



# National Library of Wales User Survey: Findings Report

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## **Background to the National Library for Wales and the survey**

The National Library of Wales (the Library) is situated in Aberystwyth, on the Ceredigion coast. It is one of the six depository libraries in the UK and the only legal deposit library in Wales. This gives it the right to request any print or non-print material in Britain and Ireland.

The Library was established by Royal Charter on 19 March 1907. The 2006 Supplemental Charter revoked the earlier Supplemental Charter to decree that a Board of Trustees governs it. The Library is also a Charity and a Welsh Government Sponsored Body (WGSB) with its main source of income the annual grant-in-aid received from the Welsh Government (WG).

The Royal Charter states that the Library's core purpose is to collect, preserve and give access to all forms of recorded knowledge, especially relating to Wales, the Welsh and other Celtic peoples for the benefit of the public, including those engaged in research and learning.

The Welsh Government collaborated with the Library to participate in the first Tailored Review in Wales as part of the government's Tailored Review programme of its arm's length bodies. As part of the review process, the Public Bodies Unit (PBU) commissioned the Corporate Research Branch to develop an online survey in discussion with the Library and the sponsor leads for the Museums, Archives and Libraries Division (MALD) within the Welsh Government.

The purpose of the survey is to determine knowledge, usage, satisfaction with and suggestions to further enhance the Library's range of services, facilities, collections, online services, and accessibility.

The survey report will be included in the Tailored Review report that will go to the WG Efficiency Board, which will act as the Challenge Panel for the accounting officers of the NLW and WG. It will also be included in the published redacted report following the submission of the Challenge Panel's report to the Deputy Minister for Culture, Sport and Tourism.

The survey report contains:

- Brief information on the research methodology, including the sample, content of the survey and analysis
- The demographics of survey respondents
- Findings on the frequency with which respondents access the Library's physical and digital sites

- Analysis of respondents' awareness, use, satisfaction and suggestions to enhance the Library's range of services, facilities, collections, online services, and accessibility
- Feedback from non-users of the Library
- A copy of the survey questionnaire (see Annex A)

Any questions regarding the survey may be directed to the Corporate Research Branch at corporateresearch@gov.wales.

## **Methodology**

An online survey was conducted (see Annex A for questionnaire) using Questback survey software. The survey was available bilingually in both Welsh and English. The online survey was launched on the 21<sup>st</sup> August 2019 and closed on the 11<sup>th</sup> of September 2019. The research was conducted by the Corporate Research Branch within the Welsh Government's Knowledge and Analytical Services (KAS).

## **Sample**

The online survey was open to all respondents, both users and non-users of the Library. Emails were sent to users of the Library and to stakeholders for further distribution using the Library and MALD's existing mailing lists. The survey was also advertised on the Welsh Government and Library websites, in the Library and via Social Media. It received 91 responses.

## **The Survey**

Survey questions were developed by the Corporate Research Branch in collaboration with the Sponsor Leads and the Library, with the PBU facilitating. The survey contained both closed and open questions. Likert scales were used to determine the frequency of use and satisfaction with the Library's services, facilities, collections, and accessibility. Multi-select questions were used to gather users' feedback on the aspects on which improvements or activities they would like the Library to prioritise over the next five years. Respondents had the opportunity to submit open comments throughout the survey.

## **Analysis**

Excel was used to produce descriptive statistics for quantitative data gathered via closed questions. Readers of this report should note that, while there were 91 survey respondents overall, not all respondents answered all questions - a respondent's

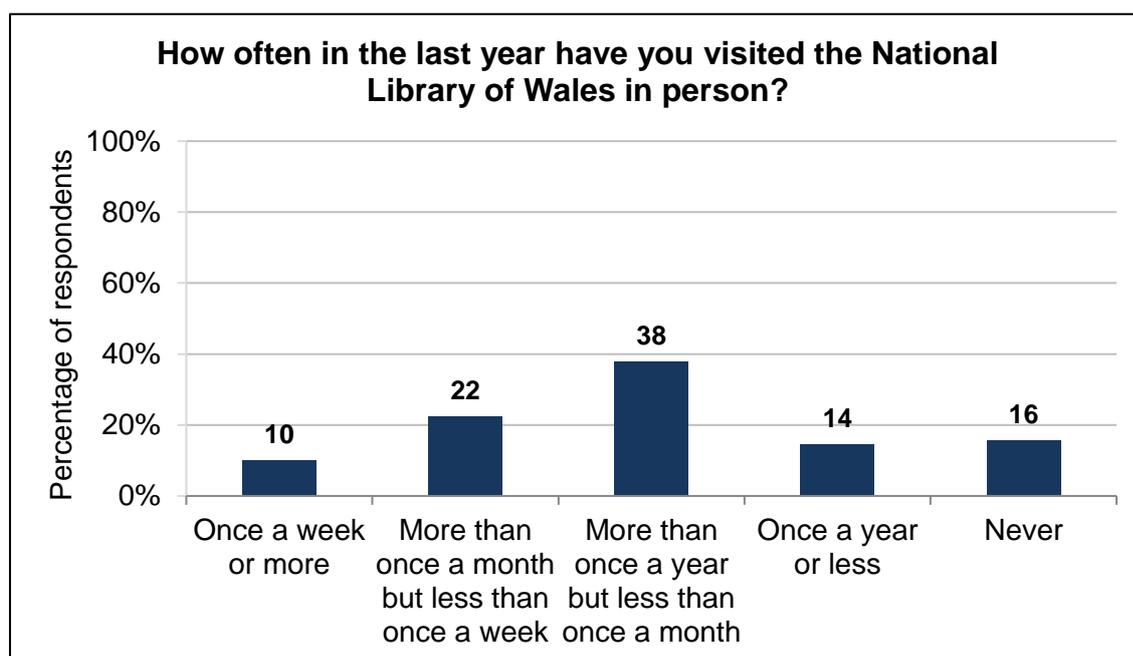
'route' around the survey would vary depending on their responses to prior questions and therefore the number of respondents to each question will vary, as indicated in the 'base' under the graphs. In addition, certain response categories were omitted from the analysis in some questions, which has affected the base in certain figures. These are discussed in the relevant sections. In interpreting the graphs, readers should be aware that the graphs show rounded values, and thus may not sum to exactly 100%. Qualitative data collected through open comments were coded and analysed thematically. Open comments have been themed and grouped under the relevant sections in this report, regardless of the survey question under which they were submitted.

## Findings

### Use of the National Library of Wales

This section reports findings on the frequency of use of the National Library of Wales.

Figure 1

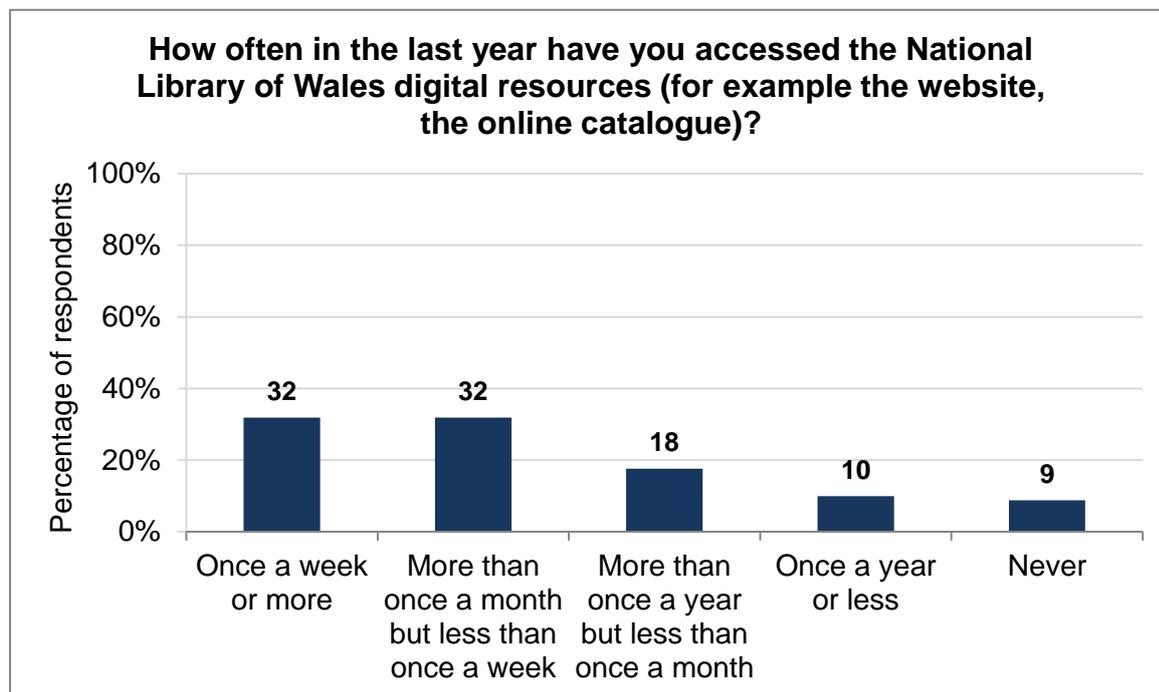


Base: 90<sup>1</sup>

As Figure 1 shows, ten percent of respondents reported visiting the Library in person once a week or more, twenty-two percent visited more than once a month but less than once a week, thirty-eight percent visited more than once a year but less than once a month and fourteen percent reported visiting the Library in person once a year or less. Sixteen percent of respondents reported never visiting the Library.

<sup>1</sup> 'Other' category omitted from analysis as responses under this category did not provide specific timescales

**Figure 2**



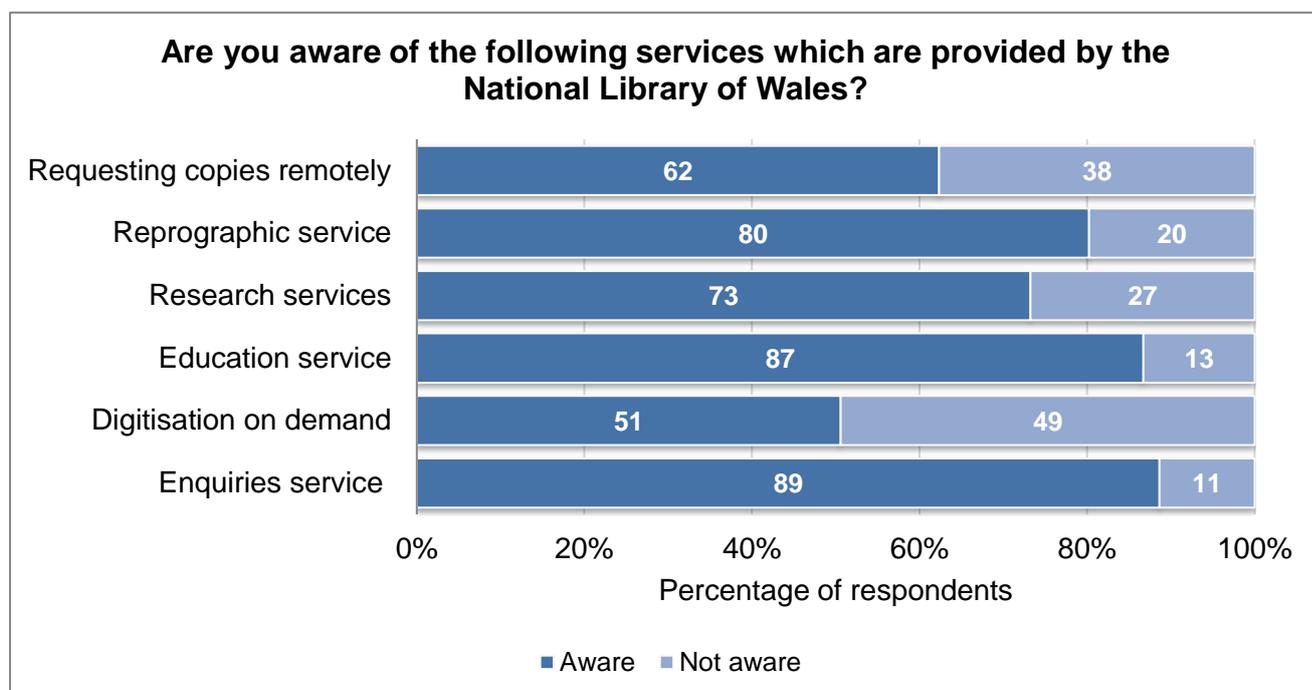
Base: 91

As Figure 2 shows, thirty-two percent of respondents reported accessing the Library’s digital resources once a week or more, thirty-two percent reported access more than once a month but less than once a week and eighteen percent reported access more than once a year but less than once a month. Ten percent of respondents reported access to the digital resources once a year or less and nine percent of respondents reported never accessing the resources.

## Awareness and experience of the National Library of Wales' Library Services

This section reports findings on user awareness, frequency of use and levels of satisfaction with the library's services.

Figure 3

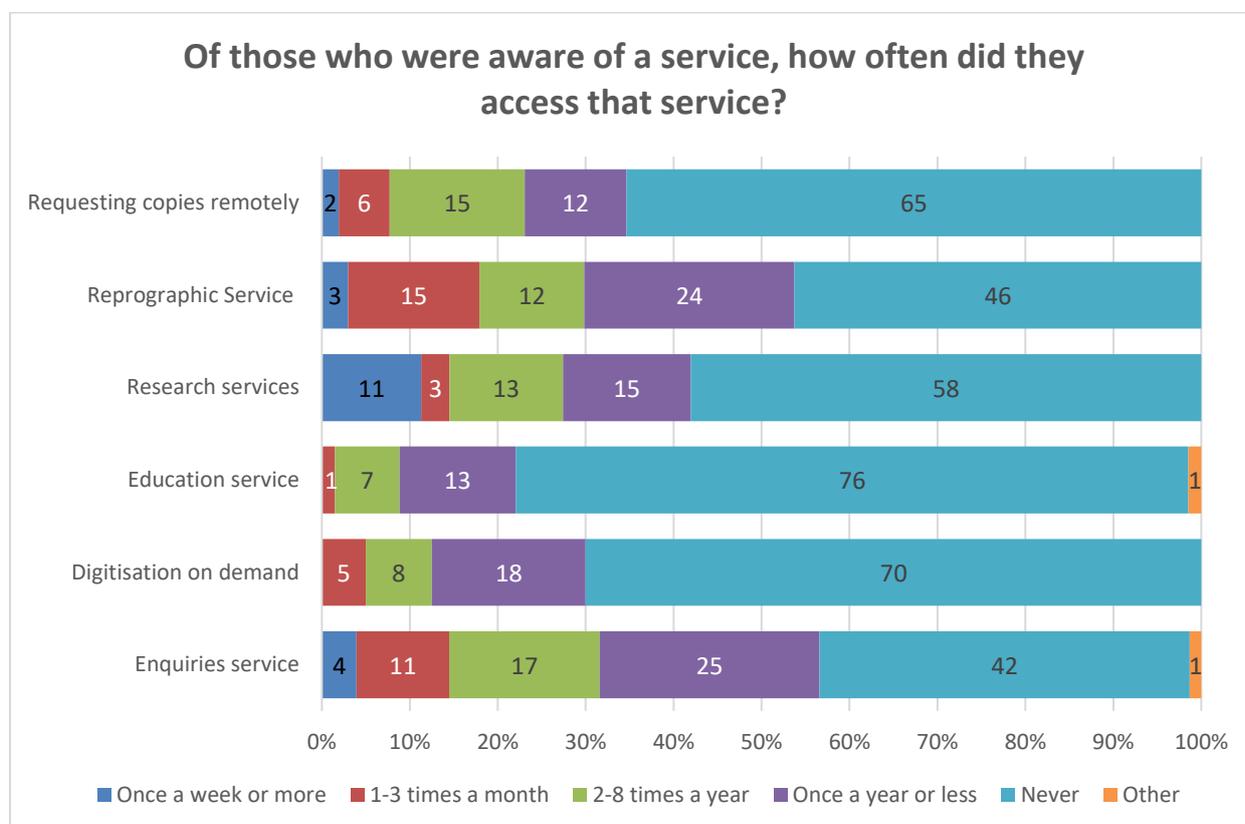


Base: 85, 86, 86, 83, 83, 88

As Figure 3 shows, awareness of services varied. Highest levels of awareness were found for the enquiries service (89%) and education service (87%). Lowest levels of awareness were found for requesting copies remotely (62%) and digitisation on demand (51%).

