**HIGH LIFE HIGHLAND**
**REPORT TO BOARD OF DIRECTORS**
**18 June 2015**

AGENDA ITEM
REPORT No HLH   /15

**PERFORMANCE REPORT - Report by Chief Executive**

**Summary**

The purpose of this report is to present performance information for the period March to May 2015.

It is recommended Directors:-

i.    comment on the report and agree that the overall health check on the company for the period is assessed as green;
ii.   note that delivery of the operational plans is assessed as green;
iii.  note the positive response to library services in the library customer survey; and
iv.   homologate the adoption of the Model Publication Scheme 2015 as required by the Scottish Information Commissioner.

**1.      Business Plan Contribution**

1.1     This report supports the highlighted Business Outcomes from the High Life Highland (HLH) Business Plan:

1. **To advance sustainable growth and financial sustainability**
2. **Deliver the Service Delivery Contract with THC**
3. **Improving staff satisfaction**
4. **Improving customer satisfaction**
5. **A positive company image**
6. **Services designed around customers and through market opportunities**
7. **Sustain a good health and safety performance**
8. **A trusted partner**

**2.      Background**

2.1     At its meeting held on 19 March 2015, the HLH Board agreed to remit the task of developing new performance indicators based on the work by the Board at its ten year strategy workshop to the Finance and Audit Committee. At its meeting held on 26 March 2015, the Finance and Audit committee set the performance indicators in **Appendix A;** and agreed that reporting on the delivery of the business outcomes would be by exception (i.e. reporting where managers had RAG rated the actions "red – no significant progress").

**3.      Summary of performance**

3.1     **Appendix A** contains the summary of performance against the performance indicators. There are twelve performance indicators scheduled for assessment

at the June Board meeting. Of these, eleven have been assessed as being green, with one, staff absences, being reported as amber. The Human Resources report, also on the agenda for the June HLH Board meeting contains further detail on this issue.

**4.    Delivery of Business Outcomes**

4.1    The Business Plan 2015-19 was agreed by the Board at is March 2015 meeting. The Plan identified eight business outcomes and the approach which the company will take to deliver them. Operational plans were then developed for each of the nine HLH areas of work and they will be RAG rated on a quarterly basis. The new operational plans took effect on 1 April 2015 and all of the actions are on target (RAG rating "green").

**5.    Library Customer Survey**

5.1    Libraries are in the process of surveying customers (separate surveys for adults and children) and non-customers. The survey of adult customers is complete and the report, including improvement actions can be seen in **Appendix B**. Improvement actions have been included in the libraries operational plan for 2015 and the survey will be published on the libraries section of the web site. Libraries staff and the Marketing and Communications Manager will use the survey as a positive PR opportunity.

5.2    The survey indicates that customer satisfaction ratings are high, corroborating the independent annual survey which is carried out by THC. The key findings relating to customer satisfaction from the survey are that:

- 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% satisfaction ratings).
- Libraries play an integral part in many people's lives, (70% of customers visit libraries <u>at least</u> once a week).

5.3    Customers were asked about the role of libraries in Highland communities and provided the following responses:

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

## 6.    Model Publication Scheme

6.1    High Life Highland, as a wholly owned company of The Highland Council and therefore a Scottish Public Authority, is required by The Freedom of Information (Scotland) Act 2002 to produce and maintain a publication scheme i.e. a list of topics of information about the company and its work. Authorities are under a legal obligation to publish the classes of information which they make routinely available and to tell the public how to access the information and what it might cost. In order to continue to comply with the publication scheme duty, High Life Highland has now adopted the Model Publication Scheme 2015 and has had confirmation of approval from the Scottish Information Commissioner for four years to 31 May 2019. There are several new additions to this scheme in the following classes:

- Class 1 - About High Life Highland
- Class 2 – How we deliver our functions and services
- Class 3 – How we take decisions and what we decided
- Class 4 – What we spend and how we spend it
- Class 5 – How we manage our Human, Physical and Information Resources
- Class 6 – How we procure goods and services from external providers

6.2    For additional sections in the 2015 scheme, information, links to or contacts for further information have been added e.g.

