



TENTERFIELD PUBLIC LIBRARY USER SURVEY FEEDBACK

REPORT SUMMARY

JANUARY 2024

Background

Survey feedback was sought to provide user insight on the overall use and access of Tenterfield Public Library as well as our audience demography. The information gathered aims to identify priorities for action to improve services now and the long-term strategic priorities into the future in alignment with the *Library Council of NSW – Living Learning Libraries – a population approach: standards and guidelines for NSW public libraries*.

Feedback was invited from Thursday 21 December 2023 through until Friday 26 January 2024. The survey collection method included an online survey promoted through all Council's media streams, media release and library member e-invitation. Physical survey forms were also made available at the Library, Urbenville Library Resource Hub and Council Customer Service centre. A total of 124 responses were received which included 26 physical survey forms and 98 online forms.

The survey questions are itemised across the following service area categories:

- A. Overall Use and Access
- B. Sources of Information
- C. Programs, Collections, Services and Technology
- D. Facilities and Staff
- E. Overall Satisfaction
- F. Our Audience

Overall feedback across library services and facilities from this survey show 96.7% of users satisfaction levels are extremely positive and 3.3% (4 respondents) of users were dissatisfied. Overall satisfaction with the new library refurbishment was also extremely positive with 96.7% of users being satisfied with the new look library and environs and some practical suggestions to improve utility of the space provided.

Referencing both the responses to the questions and the written feedback some key areas for improvement identified are collection development, extending operating hours, multi-channel communication methods, event program offerings and requests for separate quiet meeting rooms. It should be noted that whilst the suggestions provided would improve access and amenity of the services there are some limitations due to the library being in a leased heritage listed building which prevents construction of private rooms and current staffing shortages due to Council's financial position make extending the library opening hours to include evening or weekends currently unfeasible. Feedback in relation to implementing a safety screen between the new children's area and the automatic entry/exit door were already being investigated and a solution is being actioned. Solutions were already being investigated for the installation of privacy partitions on the new public computer desk spaces at the time of this reporting and a quote being sourced however procurement and installation will be dependent on available funding.

Management of the collection is ongoing and prior to the library refurbishment a significant weeding of the collection was undertaken as part of standard collection management process. Post refurbishment the collection is now being developed further and increased including updating the reference section with new up to date current items.

An e-news communication solution is currently being explored with Liberos, the library's collection/member management system to better promote library services to its members. In the interim and in alignment with our available resourcing, library staff have established a communication process promoting library services/events utilising Council's Facebook page, media releases, posters and flyers displayed in the library and distributed in the retail hub of Tenterfield CBD.

Service Area Summaries

A. OVERALL USE AND ACCESS

This feedback category provides insight into the user recency, library access location, if users attend independently or others and the primary services accessed.

Of the 124 respondents 99.2% were users from the Tenterfield main branch and .08% (1 respondent) utilising Urbenville. The majority, being 50% of respondents have been members for 5+ years and 41% members of between 1 – 5 years. This information identifies that 91% of the feedback received are from experienced users of the library with long-term knowledge on the history and progression of library services over time.

Most respondents (86.1%) are users that attend the library on their own; and 8.2% with their spouse or partner and 7.4% attending with children. The service area with the highest awareness amongst respondents were 'Books for loan' totalling 97.5%, use of 'Computers, Printers and Scanners' 69.7% followed closely by DVDs & CDs for loan (68.9%) and 'Free Internet Access' showing 65.6% highlighted a high awareness of traditional library services available. Contemporary library services such as Online Resources, Talking Books, the Home Library Service and Inter-Library Loans show a moderate awareness from respondents highlighting an opportunity to promote these services for future user engagement.

B. SOURCES OF INFORMATION

Responses to this section of the survey will assist with development of communication strategy and the preferred direct communication channels for promoting library services to library users in the future. Currently the library communication channels are passive due to limited staff resourcing to develop and manage regular and multi-channel communication content.

Of the 124 respondents 91.8% advised the primary access of library services is from visiting the library in person, followed by 27.9% access information via the library website. When asked the preferred communication method to learn about library services 66.4% advised email, 35.2% advised Facebook followed closely with 26.2% respondents noting advertising in the library and 18% noting flyers/posters in public places as a likely way to learn about library activities.

C. PROGRAMS, COLLECTIONS, SERVICES AND TECHNOLOGY

Understanding respondent's feedback on quality of programs, collections, services and technology will provide valuable information on areas of improvement to best meet the needs specific to our users and members. The number of users of specific collections, activities and technology also provides valuable data on future priorities for program and collection development and new technologies.

The highest rated events respondents would be interested in attending at the library were Author events/talks (49.2%) followed by film showings (44.3%), Creative/Craft Events (38.5%) and Adult Technology programs (29.5%).

Over the last 12 months respondents identified the Adult Fiction Book collection (58.7%) as the most valuable followed closely by Adult Non-Fiction (48.39%), Local History (23.39%), Online resources (20.16%). The highest collection items noted as not utilised were Items in languages other than English (82.26%), Children's Toys and puzzles (79.03%), Graphic Novels (76.61%) and Children's books (71.77%). This data is reflective of the respondents who participated in the survey being 50 years + and the 49 years and under user demographic making up just 16.13% of the 124 respondents.