A small number of comments were provided on awareness of services, which noted limited awareness both of the existence of services and who they are available to.

**Figure 4**



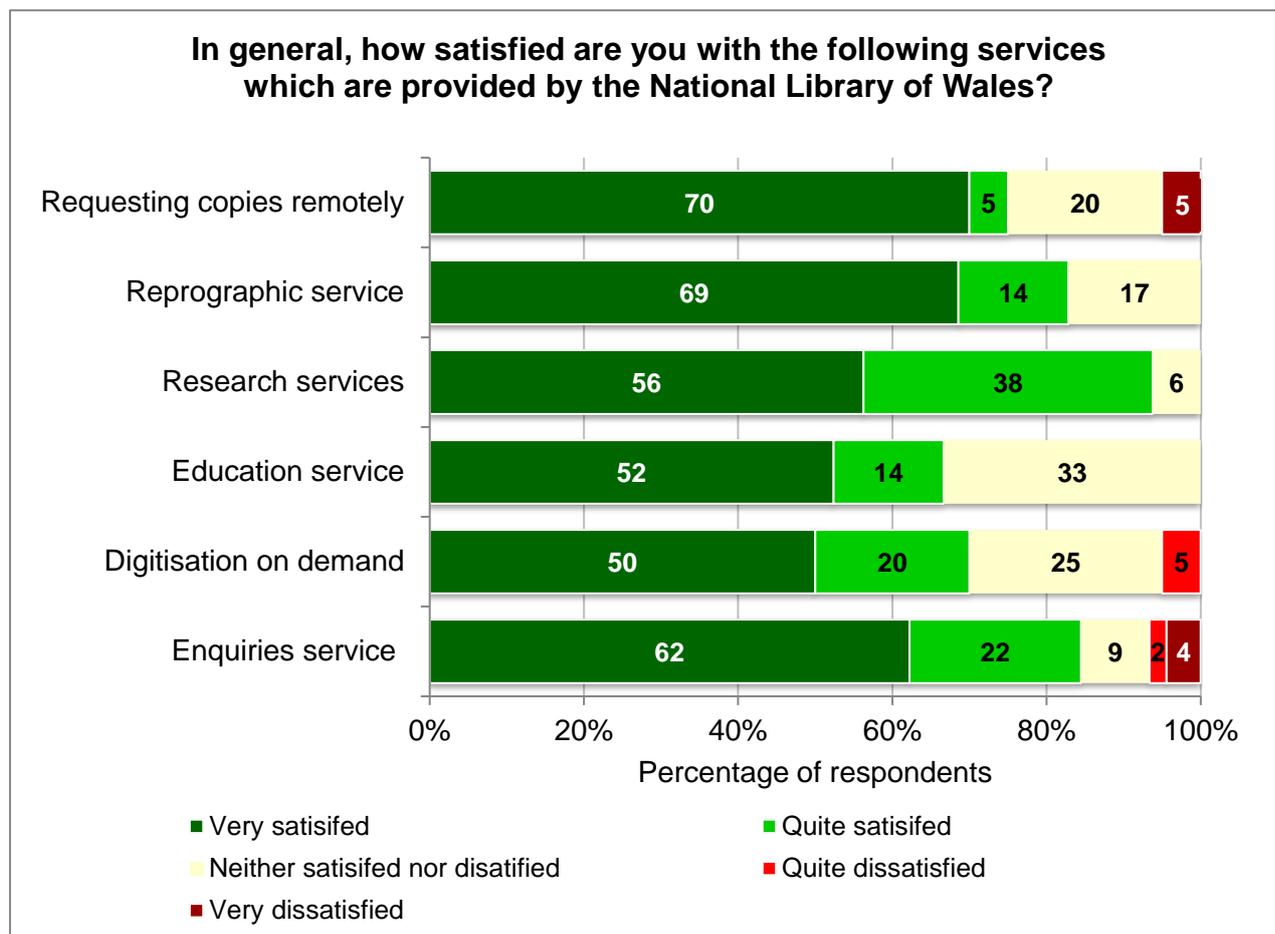
Base: 52, 67, 62, 68, 40, 76

Respondents who reported being aware of each service were asked how often they accessed that service. As Figure 4 shows, the enquiries service and the reprographic service were generally reported to be the most used services whereas the education service and digitisation on demand were reported to be the least used.

Of the most used services, eighteen percent of respondents reported using the reprographic service at least once a month and forty-six percent reported never having used the service. Fifteen percent of respondents reported having used the enquiries service at least once a month and forty-two percent of respondents reported never using the service.

Of the least used services, one percent of respondents reported using the education service at least once a month and five percent of respondents reported using digitisation on demand at least once a month. Seventy-six and seventy percent of respondents reported never using these services, respectively.

**Figure 5**



Base: 20, 35, 32, 21, 20, 45 <sup>2</sup>

As Figure 5 shows, all of the services achieved generally high satisfaction scores from respondents with very little dissatisfaction reported.

The highest level of satisfaction was reported for research services with ninety-four percent of respondents reporting being satisfied with the service and no reports of dissatisfaction.

Other services with higher levels of satisfaction were the enquiries and reprographic services, which recorded eighty-four and eighty-three percent satisfaction respectively. The enquiries service received a six percent dissatisfaction score.

Services with lower levels of satisfaction were the education service and digitisation on demand. Here, sixty-six percent of respondents reported being satisfied by the education service. This service had a large neutral score (33%), which could indicate that respondents felt unable to make a judgement on this service or that they had

<sup>2</sup> The 'I have not used this service' category was omitted from the analysis to aid interpretation of results

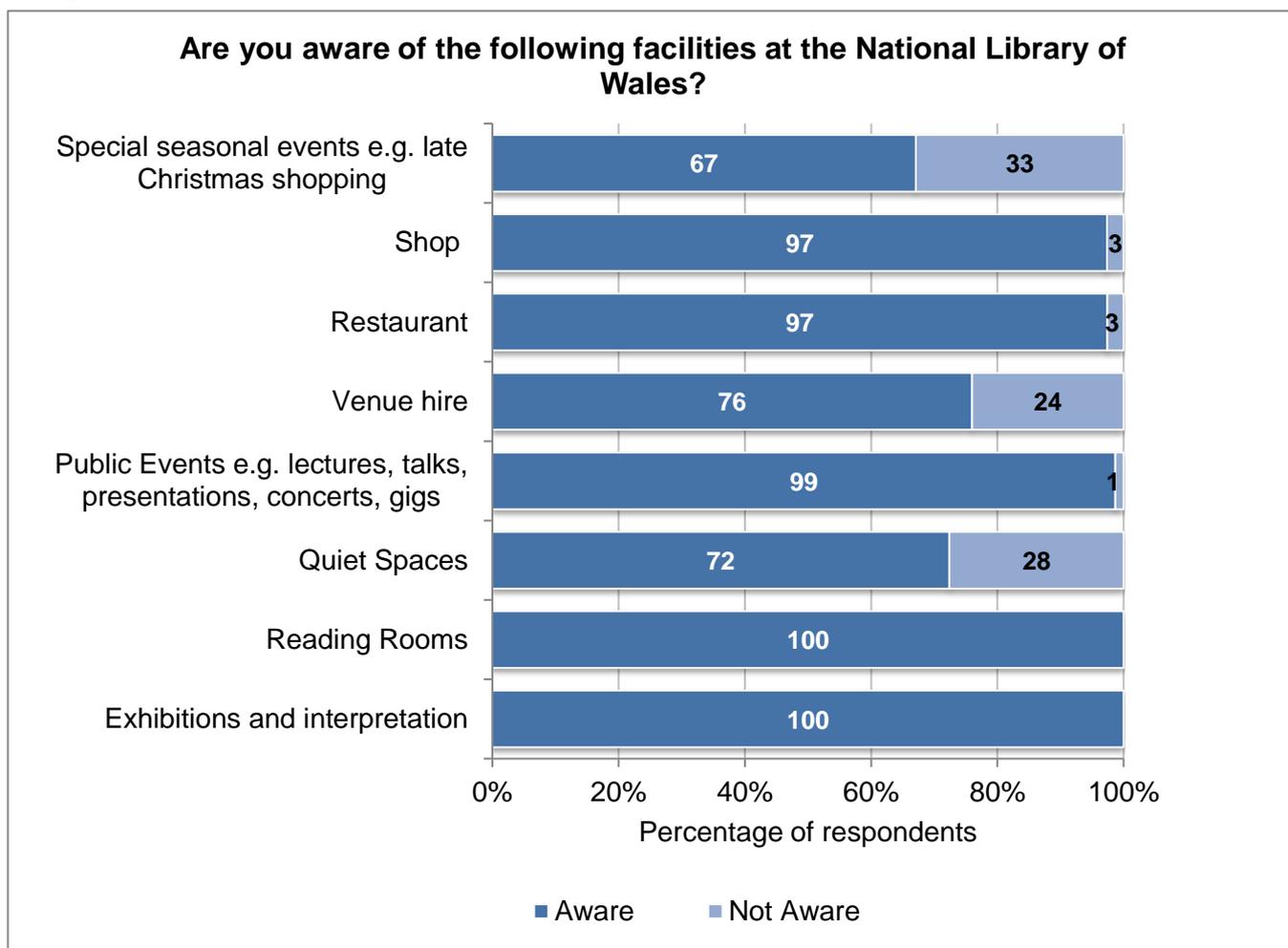
mixed experiences. Seventy percent of respondents reported satisfaction with digitisation on demand, although this service did receive a small amount of dissatisfaction (5%).

Suggestions for improvement in open comments tended to be clustered around the key theme of improving access to Library services. For example, it was suggested that charges for the digitisation on demand service are expensive when compared with other, similar organisations. It was felt that the £20 photography permit charge was too expensive, and impacted the accessibility of the Library's archives. It was also suggested that the process for authorising access and reproducing material could be made simpler. It was suggested that the speed of reprographic service delivery could be improved. Some commented on the need to improve access to digital services, for example by making it easier to request remote copies or by delivering "digitally enabled" services across Wales.

## Awareness and experience of the National Library of Wales' Facilities

This section reports findings on user awareness, frequency of use and satisfaction levels of the library's facilities.

**Figure 6**



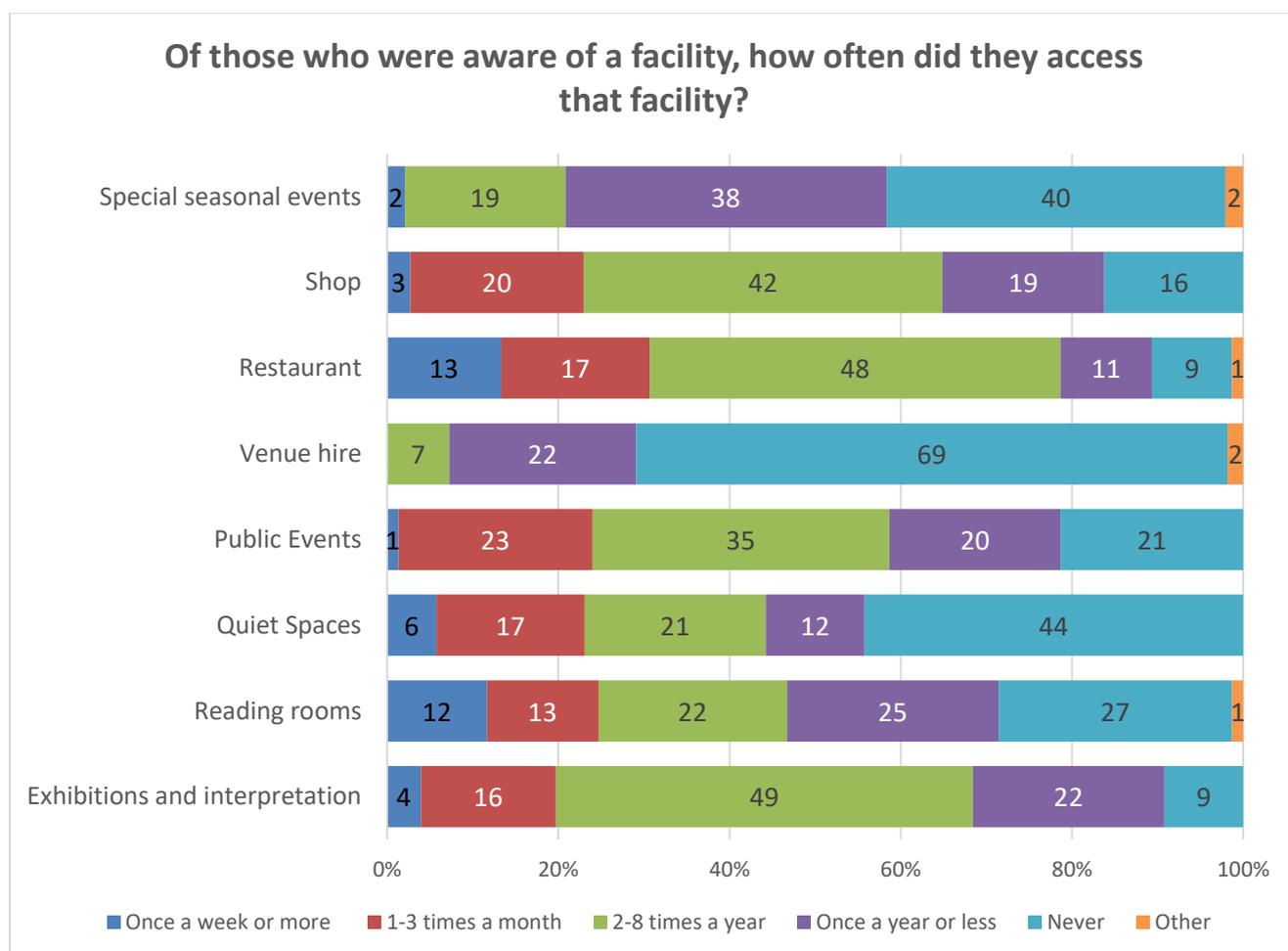
Base: 76, 76, 77, 75, 76, 76, 77, 77.