- Corporate Policies – link to Board meetings on public website added.
- Strategic planning process
- Strategic Agreement with other bodies – information on the "managed account" agreement with HIE.
- Data Protection or Privacy Policy – link to relevant Board meeting where policy approved provided.
- List of contracts which have gone through formal tendering – link to Board meetings provided.

6.3    The complete 2015 scheme is available on the HLH website via https://www.highlifehighland.com/about/freedom-of-information-publication-scheme.

6.4    It will be recommended that Directors homologate the adoption of the Model Publication Scheme 2015 as approved by the Scottish Information Commissioner.

## 7.    Implications

7.1    Resource Implications – There are no additional resource implications arising from this report.

7.2    Legal Implications - There are no new legal implications arising from this report.

7.3    Risk Implications – There are no new risk implications arising from this report.

**Recommendation**

It is recommended Directors:-

   i.    comment on the report and agree that the overall health check on the company for the period is assessed as green;
  ii.    note that delivery of the operational plans is assessed as green;
 iii.    note the positive response to library services in the library customer survey; and
 iv.    homologate the adoption of the Model Publication Scheme 2015 as required by the Scottish Information Commissioner.


Signature:

Designation: Chief Executive

Date:        25 May 2015

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG* Rating Definition (*Red/Amber/Green) | RAG Rating Jun 2015 | RAG Rating Sep 2015 | RAG Rating Dec 2015 | RAG Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| 1. To advance sustainable growth and financial sustainability | 1. Financial monitoring. | Quarterly. | An assessment of the year end outturn where:<br><br>i. Red = delivery of the SDC over budget above 2%.<br><br>ii. Amber = delivery of the SDC between break-even and 2% over budget.<br><br>iii. Green = delivery of SDC within budget. | Green | | | | It is projected that the SDC will be delivered within budget. See finance report for details. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| | 2. Number of High Life subscriptions. | Quarterly | i. Red = more than 5% below target. <br> ii. Amber = up to 5% below target. <br> iii. Green = on or exceeds target. | Green | | | | High Life direct debits have increased from 10,504 in April 2013 to 11,447 in April 2015 and are on target. |
| | 3. High Life cancellation rate. | Quarterly | i. Red = cancellation rate above 6% of High Life memberships. <br> ii. Amber = cancellation rate is 3% - 6% of High Life memberships. <br> iii. Green = cancellation rate is up to 3% of High Life memberships. | Green | | | | The High Life Direct Debit cancellation rates for March and April respectively were 2.43% and 2.87%. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| 2. Deliver the Service Delivery Contract with THC | 4. Delivery of the Service Delivery Contract (SDC) with the Highland Council (THC). | Six-monthly. | i. Red = Agreement of THC's ECAS Committee that HLH has not met the terms of the SDC.<br><br>ii. Amber = Agreement of THC's ECAS Committee that HLH has met the terms of the SDC but has set some improvement targets.<br><br>iii. Green = Agreement of THC's ECAS Committee that HLH has met or exceeded the terms of the SDC. | Green | | | | At its meeting held on 20 May 2015, THC's Education, Children and Adult Services Committee noted that that High Life Highland has met or exceeded the outcomes expected in the Service Delivery Contract with the Council for the period April 2014 to March 2015; and the growing positive contribution which High Life Highland makes to the prevention agenda. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| 3. Improving staff satisfaction | 5. Staff turnover (leavers as a percentage of posts). | Quarterly. | i. Red = more than 2% <br> ii. Amber = 1.7 to 2% <br> iii. Green = 1.6% or less | Green | | | | The number of leavers as a percentage of posts in April and May 2015 was 0.62% and 0.5% respectively. |
| | 6. Staff absence rates. | Quarterly. | i. Red = absence rate greater than 3.6%. <br> ii. Amber = absence rate between 3.4% and 3.6%. <br> iii. Green = absence rate 3.3% or less. | Amber | | | | The absence rate for Jan-Mar 2015 is 3.4%. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| 4. Improving customer satisfaction | 7. Customer surveys. | Quarterly. | i. Red = No staff surveys have been completed or scheduled. <br><br> ii. Amber = 4 to 8 of the HLH areas of work have completed or scheduled customer surveys. <br><br> iii. Green = all areas of HLH work have completed customer surveys. | Green | | | | All areas of work have included customer surveys in the operational plans for 2014/15. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| 4. Improving customer satisfaction (cont) | 8. Customer Numbers. | Quarterly. | i. Red = Customer numbers are more than 5% lower than the corresponding quarter in the previous year.<br><br>ii. Amber = Customer numbers are less the corresponding quarter in the previous year.<br><br>iii. Green = Customer numbers are the same as or have increased compared with the corresponding quarter in the previous year. | Green | | | | Customer Numbers have Increased each quarter during 2014/15 compared with the same quarter the previous year. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| 5. A positive company image | 9. Media clippings. | Quarterly | i. Red = number of negative press clippings outweigh neutral and positive.<br><br>ii. Amber = number of negative and neutral press clippings outweigh positive.<br><br>iii. Green = number of positive and neutral media clippings outweigh negative. | Green | | | | Dec14-Feb 15 No. press clippings:<br>• positive and neutral = 181<br>• negative = 26<br><br>Mar-May 15 No. press clippings:<br>• positive and neutral = 151<br>• negative = 4 |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| | 10. Formal complaints | Quarterly | i. Red = 21 or more complaints per quarter.<br>ii. Amber = 11 to 20 complaints per quarter.<br>iii. Green = 10 complaints or fewer per quarter. | Green | | | | There were two complaints received in April and May 2015. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| 7. Sustain a good health and safety performance | 11. Health and safety audit. | Annual. | i. Red = the external audit raises systemic (i.e. applying across multiple sites) H&S issues. <br><br> ii. Amber = the external audit highlights common actions to be addressed across the company. <br><br> iii. Green = the external audit does not raise systemic issues. | Green | | | | See annual health and safety report on the same agenda as this report for details. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| | 12. RIDDOR accidents/incidents. | Quarterly. | i. Red = Number of RIDDOR reports per quarter is above 20. <br> ii. Amber = Number of RIDDOR reports per quarter is between 10 and 20 <br> iii. Green = Number of RIDDOR reports per quarter is less than 10. | Green | | | | There have been no RIDDOR reported accidents during April and May 2015. |

