



Resident Reviewers Project:

Results from Libraries mystery shopping exercise in Kensington and Chelsea

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THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Introduction

This report contains the findings of the Libraries mystery shopping exercise, for Kensington and Chelsea. The exercise involved 16 visits (eight each to Chelsea Library and North Kensington Library) during November 2015. As part of the exercise visits also took place to libraries in Westminster and Hammersmith and Fulham, these visits are reported separately.

Background to the project

The services that councils provide and the activities they undertake have a direct and daily impact on people's lives. The views of residents are very important in helping to shape and maintain high quality services.

In 2004 Kensington and Chelsea introduced the Resident Reviewers Project as an exciting initiative to build on the wide range of consultation and involvement techniques already employed. Since then in excess of 250 residents have helped test key Council services via more than 60 mystery shopping exercises.

Resident Reviewers are members of the public recruited to help test Council services via mystery shopping exercises. Mystery shopping involves asking for help with made up, but realistic enquiries (e.g. going to a Library and asking for help to find a book). Resident Reviewers rate the quality of their experience and feed back their findings in order to help us to improve services. The Resident Reviewers project is a good way of assessing the quality of service that the Council provides and in the particular customer care that the Council offers.

Libraries - background

The Tri-borough Libraries and Archives service is responsible for meeting the reading, learning and information needs of residents, businesses and visitors. They do this through a network of library and archive buildings, books and online resources, and using expert staff and specialist services.

The service works closely with many other council and agency departments and receives over five million visits a year. With everything from books for babies through to supporting older people to use computers and the internet, the Library and Archives Service is truly universal, helping people to enjoy a better quality of life as well as developing their knowledge and skills.

The service is responsible for a total of 20 libraries across the three boroughs (ten in Westminster, six in Kensington and Chelsea and four in Hammersmith and Fulham). Libraries vary in size and provide a wide range of services including: book/DVD/CD lending, PC access, reference, research and information services, children's activities, adult events, local history/archives and much more.

Objectives of the exercise

This exercise primarily focused on visits to ten libraries across the three boroughs. Reviewers gathered information on:

- Ease of locating and accessing libraries
- Moving around libraries, signage and ease of locating material
- Quality and accuracy of information displayed in the libraries
- Cleanliness, maintenance and decoration of the libraries
- How staff interact with customers (politeness, helpfulness, etc.)

- The clarity, detail and accuracy of information being given to the public (in response to pre-designed scenarios)
- Overall satisfaction

Methodology

All mystery shopping was carried out in person by Resident Reviewers/volunteers, with the following libraries covered by the exercise:

Kensington and Chelsea

- North Kensington Library
- Chelsea Library

Westminster

- Church Street Library
- Charring Cross Library
- Queen's Park Library
- Victoria Library

Hammersmith and Fulham

- Hammersmith Library
- Fulham Library

Each library received approximately eight visits (one each from eight different Reviewers). This provided the perspective of different residents and allowed testing of a few different scenarios with staff. Reviewers were supplied with evaluation forms for each call and visit, covering areas detailed in 'Objectives of the exercise' above. Resident Reviewers were asked to make their visits during a three week period in November and December 2015.

Calculating results

This report contains the analysis of evaluation forms completed by Resident Reviewers for Kensington and Chelsea. Separate reports are available for the other two boroughs.

Where graphs are shown, actual numbers of responses are shown and not percentage figures, this is due to the low base (number of respondents) involved in such an exercise.

It should be noted that not all Resident Reviewers responded to every question and this is why the figures shown in graphs will not always total the same.

For more information

For information on the results please contact Gary Wilson, Consultation and Research Officer on 020 7361 3616 or e-mail on gary.wilson@rbkc.gov.uk

Summary of results

The information below is a brief summary of the findings from this exercise. More detailed analysis can be found in the main body of this report.

Approaching and entering the library

In all visits to North Kensington Library Reviewers reported that it were easy to find. However, Reviewers visiting Chelsea Library had more difficulty finding the library. Some had difficulty distinguishing the library from Chelsea Old Town Hall or services within it.

Reviewers visiting Chelsea Library also had difficulty locating an entrance with level access into the building, but all visiting North Kensington Library felt the library was accessible.

Reception and inside the library

In over half of visits (nine) Reviewers felt the reception area was clearly marked and most felt it was welcoming (11). The majority felt the library they were visiting was generally clean, tidy (14) and well maintained (14) and most (13) felt they were well decorated. In most visits (13) Reviewers felt it was easy to move around the library.

Information

In the majority of visits Reviewers felt that posters and leaflets were laid out well (14), were up to date (13). However, slightly less (nine) felt it would be to find a specific leaflet or piece of information.

Locating staff and waiting times

In the majority (seven) of visits to Chelsea Library Reviewers reported that it had been easy to find a member of staff. However, in half of visits to North Kensington Library this hadn't been the case.

The average wait to be seen by a member of staff was just over two minutes, with nine Reviewers being seen immediately. Most Reviewers were satisfied with the time they had to wait to see a member of staff.

Staff

Generally speaking Reviewers were very positive about staff and how they had been treated by them. The majority agreed that staff listened, were friendly, polite, helpful, spoke clearly using plain language and were smartly dressed.

Half of Reviewers indicated that staff were wearing name badges. Although there seemed to be confusion for some between 'name badges' and 'staff security ID badges'.

Scenarios

Generally staff handled scenarios well with many going out of their way to be helpful. This included spending time with Reviewers to show them e-books on the Council's website or assisting them with researching their family tree.

The majority of Reviewers queries (14) were resolved to their satisfaction, although this wasn't the case in two visits.

Overall satisfaction

In the majority of visits (15) Reviewers were satisfied with the overall experience. In one visit a Reviewer responded neutrally.

Conclusions

Although generally the exercise was positive, there are areas where improvements or refinements could be made to the service. These issues will need further consideration when drawing up any action plan following this exercise.

Locating Chelsea Library

In a number of visits to Chelsea Library Reviewers did not feel it was easy to find and some Reviewers went on to comment that it was difficult to distinguish from the other services on offer at Chelsea Old Town Hall. Perhaps a review of library signage at the site would be useful.