As Figure 6 shows, respondents generally reported high levels of awareness of the facilities at the Library, although they were less aware of some facilities.

One hundred percent of respondents reported being aware of reading rooms and exhibition and interpretation facilities. Respondents also reported high awareness of public events (99%), the shop (97%) and restaurant (97%).

The facilities of which respondents were least aware were venue hire (76%), quiet spaces (72%) and special seasonal events (67%).

**Figure 7**

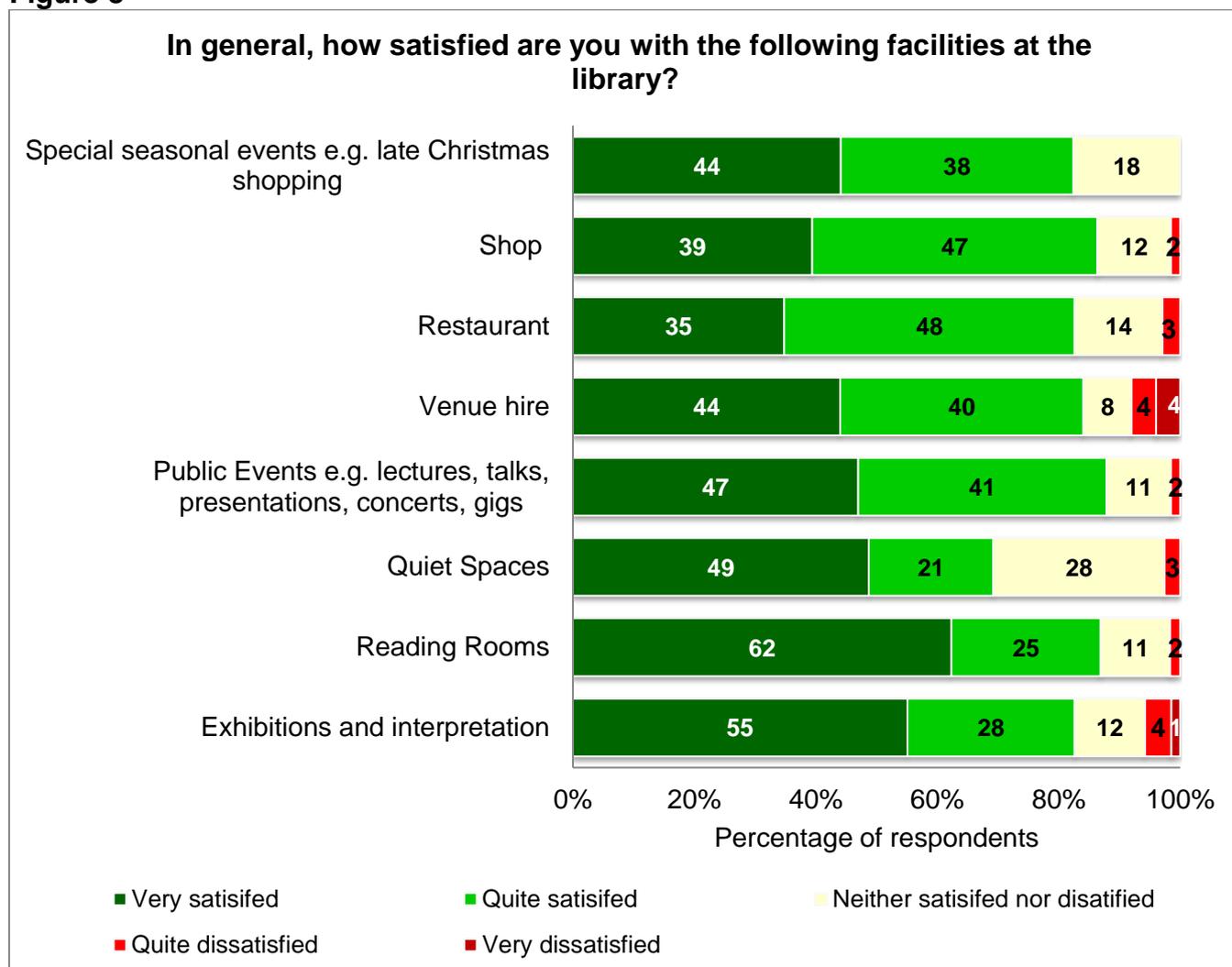


Base: 48, 74, 75, 55, 75, 52, 77, 76

As Figure 7 shows, generally, the restaurant and reading rooms were reported to be the most used facilities, whereas venue hire was the least used.

Thirty percent of respondents reported using the restaurant at least once a month and nine percent reported never using this facility. Twenty-five percent of respondents reported using reading rooms at least once a month, while twenty-seven percent reported never using this facility. The facilities that least respondents reported using regularly were: venue hire (with no respondents using this at least once a month and sixty-nine percent of respondents never using it), and special seasonal events (with two percent using this at least once a month and forty percent never using this facility).

**Figure 8**



Base: 34, 66, 69, 25, 66, 39, 61, 69<sup>3</sup>

As Figure 8 shows, all of the services achieved generally high satisfaction scores from respondents with little dissatisfaction reported.

The highest level of satisfaction was reported for public events, with eighty-eight percent of respondents satisfied with the service and two percent dissatisfied.

Other services with higher levels of satisfaction were venue hire, reading rooms, special seasonal events and shop. Eighty-seven percent of respondents reported satisfaction for the reading rooms with two percent recording dissatisfaction and eighty-six percent of respondents reported satisfaction with the shop versus two percent reporting dissatisfaction. Eighty-four percent of respondents reported being satisfied with the venue hire with eight percent recording dissatisfaction whilst eighty-

<sup>3</sup> The 'I have not used this facility' category was omitted from the analysis to aid interpretation of results

two percent of respondents reported satisfaction for special seasonal events, with no reports of dissatisfaction.

Lower levels of satisfaction were found for quiet spaces, with which seventy percent of respondents were satisfied. Nevertheless, dissatisfaction with this service remained low (3%).

Open comments on individual Library facilities can be divided into the following broad categories: exhibitions; events; reading rooms; catering and retail; and comments pertaining to the building itself.

Feedback on exhibitions was largely positive, with respondents commenting on the 'excellent' quality of the exhibitions at the Library. One suggestion for improvement was for exhibitions to include more explanatory information alongside the pieces. Another was for exhibitions to broaden their appeal in order to draw in new and/or younger audiences. Some comments referred to the use of Library space for exhibitions, with a respondent suggesting that the main foyer area be repurposed as a reception and shop, with the upper floors turned into exhibition spaces.

Open comments generally affirmed that the events put on by the Library are interesting and of good quality. However, some respondents reported that the site's location made events at the Library difficult to access. Suggestions for travel-related improvements to the accessibility of the Library site are included in the section on the accessibility of the Library (page 22).

Some respondents considered that events should have a broader reach in terms of audience, and suggested that the Library should organise events for young people and families in order to develop new audiences for the future. It was also considered that the Library needs to better promote its existing events and facilities to the wider public. Finally, a respondent who had hired the Library facilities reported that they considered the hire cost to be expensive, and that the Library could offer more support to those who have hired facilities.

Open comments relating to the reading rooms generally expressed the desire for more quiet spaces for the use of books, particularly in light of recent disruption due to building work and one commentator expressed a desire to see both reading rooms open again in future. Finally, there was a suggestion that the Library continue to develop links with universities, in order that students make more use of the reading room facilities.

Several respondents commented that the food served in the café could be improved, with particular reference to the need for more vegetarian and vegan offers. It was also suggested that the restaurant extend its serving hours. Commentators also cited the need for more 'child-friendly' meals and portions to be served in the café.

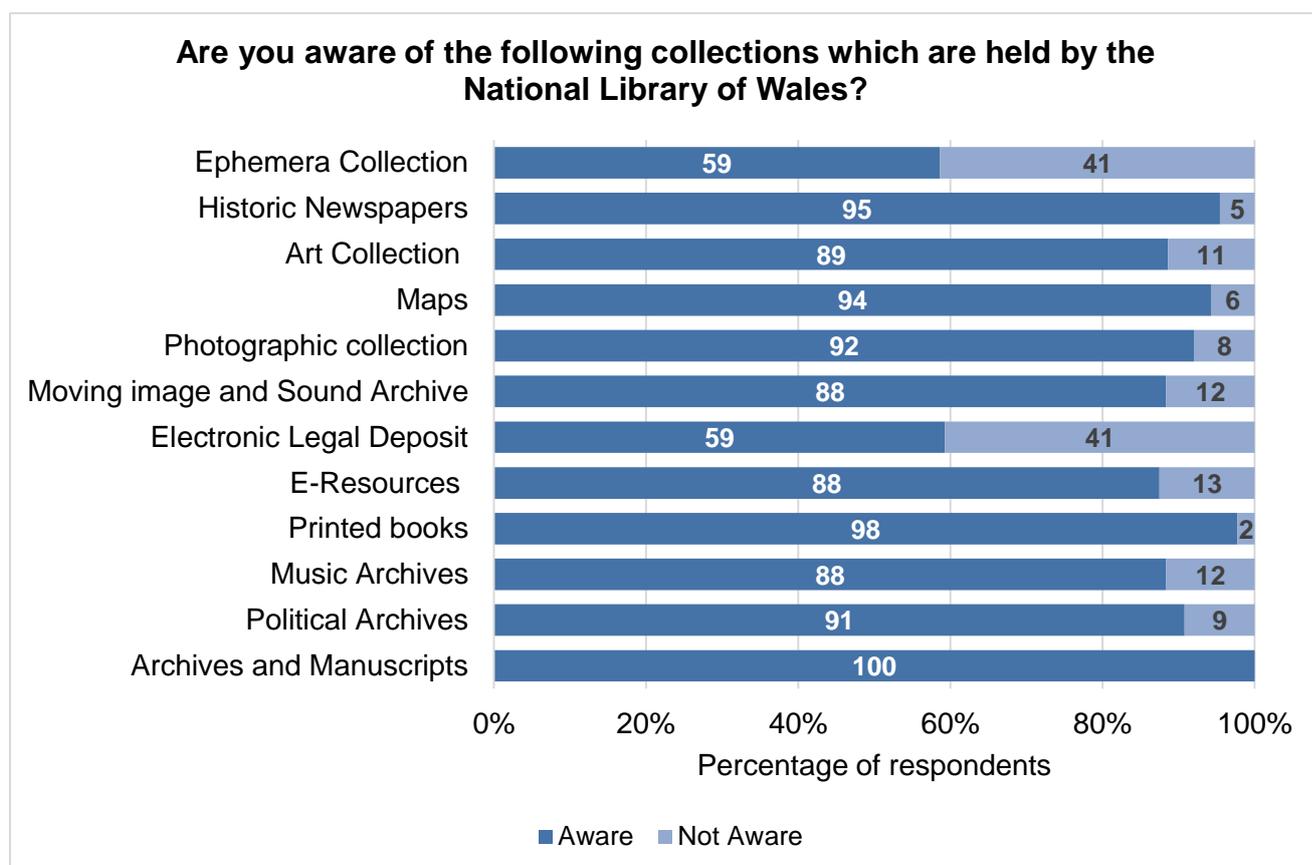
Regarding the shop, it was felt by some that the items on sale were expensive, and commentators suggested that the shop stock some cheaper items.

Finally, several comments pertained to the use of space at the library site. It was felt that the building could be made easier to navigate, and more seating be made available throughout.

### Awareness and experience of the National Library of Wales' Collections

This section reports findings on user awareness, frequency of use and satisfaction levels of the library's collections.

**Figure 9**



Base: 87, 88, 88, 87, 88, 86, 86, 88, 88, 86, 87, 87

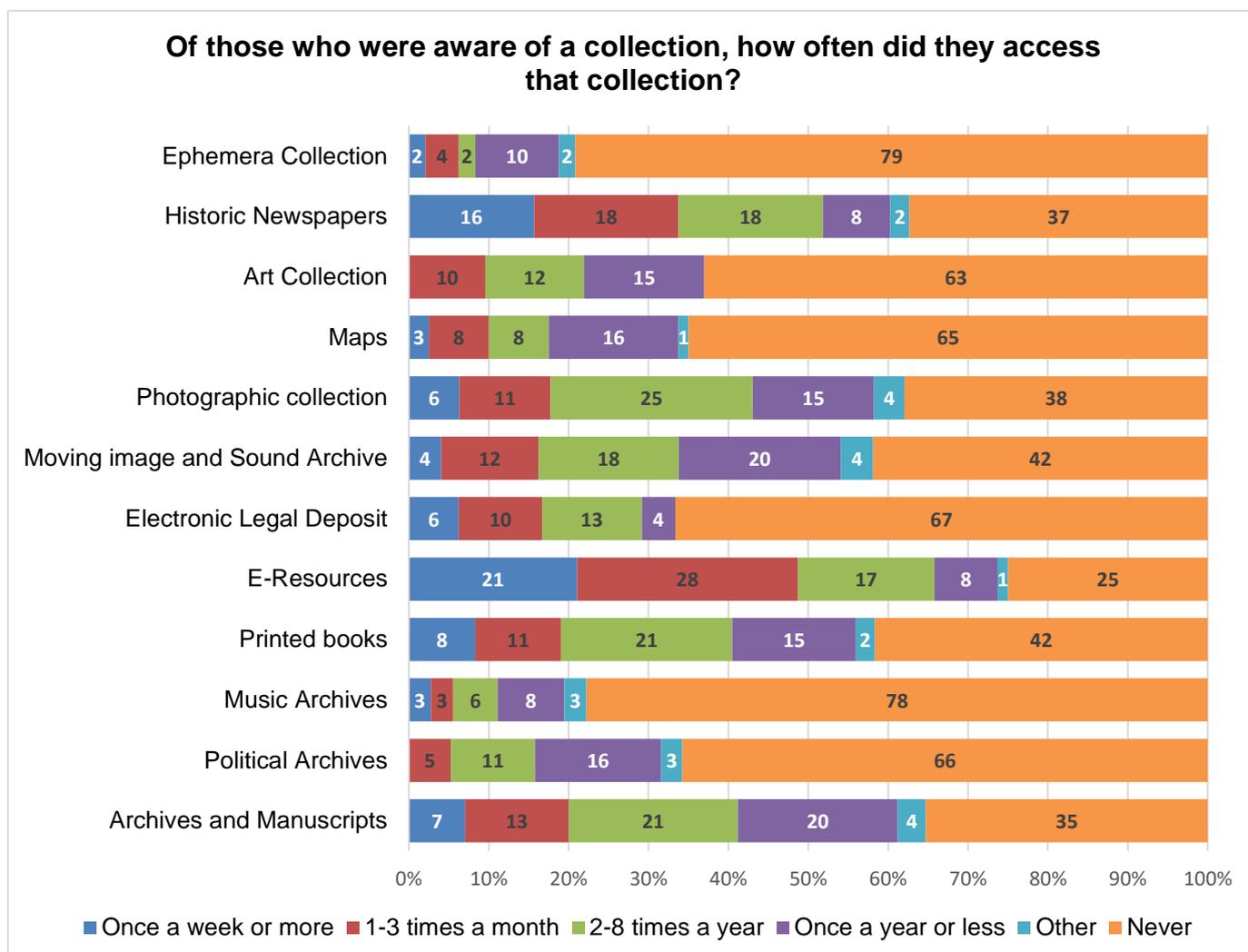
As Figure 9 shows, in general respondents were aware of the Library's collections, although some collections had higher rates of awareness than others.

