

Item 1: Library Survey Update

SESSION TYPE: Briefing

PURPOSE/DESIRED OUTCOME:

Briefing on the results of the Library Customer Survey for information and Q&A purposes only.

DATE/START TIME:

Tuesday, 24 September 2024 at 11:00 am

TIME BREAKDOWN:

Presentation: 15 minutes

Questions/Discussion: [Natacha Murphy, Paula Mitchell, Natasya Zambri, Sue Gwilliam] 15 minutes

Prepared by:



Name: Sue Gwilliam
Title: Library Services Manager
11 September 2024

Reviewed and Authorised by:



Name: Ken Bailey
Title: GM Community Services
11 September 2024

ATTACHMENTS:

A	QLDC Library Customer Survey Results
B	Presentation Slides - to be presented on the day.

2024 Annual Libraries Survey Report

Presenters:



Natacha
Murphy



Paula
Mitchell



Natasya
Zambri

*Te whakapuāwai i kā hinengaro me kā hapori.
Enriching minds and communities.*

Objectives



Establish Baselines

Measure various aspects of library services, including:

- *Customer services*
- *Accessibility*
- *Events and programmes*
- *Collections*



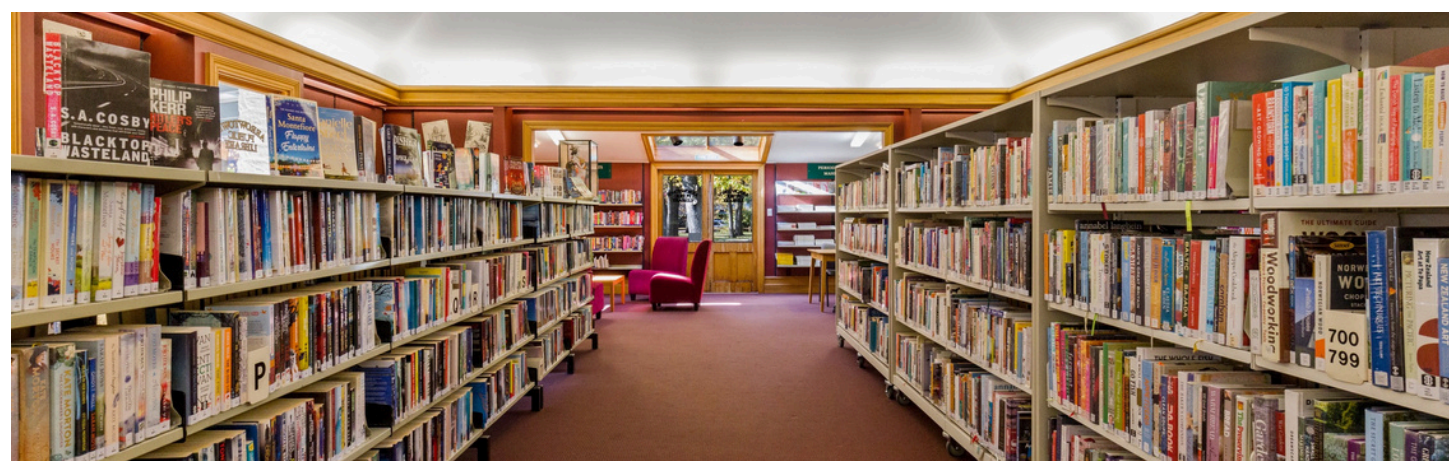
Assess the Impact

Measure the impact of libraries on our community for the first time.



Identify Areas of Improvement

Use survey results to highlight strengths and pinpoint areas needing enhancement.