Accessibility at Chelsea Library

The majority of Reviewers did not notice level access into the library and felt it would be difficult for a wheelchair user to access. If level access is available this perhaps needs to be better signed.

Leaflets and posters

Reviewers were generally very positive about the layout of posters and leaflets and in the vast majority of cases they were up to date. However, in six visits Reviewers felt it would be difficult to locate a specific piece of information (indeed in one visit staff had difficulty themselves finding the smoking cessation poster themselves). Some Reviewers suggested placing leaflets into categories or themes in order to assist library users, perhaps this could be considered?

Name badges

In half of visits Reviewers reported that staff did not wear name badges. However, this may be partly explained by confusion between traditional name badges that perhaps Reviewers were expecting and Council security passes that staff wear.

In any case there seemed occasion where name badges were difficult to spot, not turned to be facing forward or hidden behind other badges etc. Perhaps worth reminding staff of the importance of wearing name badges and having them displayed prominently.

Scenario responses

The majority of scenarios were handled well by staff, with many providing additional helpful information. However, it appeared that some staff may benefit from being better informed on e-books and how to borrow them via the Council's website.

Results: Approaching and entering the library

Approaching and entering the library

Reviewers were asked a series of questions relating to approaching and entering the library they were visiting. As well as answering specific questions, Resident Reviewers were asked to comment generally on these aspects, this has been used to highlight aspects of the analysis. A full list of comments can be seen in appendix 1.

Ease of locating the library

In all visits to North Kensington Library, and four visits to Chelsea Library, Reviewers reported that the library was easy to find. Comments included:

“Close to the bus stop and tube station at Ladbroke Grove.”

Resident Reviewer visiting North Kensington Library

“The location is not a problem and is on bus routes. Once outside the library there is a clear sign to indicate what it is and opening times.”

Resident Reviewer visiting North Kensington Library

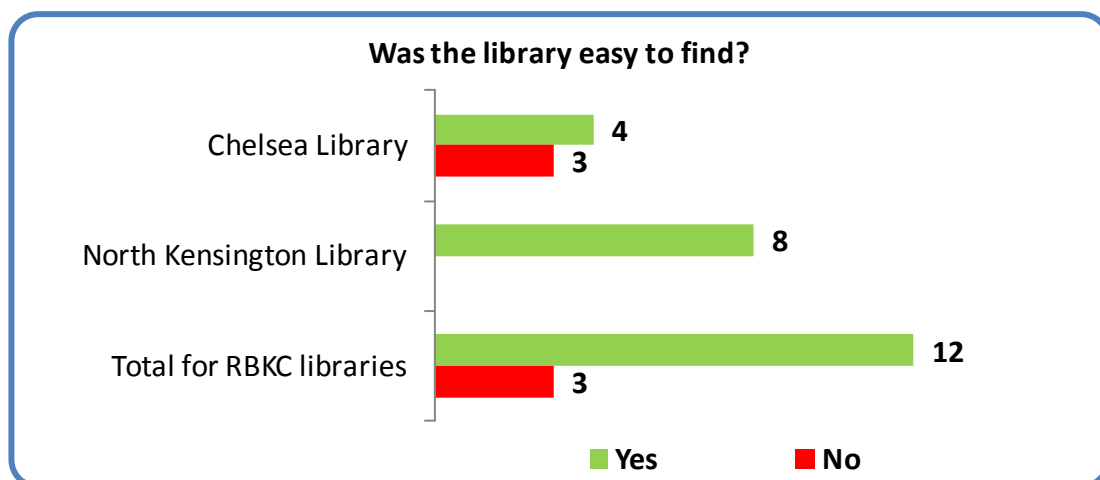
However, in three visits to Chelsea Library Reviewers reported the library was not easy to find. For some there seemed to be difficulty distinguishing it from Chelsea Old Town Hall or other services at the Town Hall. Comments included:

“The library is part of a large Town Hall, and it's not entirely obvious from the outside where it is. One entrance to the building is marked as the library, so once you've seen the signs you're away, but those are the only indicators. Once you've gone in the correct entrance the library area of the building is clearly marked with a sign above the door.”

Resident Reviewer visiting Chelsea Library

“The Town Hall is obviously very easy to find. A notice board outside has details of library activities. A sign by the door shows the opening times. However, I must have passed the Town Hall many times over the years and was not aware there was a library inside.”

Resident Reviewer visiting Chelsea Library



Results: Approaching and entering the library

Direction signs

In a total of four visits, two each to both libraries, Reviewers reported that they noticed direction signs in the street to the library. Comments included:

“Large sign on the corner indicating where the library is located, plus signs on the building itself.”

Resident Reviewer visiting North Kensington Library

“The library is located on a corner of a fairly lively junction. It is a large brick building and is clearly labelled as North Kensington Library with prominent signs (also detailing their opening hours). The library itself is clearly recognisable due to all of the above, but its location in a busy area with no street signs means that it is not very conspicuous.”

Resident Reviewer visiting North Kensington Library

Other Reviewers noticed signage on the buildings themselves, for example:

“The only sign indicating a library is on the front of the Town Hall building. Once inside the main door the library is easy to find.”

Resident Reviewer visiting Chelsea Library

However, in 11 visits Reviewers did not see signs in the street to the libraries. Comments included:

“There could have been clearer signs directing one to the library. The sports centre and Social Services were more clearly signposted than the library.”

Resident Reviewer visiting North Kensington Library



Results: Approaching and entering the library

Recognising the library

In all visits to North Kensington Library Reviewers indicated that the library was clearly recognisable, this was also the case in three visits to Chelsea Library. Comments included:

“The two entrances are easy to find and the library is very visible on the street as it is on the corner.”

Resident Reviewer visiting North Kensington Library

“I do not normally come to this end of Kensington and Chelsea, so was my first time locating the library. Saw it clearly from a distance. I didn't like the signs but they are standard Council and easy to recognise.”

