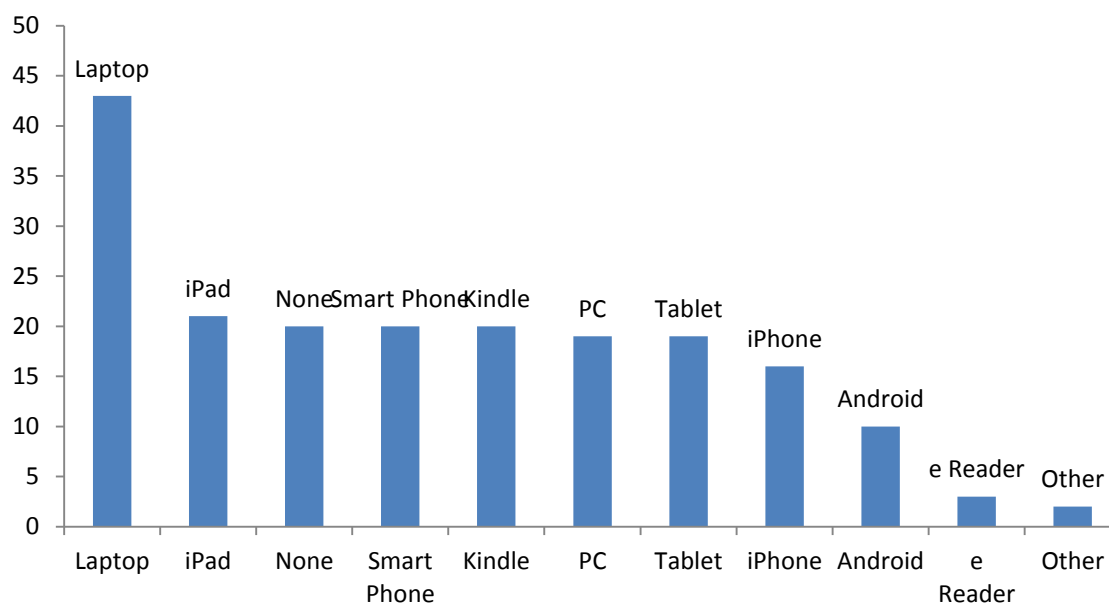
	Yes	No	Responses
Have you used the HLH Libraries App?	6.8 % 88	93.2 % 1,209	1297

"We really appreciate the library facilities. It has helped inspire my children to read and discuss issues. I have recommended the library to others especially those who do not have internet facilities. The library is vital to the community."



10. Wi-Fi and mobile technology

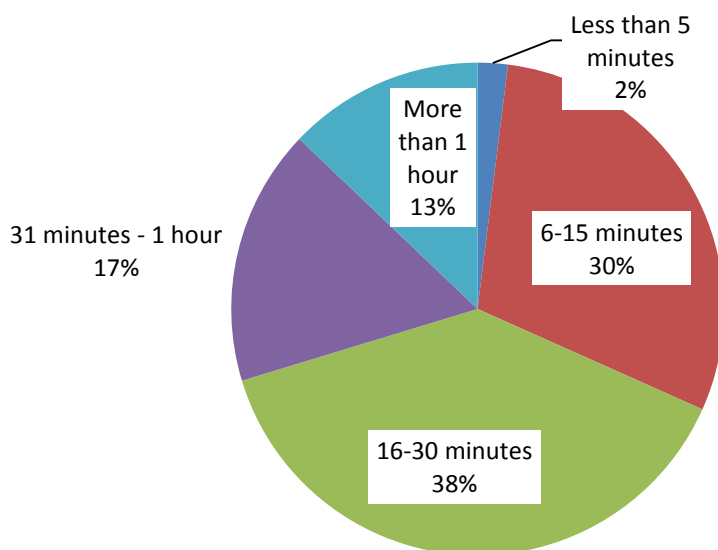
HLH Libraries will offer free Wi-Fi from June 2015. This information will help us to support customers in accessing Wi-Fi and getting the most from their experience. Customers have no overriding preference for any particular device or system. HLH Libraries will therefore ensure that the appropriate support is in place for all devices.



	Percent	Count
Laptop	42.6%	564
iPad	21.3%	282
None	20.4%	270
Smart Phone	19.9%	263
Kindle	19.6%	259
PC	19.3%	255
Tablet	18.7%	247
iPhone	16.0%	211
Android	10.1%	133
e Reader	2.6%	34
Other	1.8%	24
Total		1,323

11. Length of visit

HLH Libraries would like to make customers stay as comfortable and productive as possible. This information will help us plan to plan library services, resources and accommodation to do this.