Survey Results

General Demographics

Library Use and Library Experience

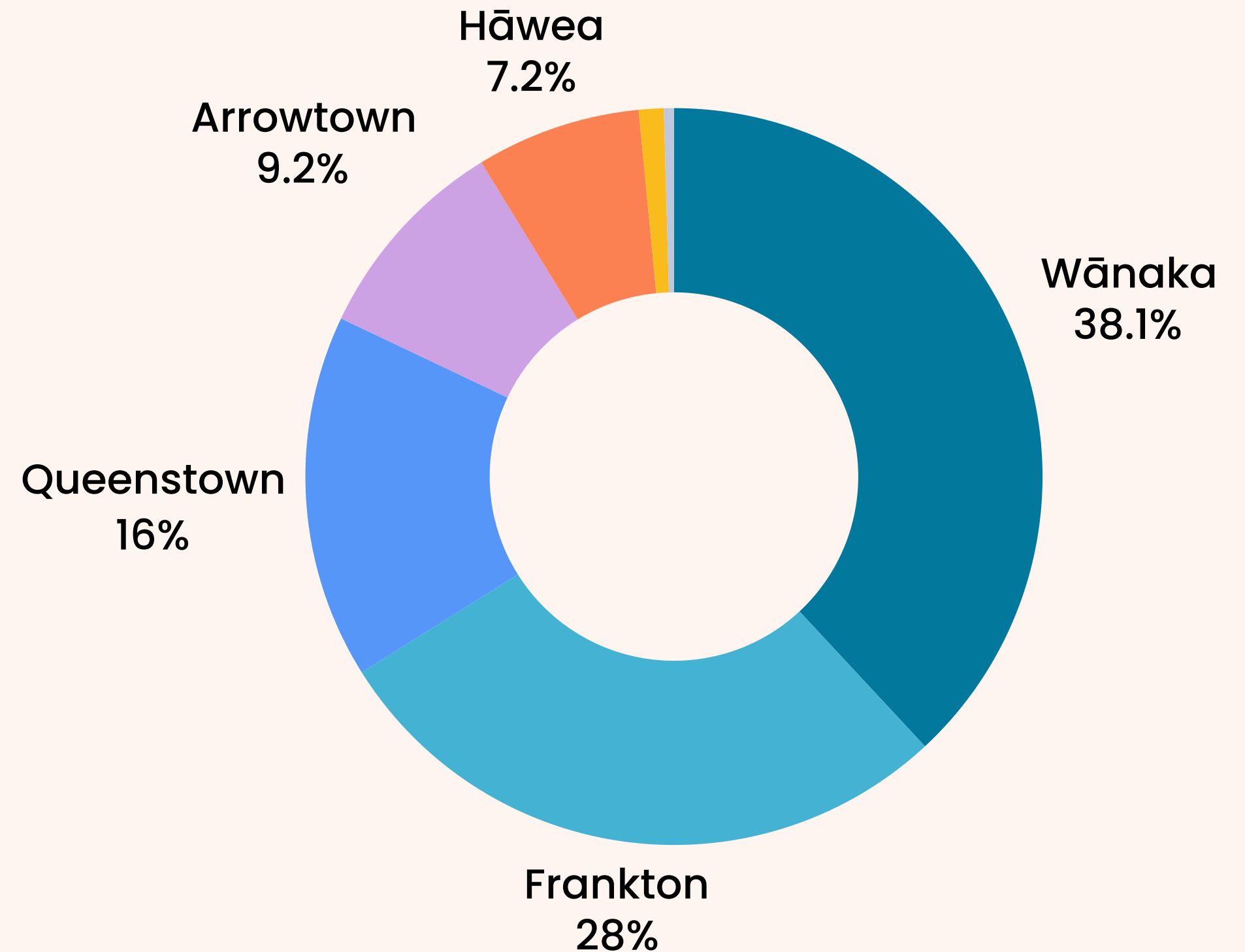
Wellbeing and Accessibility

Events and Collections

Demographics

- **Total Responses:** 487 participants (2.4% of active patrons) - only 31 non-users
- **Top Libraries:**
 - Wānaka: 174 participants
 - Frankton: 128 participants