Resident Reviewer visiting Chelsea Library

However, in three visits to Chelsea Library Reviewers did not feel the library was clearly recognisable. This was largely due to confusion between other services located at Chelsea Old Town Hall. Comments included:

“It's next to Town Hall so not very clear to identify. As you think you are going into the Town Hall.”

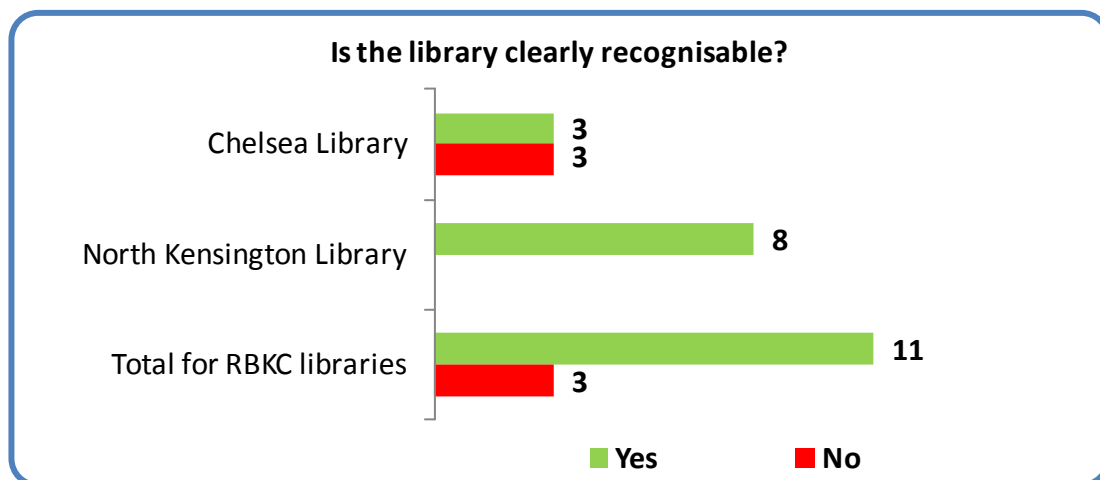
Resident Reviewer visiting Chelsea Library

“It was obvious that the building was owned by the Borough but the library was not clearly marked outside (and not very visible signs in the dark). Better lit and more visible (larger) signs outside would be great.”

Resident Reviewer visiting Chelsea Library

“I have known the Town Hall for years, I got married in it, have done voluntary work, but never really noticed the library. I found only one sign on the side of door. However, I like this subtlety, the fact no borough blue signs are on the building or the pavement.”

Resident Reviewer visiting Chelsea Library



Results: Approaching and entering the library

Entering the building

In seven visits to North Kensington Library, and six to Chelsea Library, Reviewers reported that it was clear where to enter the building. Comments included:

“The entrance was clean, easy to find and they were simple and clear directions to accessible entrances and elevator once inside the building.”

Resident Reviewer visiting North Kensington Library

“...there are two entrances to a large building, one labelled as the Town Hall and one labelled as access to various services, including the library. If someone were to direct you to the building, they would have to specify that it is the right hand entrance that you will need to go for in order to access the library.”

Resident Reviewer visiting Chelsea Library

“The entrance is clearly marked and the different sections of the library are easy to find.”

Resident Reviewer visiting North Kensington Library

However, in two visits to Chelsea Library Reviewers disagreed. Comments included:

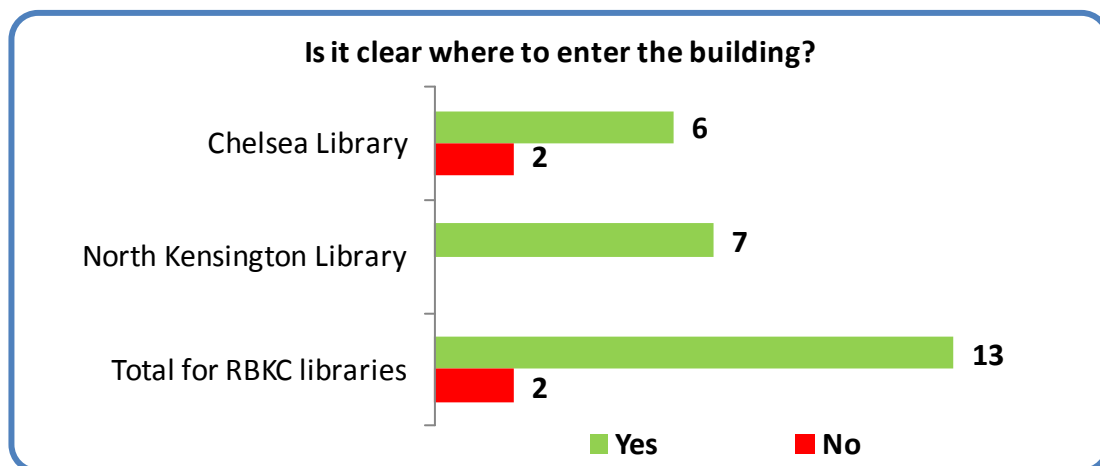
“There are several entrances to the building and it was not obvious where to enter.”

Resident Reviewer visiting Chelsea Library

One Reviewer made suggestions to improve the cleanliness of the entrance:

“The exterior notice board needs glass cleaning and notices tidying up. More material should be in places to market what the library has to offer. The brass signs need sellotape removing and cleaning. It looks shabby.”

Resident Reviewer visiting Chelsea Library



Results: Approaching and entering the library

Accessibility

In all visits to North Kensington Library Reviewers reported that there was level access into the building, for example:

“There appears to be two entrances - one on the ground floor, the other down a ramp to the basement. As there was no indication I took the ground floor entrance.”

Resident Reviewer visiting North Kensington Library

“Steep steps at the front but easy side ramp. Nice to keep old buildings and not have new ones!”

Resident Reviewer visiting North Kensington Library

“Disabled ramp on the corner, clearly visible and steps to enter the main building/lending library. Everything about access to the library is obvious.”