Borrower records for children and young adult collection items over the last 12 demonstrate good use with potential for increasing engagement particularly now with new dedicated youth and children's areas of the library space. Liberos borrowing data for children and young adult collection items make up 25.4% of issues and the 49 years and under demographic make up 35.14% of active member records over the last 12-month period. Further consultation should be undertaken to better capture feedback from this audience demographic to ensure future planning incorporates their needs.

The highest rated library services accessed by respondents included assistance with finding books or information, technical support access to services through the library website with the lowest utilised service e-services assistance to government services websites i.e. Centrelink and the home library service. It should be noted that Service NSW now offers support for accessing government e-services via their customer service centres.

D. FACILITIES AND STAFF

A higher number of respondents indicated they haven't used many of the library facility/resources available. Of the facilities/resources listed respondents consistently indicated the most useful to be technology based with the highest rated free internet/wifi, printing & photocopying, public computers and scanning services.

The majority (approx. 90%) of respondents rated staff service provision high and good with a clear area of improvement for staff to develop skills in expanding members understanding on the broad range of library services available. Similarly, most respondents rated the overall performance of the library across collection, services, facilities and technology high or good. The areas identified for improvement by a small proportion of respondents included ease of using the self-check kiosk and the collection meeting their needs with enough resources for the number of users.

E. OVERALL SATISFACTION

Most respondents (96.7%) rated their overall satisfaction High (63.1%) or Good with only 3.3% (4 respondents) rating their satisfaction as Low. Similarly, most respondents (96.7%) rated the new refurbished library facilities and environment High or Good with the same 4 respondents (3.3%) giving a Low satisfaction rating.

Suggestions were invited as part of this section of the survey 'if respondents could make one improvement to library services or environment what that would be' and the top priorities in order of most comments received were as follows:

1. Increased size and diversity of collection items (both physical and digital)
2. Extended opening times for people who work i.e. evenings or weekends
3. Review of public computer layout location for more privacy
4. Improved communications about library services and programs
5. Private spaces for meetings or people with auditory sensitivities
6. Increase public participation programs (creative and technology)

(Note: points 4 to 6 received equal number of comments)

F. OUR AUDIENCE

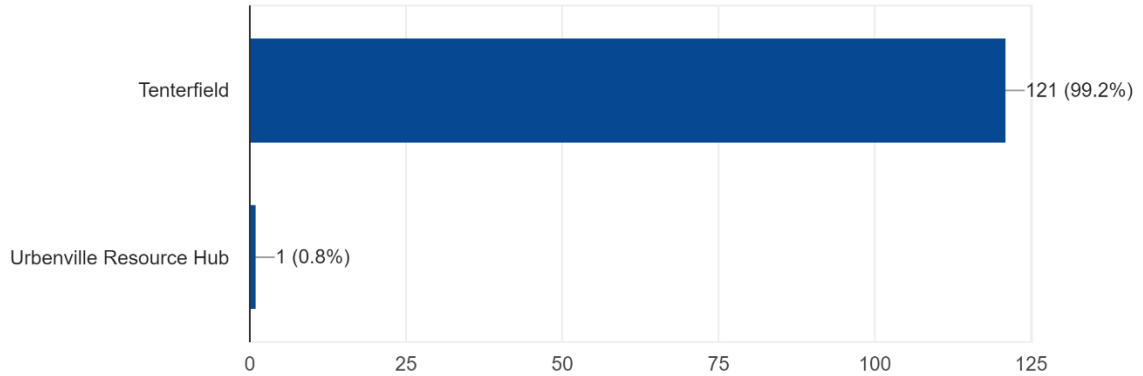
Of the 124 respondents 75.4% were Female and 24.6% Male, 33.6% are aged within the 70 – 84 years demographic followed by 29.5% aged 60 – 69 years and 18.9% 50 – 59 years with the remaining 18.3% aged 49 years and under.

Most respondents (89.3%) do not read in languages other than English. Languages noted by the 9% who do read in other languages listed Spanish, French, German and Dutch.

A. OVERALL USE AND ACCESS

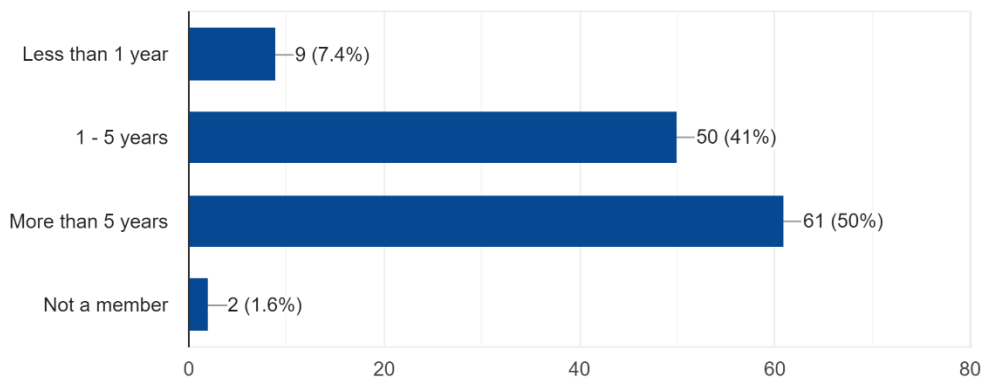
1. What is your closest branch library?