The collections for which respondents reported highest awareness were archives and manuscripts (100%) and printed books (98%).

Other collections with high reported awareness include historic papers (95%), maps (94%), photographic collection (92%) and political archives (91%).

The collections which respondents reported lowest awareness of were the electronic legal deposit and ephemera collection (59% for both).

**Figure 10**

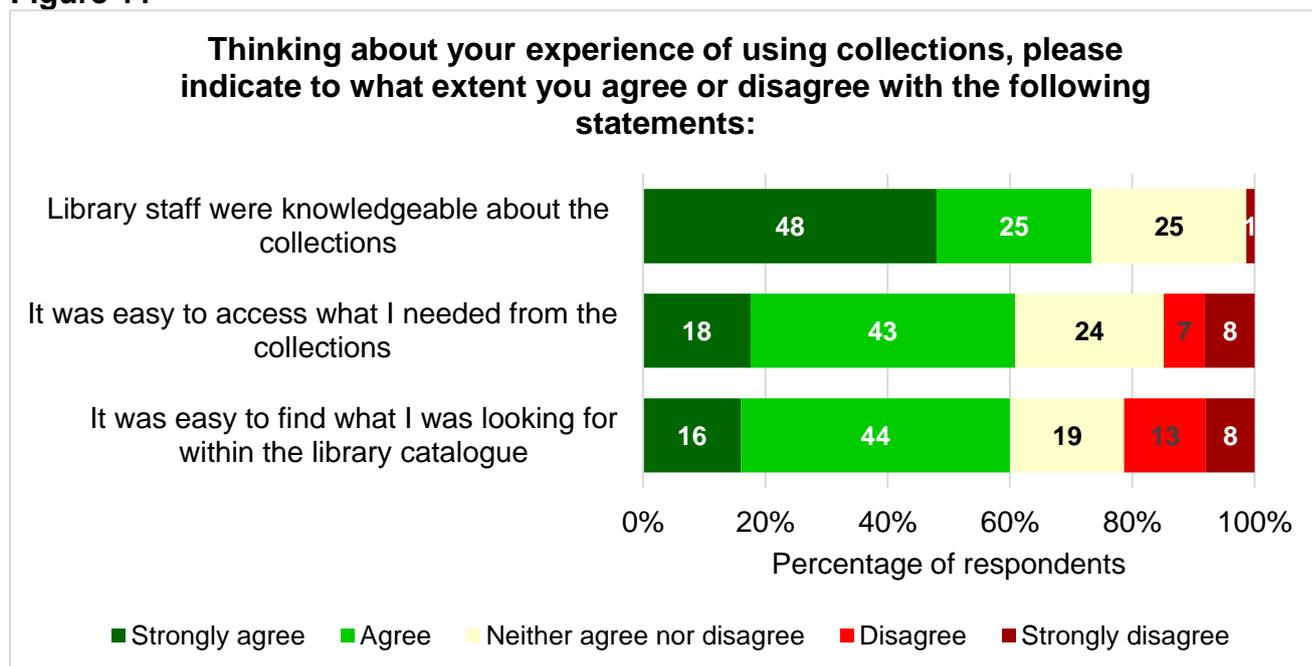


Base: 48, 83, 73, 80, 79, 74, 48, 76, 84, 72, 76, 85

Figure 10 shows analysis of those who responded that they were aware of a collection, and reports how frequently they accessed that collection.

As shown in Figure 10, the collection accessed most frequently was E-Resources, with 66% responding that they accessed this collection twice a year or more. Moderate rates of use were also reported for the Photographic collection, Archives and manuscripts, and Printed Books, with forty-three, forty-one, and forty percent of respondents reporting using these collections twice a year or more, respectively. The collection of which respondents reported least frequent use was the Ephemera collection, with eight percent of respondents reporting that they accessed this collection twice a year or more.

**Figure 11**



Base: 75, 74, 75

As Figure 11 shows, respondents reported highest satisfaction with Library staff’s knowledge of the collections, while ease of access and ease of using the library catalogue had slightly lower levels of satisfaction.

Just under three quarters (73%) of respondents agreed that Library staff were knowledgeable about the collections, with one percent strongly disagreeing with this statement.

Respondents were less positive about how easy they found it to access what they needed from the collections, with sixty-one percent of respondents agreeing with this statement and fifteen percent disagreeing.

A similar number of respondents (60%) agreed that it was easy to find what they were looking for within the library catalogue, with twenty-one percent disagreeing.

In general, open comments were positive about the range of collections and archives housed at the Library. The Library was referred to as a ‘national treasure’, and commentators emphasised the Library’s value as a storehouse of materials relating to the culture and history of Wales. However, it was noted that the collections lack material on or by minority ethnic and LGBT+ communities.

Suggested improvements related largely to improving public awareness of the collections. It was considered that the library should continue to market its collections to its academic audiences, as well as to new audiences. Processes such as the digitisation of collections were considered key to this aim, with one comment

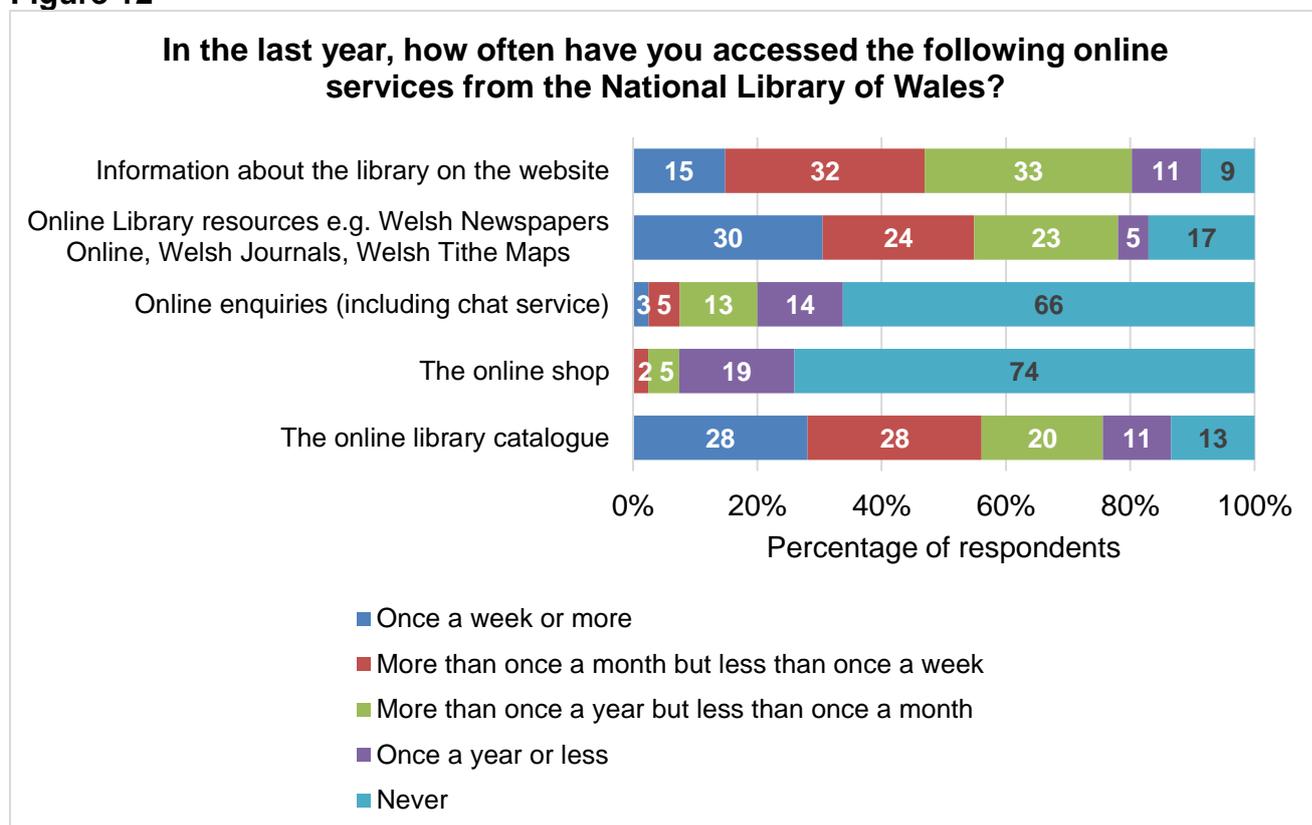
praising the digitisation of newspapers in particular. However, it was felt that the accessibility of the moving image archive was hindered by the inaccessibility of the catalogue. It was also noted that the online presence of the Library's moving image collection is poor, when compared with other national libraries and archives.

It was suggested that the Library could raise the profile of its collections, with one respondent considering that the scope and remit of collections could be clarified to users. Suggestions included that the Library hold more frequent exhibitions of the items in its collections. Particular reference was made to the need to advertise the National Music Archive of Wales to those within the music industry.

## Use and experience of the National Library of Wales' online services

This section reports findings on frequency of use and satisfaction levels of the library's online services.

**Figure 12**



Base: 81, 82, 80, 81, 82<sup>4</sup>

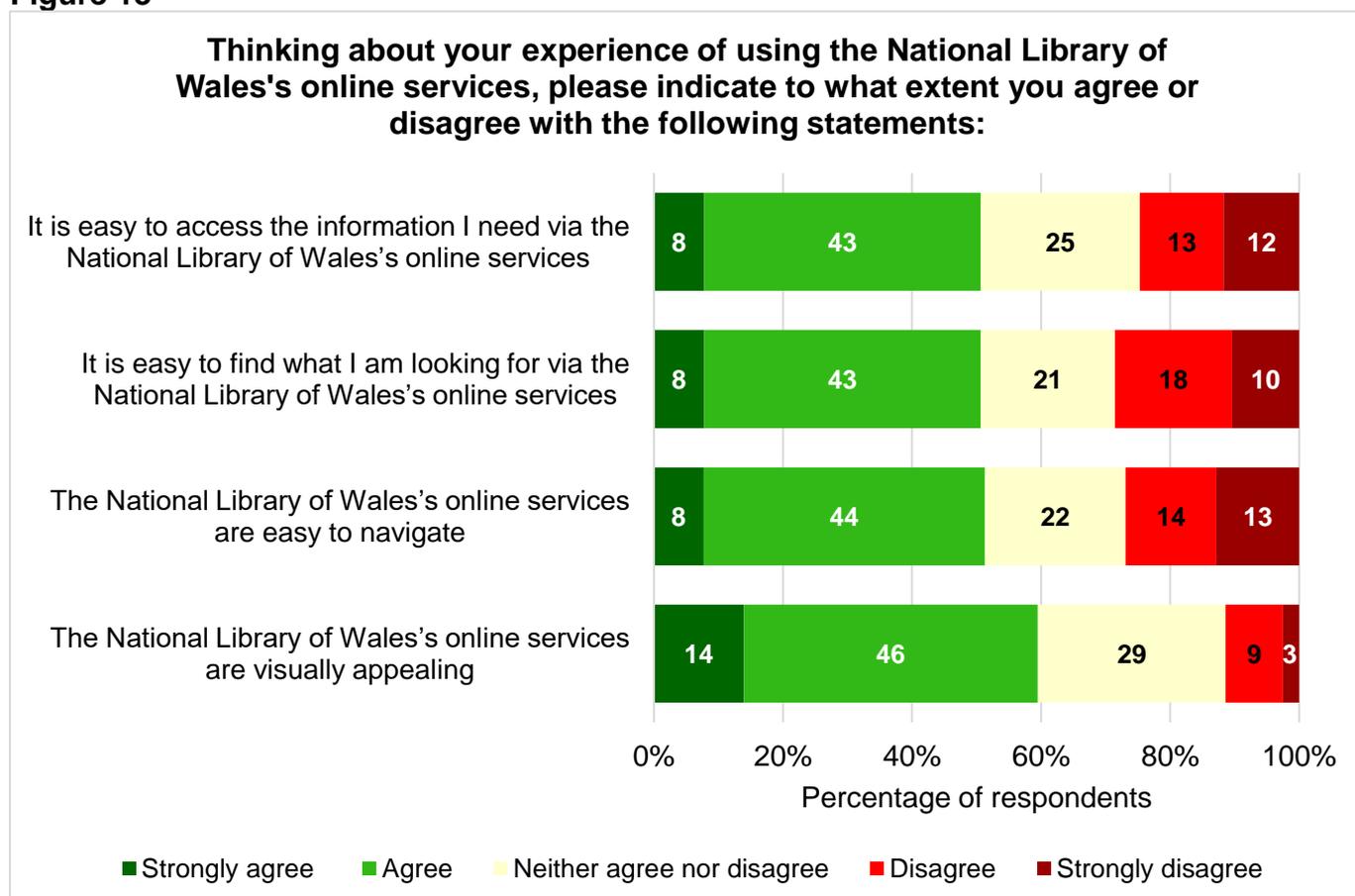
As Figure 12 shows, respondents generally reported that the online services they accessed most were the online catalogue, the online library resources and information about the library on the website, while the online shop and online enquiries were reported to be accessed the least.

Fifty-six percent of respondents reported accessing the online catalogue at least once a month and thirteen percent reported never accessing this service. Fifty-four percent of respondents also reported accessing online library resources at least once a month although seventeen percent reported never using this service. Information about the library on the website was also reported to have high access with forty-seven percent of respondents accessing the website at least once a month and nine percent never using this service.

<sup>4</sup> The 'Other' category was omitted from analysis as responses under this category did not provide specific timescales

The online services that respondents reported accessing the least were: the online shop (with 2% of respondents using this service at least once a month and 74% never using it) and online enquiries (with 8% of respondents using this service at least once a month and 66% never using it).

**Figure 13**



Base: 77, 77, 78, 79.

As Figure 13 shows, satisfaction levels were over half for all aspects of the online services, with the visual appeal of the online services receiving the highest positive score.

Sixty percent of respondents agreed with the last statement 'The National Library of Wales's online services are visually appealing'.

Just over half of respondents (52%) agreed and twenty-seven percent of respondents disagreed with the statement 'The National Library of Wales's online services are easy to navigate'. Fifty-one percent agreed with the statements 'It is easy to find what I am looking for via the National Library of Wales's online services' and 'It is easy to access the information I need via the National Library of Wales's

online services', while around a quarter of respondents (twenty-eight and twenty-five percent respectively) gave a negative score for these statements.

Open comments on online services were broadly summarized into three categories: online resources, the online library catalogue, and the website.