Resident Reviewer visiting Chelsea Library

However, in seven visits to Chelsea Library Reviewers reported that there wasn't level access into the building (or level access wasn't noticed). Comments included:

“There didn't appear to be a ramp in fact, I had to help an elderly gentleman with a cane make his way up the stairs. There was a lift inside the building however.”

Resident Reviewer visiting Chelsea Library

“There are two entrances from the King's Road. Both have stairs and neither is marked as the main entrance. If there is disabled access, I assume it's round the corner or somewhere that I couldn't see.”

Resident Reviewer visiting Chelsea Library

“There is apparently lift access from the street for wheelchair users but I had to ask as I couldn't see it. Stairs up to building from outside.”

Resident Reviewer visiting Chelsea Library

Wheelchair access

Again in all visits to North Kensington Library Reviewers felt a wheelchair user or someone who had difficulty with stairs would be able to get in. Comments included:

“There is a ramp down to the Children's Library.”

Resident Reviewer visiting North Kensington Library

“The ramp entrance and staff entrance are on the same street very nearby one another, and the entrances are obvious as such because there are signs saying 'North Kensington Library' right next to them.”

Resident Reviewer visiting North Kensington Library

However, in seven visits to Chelsea Library Reviewers disagreed.

Inside Chelsea Library some Reviewers commented on lift access to other floors:

“Once inside the building there is a direct access to the ground floor areas and a lift to the computer/reference room which is clearly marked.”

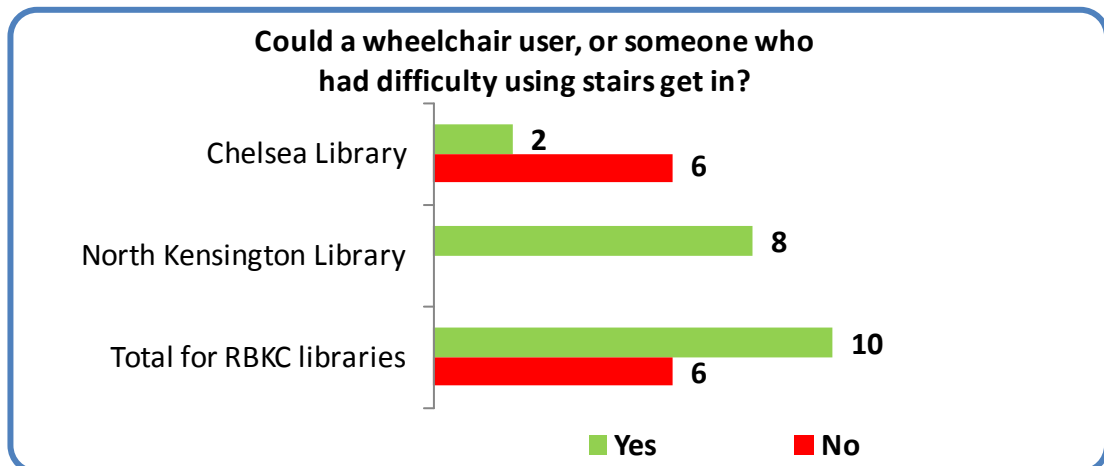
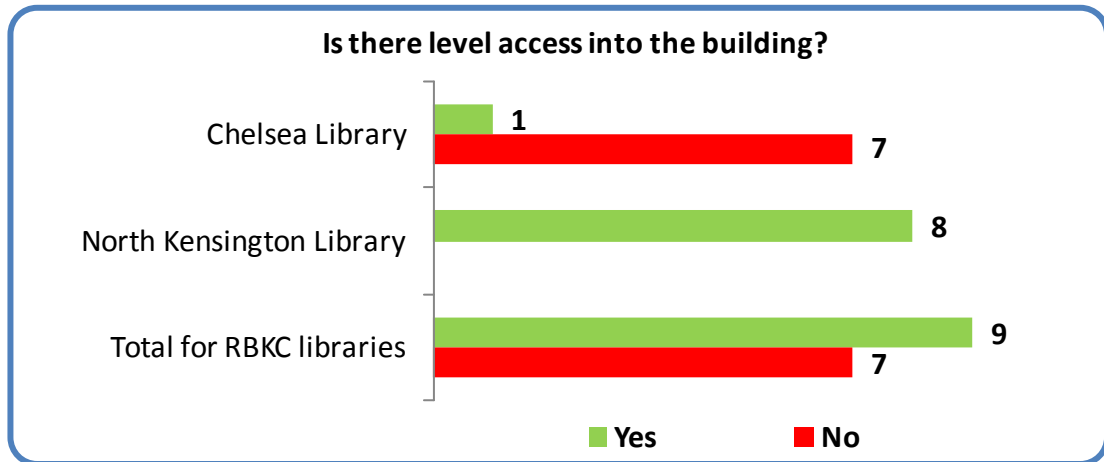
Resident Reviewer visiting Chelsea Library

Results: Approaching and entering the library

Although one Reviewer noticed that the lift area was blocked and difficult to access:

“The wheel chair access was blocked (four rubbish bins and trolleys) but has been 'out of use' for some time in any case.”

Resident Reviewer visiting Chelsea Library



Inside the library

Reviewers were asked a series of questions relating to the inside of the library they were visiting. As well as answering specific questions, Resident Reviewers were asked to comment generally on these aspects, this has been used to highlight aspects of the analysis. A full list of comments can be seen in appendix 2.

Reception area

In a total of nine visits, including five to Chelsea Library and four to North Kensington Library, Reviewers reported that the reception area of the library they were visiting was clearly marked. Comments made by Reviewers included:

“A sign by the entrance indicates 'information' on the ground floor.”

Resident Reviewer visiting North Kensington Library

Although in one case a Reviewer commented that there was no member of staff there:

“The only reception area to speak of was entrance hall. There was no one there to direct/advise you, but there was a clear and eye catching sign detailing the various services available on each floor of the library building. There, it said that information services are available on the ground floor. The information kiosk clearly labelled, was indeed in the next room to the left of the entrance hall on the ground floor.”