122 responses



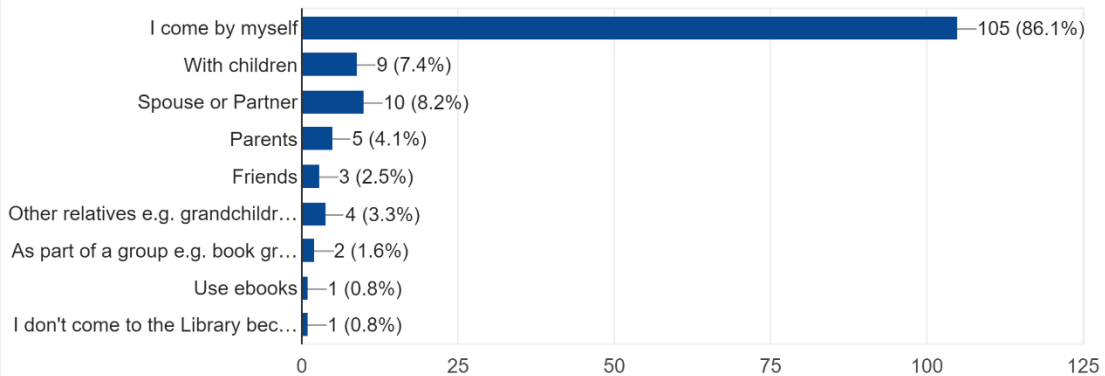
2. How long have you been a member of the library?

122 responses



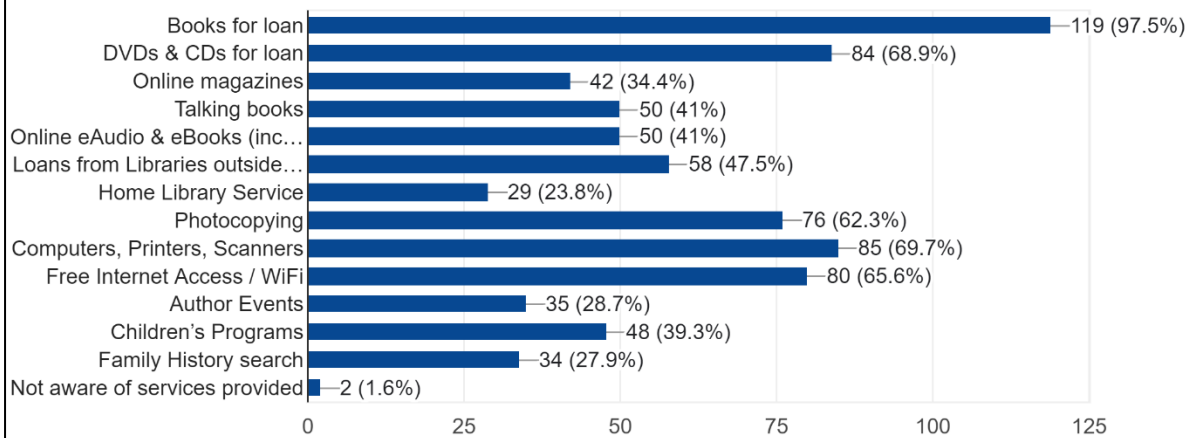
3. Who do you usually come to the library with?

