

# South Dublin Library Development Plan 2023 -2027

# Progress update

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# STRATEGY PLANNING SCHEDULE

Insight - Strategy - Innovation - Training

## AUDIT PHASE

Actionable & library management work through internal surveys and workshops to set working aspiration statement and identify barriers & opportunities. Desk research and analysis.

Engagement with library stakeholders, including the SPC and elected members

### UPDATE

Consultation workshops with SPC: **complete**

Key Stakeholder survey: **complete**

Desk Research: **Delayed**

- Review of national and international development plans :**Complete**
- Actionable propose that desk research should be linked more closely to survey findings and the proposed strategic directions. Now due to take place in November.

## RESEARCH PHASE

large-scale public survey, consultation workshops, focussed interviews and in-library observational studies.

### UPDATE

Public Survey: **Delayed (closing Fri 9th Sept)**

All Staff Survey: **Complete**

Non-User Interviews:**Delayed**

8 interviews complete but we propose that an additional 5 interviews should be carried out to investigate new emerging insights and strategic avenues identified during the research process. These will be completed and analysed by end of September.

## REFAME PHASE

Synthesis and analysis of all research and audit findings to identify themes and insights.

### UPDATE

Thematic Analysis: **On target**

Promising themes and directions are emerging and additional interviews will be used to validate and enhance these.

Completed:  
Week 3 Oct

## IDEATE PHASE

Creative brainstorming sessions with key internal and external stakeholders. Identification of innovative initiatives to align with objectives

### UPDATE

Ideation: **On target**

Draft themes and directions to be presented to key stakeholders for comment and ideation.

Completed:  
Week 2 November

## VALIDATE & EXECUTE PHASE

Detailing out of initiatives under each of the identified objectives. Drafting of a comprehensive development plan for presentation to SPC

### UPDATE

Ideation: **On target**

- A working document has been created and is being live updated as data emerges.
- SDL leadership will be tasked with writing and contributing to relevant sections
- High resolution draft sent to review and approval before week 4 November
- Final draft submitted Week 2 December

Hand over  
Week 2 December

# 6 Consultation sessions Completed



**Castletymon**

**27th June 2022**  
**Focus: Our Community**  
**Attendance: 12**



**NCL**

**27th June 2022**  
**Focus: Our Physical and Virtual Spaces**  
**Attendance: 10**



**Ballyroan**

**28th June 2022**  
**Focus: Our collections**  
**Attendance: 20+**



**Clondalkin**

**28th June 2022**  
**Focus: Our Heritage**  
**Attendance: 8**



**Tallaght**

**27th June 2022**  
**Focus: Our collections**  
**Attendance: 14**



**Lucan**

**27th June 2022**  
**Focus: Our Community**  
**Attendance: 2**

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a yellow sweater and a black watch. The background is a warm, textured wall.

# Staff Survey

46 responses

Closed

A photograph of an elderly man with glasses, wearing a grey sweater, looking down at a laptop. The background is a blurred indoor setting.

# Public Survey

420 responses

Closed Friday 9th

# Staff Survey

Some Initial highlights

Staff are motivated, creative and have ideas but we are not utilising them.

**Opportunity:** Align this creativity, energy and motivation with exciting new initiatives (without additional burden). Empower and train staff to be innovators and develop a culture of play, purpose and potential.

50%

**Agree or strongly Agree** they have a lot more to give to their role in the library (in terms of experience and skills) that is not being utilised

78%

**Agree or strongly Agree** that they consider themselves to be a creative person

70%

**Agree or strongly Agree** that they have new ideas that could add value to the community and/or increase membership

72%

**Agree or strongly Agree** they enjoy their role and find it fulfilling

96%

**Agree or strongly Agree** that they enjoy seeing the library evolve even if it means that it looks very different to what they are used to



# Interviews

## Non-user

“For me, books, reading, truth & community are things I really value - all my friends are the same. Although the library has all of this and more...(they even offer an escape from capitalism). They should be buzzing with people, I should want to be there!. but for some reason the library feels flat, dated...just uncool”

Interviewee - Non-user

**The idea that the library should be more attractive or have personality is a recurring sentiment.**

**Opportunity:** We see an opportunity to target a new major segment that is complementary to existing users. This could be done through messaging and low cost initiatives. This approach has been shown in other markets to transform perception and increase marketshare.