| Business Plan Outcome | Performance Indicator | Reporting Frequency | RAG Rating Definition | RAG* Rating Jun 2015 | RAG* Rating Sep 2015 | RAG* Rating Dec 2015 | RAG* Rating Mar 2016 | Summary of Performance |
|---|---|---|---|---|---|---|---|---|
| 8. A trusted partner | 13. THC's annual survey of performance and attitudes. | Annual. | i. Red = All HLH areas of work represented receive lower net satisfaction ratings than the previous year.<br>ii. Amber = two or more areas of HLH work receive lower net satisfaction ratings than the previous year.<br>iii. Green = net satisfaction ratings are maintained or improved for three or more areas of HLH work compared with the previous year. | | | | | NA – Annual Indicator. Reporting anticipated December 2015 following publication of THC report. |

# High Life Highland Libraries

# Adult Customer Survey March 2015

Summary of Findings and Action Plan

**highlife**
highland
na gàidhealtachd

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 with 1464 customers responding. 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 <u>at least</u> 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!!!"*
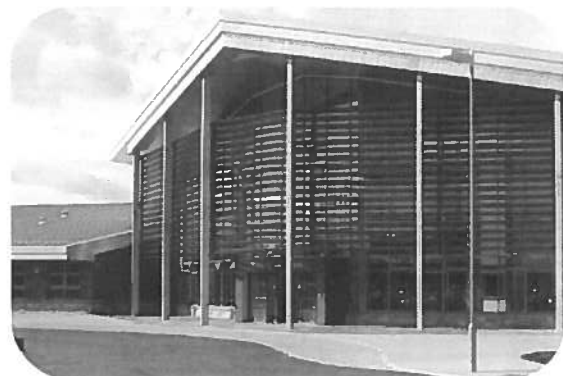
## 2. What did you do during your visit to the library today?