122 responses



4. Which of the following library services/resources are you aware of?

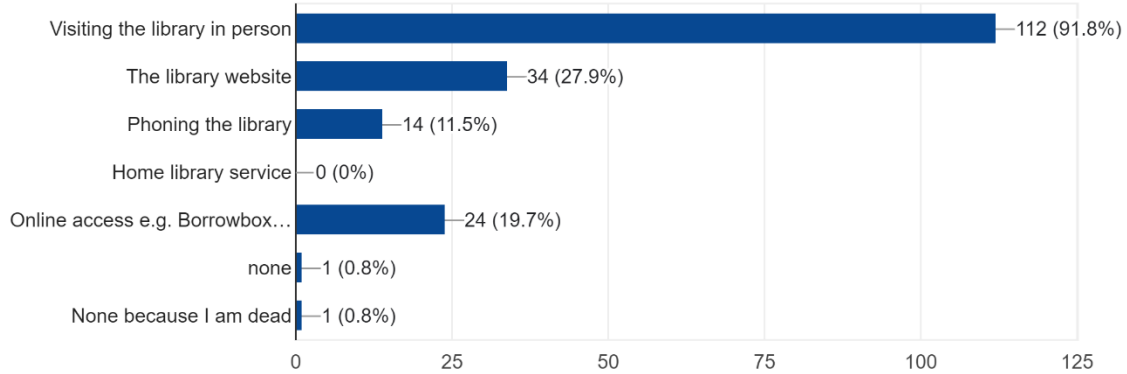
122 responses



B. SOURCES OF INFORMATION

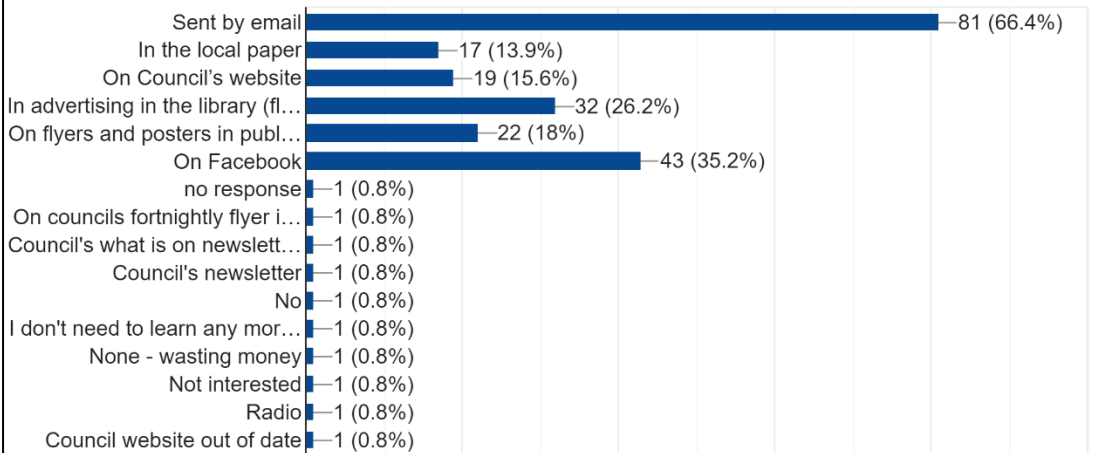
5. Which of the following methods do you usually use to access services from your library?