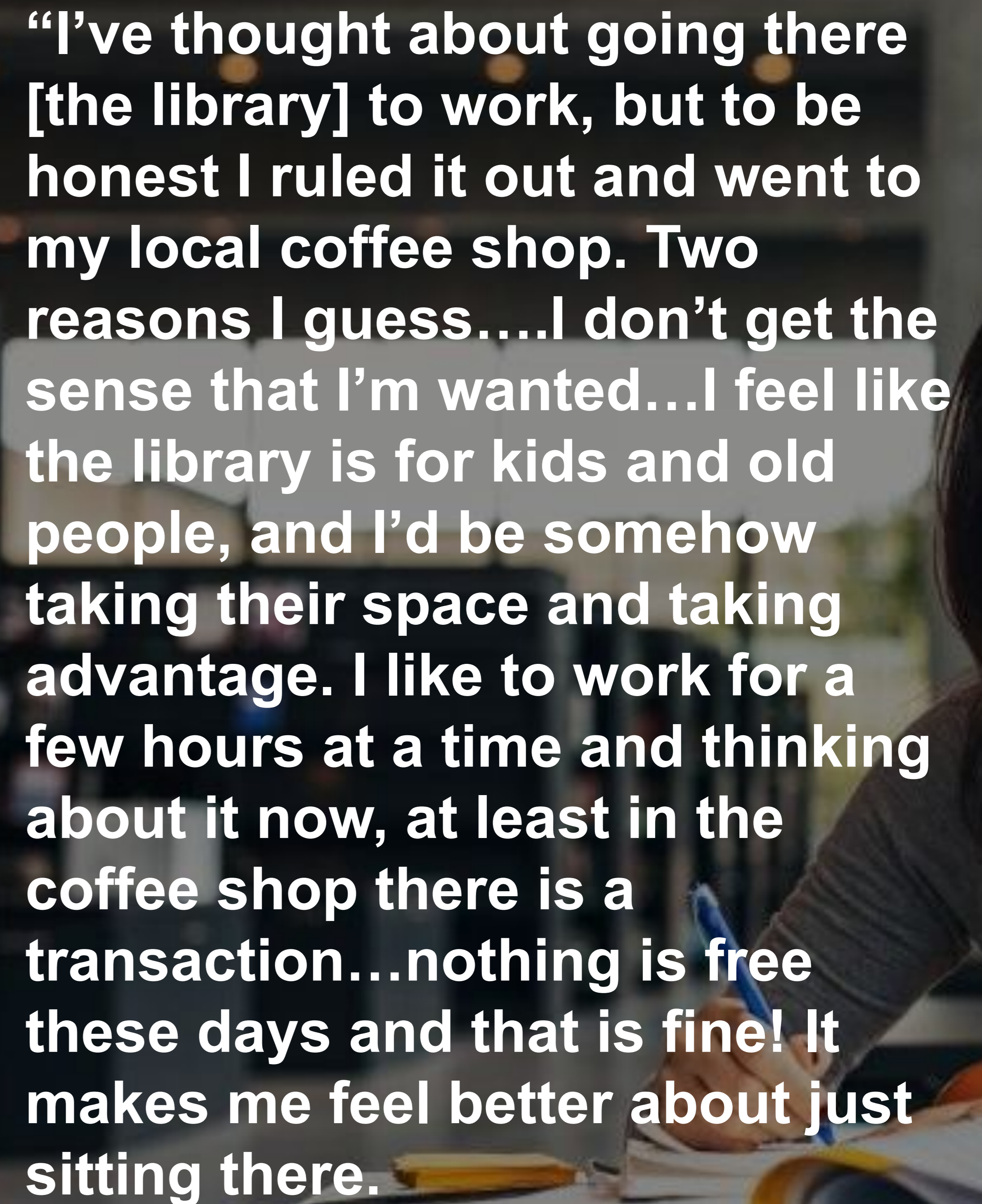
# Interviews

## Non-user

**Free is now alien to many of us, and not seen as normal. As humans we like transactions as it removes guilt.**

**Opportunity:** Perhaps free is too good to be true or off-putting? We see an opportunity to build in some token membership fee for specific groups to remove this guilt and shift perceptions.