 - Queenstown: 73 participants
- **Low Response Areas:**
 - Glenorchy (5)
 - Kingston (2) – results considered anecdotal due to small sample size

A separate Kingston community engagement survey has since been conducted and a collections survey is in the works.



Age Distributions of Participants

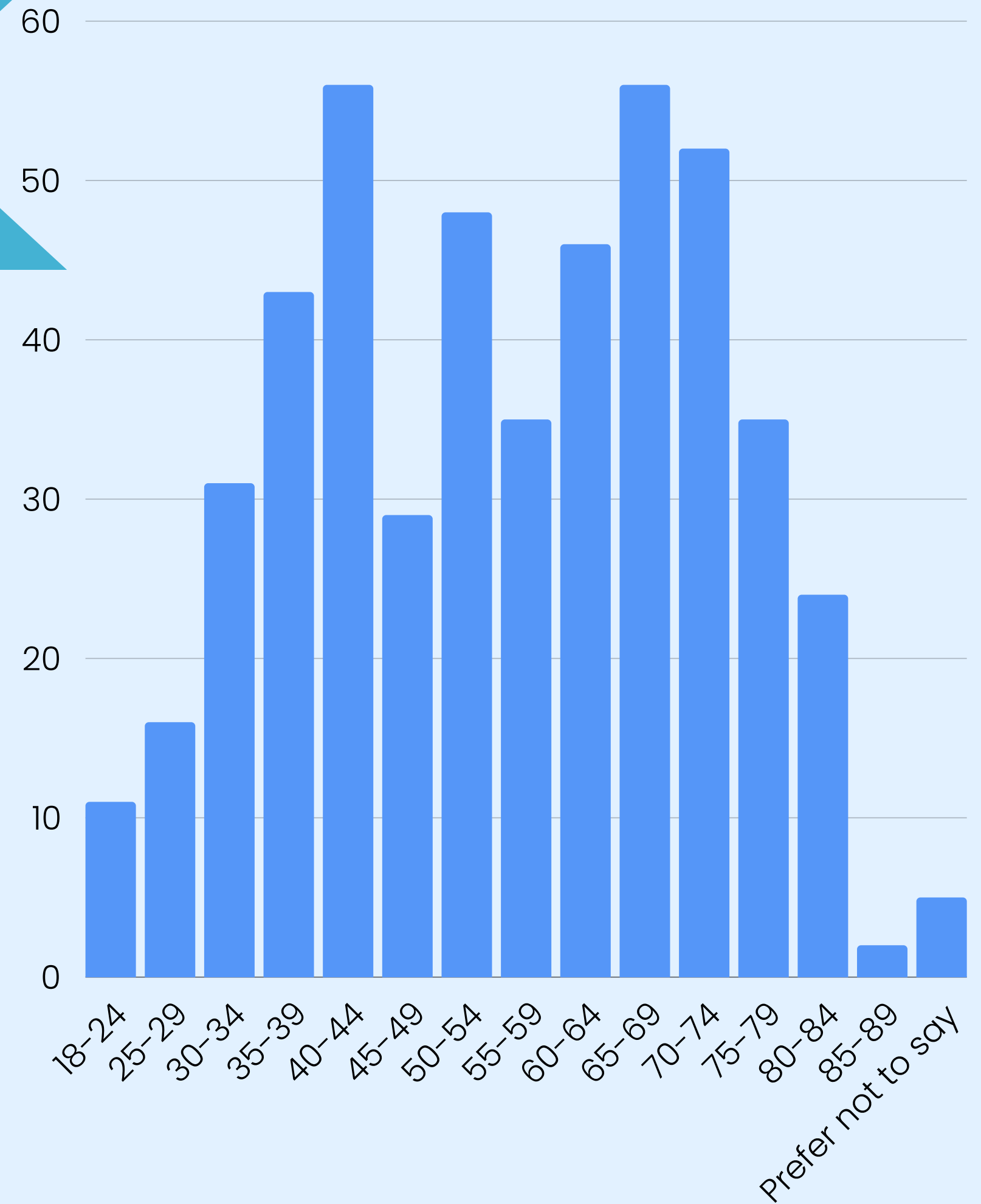
Highest Age Group(s):