Resident Reviewer visiting North Kensington Library

However, in seven visits Reviewers reported the reception area was not clearly marked. Comments included:

“Very ordinary looking. Except for the 'Here to help' sign, it's difficult to see which is the reception desk as it looks like just another computer station.”

Resident Reviewer visiting Chelsea Library

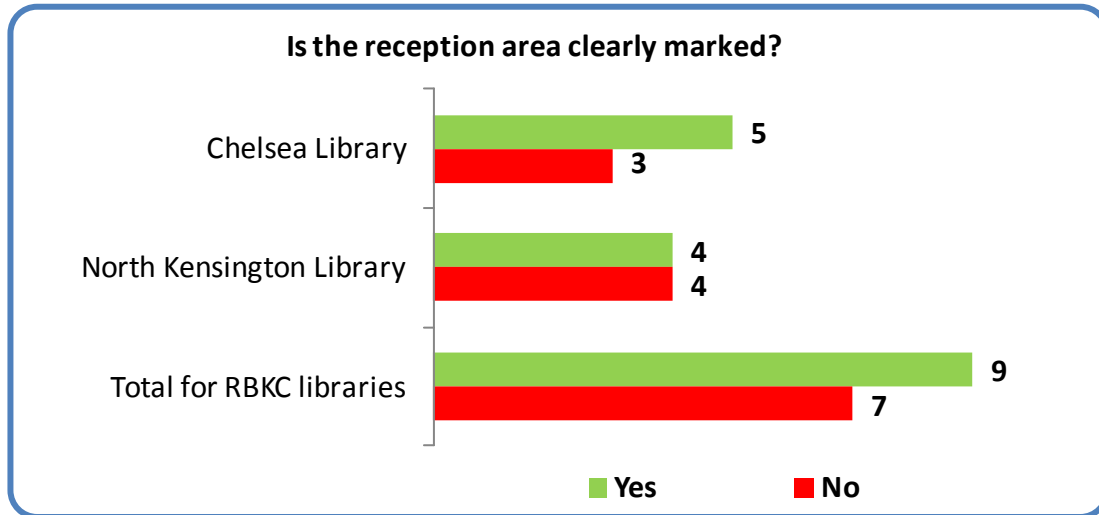
“It was hard to gauge from signs where the 'reception' was. I entered on the first floor and went through the first door. No one was at the desk, I saw a man [named officer] at the computer helping someone so assumed he was staff.”

Resident Reviewer visiting North Kensington Library

“No, from the front it is not 'well' marked, however shelves etc. are in the style of the building and I respect and endorse that. I could not see a reception sign so it took me maybe five seconds more to work out for myself. I do not believe we should use overt signage to show people what they could easily work out for themselves.”

Resident Reviewer visiting Chelsea Library

Results: Inside the library



In the majority of visits (11) Reviewers felt that the reception area was welcoming. Comments included:

“Bright and good book displays and notice board.”

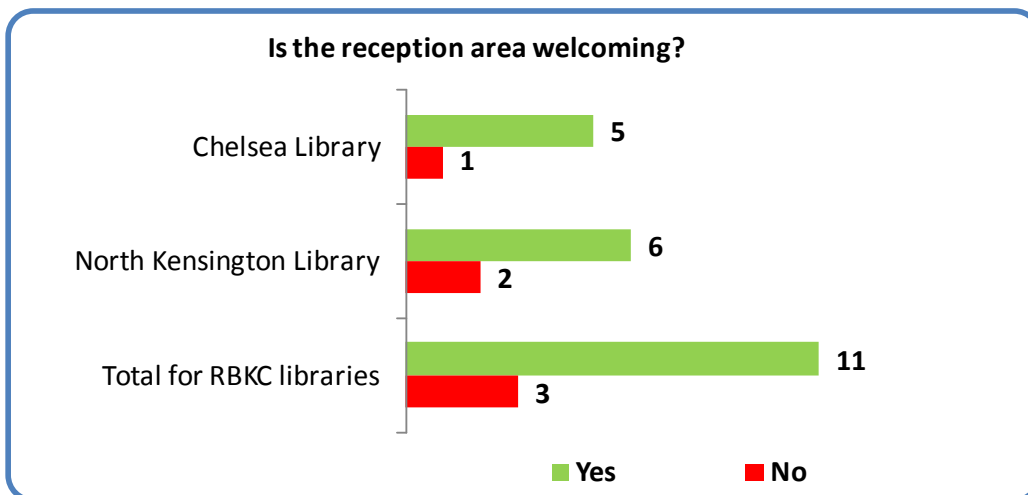
Resident Reviewer visiting North Kensington Library

“The appearance is clean and appealing, why not use the word 'welcome'.”

Resident Reviewer visiting Chelsea Library

“Lovely atmosphere, quite traditional looking.”

Resident Reviewer visiting Chelsea Library



Cleanliness and tidiness

In seven visits to Chelsea Library and North Kensington Library Reviewers reported that the library they were visiting was generally clean and tidy. Comments included:

“The library (inside) was very clean, tidy...”

Resident Reviewer visiting Chelsea Library

“The library was very clean however and everything appeared to be very neat and in order.”

Resident Reviewer visiting North Kensington Library

Results: Inside the library

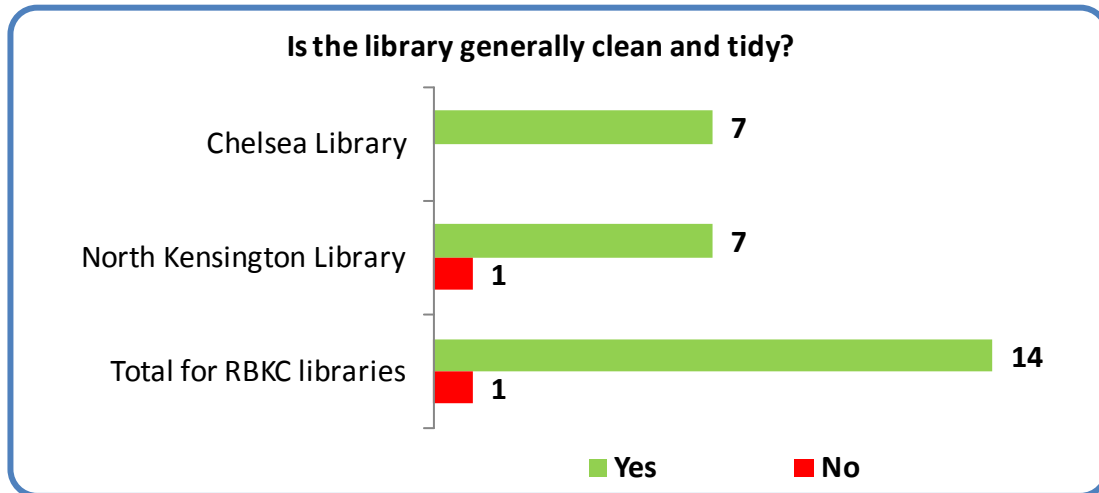
“Neat and tidy. The lending library itself is rather small, but very welcoming.”

