

8.13. Library Strategy Community Survey 2021-22

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ATTACHMENTS: Nil

PURPOSE:

The purpose of this report is to communicate the key responses and findings from the Library Strategy Community Survey.

EXECUTIVE SUMMARY:

Library staff conducted a community survey from November 2021 to January 2022 to inform the Library and Historical Services Strategy 2022-2027. The results of the survey will be used to help shape the future direction, services and programs of Stanton Library. A total of 396 survey responses were received.

The community engagement aimed to identify:

- Perception of the quality of service provided by the Library,
- Standard of overall experience and satisfaction with the Library,
- Benefits gained from using the Library, and how it contributes to community well-being
- Initiatives and enhancements that Library users want implemented

The community engagement was conducted throughout a period affected by COVID-19 and was impacted by disruption to regular Library services, programs and events, as well as reduced opening hours. The survey was an opportunity for the community to provide feedback on Library services throughout the lockdown and health restriction periods.

The survey was conducted primarily online with hard copies available in the Library and circulated to Home Library users. The survey incorporated quantitative measures and qualitative open-ended response options, where respondents were encouraged to provide richer detail on their responses to the survey. The Your Say North Sydney website also featured an Ideas Board where people could record feedback and others could comment and vote.

A marketing and communication campaign was undertaken to inform the community of the consultation and encourage participation.

Key Findings:

- Public satisfaction with Stanton Library, as measured in the broad community satisfaction survey, is extremely high recording a 98% customer satisfaction level and an overall Net Promoter Score (NPS) of 80.

- In this consultation, service users identified the following areas for improvement: Opening hours, spaces for reading, study, work and meetings, range and variety of titles in the collection, reserve fees, availability of ebook and eaudiobook titles to borrow, building maintenance and improvements, availability of new release items to borrow, availability of children's activities and events, provision of car parking and length of borrowing periods.
- An important highlight from the consultation was that the community is very complimentary about the staff and see them as professional, helpful and friendly.

FINANCIAL IMPLICATIONS:

A budget of \$500 was allocated to deliver the Community Consultation Survey.

RECOMMENDATION:

1. **THAT** the report be received.

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

4. Our Social Vitality

4.1 North Sydney is connected, inclusive, healthy and safe

BACKGROUND

Council is preparing a Library and Historical Services Strategy which will outline and determine the priorities for our service for the next five years. Through community consultation and industry research, Stanton Library will develop a set of strategic outcomes to support the delivery of key services, programs, spaces and facilities.

The goal of this deliberative engagement was to consult with our community and internal stakeholders to understand what they want from their Library service into the future. This valuable input will inform the Library and Historical Services Strategy, which will be presented to Council in Quarter 1, 2022/23.

CONSULTATION REQUIREMENTS

Community engagement has occurred in accordance with Council's Community Engagement Protocol. The detail of this report provides the outcomes from the engagement for Council to consider prior to adoption.

DETAIL

Summary findings and major conclusions regarding community feedback

Overall, customer satisfaction and advocacy are extremely high. The Library recorded an overall Net Promoter Score (NPS) of 80, which is an extremely positive result and considered an aspirational score by national benchmarking standards. This indicates an extremely high degree of loyalty and positive word of mouth.

Despite some challenging obstacles due to COVID-19, overall satisfaction with Stanton Library was extremely positive, recording a 98% customer satisfaction level indicating the Library is performing above the national Library industry customer satisfaction benchmark.

The primary reasons that respondents gave for what they like best about the Library were the wide range of books and resources, Library location space and atmosphere and professional, helpful and friendly staff.

Areas for improvement are--- Opening hours, spaces for reading, study, work and meetings, range and variety of titles in the collection, reserve fees, availability of ebook and eaudiobook

titles to borrow, building maintenance and improvements, availability of new release items to borrow, availability of children's activities and events, provision of car parking and length of borrowing periods.

When asked about the value and quality of the Library:

- o 97% agree the Library staff help them to access what they need
- o 97% agree the Library provides books and collections that are of interest to them
- o 95% feel welcome when using the Library
- o 84% agree the Library encourages them to read more
- o 76% agree the Library helps them to feel connected to the people in the community
- o 66% agree the Library organises programs that are interesting and relevant to them.
- o 65% agree the Library has enabled them to learn and gain new skills

When asked what would encourage users to visit the Library more, respondents indicated that improved availability of books and collections, more availability of events and activities of interest, increased or different opening hours, increased spaces to read, work or study and better awareness/promotion of the Library's services and resources were significant factors.

When asked what Library services respondents had used in the last 12 months that were shaped by the impacts of COVID-19, 70% had accessed collection items to borrow at the Library, 57% had accessed Library services online from home and 55% had used the facilities or services at the Library, 21% attended an event or program at the Library, 12% attended an event or program online and 5% attended a Library event elsewhere.

A selection of comments from respondents:

I appreciate the fact that no matter what topic I am researching, the books available have obviously been carefully chosen to provide a comprehensive picture of the subject at hand. Best Library I have ever been to. Love it

The librarians were amazing during lockdown. They worked through lockdown to provide us with books. This was very important for our sanity during this time. A very huge contribution to our mental health. I cannot thank you enough. You did it with care, not just as a job. Very much appreciated

I feel as though the upstairs Heritage Centre is quite interesting and profoundly influencing my knowledge of the history of Australia

I think the Library itself needs a bit of a refresh. I went to use it as a place to study earlier in the year, but found it was not really very conducive to that... the resource itself is great, but the space could do with a fresh coat of paint and general update to make it a more pleasant place to work/study

A few more copies of big sellers would help - it can take up to 6 months to read a popular book. I also don't agree with a lending/booking (reservation) fee

Not having access to the Library through lockdown, this year & last year, was extremely difficult. I missed this service as much or more than any other restriction. Thank you to all the Library staff, you are terrific & very much appreciated by me.