- 40-44
- 65-69

Lowest Age Group(s):

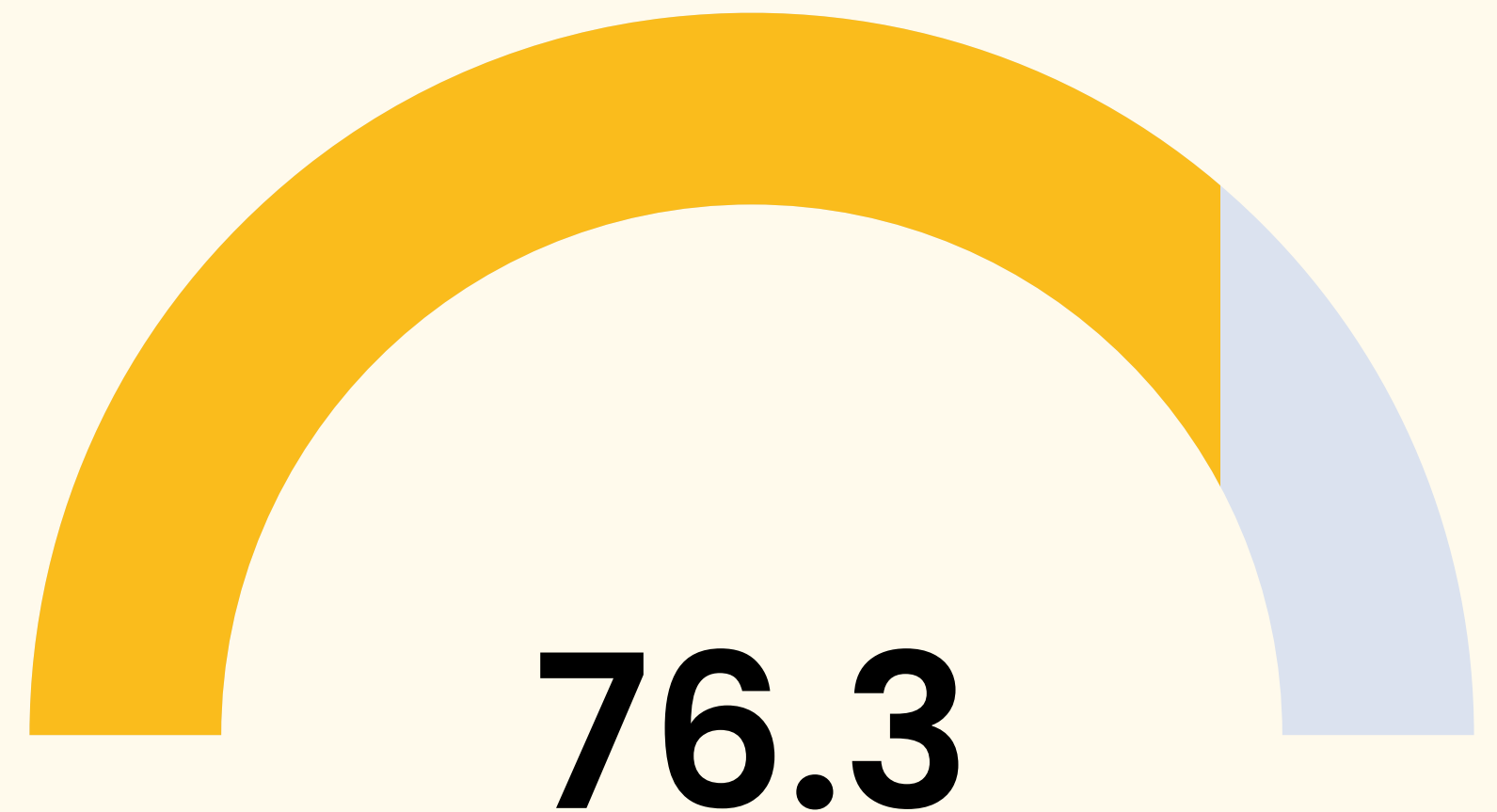
- 85-89

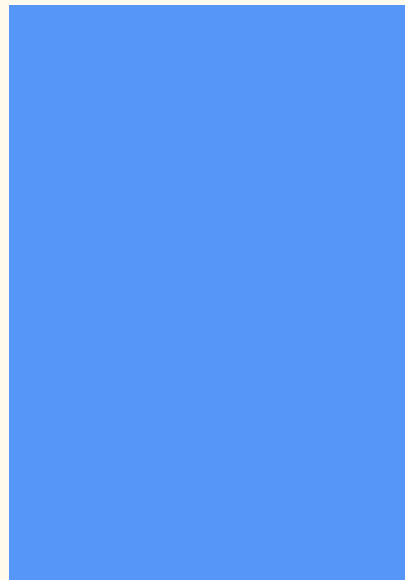
We plan to overlay this with library demographics in the future to ensure the survey is an accurate representation of our patrons.



Net Promoter Score

- *This was our first time gathering a Net Promoter Score result for libraries*
- *The result was excellent however most participants are library members who were engaged enough to complete the survey so a good result is not surprising*
- *This is our first baseline NPS and there are plans to add the NPS to other channels to start measuring it on an ongoing basis*