122 responses

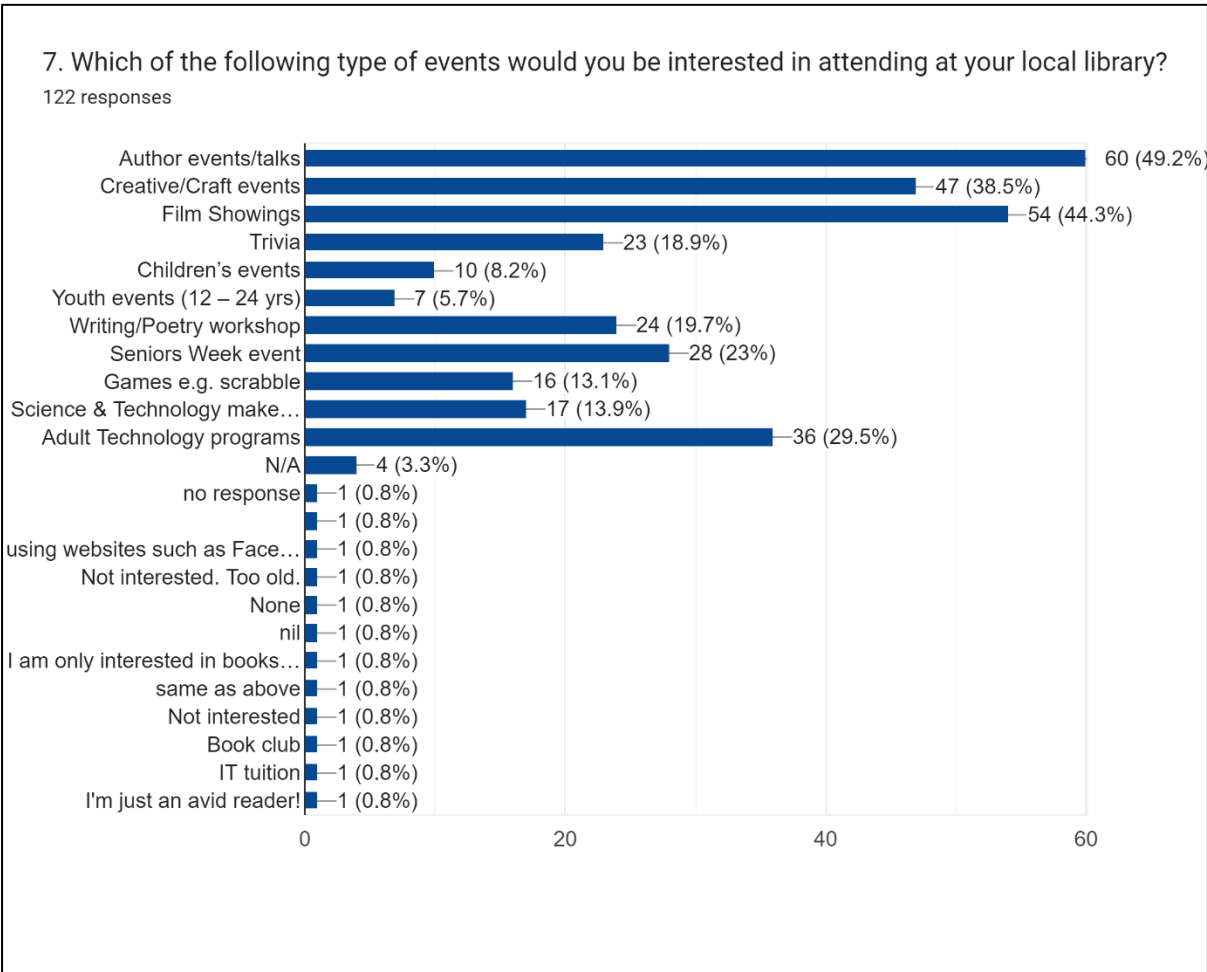


6. I would likely learn about what is happening in my library if the information was...

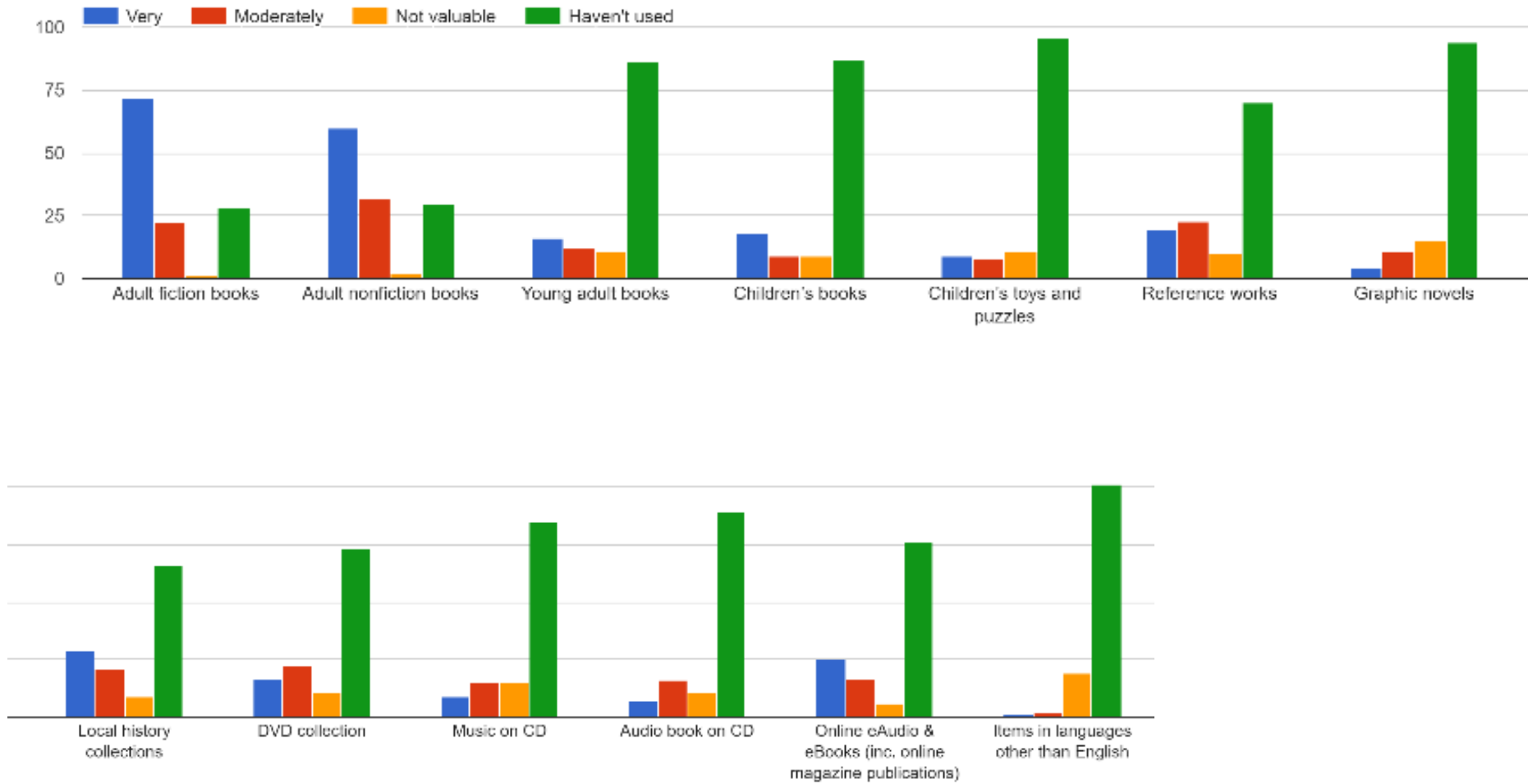
122 responses



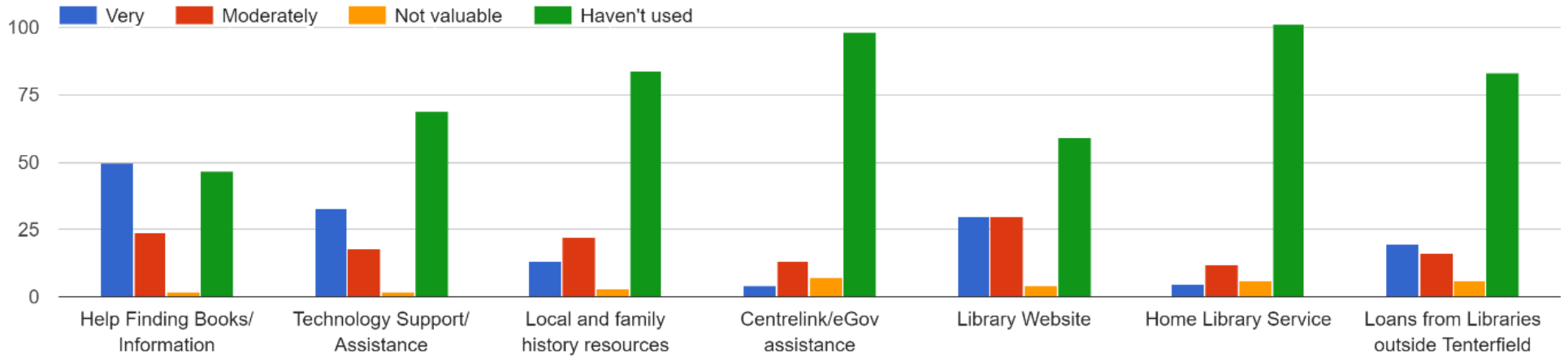