Comments relating to online resources were largely positive on the range and variety of material available online, with Welsh Newspapers Online, wills, Maldwyn, Journals and tithe maps singled out for praise. Respondents were positive about the PDF function being reintroduced to Welsh Journals Online, and considered that the resources had been improved by becoming more consistent in their presentation.

Comments on the online catalogue, however, highlighted many areas for improvement, particularly in relation to access to information and searching through the catalogue. It was noted that the search function could be improved by categorising results. It was also noted that online catalogue searches return multiple results which are difficult to refine.

Specific suggested areas for improvement included: for journals to be searchable by individual authors or titles, and for the Places of Wales website to be searchable by National Grid Reference.

Open comments on the website also highlighted areas for improvement, with feedback that users feel the Library's website is difficult to navigate. It was suggested that the website could be 'streamlined', with clear guidance for new users on how to access information relating to the different online services. Furthermore, it was felt that the online shop could be updated.

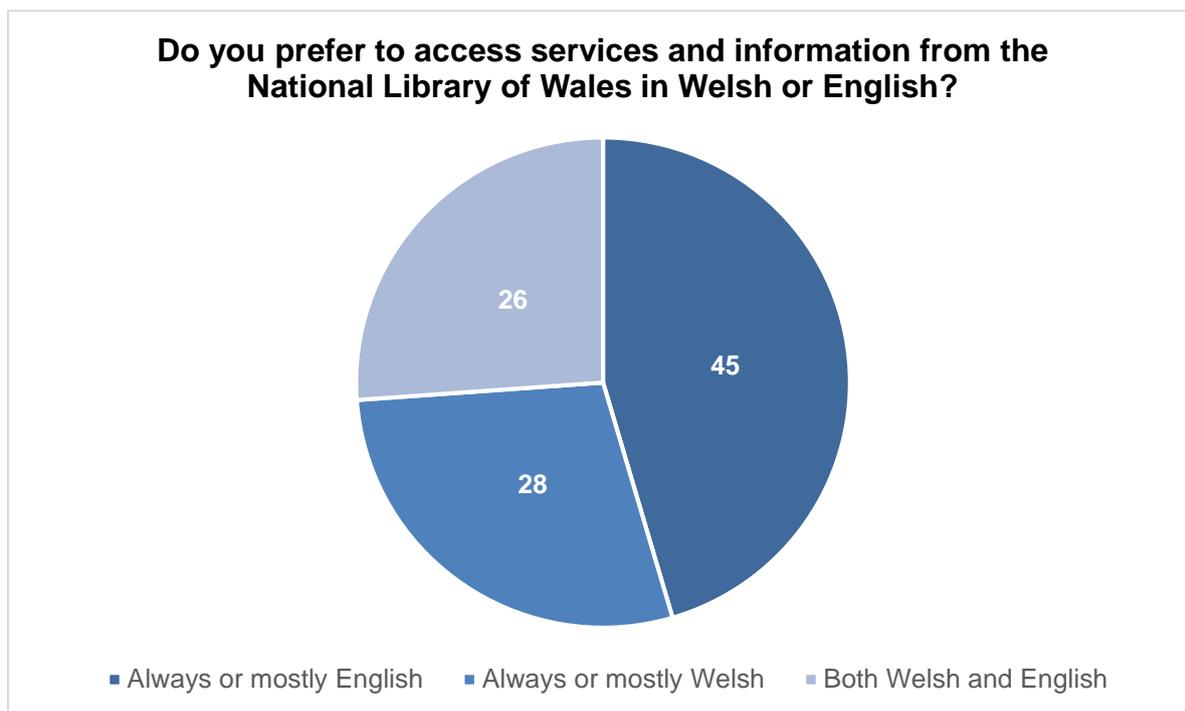
One respondent noted that they were reluctant to criticise the website, as they were aware that it is a challenge to meet the public's expectations of digital services on a tight budget.

In terms of the general marketing of the online services to the public, it was felt that more could be done to communicate to the wider public that the Library's resources are widely accessible online.

## Accessing Library Services

This section reports findings on language preferences, satisfaction levels with accessing services in Welsh and English and disability access.

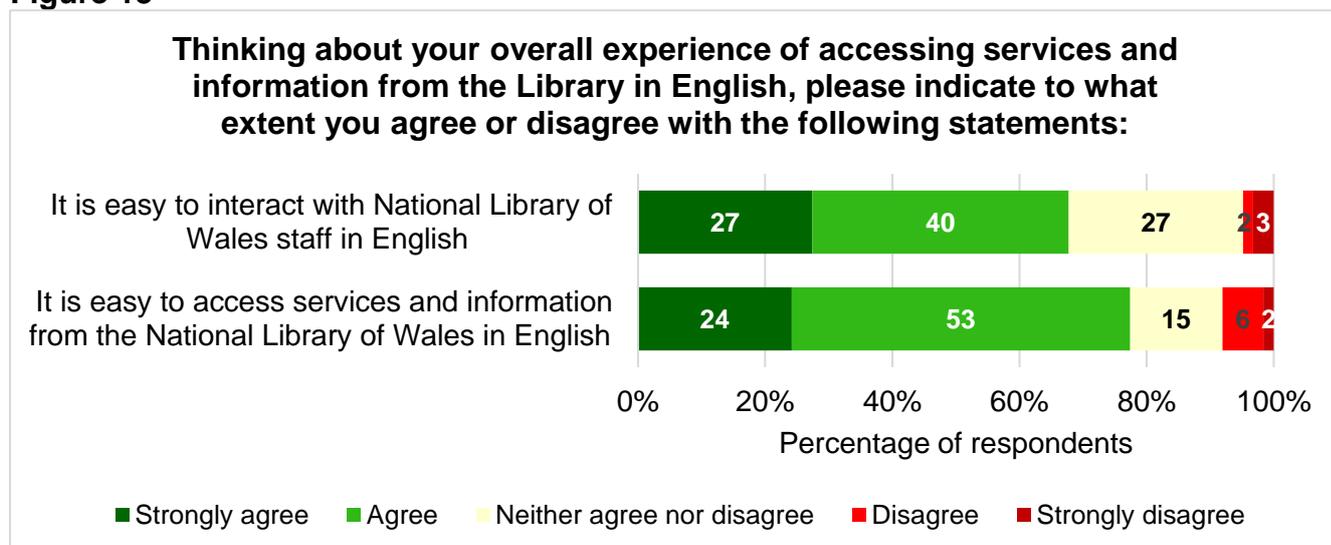
**Figure 14**



Base: 88

As Figure 14 shows, just under half of respondents preferred to access services and information from the Library always or mostly in English (45%). Twenty-eight percent of respondents preferred accessing services and information always or mostly in Welsh, and twenty-six percent preferred to access services in both Welsh and English.

**Figure 15**



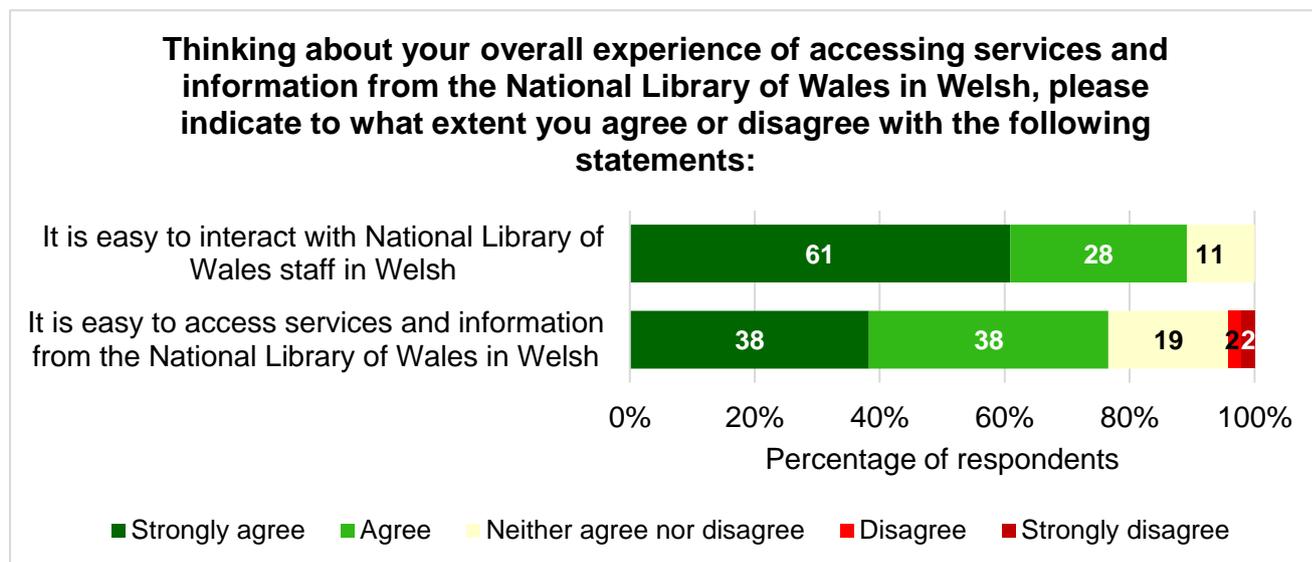
Base: 62, 62.

Those who stated that they prefer to access services and information always or mostly in English or in both Welsh and English were asked about their satisfaction with accessing library services in English. As Figure 15 shows, respondents were generally satisfied with interacting with Library staff and accessing Library services and information in English.

Just over three quarters (77%) of respondents agreed and eight percent disagreed with the statement 'It is easy to access services and information from the National Library of Wales in English'.

Over two thirds (67%) of respondents agreed and five percent of respondents disagreed with the statement 'It is easy to interact with National Library of Wales staff in English'. Over a quarter of respondents (27%) neither agreed nor disagreed with this question. This may indicate that they had not interacted with staff in English enough to feel able to comment, or that their experiences had varied.

**Figure 16**



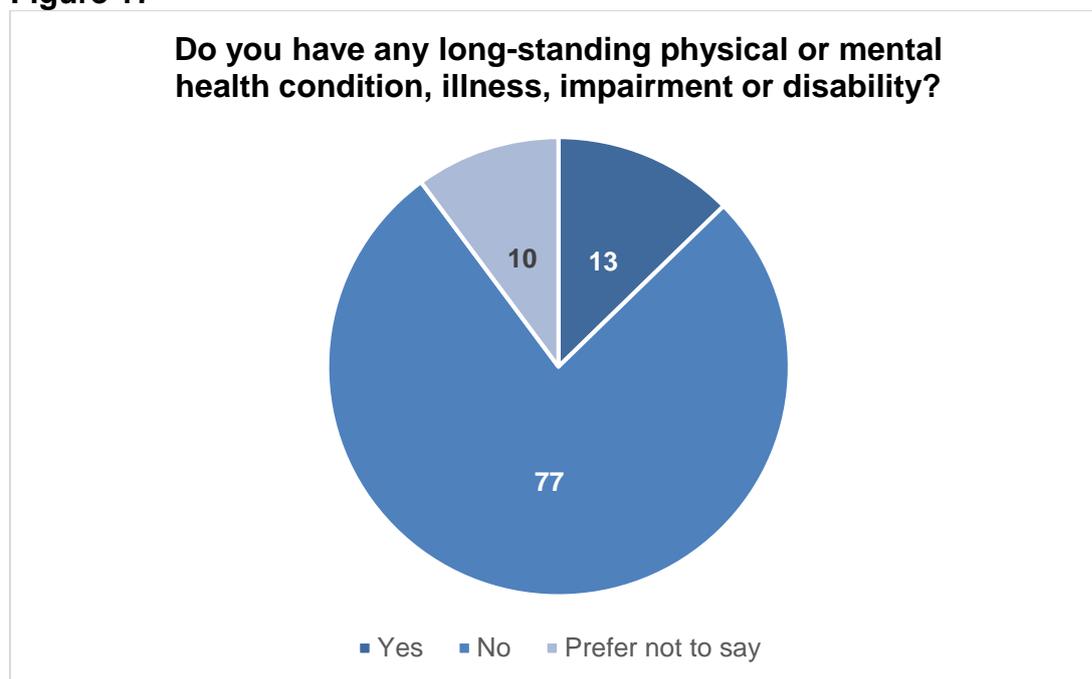
Base: 46, 47

Those who stated that they prefer to access services and information always or mostly in Welsh or in both Welsh and English were asked about their satisfaction with accessing library services in Welsh. As Figure 16 shows, respondents were generally satisfied with interacting with staff and accessing services and information in Welsh.

The majority (89%) of respondents agreed and no respondents disagreed with the statement 'It is easy to interact with National Library of Wales staff in Welsh'.

Just over three quarters (77%) of respondents agreed and four percent disagreed with the statement 'It is easy to access services and information from the National Library of Wales in Welsh'.

**Figure 17**



Base: 79.

As Figure 17 shows, just over three quarters of respondents (77%) reported not having any long-standing physical or mental health conditions, illness, impairment or disability. Thirteen percent of respondents reported having a long-standing physical or mental condition, whilst ten percent of respondents preferred not to answer this question.

Respondents reporting a disability were asked about the accessibility of the Library and its services. This question received a low number of responses (10) and therefore is reported in numbers rather than percentages. Eight respondents agreed and one disagreed with the statement 'Online services from the National Library of Wales are easily accessible to me'. Six respondents agreed and two disagreed with the statement 'Facilities at the library site are easily accessible to me'. Five respondents reported that they consider the Library collections to be easily accessible, while four reported that they were not. Three respondents agreed and four disagreed with the statement 'I am aware of how to request specific reasonable adjustments from the National Library of Wales'.

Open comments regarding the accessibility of the Library services and facilities largely related to the physical accessibility of the site in Aberystwyth.

Some respondents raised concerns about the accessibility of the Library site owing to limited transport links, particularly for those based further afield or those unable to access the Library on foot. One suggestion was for events to be livestreamed in order for them to be remotely accessible. It was also suggested that offering more

information relating to the library and its materials could encourage those from further afield to access the site. One respondent, who lives far from the Library, reported that they are 'put off' going to the physical site as they are uncertain of which materials are stored at the library and how to access them.