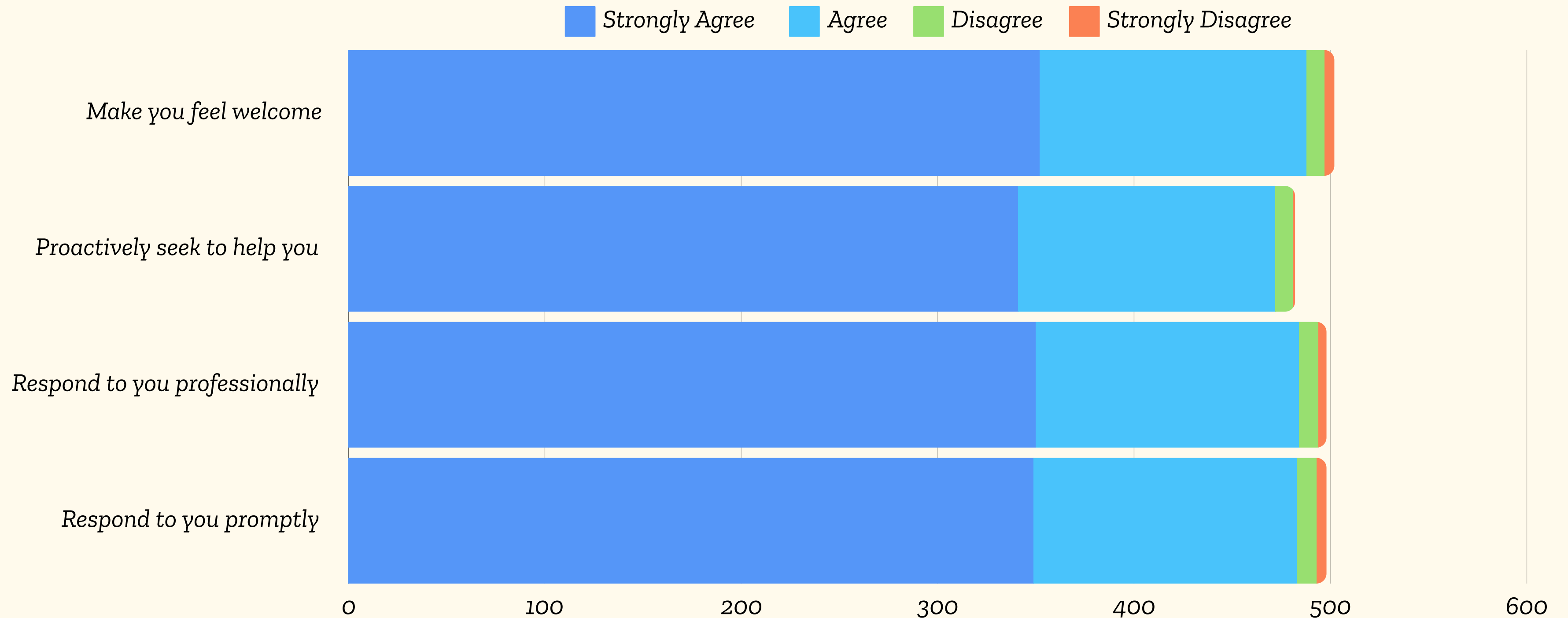




Library Experience & Library Use

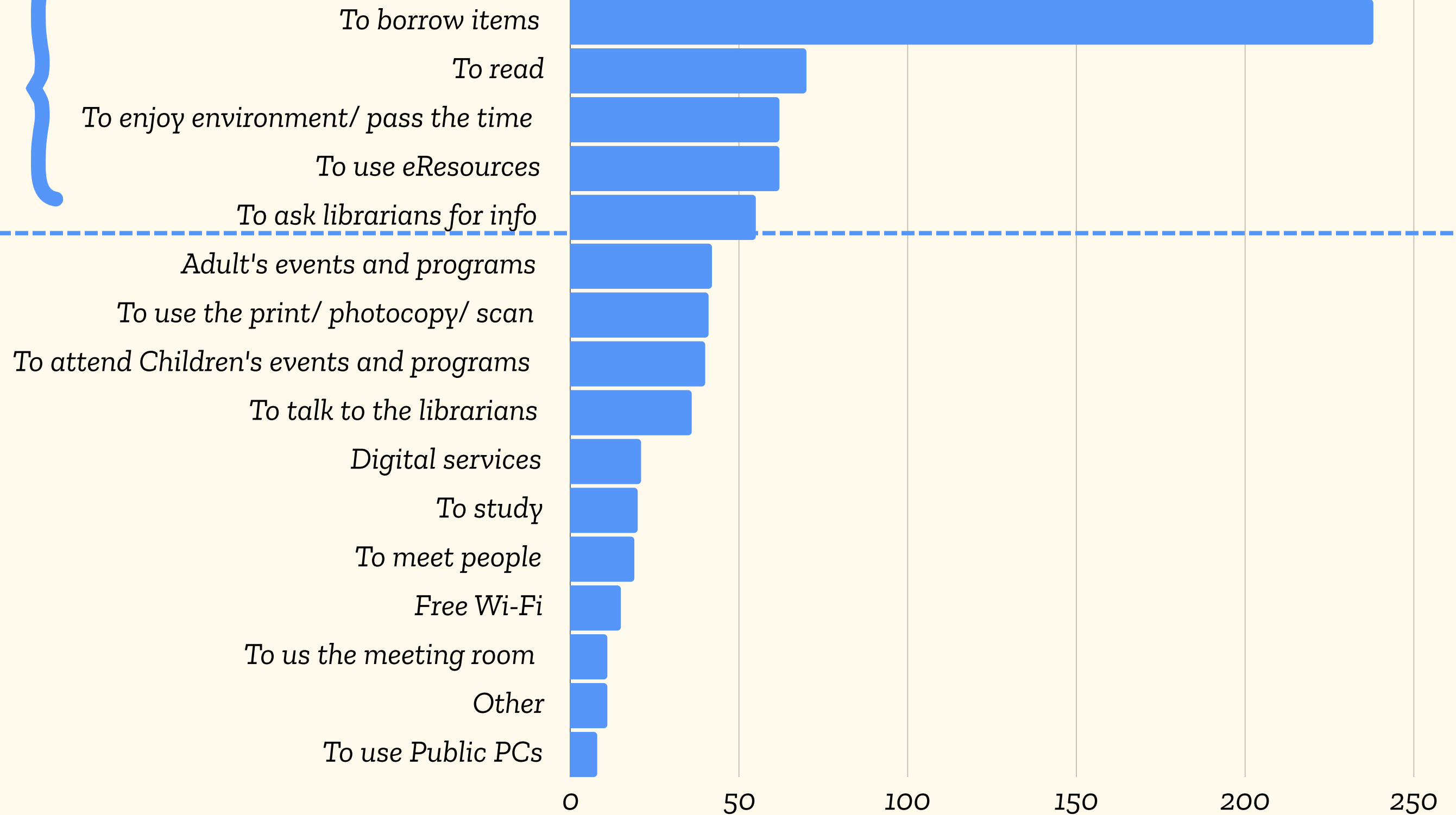


Library Experience



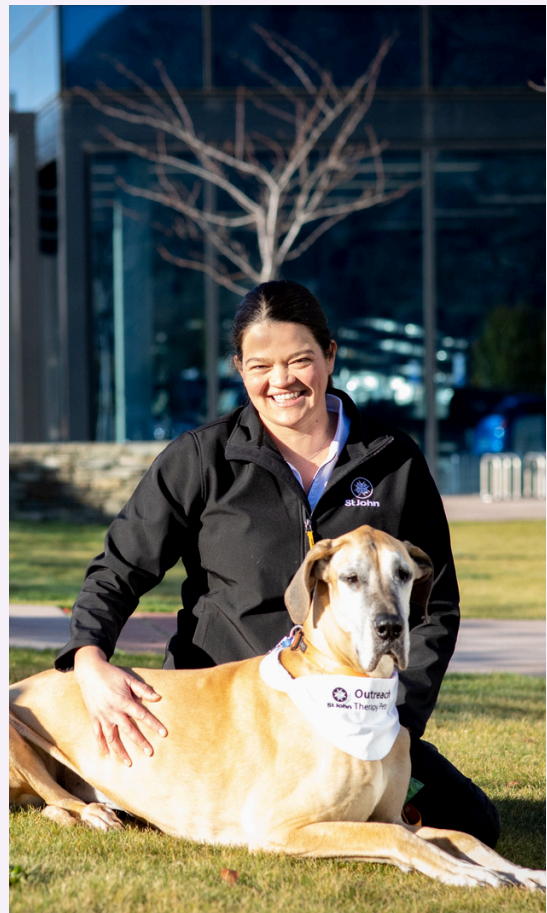
Library Use

TOP FIVE





Wellbeing & Accessibility



Wellbeing Perceptions of Libraries for Individual and Community

STRONGLY AGREE OR AGREE

97.35%

QLDC libraries benefit my well-being

98.8%

QLDC libraries benefit the wellbeing of my community

Libraries positively impact wellbeing

"The library is a social contact, almost a lifeline to some. To see the librarians' friendly faces and hear a welcoming voice. The library is one place in town that provides..."

"Wonderful community asset especially in these stressed times..."

The connection with library staff

"Always polite and helpful as I'm trying to get myself used to reading."

"keep up the great work and kudos to the excellent staff"

The space and place that Libraries create

"Libraries are important hubs in a community, somewhere you can go if don't know where to go..."

"It's a safe and inclusive space..."

The offerings of programmes and events at the library

"Our library is innovative and always developing programmes or events to engage members of the community..."

"Amazing programmes for the kids..."

The resources and service libraries offer

"Financial and sustainability benefits from borrowing rather than buying books & magazines..."

Accessibility



Opening Hours

97.01% of people strongly agreed or agreed that the library is open at a time that meets the needs of the participant's schedule.



Accessibility Needs

96.92% of people strongly agreed or agreed that the library supports any accessibility needs they have



Reasons Preventing Use

97.74% of people strongly agree or agree that there are no reasons that prevent me from using the library.

Request for More Hours

"I work full time so the only time I am able to get to the Library is either Thursday evening or on Saturday. Maybe an additional evening opening or a couple of days with later opening - 10.30am -7pm."

"we work full time so extended hours are welcome"

'I would like to have two late nights rather than one if that were possible.'

Postive Comment

"I find the library fully accessible even though I have a physical disability"

"There are no barriers that I can think of that prevent me from using the library"

Anecdotal Comments Relating to Accessibility.

No examples can be given as it is not themed.

Parking Problems

"Parking is one thing that can be a struggle"

"Car parking is difficult to find close to the library."

"The car parking facility is poorly designed. Getting out and in of a vehicle on the sloping parks makes opening and shutting vehicle doors a hazard, The doors want to amputate or damage ones legs."