Resident Reviewer visiting North Kensington Library

Although one Reviewer felt the carpet was slightly stained:

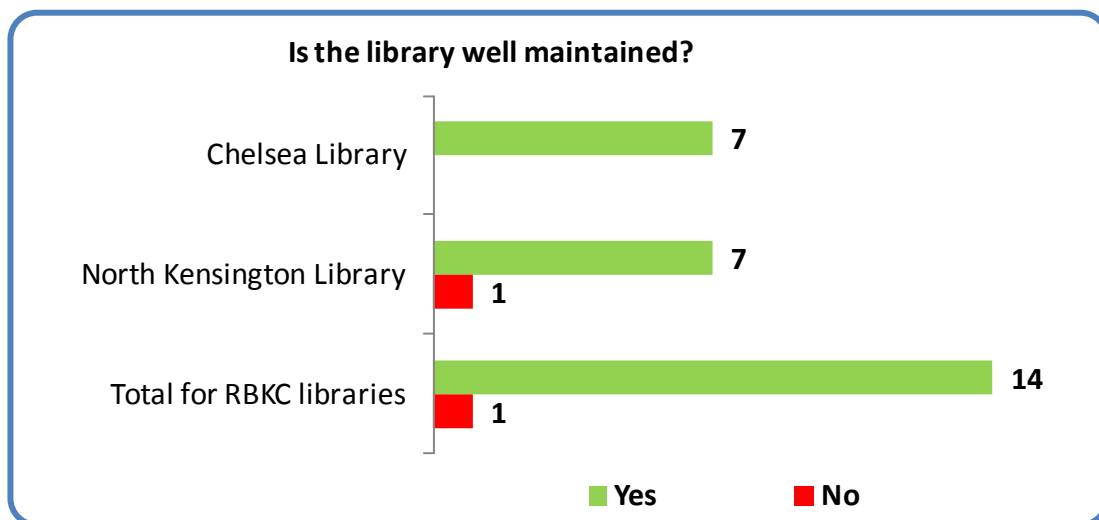
“The carpet was slightly stained but overall the reception area was tidy and clean.”

Resident Reviewer visiting North Kensington Library



Maintenance

In visits each to North Kensington Library and Chelsea Library Reviewers also felt the library they were visiting was well maintained. However, in one visit to North Kensington Library a Reviewer disagreed.



Results: Inside the library

Decor

In the majority (13) of visits Reviewers felt the library they were visiting was well decorated, for example:

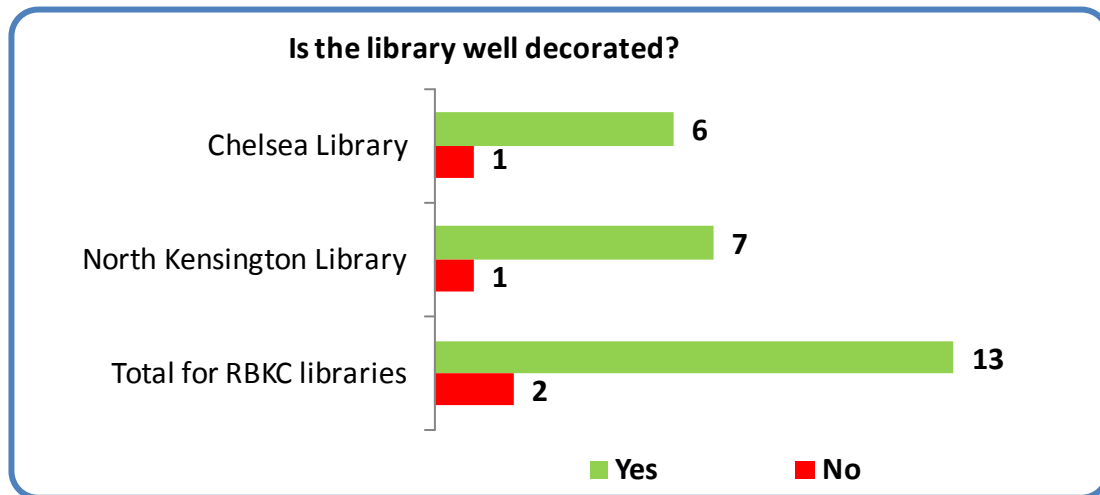
“The area was well lit and well laid out and nearly decorated.”

Resident Reviewer visiting Chelsea Library

However, in one visit each to Chelsea Library and North Kensington Library Reviewers disagreed. Comments included:

“The library has several pictures hanging on the walls which are attractive and which give a sense of wealth and culture to the library. The items hanging are however not enhanced by the walls. The library could do with being repainted/redecorated and the furniture particularly the red chairs in the reception area are of low quality. The colour and style of chairs could be greatly improved.”