C. PROGRAMS, COLLECTIONS, SERVICES AND TECHNOLOGY



8. If you have used these library collections in the past 12 months please rate how valuable are they to you?

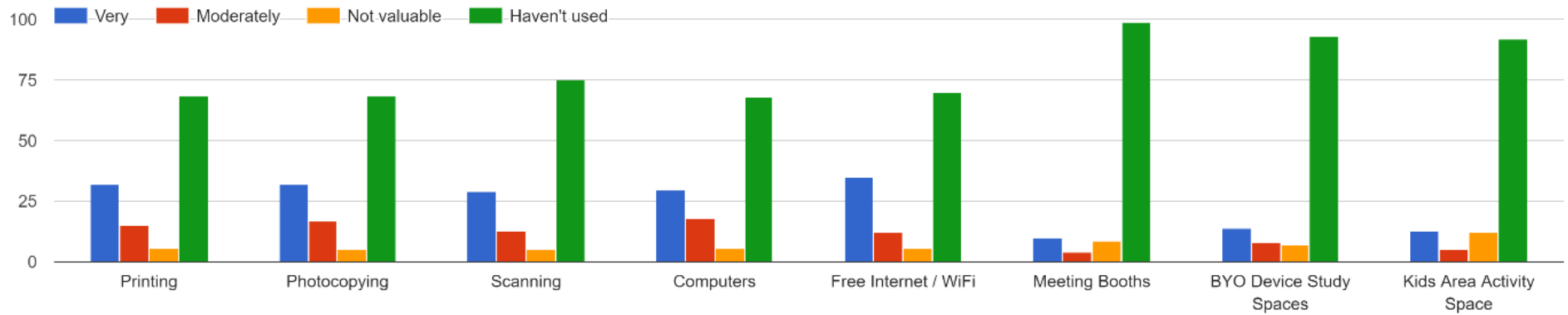


9. In the past 12 months have you used any of these library services, and how valuable are they to you?

