



# SHETLAND LIBRARY

# HOW ARE WE DOING?



Shetland Library's performance from April 2013 - March 2014

## Achievements last year

- We introduced free eMagazine lending and supported it with lots of help for customers
- Our improved online catalogue was launched
- We got the big purple bus up to Shetland again for a packed schedule of Play Talk Read events
- Our 91% customer satisfaction rating was retained, despite having to cut opening hours
- We ran a busy programme of events all year, including Denise Mina for Scottish Book Week and a full house to see Gavin Francis
- Baltasound Community Library launched a Facebook page and attracted more users
- Bards on da Street - our popular poetry project came back, to celebrate the Year of Dialect
- We did promotions in supermarkets and lots of other outreach, to bring the Library out to people
- Partnership Bookbugs - there was a huge turn-out for Dinosaur and Up Helly Aa sessions at the Museum and Archive.
- Our Chatterbooks junior book group helped to write a book!

FREE DIGITAL MAGAZINES

from your library!

zinio  
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## Plans for next year

- Introduce eAudio (talking books to borrow online)
- Strengthen our work with Vision Shetland,
- Publicise our services to the whole population, so nobody misses out
- Help more folk to start using our eMagazine, eBook and eReference services
- Run a busy and exciting series of cultural events for all ages
- Increase our early years work, targeting the vulnerable and disadvantaged

You can find out more about our plans and services in our Service Plan which is posted on our web page



## Some statistics:

- Our public and school libraries loaned **161,975** items in 2013-14. (Borrowing is down but visitor numbers are staying high)
- We have **10,224** members
- We supplied **10,087** requests - up 5%
- We had over **100,000** 'virtual visits' to our website or online catalogue - a record
- There were **14,979** logins to our computers and heavy use of our free wifi
- We ran **153** events and **2,442** people came
- We have over **800** followers on Twitter and over **870** on Facebook

## Your feedback

In December 2013 we carried out our annual customer satisfaction survey. We keep this survey as short as possible, and every year we ask for a general 'marks out of 10' overall satisfaction rating, so we can compare results year by year.

- The majority of customers rated us 'good' or 'excellent' on all areas.
- The overall customer satisfaction rating was 91%. We were particularly pleased we'd kept the rating as high as last year, since we cut opening hours in 2013.
- Again, the area most criticised is 'space and layout'. We're spread over three buildings and never have as much space as we'd like, but we use it as creatively as possible. One improvement we've made this year is to set 'Basement Browsing' as a monthly event - this opens up more stock to customers.
- Our customer service scored highly, as did our requests service, and the help we give in using computers. With so much information now digital, helping people get online is an ever more important part of our work. Our weekly 'Click Shetland' sessions and special eBook drop-ins attract growing numbers of people.

### How well are we doing? (Responses as %)

Answer Options	Excellent %	Good %	Fair %	Poor %
Opening hours	29	65	6	0
Computer facilities and wi-fi	63	33	4	0
Help with using computers	70	29	2	0
Website and online services	44	47	10	0
Facebook and Twitter	55	31	14	0
Ebooks	33	38	29	0
Choice of books and materials	45	39	15	1
Talking books and large print	39	49	10	2
Shetland books	56	43	1	0
Requests and reservations	70	26	4	0
Space and layout	28	33	29	10
Customer service	83	16	1	0
Events and promotions	46	51	3	0
Early years services (age 0 - 4)	66	29	6	0
Young peoples services (age 5 - 11)	56	35	6	3
Young peoples services (age 12 - 16)	56	37	4	4

"I'm in the library at least once a week and the staff are unfailingly brilliant. This service - books and the learning centre - makes such a difference to me and I particularly appreciate the late opening hours as I work full time"

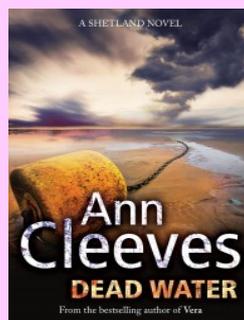
"You need more space so that more books are out on display"

## eAudio survey 2013

- 56% thought our current talking book stock was 'good' or 'very good'
- 11% used talking books because of visual impairment
- 77% would like to borrow eAudio (talking books downloaded online) and 11% already use it
- 46% would like help to get started downloading
- 11% still listen on cassette tape only
- **We plan to introduce eAudio lending in Summer 2014**



**Ann Cleeves**  
was our most-borrowed author for the 6th year in a row. The Library was also used for filming the BBC TV series 'Shetland'



"We didn't have a clue, but the staff were excellent and told us what we needed in plain English"

"I like the DVD selection and foreign language books as well. Thanks for being friendly and helpful"

Find out more about the Shetland Library: check our website, or call us on 01595 743868

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