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.
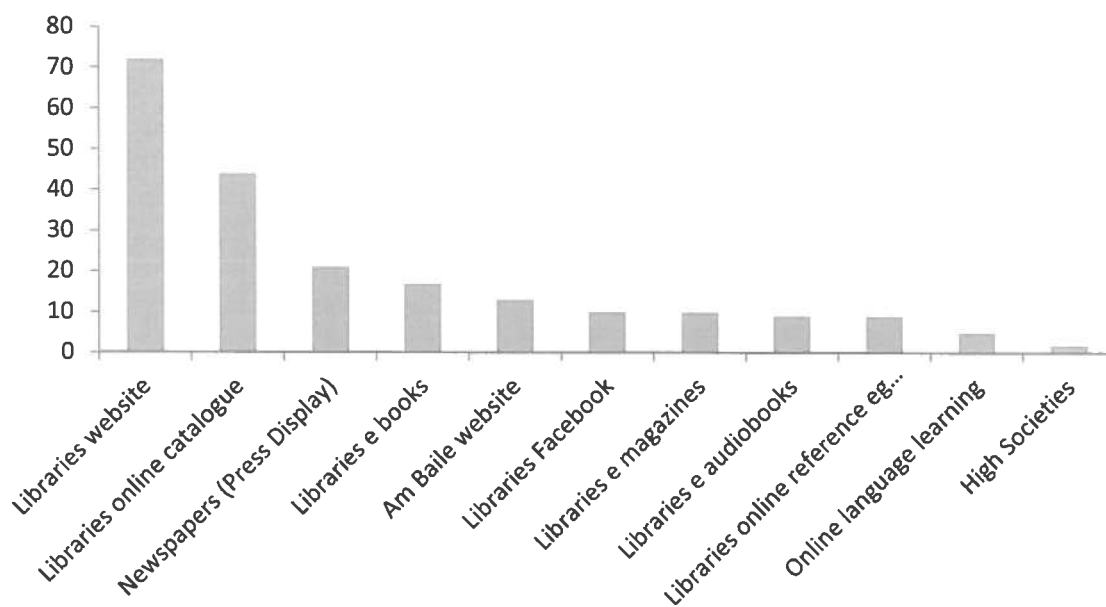


|  | Percent | Count |
|---|---|---|
| Libraries website | 72.2% | 570 |
| Libraries online catalogue | 43.7% | 345 |
| Newspapers (Press Display) | 21.3% | 168 |
| Libraries e books | 17.0% | 134 |
| Am Baile website | 12.8% | 101 |
| Libraries Facebook | 10.4% | 82 |
| Libraries e magazines | 10.1% | 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 %<br>88 | 93.2 %<br>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.
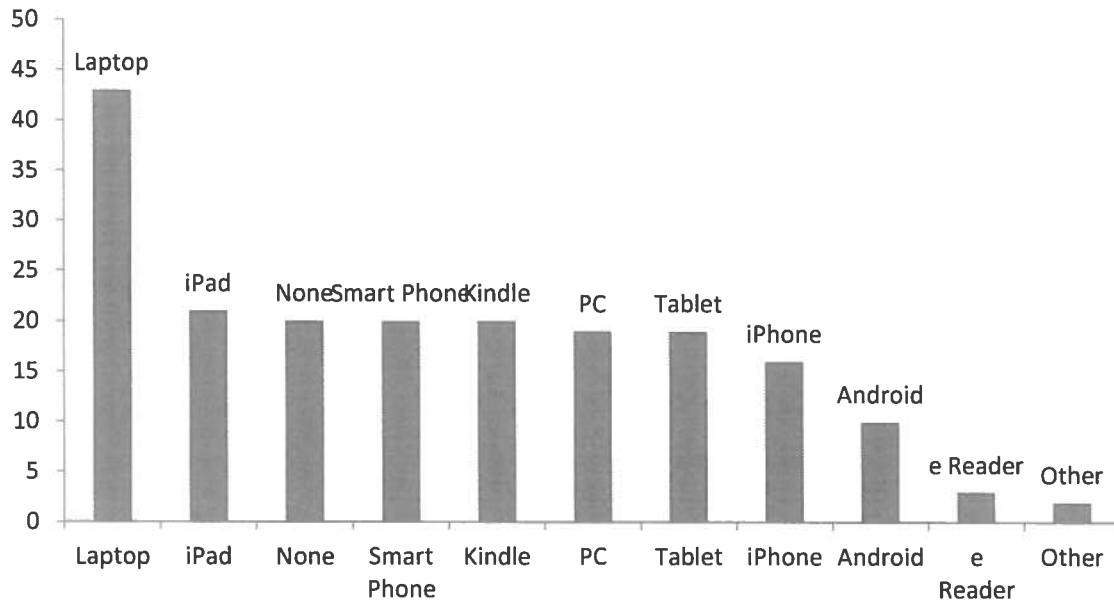