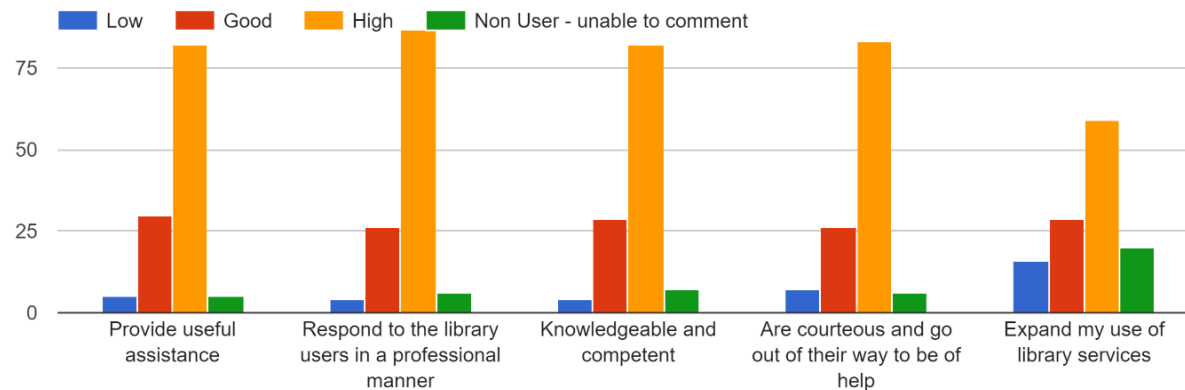


D. FACILITIES AND STAFF

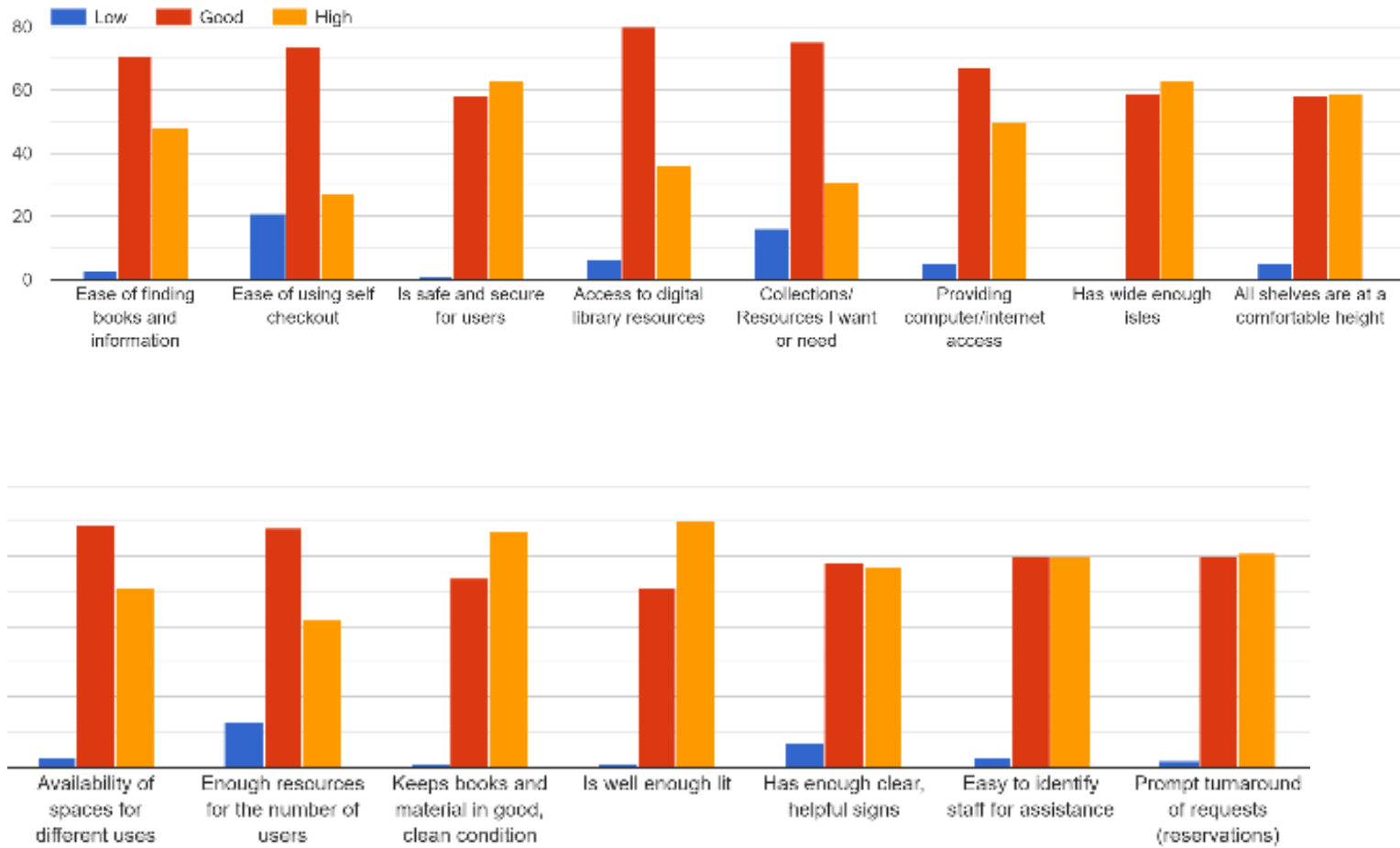
10. In the past 12 months have you used any of these library facilities/resources, and how valuable are they to you?