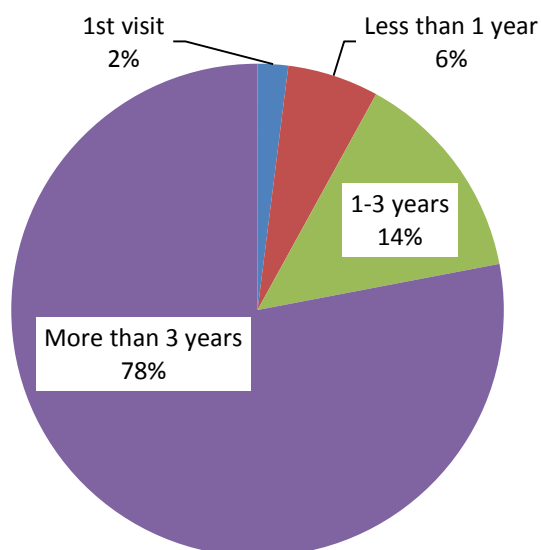


	Percent	Count
Less than 5 minutes	2.1%	30
6-15 minutes	29.7%	426
16-30 minutes	38.7%	555
31 minutes - 1 hour	16.6%	238
More than 1 hour	13.0%	187
Total		1,436

"This library provides a very good service. I use it for general reading and as a study area for my Open University degree. The staff are very knowledgeable and helpful and the general atmosphere is welcoming and bright. I have attended High Life craft activities here. It is so different to the public libraries of my youth - accessible and inviting to all ages."

12. Customer retention

High Life Highland are committed to keeping our existing customers and attracting and supporting as many new customers as possible. This information illustrates that people tend to remain library customers for prolonged periods.

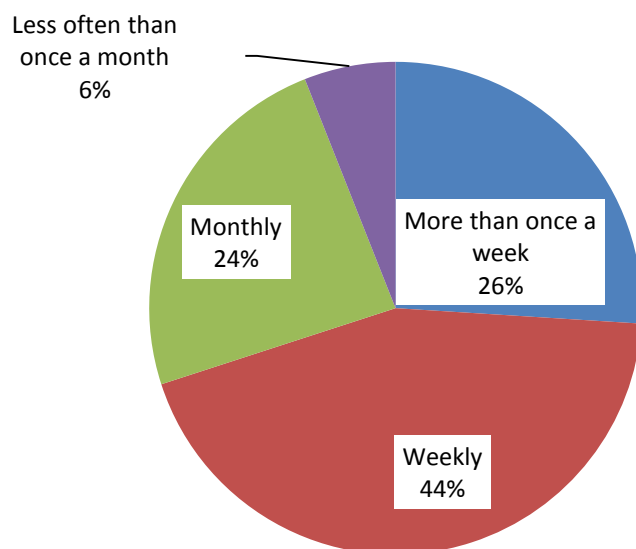


Value	Percent	Count
1st visit	1.6%	23
Less than 1 year	6.4%	92
1-3 years	14.3%	205
More than 3 years	77.8%	1,118
Total		1,438

"I used this library when my children were toddlers 20 years ago. We loved coming here as a family as the staff were always welcoming, friendly and helpful and there was always an excellent choice of books and this has not changed. I think it is an excellent essential facility within the community."

13. Frequency of visits to the library

We appreciate that some customers may wish to visit their library occasionally whereas others may wish to visit regularly. This information illustrates that many people incorporate regular library visits as part of their routines. Although books are loaned for a 3 week period (and may be renewed online or on the telephone) 70% of customers visit their library at least once a week.



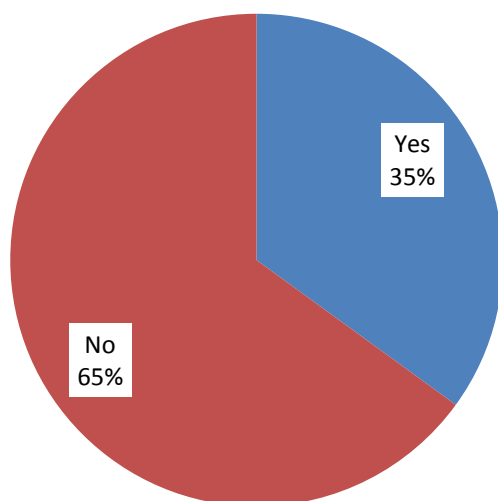
Value	Percent	Count
More than once a week	26.1%	375
Weekly	44.3%	635
Monthly	23.9%	343
Less often than once a month	5.7%	82
Total		1,435

"I have been using this library for over 10 years. It is very important to me and this town would be a significantly impoverished place if we were to lose it. My daughter uses this library a lot too and it has helped immensely with her literacy skills. The staff here are friendly and excellent. The library is at the very heart of the community"

14. Do you use other Highland libraries?

One third of customers use more than one Highland library.