Events & Programmes



QLDC Strategic Framework



Whakapuāwai Hapori

Thriving People



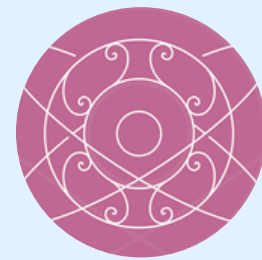
Whakatinana i e te ao Māori

Living Te Ao Māori



E ōhaka taurikura

Opportunities for all



Whakaohooha Auahataka

Breathtaking Creativity

QLDC Libraries Strategy



Literacy & Language



Connected & Vibrant Communities



Wellbeing & Equity

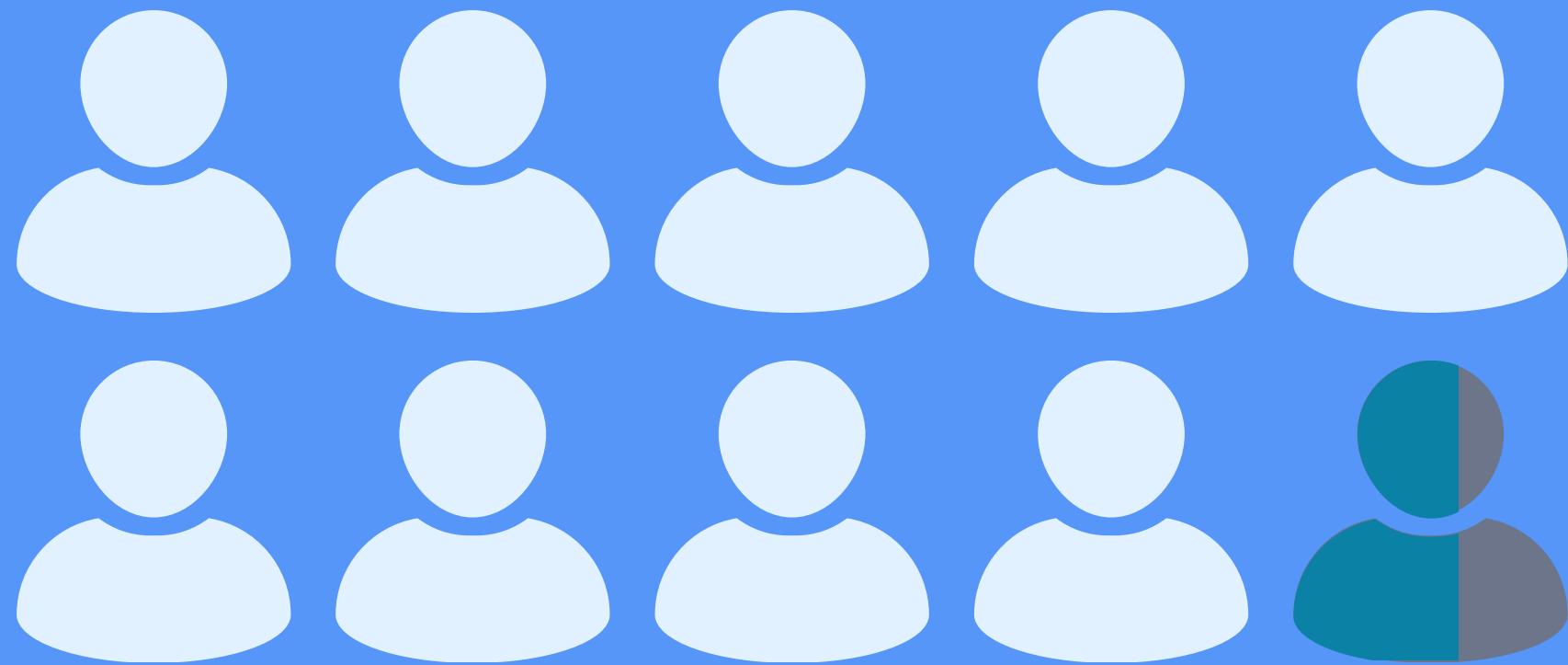


Learning for Life

Future activities and engagement suggestions



Preferred Location



91%

*preferred attending events
in person at the library*

Human Connection

"Being physically present at a library offers a unique opportunity to connect with people on a personal level, including librarians, fostering trust, effective communication, and a sense of community."



Community Space

"We love the library, its resources, environment, and the friendly, helpful staff. It's a big part of our learning week within our homeschool family."



Natural Engagement

"To meet new people and cultures and it's more personal."



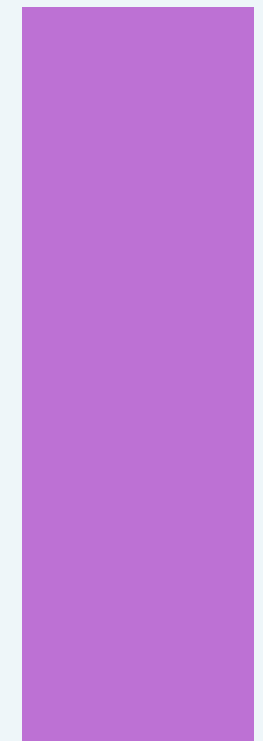
Networking Opportunities

"The gathering of likeminded people. Community awareness."



Why in-person events is the most preferred option

Collections



BORROW BOARD GAMES FROM THE QLD LIBRARIES!!