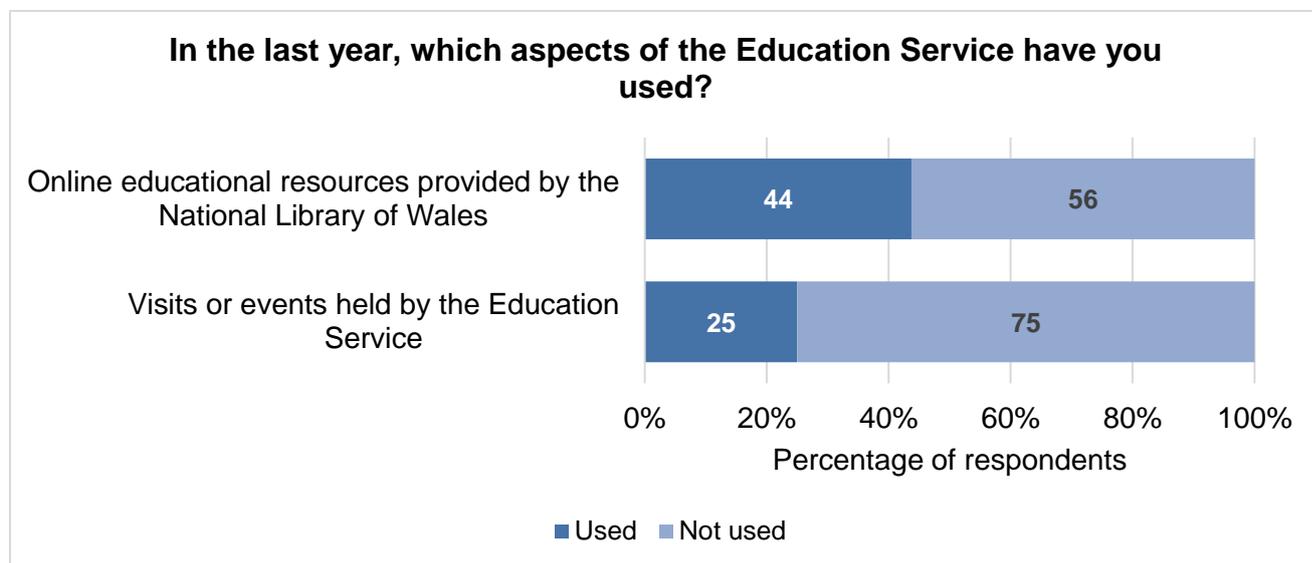
Other respondents focussed on the accessibility of the facilities and services within the building itself. Suggestions for improvement to this element included the need to improve access for deaf users by installing a loop system in the Drwm, council and education rooms. A respondent with mobility problems reported finding the stairs and corridors 'confusing'. It was noted that the current building works had restricted the accessibility of the Library site.

An aspect that was said to play a key role in the accessibility of the Library were the staff, who were considered by several respondents to be helpful, welcoming, and with strong expertise on the collections. Further discussion of feedback on staff is included on page 30.

### Feedback on the Education Service

This section reports findings from respondents who reported using the Education Service.

**Figure 18**



Base: 16, 16.

A small number of respondents reported use of the Education Service. As the number of respondents to this question is small, please take additional care in interpreting these results. The small number of respondents in this section may be

due to the timing of the survey, which was open during the summer holiday period and the beginning of the new school year.

As Figure 18 shows, the majority of respondents who reported using the Education Service had not used the aspects of the Education Service surveyed.

Seven (44%) respondents reported they had used the online educational resources provided by the Library and four (25%) reported they had used the visits or events held by the Education Service.

Those who had accessed the online education resources and visits and events were asked for feedback on their experience of the services, however the response rate for these groups was extremely small. To protect the anonymity of respondents, these questions were omitted from the analysis since they received less than 10 responses. In general, however, satisfaction with these services was high among service users.

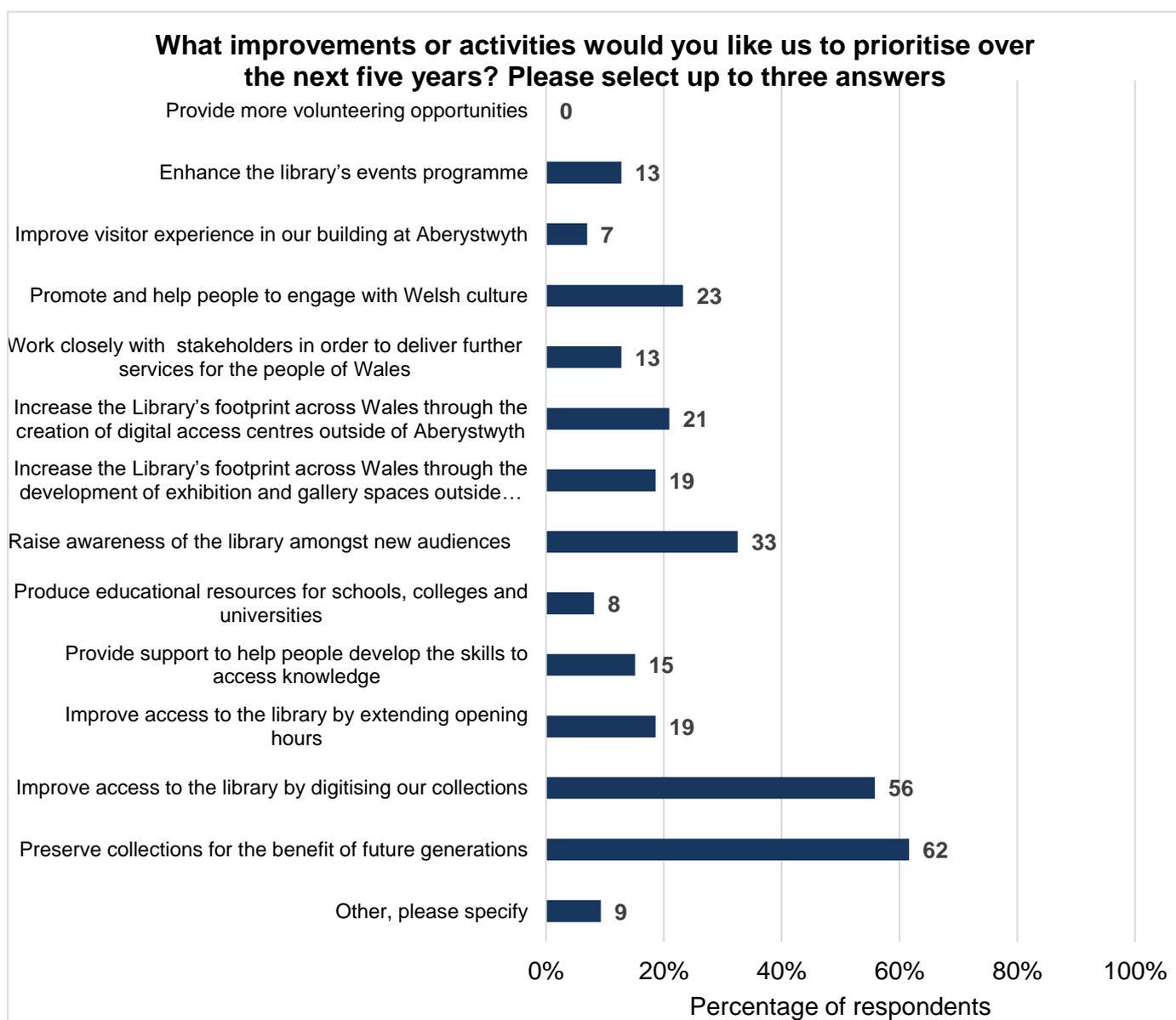
Open comments on the Education Service largely centred around the value of partnership and outreach with the education sector. It was suggested that the Library could develop initiatives such as hosting conferences on topics such as the history or music of Wales, which would be livestreamed to sixth-form students across Wales. Another respondent was positive on the work that had been undertaken with other public bodies (such as CADW and the National Museum of Wales) in developing educational resources. It was suggested that further digital resources are developed in this way.

Finally, respondents noted the value of outreach and partnership with the Education Sector as a way to foster new Library audiences among the younger generation. It was noted that the Education Service, in particular, could have an important role to play in helping to deliver objectives outlined in the Wellbeing of Future Generations Act.

## Shaping our Future

This section reports findings on improvements respondents want the library to prioritise over the next five years. Please note that respondents were able to choose up to 3 answers, and therefore the percentage of respondents choosing each improvement sums to more than 100%. They were not able to select their choices in order of preference.

**Figure 19**



Base: 86

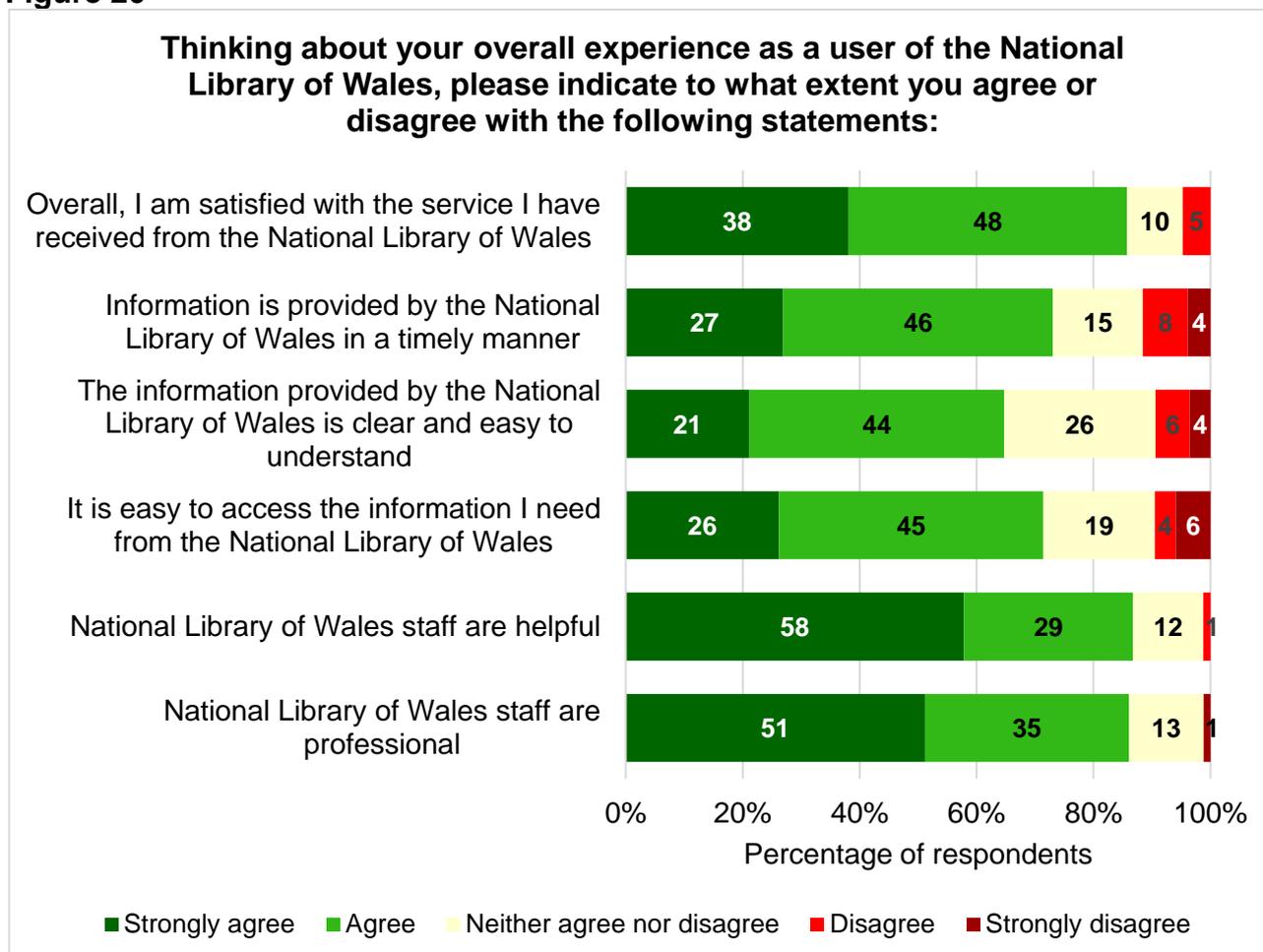
As Figure 19 shows, the potential Library improvements and activities most respondents felt should be prioritised included preserving collections for the benefit of future generations (62%) and improving access to the library by digitising collections (56%). The answers that were least frequently selected included providing more volunteering opportunities (0%), improving visitor experience in the Library building at Aberystwyth (7%) and producing educational resources for schools, colleges and universities (8%).

Nine percent of respondents selected the 'other' category. Suggestions in this category included improving access to the collections by enabling borrowing across Wales and expanding the digital collections, autonomy and bespoke facilities for the National Screen and Sound Archive of Wales, making improvements to the Library building at Aberystwyth, investing in Library staff and focusing on representing the culture of Wales.

## Feedback on overall user experience

This section reports findings on user satisfaction levels with the National Library of Wales.

**Figure 20**



Base: 84, 78, 85, 84, 83, 86

As Figure 20 shows, generally respondents reported high levels of satisfaction with their overall experience of the Library.

Highest satisfaction was found with Library staff. Eighty-seven percent of respondents agreed and one percent of respondents disagreed that Library staff are helpful, while eighty-six percent of respondents agreed and one percent disagreed that Library staff are professional. The overall level of satisfaction with Library services was high, with eighty-six percent of respondents agreeing and five percent of respondents disagreeing with the statement 'Overall, I am satisfied with the service I have received from the National Library of Wales'.

Lowest satisfaction was found with the information provided by the Library being clear and easy to understand, with sixty-five percent of respondents agreeing and ten percent disagreeing with this statement.

Open comments and suggestions for improvements relating to the Library can broadly be summarised into the following key themes: accessibility of the Library site and services; public engagement; staff, and funding.

Respondents generally acknowledged that responsibility for improvements to public transport lies outside of the remit of the Library. However, survey responses nevertheless contained some suggestions for improvement to this element. These included expanding the bus service between the town and Library to ensure year-round coverage, and creating cycle paths linking the Library and town. Poor public transport links to Aberystwyth were generally felt to inhibit access to the Library from further afield. It was felt that better rail and bus links to Aberystwyth would encourage more users to the site.

Several comments pertained to the theme of public engagement and promotion of the library's services and facilities. Respondents praised the Library tours for learners of Welsh, as well the yearly 'Ar Lafar' events. It was felt by some that the Library should work collaboratively with local libraries, with a view to sharing information regarding the Library's services and facilities. One suggestion was for certain Library services to be accessible via local libraries in order to widen access to services. More outreach and partnership working could help overcome the perception, reported by some, that the Library's offerings were too 'niche' to be widely used.

Another suggestion was to develop a measure which captures the use made of Library materials in national and international publications, in order to better evaluate the breadth and reach of the Library's resources.