Resident Reviewer visiting Chelsea Library



Results: Moving around and information

Moving around the library and information displayed

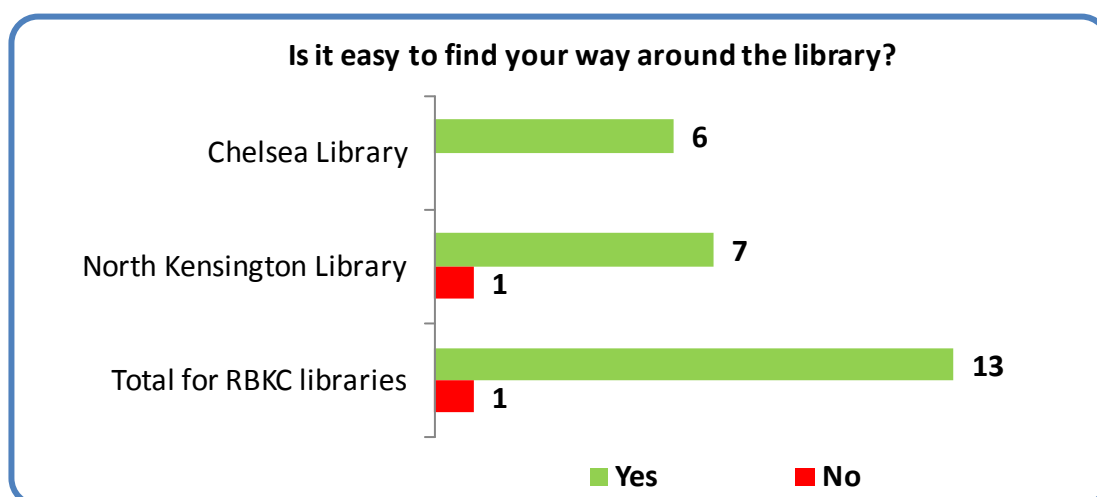
Reviewers were asked a series of questions relating to moving around the library and information on display in the library they were visiting. As well as answering specific questions, Resident Reviewers were asked to comment generally on these aspects, this has been used to highlight aspects of the analysis. A full list of comments can be seen in appendix 3.

Finding way around

In the majority (13) of visits Reviewers reported that it was easy to find their way around the library. This was the case in six visits to Chelsea Library and seven visits to North Kensington Library. Comments included:

“Getting round the library was easy and the information was varied and useful. The reference area upstairs was fairly full and obviously well used. The one member of staff on duty must have been busy all the time.”

Resident Reviewer visiting Chelsea Library



Lay out of leaflets and posters

In all visits to North Kensington Library and six visits to Chelsea Library Reviewers reported that leaflets and posters were well laid out. Comments included:

“Beautiful on walls and tables and two very helpful ladies.”

Resident Reviewer visiting Chelsea Library

“I was impressed by the number of leaflets on a wide variety of services e.g. singing and different classes available. I had no problem getting round the library.”

Resident Reviewer visiting North Kensington Library

“Lots of leaflets, not only about the library but theatre, venues, what's on, etc. All very neatly arranged against one wall. Also, newspapers placed very conveniently.”

Resident Reviewer visiting North Kensington Library

However, in two visits to Chelsea Library Reviewers disagreed, comments included:

“... were attached to notice boards in a hap hazard way. They left an impression of untidiness/disorganisation, which is a shame as the books themselves are very well organised.”

Resident Reviewer visiting Chelsea Library

Results: Moving around and information

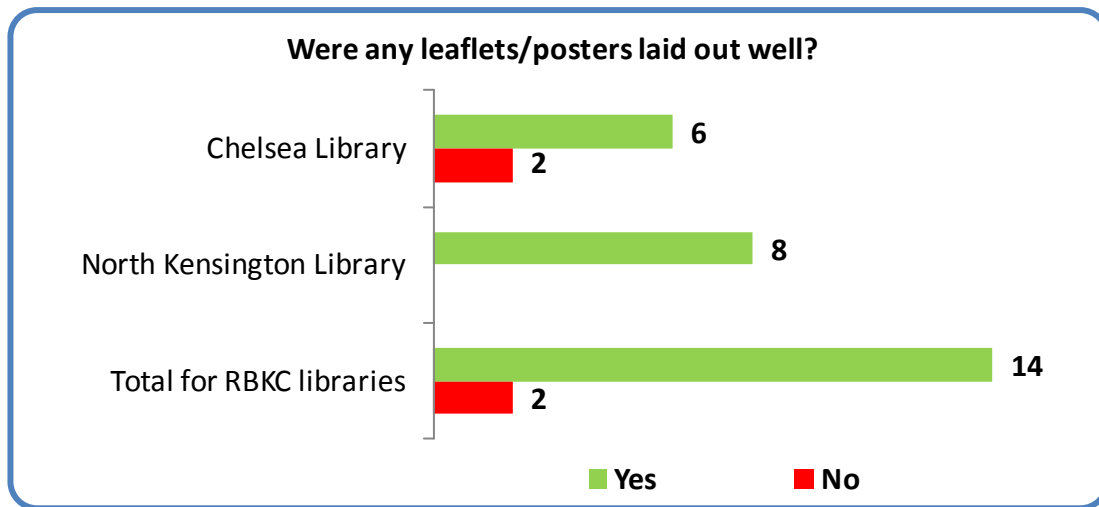
“There were leaflets, but very few of them, the member of staff tried to find one to help answer my query but found that they had been removed. As in North Kensington, the layout was better suited to browsing than searching for something specific.”

Resident Reviewer visiting Chelsea Library

One Reviewer visiting Chelsea Library commented that there should be a better location for the leaflets:

“Everything was neat and tidy but was in a back area of the library where you would have to go looking for it. It might be better placed at the front near the entrance.”