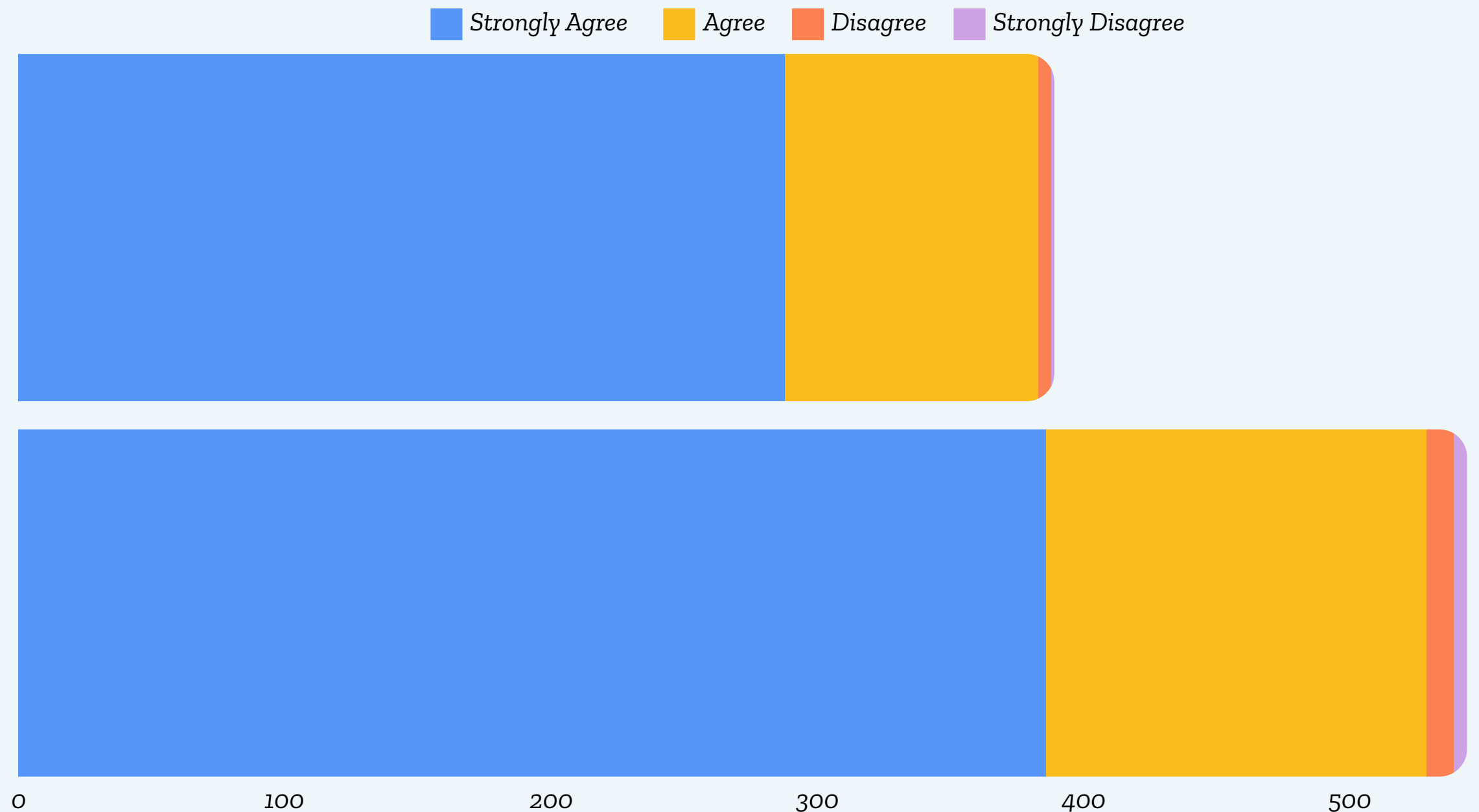
HOW DOES IT WORK?

- CAN BE BORROWED BY ANY CARD HOLDER
- JUNIOR BORROWERS CAN BORROW WITH GUARDIAN
- ONE GAME PER USER
- THREE WEEK LOAN PERIOD
- ONE RENEWAL PER GAME
- MUST RETURN IN PERSON, NOT DOWN SLOT
- PATRONS NEED TO CHECK ALL ITEMS ARE IN THE BOX BEFORE BORROWING AND RETURNING

Satisfaction with Collections

I am satisfied with the current digital selection of eBooks, eAudiobooks, eMagazines available to the district

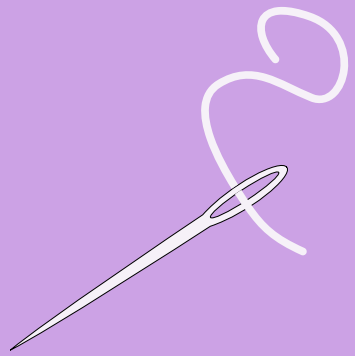
I am satisfied with the current physical selection of books & materials available at my home library





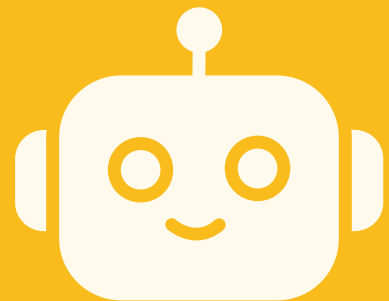
"Would be amazing to have sewing machines and tools! Me and my friends can't afford to buy these things but would love the chance to borrow when needed - also more workshops and classes to learn how to use them."

Suggested Items



Hobby-Based Materials

Sewing Machines, General Craft Kits, Kitchen Tools, Creative Zines



Technology-Based Materials

3D Printers, Virtual Reality (VR) Headsets, Computers, eReaders, Makerspace Units, Printing Presses, Robots



Outdoor Tools

Some respondents expressed interest in borrowing items related to outdoor activities such as gardening tools, bike locks and binoculars.

GOING FORWARD



Non-Users

We are exploring strategies to engage non-users and collect their feedback throughout the year, ensuring we reach and serve all segments of the community effectively.

Team Engagement

We will share survey results with key team members, ensuring alignment and collaboration for future planning and improvements.

Library of Things

Building on the survey data and additional staff engagement, we are gaining a clearer understanding of community needs, enabling us to grow and diversify our Library of Things collection.

Rural Libraries

Although rural responses were limited, we've already taken proactive steps e.g., Kingston Library Community Engagement Survey.

Net Promoter Score

Implement the Net Promoter Score (NPS) as a periodic snapshot of patron satisfaction, with plans for more regular and actionable feedback collection.