One idea is that your fee covers printing costs for others. That would appeal to a number of people we spoke to.

A woman with dark hair is sitting at a desk in what appears to be a library or study area. She is wearing a grey long-sleeved shirt and is focused on writing in a notebook with a blue pen. The desk is cluttered with papers, a yellow highlighter, and other study materials. The background is slightly blurred, showing bookshelves and warm lighting.

**“I’ve thought about going there [the library] to work, but to be honest I ruled it out and went to my local coffee shop. Two reasons I guess....I don’t get the sense that I’m wanted...I feel like the library is for kids and old people, and I’d be somehow taking their space and taking advantage. I like to work for a few hours at a time and thinking about it now, at least in the coffee shop there is a transaction...nothing is free these days and that is fine! It makes me feel better about just sitting there.**

Interviewee - Non-user



# Public Survey

**“I would recommend my local library to a friend?”**

NB: Based on the first 217 responses

Net Promoter Score or NPS is a simple metric that yields powerful insights into two important aspects of an organisation — loyalty & brand advocacy. NPS is measured by asking customers/employees the likelihood of recommending a product/service to family or a friend.

**Any NPS score above 0 is "good". It means that your audience is more loyal than not. Anything above 20 is considered "favourable". Anything above 50 is excellent, and above 80 is world class.**



**NPS**

**58**

# WORKING DIRECTIONS

NB: BASED ON INCOMPLETE SYNTHESIS WORK

## Our Collections:

Reading, digital literacy, beyond books

## Our Community:

Engagement and participation

## Our Heritage:

History and tourism

## Our Physical & Virtual Spaces:

high quality user experience

## Our Staff:

Learning and innovation

### Energising Our Collections:

- Choice paradox appears to be an issue - more and more innovative and responsive forms of curation is required,
- Avid readers are not necessarily the customer - they love to own and share.
- Books ARE important, but many fear “wasting time” on a bad book. Can we guarantee this?
- Writing is as important as reading, this reframe could energise SDL offerings
- In our drive to stock and manage books, we forget how powerful, exciting, insightful and transformative reading is. This is key to growth.
- In today’s digital world, anybody can be a creator - what role can SDL play in this?

### Growing Our Community

- SDL has become very comfortable, possibly too comfortable with catering for our oldest and youngest. These are important but important and desired segments are missing.
- There is an opportunity to make the library “cool” without alienating existing users. This could drive numbers and energise staff
- Events are vital, but difficult to promote and manage. We see an opportunity for the library to become a platform rather than the organiser.
- We see an opportunity for developing exciting new, mutually beneficial partnerships that open the library up to new markets and services.

### Creating Our Heritage:

- This is an important element of our SDL but many of our libraries are new or in new communities. There is an opportunity for SDL to be instrumental in facilitating, driving and creating new heritage.
- In today’s digital world, we are becoming disconnected from community. SDL has an important role to play here.

### Refreshing Our Physical & Virtual Spaces:

- Non-users in particular see library spaces as “flat” and “uninspiring” and are pulled towards places like coffee houses, not necessarily for the coffee, but for the “vibe”. Without large investment, sections of our libraries could become “cool” or “instagrammable”, attracting new audiences and signaling change.
- Noise of children is an issue, even for some staff. More consideration of this is needed
- Coffee! We don’t think SDL should try compete with coffee shops, but that’s not the only way.

### Empowering Our Staff:

- SDL Staff are incredibly passionate, smart, human centered and have ideas. Many organisations would be envious of this. However we are not harnessing this. There is an opportunity to reframe the role of librarian and empower and give them space to develop and pilot new initiatives
- Transfers were repeatedly raised as a concern - this should be explored as a priority