

Engagement annual report

June 2017



The engagement service standard was reviewed in February 2016, and the targets made smarter.

We will actively encourage use of all library services

1. Target: Membership:

- Increase membership

	ASH	Hex	NSECH	NTY	Total
2.6.16	1822	363	128	2298	4611
13.6.17	1836	375	286	2318	4815
% increase	1%	3%	123%	1.00%	4%

Membership increased by 4% between June 2016 and June 2017. Most of the increase was at the new hospital, NSECH, reflecting that more Trust staff are now based there than at the other sites.

- Increase active membership (i.e. have borrowed at least one book in the last year)

	ASH		Hex		NSECH		NTY		Total	
2.6.16 Users active after May 2015	530	29%	124	34%	115	90%	665	29%	1434	31%
13.6.17 Users active after May 2016	400	22%	75	20%	97	34%	480	21%	1052	22%

Active membership fell from 31% to 22% over this 12 month period. This reflects the way in which book issues have been declining across all four Libraries. NSECH library has the most active Users, at 34%. At all 3 of the other sites the activity rate is 20-22%.

Action

Immediate: Email all new Trust staff: We receive monthly lists of all new staff from HR. We send them all a welcome email outlining our services and encouraging them to join the library and register for an Athens account.

Email expired library users: This has been set up in our LMS, and an email is be sent to all recently expired User accounts every 3 months

Long term:

Analyse figures by user group and plan how to attract specific groups

2. Target: Induction

- All new library members will have group or 1:1 induction

644 new library members received an induction from Library staff between April 2016 and March 2017. That included 61 individuals and 583 people at group inductions such as nursing students and new junior doctors. Library staff are invited to present at induction days for nursing students, modern apprentices and preceptor nurses. We have a stall advertising the service at the induction days in August for junior doctors. Over 30 hours of library staff time was spent on inductions.

Induction Totals 2016-2017							
	ASH	Cobalt	HEX	NSECH	NTY	Other	Total
Induction sessions 1:1	11	0	19	2	29	0	61
Induction sessions Group	15	5	1	1	8	0	30
Total 2015-16	26	5	20	3	37	0	91
Number of users 1:1	11	0	19	2	29	0	61
Number of users: group	137	240	2	8	196	0	583
Total 2015-16	148	240	21	10	225	0	644

Induction Total time 2016-2017							
	ASH	Cobalt	HEX	NSECH	NTY	Other	Total
Time 1:1s	1:05	0:00	3:25	0:25	4:05		9:00
Time Groups	4:35	16:15	0:05	0:10	4:40		25:45
Total time	5:40	16:15	3:30	0:35	8:45		34:45

Actions

Record all inductions in the spreadsheet

Check material given to staff at Trust induction: the Trust's Learning and Development department has updated all Library material given out at Trust Inductions.

Update Trust induction website: the Trust's Learning and Development department has updated all Library information on the Trust's inductions website. We also have a page on the Trust's Learning Centre intranet site, which has formalised links between our departments and helped advertise our services

<http://nww.northumbria.nhs.uk/home/tlc/library-services/>

3. Target: Info skills training:

- Group and/or 1:1 training available to all and tailored to specific needs.

Information Skills Training for groups and individuals is advertised and available at all four Libraries. It can also be provided at other sites when requested. Tailored IL sessions have been provided this year for groups of F1 doctors, apprentices, clinical educators and occupational therapists. Individual training sessions have been provided, many on information resources but also on topics such as referencing, PowerPoint presentations and use of equipment. Over 81 hours was spent on training

Training Totals 2016-2017							
	ASH	Cobalt	HEX	NSECH	NTY	Other	Total
Training sessions 1:1	72		7	14	137		230
Training Sessions Group	9		1	2	10		22
Total 2015-2016	81		8	16	147		252
Number of users 1:1	74		7	14	137		232
Number of users: group	74		10	20	37		141
Total 2015-2016	148		17	34	174		373

Training Total time 2016-2017							
	ASH	Cobalt	HEX	NSECH	NTY	Other	Total
Time 1:1s	13:58		1:30	2:55	41:34		59:57
Time Groups	12:30		1:00	2:50	5:16		21:36
Total time	26:28		2:30	5:45	46:50		81:33

Action

Record all training in the spreadsheet

Advertise training: training has been advertised through posters in all libraries and a training page on website - <http://library.northumbria.nhs.uk/find-articles-on-a-subject/>

4. Target: Website

- Up-to-date, relevant, attractive and easily navigable

The Library website is regularly updated with pages on new topics and news items. New pages this year include Knowledge Guides for Public Health and Nursing Associates, and additions to the current awareness pages.

2015	Visitors	Reads	2016	Visitors	Reads	2017	Visitors	Reads
January	570	1069	January	1584	3107	January	992	2263
February	835	1241	February	1025	2545	February	856	2117
March	1606	1923	March	478	2308	March	996	2421
April	984	1608	April	493	1886	April	855	2256
May	661	1570	May	512	2149	May	820	2319
June	505	1262	June	529	2404	June		
July	494	1063	July	534	2227	July		
August	518	1175	August	607	1983	August		
September	516	1204	September	637	1875	September		
October	618	1837	October	809	2560	October		
November	460	1501	November	863	2601	November		
December	666	1783	December	839	2066	December		
Total	8433	17236		8910	27711		4519	11376

Action

Regularly check links, book lists and folders every 6 months: a regular timetable is set up to check all links, booklists and folders on the website

Direct all users to the website: all library publicity material (leaflets, posters, helpsheets, and presentations) includes the library web address. All Library staff have been trained to advise that as the access point to the Catalogue, Athens and HDAS, as well as recommending Knowledge Guides.

5. Target: Marketing:

- All staff know about library services

A marketing diary is kept to record all marketing activities.

Action:

Create and circulate library poster and leaflet: a Library poster was circulated in summer 2016.

6 articles/year in staff newsletter: we had 8 articles in the weekly staff Update over the year. Articles included advertising our new silent study rooms, asking people to complete our Impact Survey and launching a new healthcare games collection. Lighter items advertised our Christmas quiz, a summer Library Bag competition and an Easter egg hunt.

Library stand at 6 events: we had stands at 8 events over the year, including the Trust's nursing & midwifery conference, the dementia strategy launch at 3 hospitals, a cancer education day at Cobalt and world book night at NSECH

Target Emergency Care, Paediatrics and Physiotherapy: a clinical librarian service was piloted with Paediatrics Consultants. Physiotherapists have remained heavy users of the literature search and request services after receiving training last year.

Visit departments – 12 per year: Visits have been made to OTs. We will carry this target into next year too.

Take part in campaigns: the Reading Ahead challenge was run through 2016, but had less take up than in previous years. We had an important presence at the Trust's Dementia Strategy launch took part in CILIP's #amilliondecisions campaign

Impact survey: an impact survey was carried out in summer 2016, using the Knowledge for Healthcare survey template.