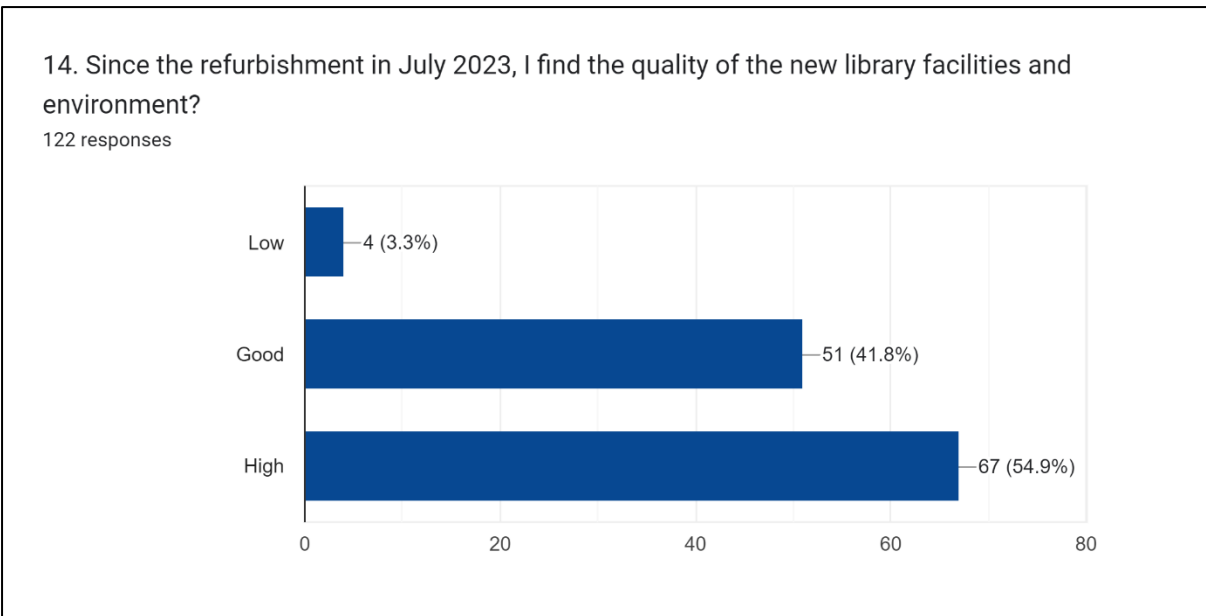
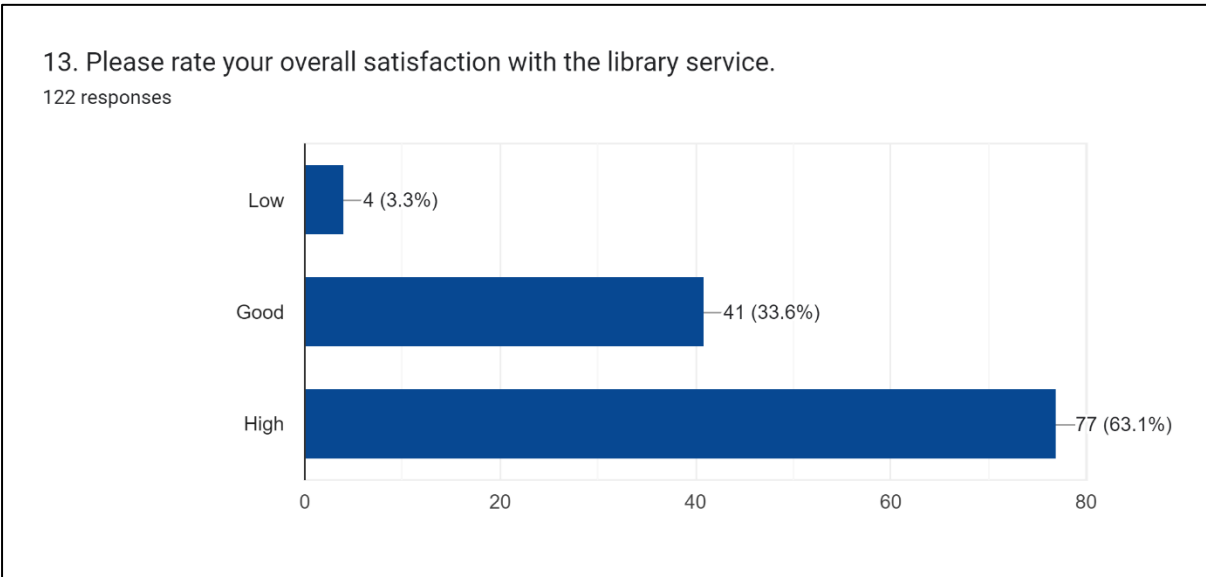
11. How do you rate the staff service provision at your local library?



12. How well do you think your local library performs on the following?



E. OVERALL SATISFACTION

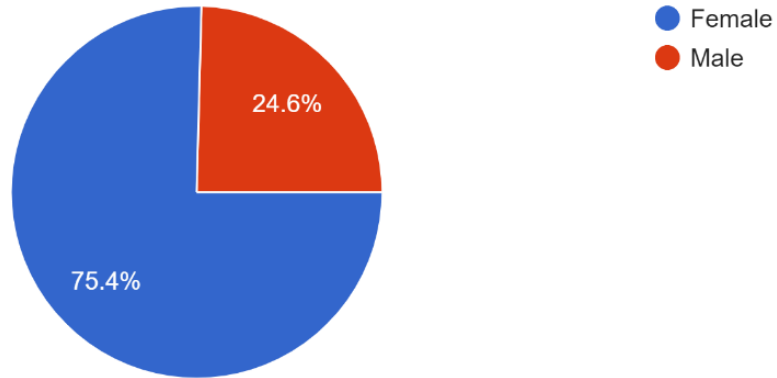


Q 15 Feedback Comments (Refer Attachment 1)

F. OUR AUDIENCE

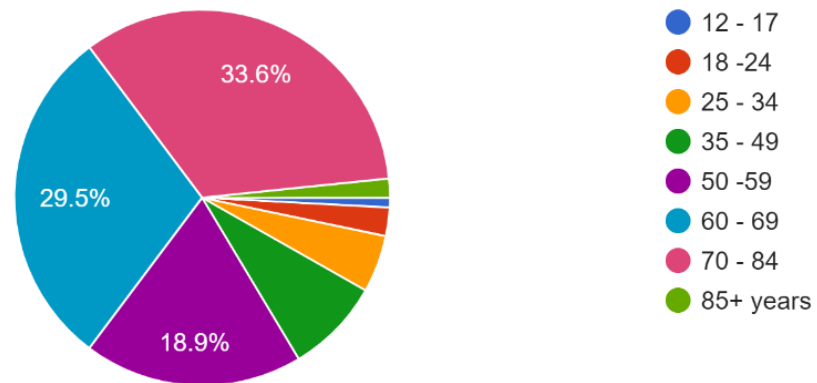
16. I am:

122 responses



17. I am aged:

122 responses



18. I read in languages other than English:

122 responses