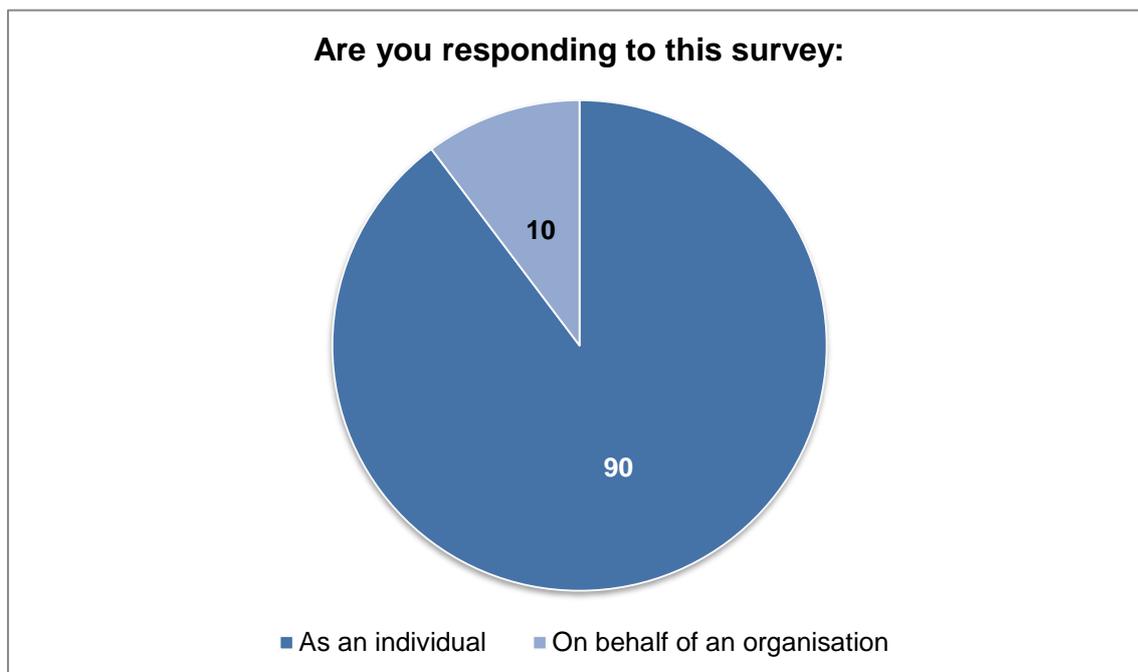
In general, user feedback on staff was overwhelmingly positive, with respondents noting that the staff are helpful, welcoming, and with 'fantastic' expertise on collections. A very few comments suggested areas for improvement, for example, it was noted that staff sometimes cause disturbance by talking in the Reading Rooms and that there can be some variety in the levels of knowledge and expertise between staff members. Some respondents called for more staff to be hired, and for existing staff to be paid more. Overall, the staff were considered to make a very positive contribution to user satisfaction.

Finally, commentators were generally positive on the role of the Library as one of Wales' primary cultural centres, with one respondent reporting that it was 'one of the jewels in the cultural crown of Wales'. Respondents felt that the Library should continue to be well funded and promoted, with a view to expanding its collections and audience.

## Demographic Information

This section reports on the demographic information of survey respondents, both individual and organisational.

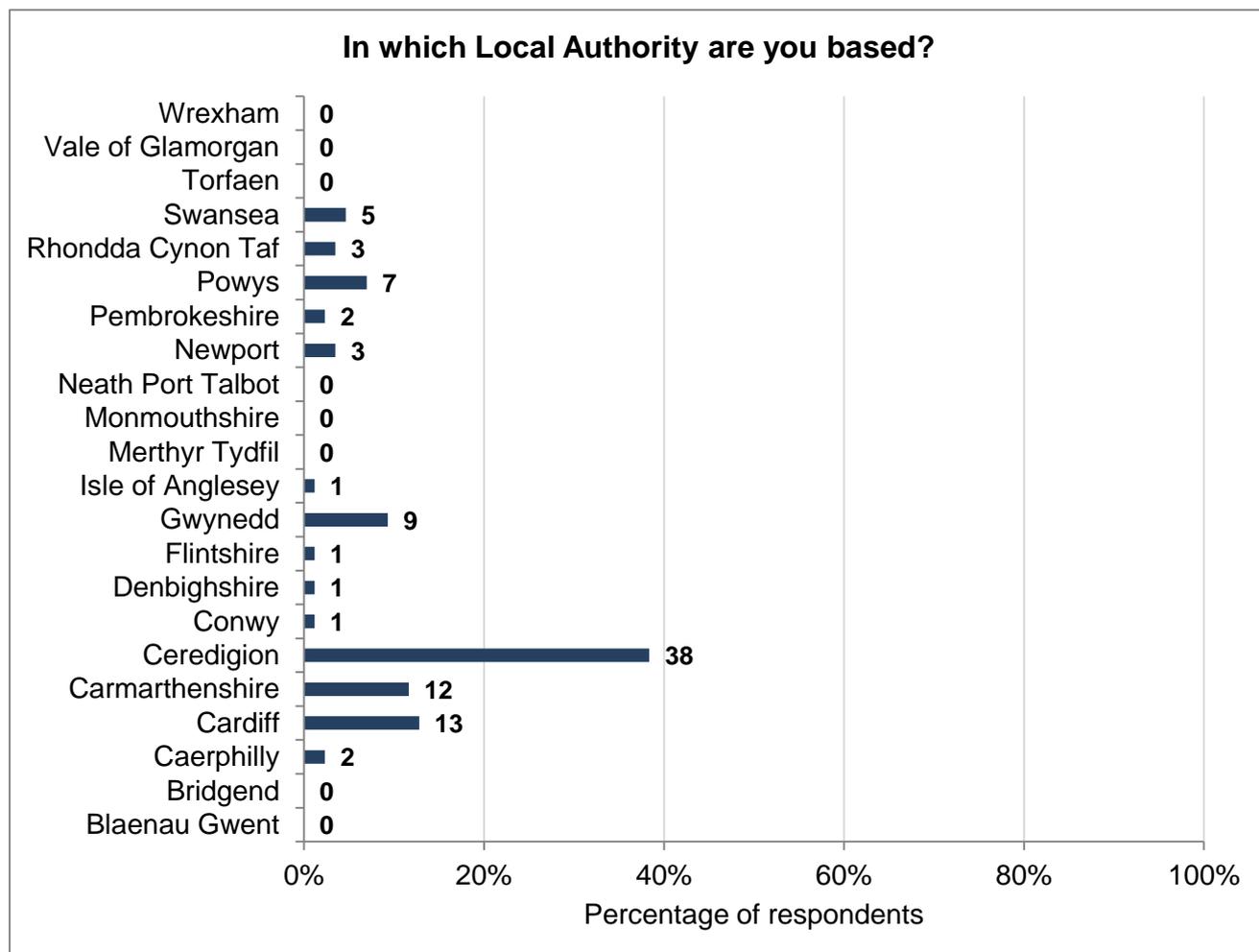
**Figure 21**



Base: 88

As Figure 21 shows, the majority (90%) responded to the survey as individuals with ten percent responding on behalf of organisations.

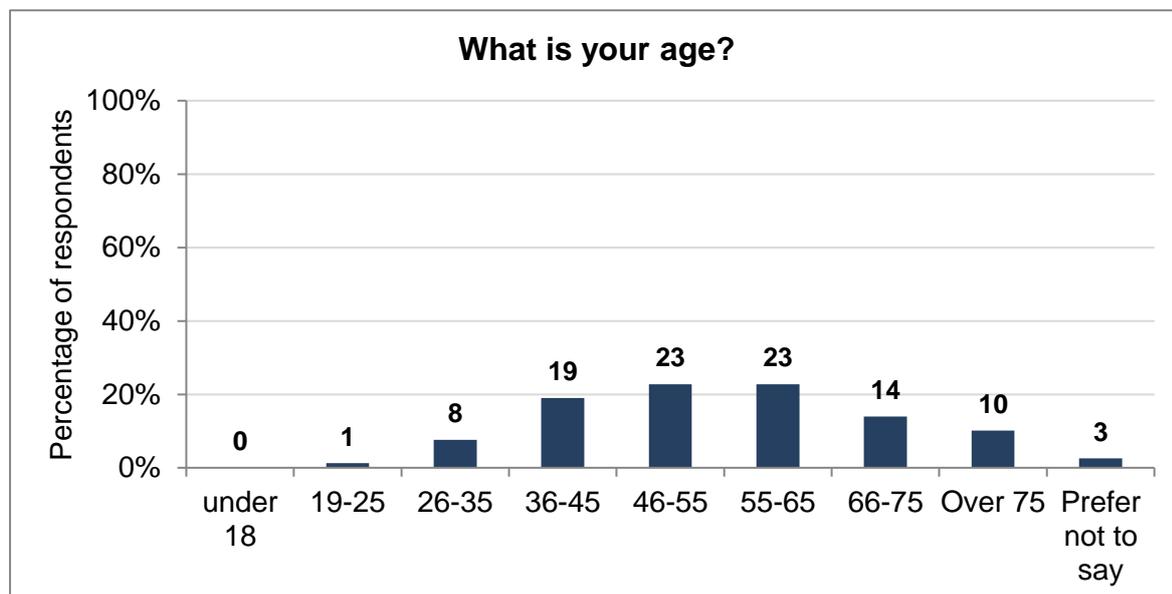
**Figure 22**



Base: 86

There was a general trend of respondents reporting being in close geographical proximity to the Library at Aberystwyth. Over a third of respondents (38%) were located in Ceredigion, with neighbouring counties also having higher numbers of respondents, including Carmarthenshire (12%), Gwynedd (9%) and Powys (7%). Counties which lie furthest from Aberystwyth generally had lower numbers of respondents, for example, Monmouthshire (0%), Torfaen (0%), Blaenau Gwent (0%), Vale of Glamorgan (0%), Wrexham (0%) and Flintshire (1%). However, this was not always the case, with Cardiff (13%) being the most notable exception.

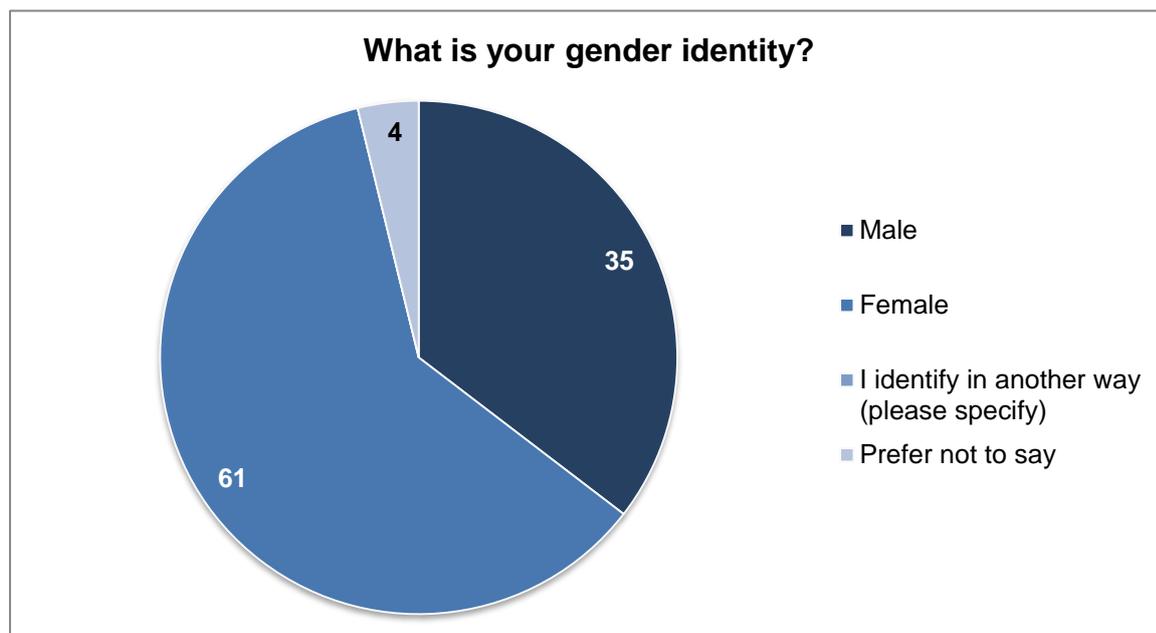
**Figure 23**



Base: 79

As Figure 23 shows, there was a range of ages for respondents to the survey, although it can be noted that there were a larger proportion of middle aged respondents, with just under half of respondents falling between the ages of 46-55 (23%) and 55-65 (23%), while there were very few respondents who were 25 or under (1%).

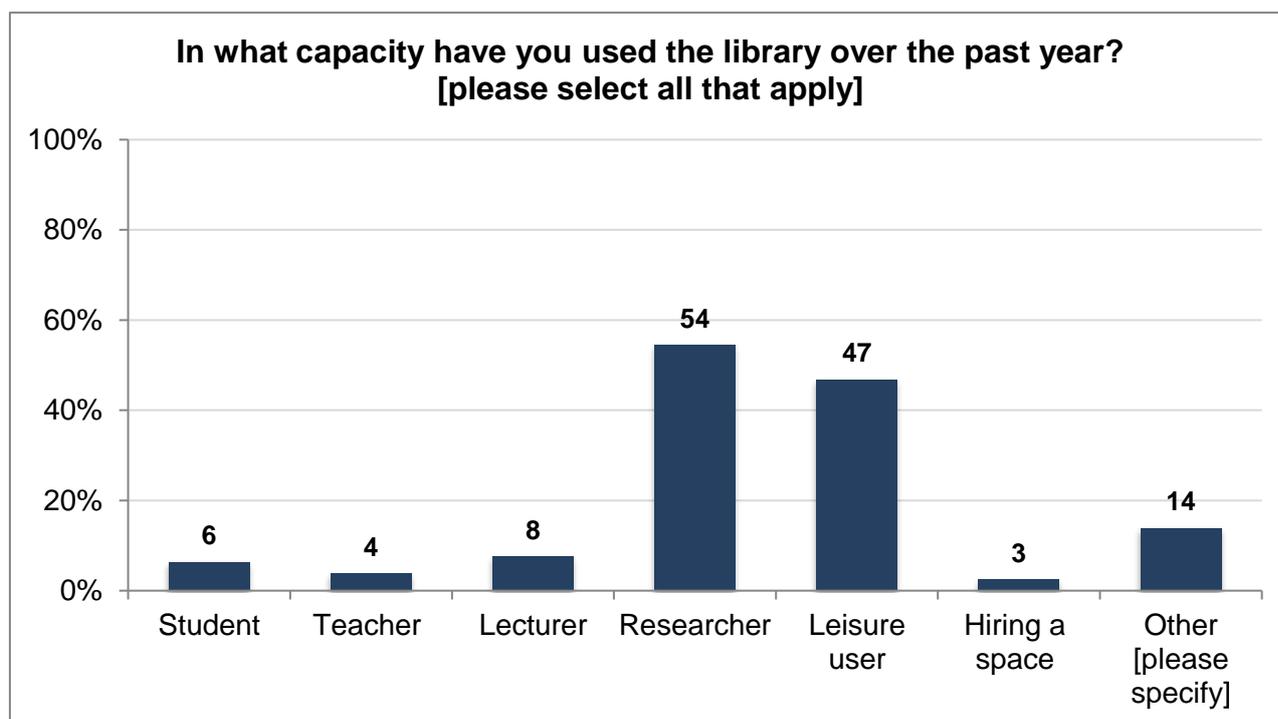
**Figure 24**



Base: 79

Over half of respondents (61%) reported their gender identity as female and thirty-five percent reported their gender identity as male. Four percent of respondents preferred not to reveal their gender identity. None reported that they identified in another way.