This information is important for looking at providing complementary opening hours over localities and for ensuring that libraries are consistent and familiar in terms of layout, services and signposting for customers.

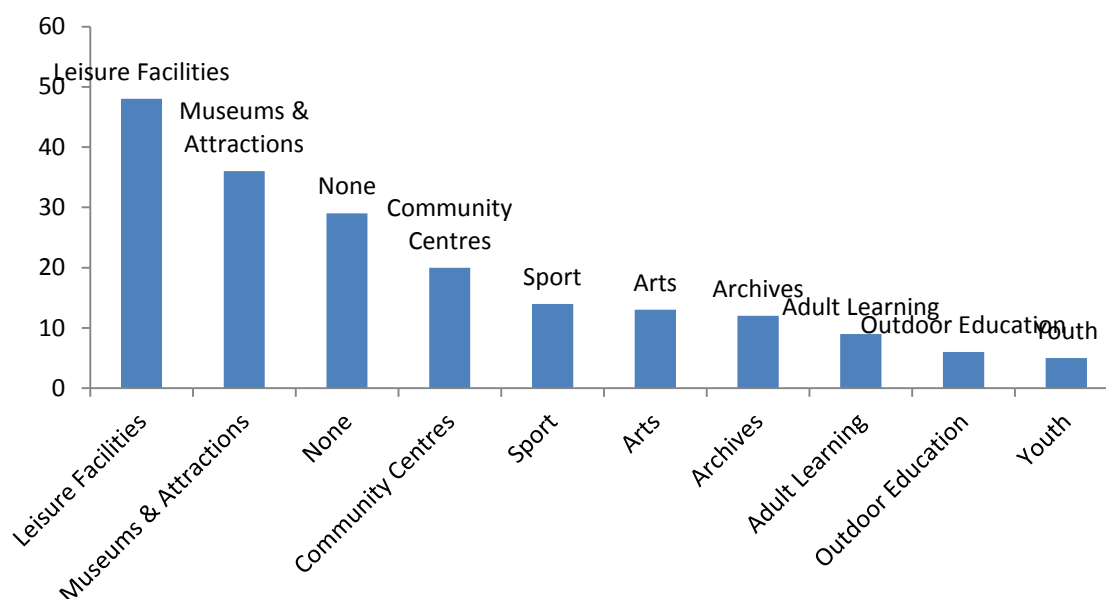


	Percent	Count
Yes	34.7%	491
No	65.3%	925
Total		1,416



15. What other High Life Highland services do you use?

This question will help us find new ways to bring our services together to enrich our customers' experience. Almost one third of customers do not use any other High Life Highland service. There are opportunities to promote services to these customers and raise awareness of the benefits of doing so.



Value	Percent	Count
Leisure Facilities	48.3%	654
Museums & Attractions	36.2%	490
None	29.0%	392
Community Centres	19.9%	269
Sport	14.3%	193
Arts	13.2%	178
Archives	11.8%	159
Adult Learning	8.7%	118
Outdoor Education	6.0%	81
Youth	4.8%	65
Total		1,353

16. How good is this library and how good are our staff?

This is arguably the most important section in the survey. High Life Highland strives to ensure that customers value their libraries and that they can expect to be served by first-rate, helpful and knowledgeable staff in line with our Customer Charter.

	Very Good	Good	Adequate	Poor	Very Poor	Responses
How good is this Library?	80.7 % 1,160	17.7 % 255	1.5 % 22	0.1 % 1	0.0 % 0	1438
How would you rate staff helpfulness?	95.1 % 1,364	4.7 % 67	0.3 % 4	0.0 % 0	0.0 % 0	1435
How would you rate staff knowledge?	88.2 % 1,251	11.3 % 160	0.5 % 7	0.0 % 0	0.0 % 0	1418

"Lovely, clued-up people ... Always a pleasure to visit."

"The Library is a community hub - brings people together - brings people into the village where they combine library visit with other activities. Strong motivator for me to "get out" and see others."

"I could not exist in the same state without my library as I enjoy very much the company of other people and I live completely so alone. My library is a better medical set for me than all my doctor's pills. Thank you."