|  | Percent | Count |
| --- | --- | --- |
| Laptop | 42.6% | 564 |
| iPad | 21.3% | 282 |
| None | 20.4% | 270 |
| Smart Phone | 19.9% | 263 |
| Kindle | 19.6% | 259 |
| PC | 19.3% | 255 |
| Tablet | 18.7% | 247 |
| iPhone | 16.0% | 211 |
| Android | 10.1% | 133 |
| e Reader | 2.6% | 34 |
| Other |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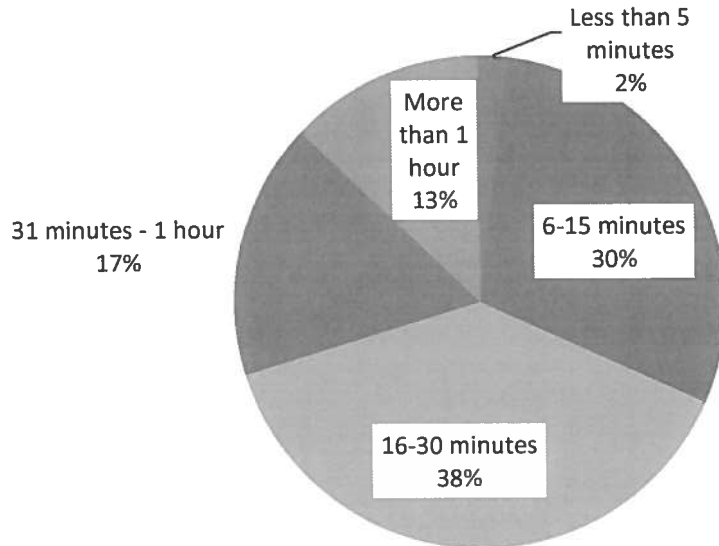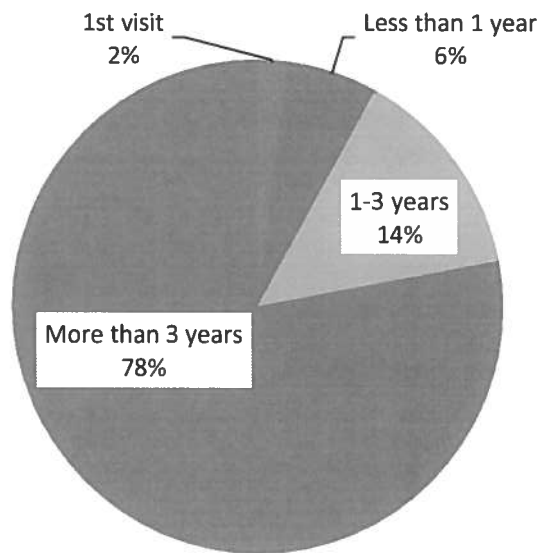


|  | Percent | Count |
|---|---|---|
| Less than 5 minutes | 2.1% | 30 |
| 6-15 minutes | 29.7% | 426 |
| 16-30 minutes | 38.7% | 555 |
| 31 minutes - 1 hour | 16.6% | 238 |
| More than 1 hour | 13.0% | 187 |
| Total |  | 1,436 |

*"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.
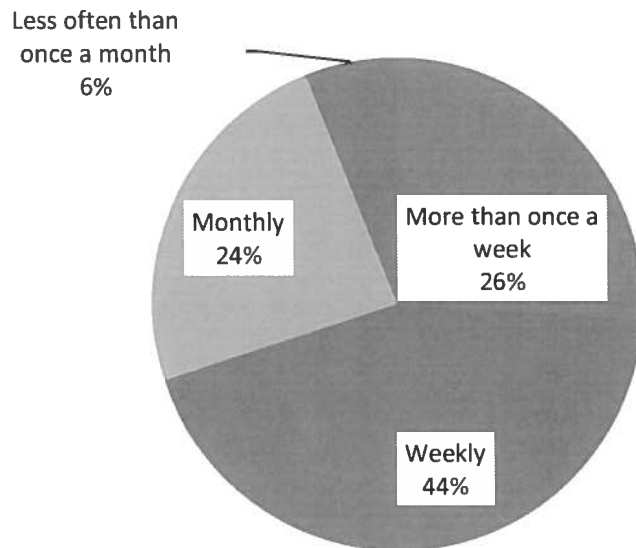