**Figure 25**



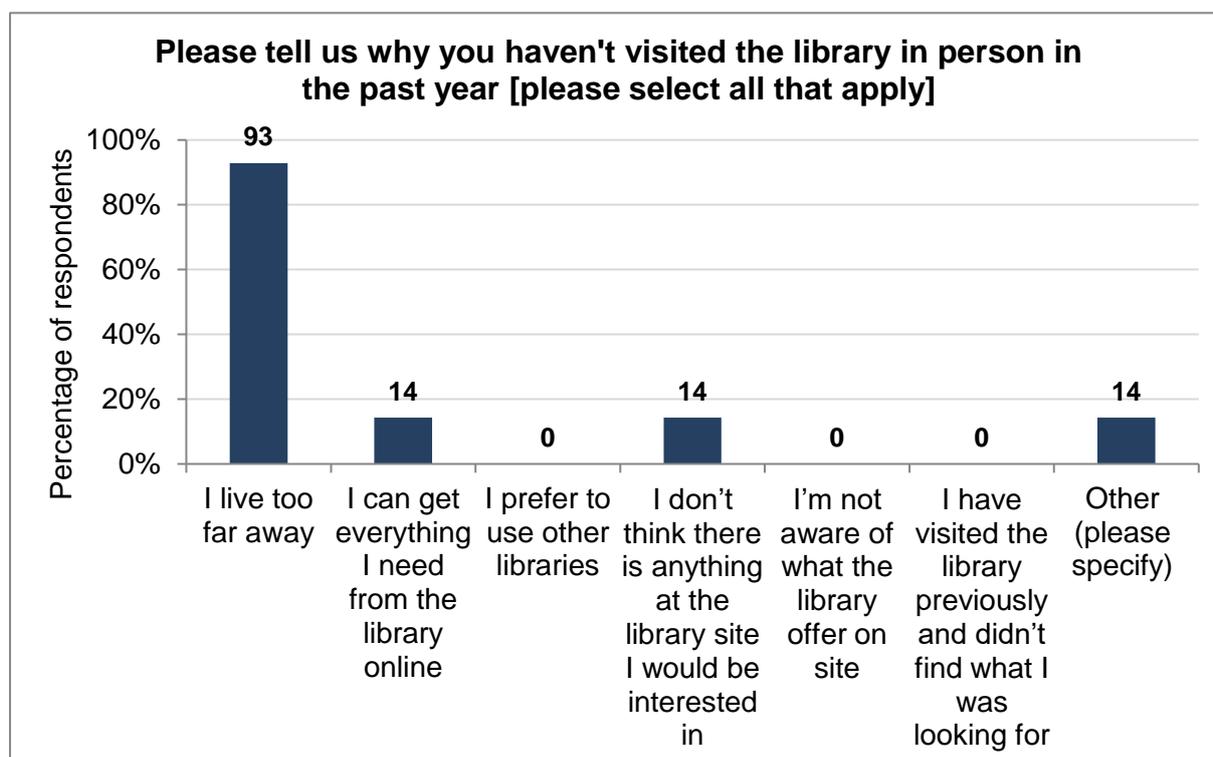
Base: 79

As Figure 25 shows, of those who responded to the survey as individuals (rather than on behalf of organisations), fifty-four percent used the Library as researchers and forty-seven percent as leisure users. Six percent used the Library as students, four percent as teachers and eight percent as lecturers. Please note that respondents were able to select more than one answer and therefore the responses total to more than 100%.

## Feedback from non-users of the National Library of Wales

This section reports feedback for why non-users have not accessed the library.

**Figure 26**



Base: 14

As Figure 26 shows, of respondents who reported not using the National Library of Wales, 13 respondents (93%) reported that they hadn't visited the library in person in the past year because they live too far away, two (14%) because they can get everything that they need from the Library online and two (14%) because they don't think there is anything at the Library site that they would be interested in.

Less than 10 respondents reported never using the digital resources of the Library in the last year. Their reasons for non-use of the digital resources are not reported in full due to low numbers, but included lack of awareness of and lack of interest in the digital resources.

## Annex A – Questionnaire

### National Library of Wales – user survey

#### **ABOUT YOU**

When answering the following questions, please think about your use of the National Library of Wales over the past year. We are interested in how often you have used the Library on average, so please select the option that is closest to how often you have used the Library, even if your usage has varied over time.

1. [mandatory question] How often in the last year have you visited the National Library of Wales in person?

[Once a week or more; 2-3 times a month; Once a month; Once or twice a quarter; 2-3 times a year; Once a year or less; Never; Other, please specify]

2. [mandatory question] How often in the last year have you accessed the National Library of Wales digital resources (for example, the website, the online catalogue)

[Once a week or more; 2-3 times a month; Once a month; Once or twice a quarter; 2-3 times a year; Once a year or less; Never; Other, please specify]

3. Are you responding to this survey:

As an individual

On behalf of an organisation

4. [For individuals] In what capacity have you used the library over the past year [please select all that apply]

Student; Teacher; Lecturer; Researcher; Leisure user; Hiring a space; Other, please specify

5. [For individuals] What is your age?

under 18; 19-25; 26-35; 36-45; 46-55; 56-65; 66-75; Over 75; Prefer not to say

6. In which Local Authority do you live? [drop down list]

7. [For individuals] What is your gender identity?

Male; Female; I identify in another way (please specify); Prefer not to say

8. [For organisations] What type of organisation do you work for?

Education – School

Education – Further Education

Education – Higher Education

Local Authority

Library

NHS organisation

Other health organisation (please specify)

Other public body (please specify)

Charity or third sector organisation (please specify)

Scientific or technical organisation

Information or communication organisation

Other (please specify)

## **FEEDBACK FROM NON-USERS OF THE NLW [to see this section and final open comments]**

### ***Feedback from non-users of the Aberystwyth site***

9. [For those who answered 'never' to Q1] Please tell us why you haven't visited the library in person in the past year (please select all that apply)

I live too far away

I can get everything I need from the library online

I prefer to use other libraries

I don't think there is anything at the library site I would be interested in

I'm not aware of what the library offer on site

I have visited the library previously and didn't find what I was looking for

Other (please specify)

10. What would encourage you to visit the library in person in future?

[open]

### ***Feedback from non-users of the digital resources***

11. [For those who answered 'never' to Q2] Please tell us why you haven't accessed the digital resources of the National Library of Wales in the past year (please select all that apply)

I don't have regular access to the internet

I prefer not to use the internet

I can get everything I need from the library by visiting in person

I prefer to use other libraries

I don't think the library has any digital resources I would be interested in

I'm not aware of what the library offer digitally

I have accessed the digital resources of the library previously and didn't find what I was looking for

Other (please specify)

12. What would encourage you to access the National Library of Wales's digital resources in future?

[open]

### **AWARENESS AND EXPERIENCE OF THE NATIONAL LIBRARY OF WALES'S LIBRARY SERVICES**

13. Are you aware of the following services which are provided by the National Library of Wales? [Aware, not aware]

Enquiries service

Digitisation on demand

Education service

Research services

Reprographic service

Requesting copies remotely

14. [Seen by those who are aware of at least 1 service] Over the last year, how often have you used the following services which are provided by the National Library of Wales?

[Once a week or more; 2-3 times a month; Once a month; Once or twice a quarter; 2-3 times a year; Once a year or less; Never; Other, please specify]

Enquiries service  
Digitisation on demand  
Education service  
Research services  
Reprographic service  
Requesting copies remotely

15. [Seen by respondents who have used at least 1 service] In general, how satisfied are you with the following services which are provided by the National Library of Wales? [Very satisfied to very dissatisfied; I have not used this service]

Enquiries service  
Digitisation on demand  
Education service  
Research services  
Reprographic service  
Requesting copies remotely

16. If you have any suggestions for how the library could improve these services, please write them here.

**AWARENESS AND EXPERIENCE OF THE NATIONAL LIBRARY OF WALES'S FACILITIES AT THE ABERYSTWYTH SITE** [Seen by those who have visited in person]

17. Are you aware of the following facilities at the National Library of Wales?  
[Aware, not aware]

Exhibitions and interpretation  
Reading Rooms  
Quiet Spaces  
Public Events e.g. lectures, talks, presentations, concerts, gigs  
Venue hire  
Restaurant

Shop

Special seasonal events e.g. late Christmas shopping

18. [Seen by those who are aware of at least 1 facility] In the last year, how often have you used the following facilities at the library?

[Once a week or more; 2-3 times a month; Once a month; Once or twice a quarter; 2-3 times a year; Once a year or less; Never; Other, please specify]

Exhibitions and interpretation

Reading Rooms

Quiet Spaces

Public Events e.g. lectures, talks, presentations, concerts, gigs

Venue hire

Restaurant

Shop

Special seasonal events e.g. late Christmas shopping

19. [Seen by respondents who have used at least 1 facility] In general, how satisfied are you with the following facilities at the library?

[Very satisfied to very dissatisfied; I have not used this facility]

Exhibitions and interpretation

Reading Rooms

Quiet Spaces

Public Events e.g. lectures, talks, presentations, concerts, gigs

Venue hire

Restaurant

Shop

Special seasonal events e.g. late Christmas shopping

20. If you have any suggestions for improvements to the facilities at the library, or additional facilities you would like to see on site, please write them here.

## **AWARENESS AND EXPERIENCE OF THE NATIONAL LIBRARY OF WALES'S COLLECTIONS**

21. Are you aware of the following collections which are held by the National Library of Wales? [Aware, not aware]

Archives and Manuscripts

Political Archives

Music Archives

Printed books

E-Resources

Electronic Legal Deposit

Moving image and Sound Archive

Photographic collection

Maps

Art Collection

Historic Newspapers

Ephemera Collection

22. [Seen by those who are aware of at least 1 collection] In the last year, how often have you accessed the following collections which are held by the National Library of Wales?

[Once a week or more; 2-3 times a month; Once a month; Once or twice a quarter; 2-3 times a year; Once a year or less; Never; Other, please specify]

Archives and Manuscripts

Political Archives

Music Archives

Printed books

E-Resources

Electronic Legal Deposit

Moving image and Sound Archive

Photographic collection

Maps

Art Collection

Historic Newspapers

Ephemera Collection

23. Thinking about your experience of using the collections, please indicate to what extent you agree or disagree with the following statements:

[strongly agree to strongly disagree; n/a]

It was easy to find what I was looking for within the library catalogue

It was easy to access what I needed from the collections

Library staff were knowledgeable about the collections

24. If you have any comments or suggestions about the National Library of Wales's collections, please write them here.

## **USE AND EXPERIENCE OF ONLINE SERVICES**

25. In the last year, how often have you accessed the following online services from the National Library of Wales?

[Once a week or more; 2-3 times a month; Once a month; Once or twice a quarter; 2-3 times a year; Once a year or less; Never; Other, please specify]

The online library catalogue

The online shop

Online enquiries (including chat service)

Online Library resources e.g. Welsh Newspapers Online, Welsh Journals, Welsh Tithe Maps

Information about the library on the website

26. Thinking about your experience of using the National Library of Wales's online services, please indicate to what extent you agree or disagree with the following statements:

[strongly agree to strongly disagree; n/a]

The National Library of Wales's online services are visually appealing

The National Library of Wales's online services are easy to navigate

It is easy to find what I am looking for via the National Library of Wales's online services

It is easy to access the information I need via the National Library of Wales's online services

27. If you have any suggestions for improvements to the online services, or additional services you would like to be provided, please write them here.

## **ACCESSIBILITY**

28. Do you prefer to access services and information from the National Library of Wales in Welsh or English?

Always or mostly Welsh

Always or mostly English

Both Welsh and English

29. [to be seen by those who answered Always or mostly Welsh or Both Welsh and English] Thinking about your overall experience of accessing services and information from the National Library of Wales in English, please indicate to what extent you agree or disagree with the following statements [strongly agree to strongly disagree]

It is easy to access services and information from the National Library of Wales in English

It is easy to interact with National Library of Wales staff in English

30. [to be seen by those who answered Always or mostly Welsh or Both Welsh and English] Thinking about your overall experience of accessing services and information from the National Library of Wales in Welsh, please indicate to what extent you agree or disagree with the following statements [strongly agree to strongly disagree]

It is easy to access services and information from the National Library of Wales in Welsh

It is easy to interact with the National Library of Wales staff in Welsh

31. Do you have any long-standing physical or mental health condition, illness, impairment or disability?

Yes

No

Prefer not to say

32. [if yes] Please indicate to what extent you agree or disagree with the following statements [strongly agree to strongly disagree, not applicable]
- I am aware of how to request specific reasonable adjustments from the National Library of Wales
  - The collections from the National Library of Wales are easily accessible to me
  - Facilities at the library site are easily accessible to me
  - Online services from the National Library of Wales are easily accessible to me
33. If you have any comments or suggestions about the accessibility of the National Library of Wales services and facilities, please write them here.

**FEEDBACK FROM EDUCATION SECTOR (to be seen by those who reported using the Education Service).**

34. In the last year, which aspects of the Education Service have you used [Have used, have not used]?
- Visits or events held by the Education Service
  - Online educational resources provided by the National Library of Wales
35. [seen by those reporting use of visits or events] Thinking about your experience of visits or events held by the Education Service, please indicate to what extent you agree or disagree with the following statements: [strongly agree to strongly disagree]
- The visit/event successfully engaged pupils/students
  - The visit/event provided good support for the curricular needs of my school/college
  - The visit/event contributed to pupils'/students understanding of the work and collections of The National Library of Wales
36. [seen by those reporting use of online educational resources] Thinking about your experience of online educational resources provided by the National Library of Wales, please indicate to what extent you agree or disagree with the following statements: [strongly agree to strongly disagree]

The online educational resources were well presented

The online educational resources were easy to use

The online educational resources provided good support for the curricular needs of my school/college

The online education resources contributed to pupils'/students understanding of the work and collections of The National Library of Wales

37. [all respondents] How do you think the National Library of Wales could support the Education Sector in the future?

[open]

## **SHAPING OUR FUTURE**

38. What improvements or activities you would like us to prioritise over the next five years? Please select up to three answers.

- Preserve collections for the benefit of future generations
- Improve access to the library by digitising our collections
- Improve access to the library by extending opening hours
- Provide support to help people develop the skills to access knowledge
- Produce educational resources for schools, colleges and universities
- Raise awareness of the library amongst new audiences
- Increase the Library's footprint across Wales through the development of exhibition and gallery spaces outside of Aberystwyth
- Increase the Library's footprint across Wales through the creation of digital access centres outside of Aberystwyth
- Work closely with stakeholders in order to deliver further services for the people of Wales
- Promote and help people to engage with Welsh culture
- Improve visitor experience in our building at Aberystwyth
- Enhance the library's events programme
- Provide more volunteering opportunities
- Other, please specify

## **FEEDBACK on overall user experience**

39. Thinking about your overall experience as a user of the National Library of Wales, please indicate to what extent you agree or disagree with the following statements.

[strongly agree to strongly disagree, not applicable]

National Library of Wales staff are professional

National Library of Wales staff are helpful

It is easy to access the information I need from the National Library of Wales

The information provided by the National Library of Wales is clear and easy to understand

Information is provided by the National Library of Wales in a timely manner

Overall, I am satisfied with the service I have received from the National Library of Wales

40. If you have any other comments or suggestions for improvements relating to the National Library of Wales, please write them here.

[open]