| Value | Percent | Count |
|---|---|---|
| 1st visit | 1.6% | 23 |
| Less than 1 year | 6.4% | 92 |
| 1-3 years | 14.3% | 205 |
| More than 3 years | 77.8% | 1,118 |
| Total | | 1,438 |

*"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.
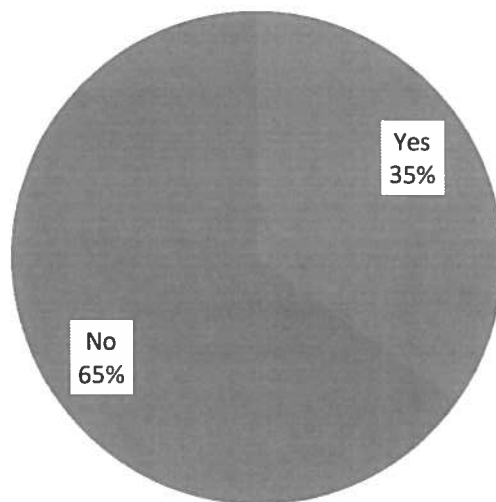


| Value | Percent | Count |
|---|---|---|
| More than once a week | 26.1% | 375 |
| Weekly | 44.3% | 635 |
| Monthly | 23.9% | 343 |
| Less often than once a month | 5.7% | 82 |
| Total | | 1,435 |

*"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.
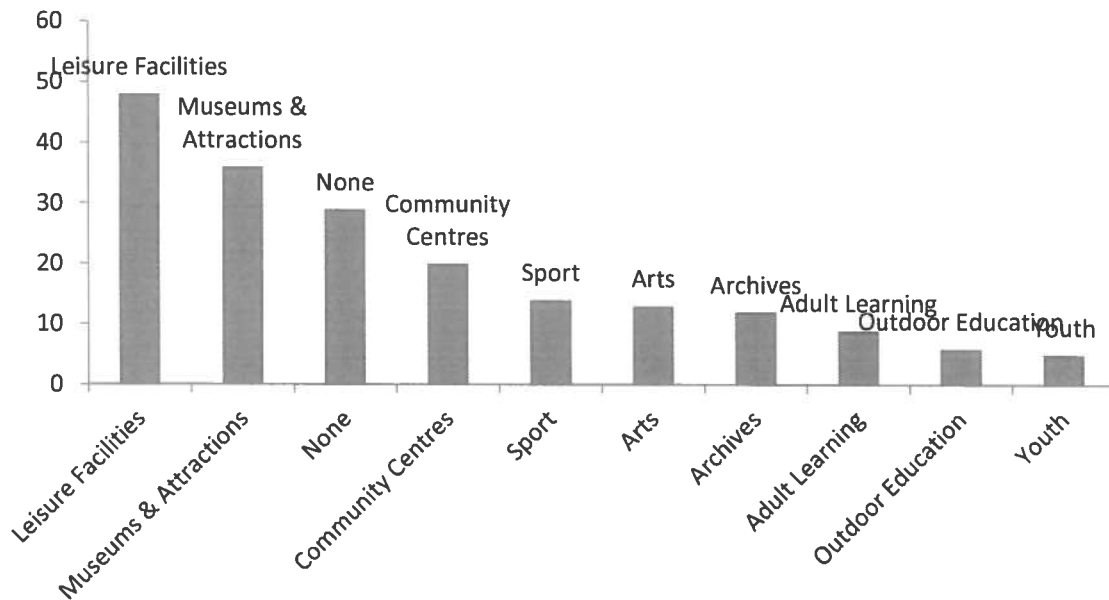


|  | Percent | Count |
|---|---|---|
| Yes | 34.7% | 491 |
| No | 65.3% | 925 |
| Total |  | 1,416 |

# 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 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."*