Resident Reviewer visiting Chelsea Library

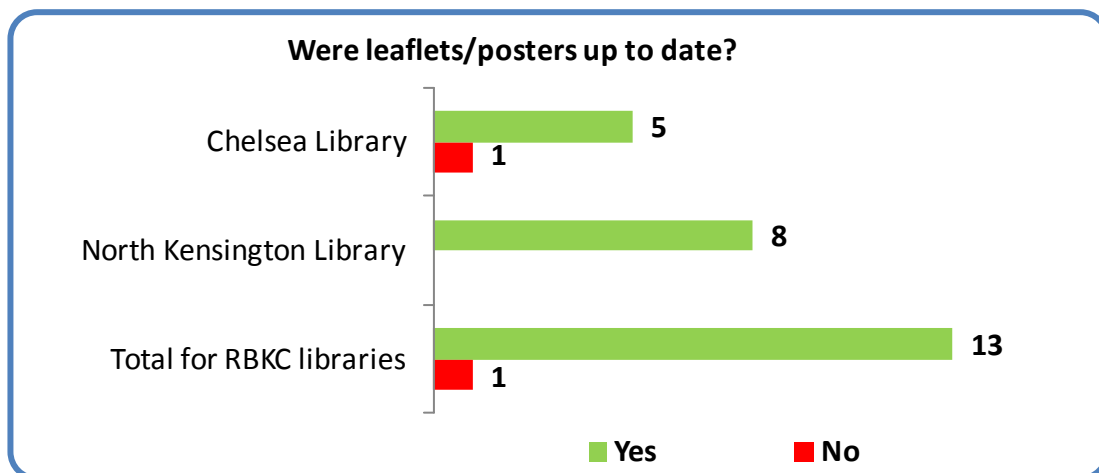


In all visits to North Kensington Library, and in five visits to Chelsea Library, Reviewers indicated that posters and leaflets were up to date.

However, in one visit to Chelsea Library this wasn't the case:

“Leaflets were mostly out of date.”

Resident Reviewer visiting Chelsea Library



Results: Moving around and information

Finding specific information

In the majority of visits (nine) Reviewers reported that it would have been easy to find a specific piece of information. This was the case in five visits to Chelsea Library and four to North Kensington Library. Comments included:

“A layout diagram would help, by subject and number. Once the whereabouts of notices and leaflets were found and the layout of bookshelves understood, quite easy to follow. Still unsure as to how to book out books.”

Resident Reviewer visiting Chelsea Library

“Everything was either in the entrance or in one place within the library which made it easy to find.”

Resident Reviewer visiting North Kensington Library

However, in three visits to each library Reviewers felt it wouldn't have been very easy to find a specific piece of information. Comments included:

“Information is set out well, however leaflets on display should be grouped into categories, i.e. 'builders', 'dog walking', 'cleaning services', etc.”

Resident Reviewer visiting North Kensington Library

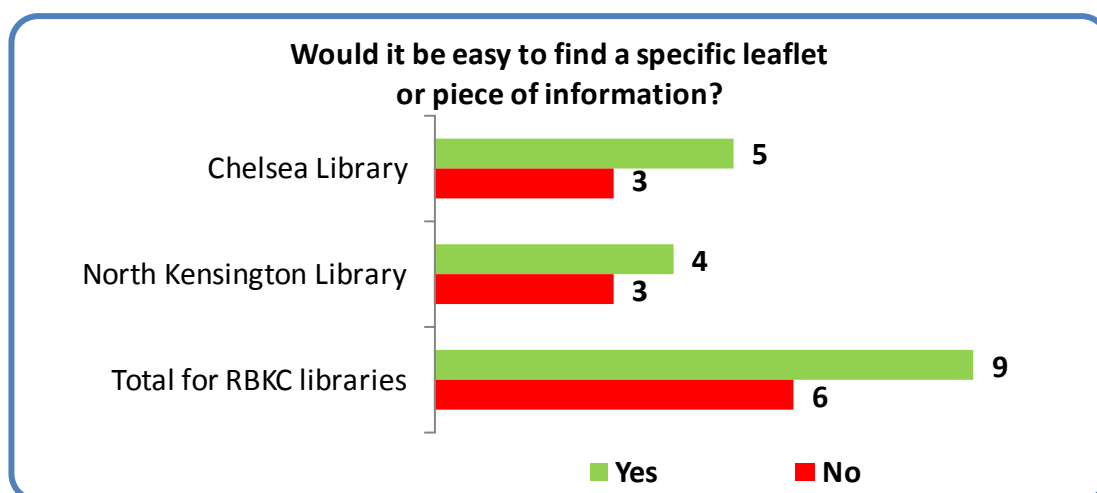
“There were displays of leaflets and information which were very neat, but they were scattered about the library seemingly at random, i.e. there was no system. This is fine for browsing, but not helpful if you're looking for something specific. There was a comprehensive overview in a plastic covered booklet in a very prominent position as the help desk (mentioned above) and this was very useful.”

Resident Reviewer visiting North Kensington Library

One Reviewer visiting Chelsea Library, found it difficult to find leaflets at all:

“Only leaflet I saw was in the corner of the room, it had to [do] with library information.”

Resident Reviewer visiting Chelsea Library



Results: Asking for information and advice

Asking for information and advice

Locating a member of staff

In the majority of visits (11) Reviewers reported that it was easy to find a member of staff. This was the case in seven visits to Chelsea Library.

However, in a total of five visits (including four to North Kensington Library) Reviewers reported that this wasn't the case.



Waiting time

Reviewers were asked to indicate how long they had to wait to see a member of staff.

In nine visits Reviewers were seen by a member of staff in a minute or less (with eight of these Reviewers seen immediately).

The average waiting time was just over two minutes, with the longest wait being ten minutes at Chelsea Library.

Waiting times, by library:

	Chelsea Library	North Kensington Library
A minute or less	4	5
Between a minute and three minutes	1	1
Between three and five minutes	2	2
Five minutes or more	1	0

Results: Asking for information and advice

Satisfaction with waiting times

In the majority of visits (14) Reviewers indicated that they were very satisfied with the time they had to wait, including ten visits where Reviewers were very satisfied (five to each library).

However, in a visit to Chelsea Library one Reviewer responded neutrally and another visiting North Kensington Library was fairly dissatisfied with the time they had to wait.



The Officer

Resident Reviewers were asked a series of questions relating to how the officer treated them when dealing with their query. As well as answering specific questions Resident Reviewers were asked to comment generally on the member of staff, this has been used to highlight aspects of the analysis. A full list of comments can be seen in appendix 4.

Name badge

In half of reported visits (seven) Reviewers reported that staff were wearing a name badge.

However, from some of the comments made it is clear that Reviewers made a distinction between a Council security ID badge and a name badge, for example:

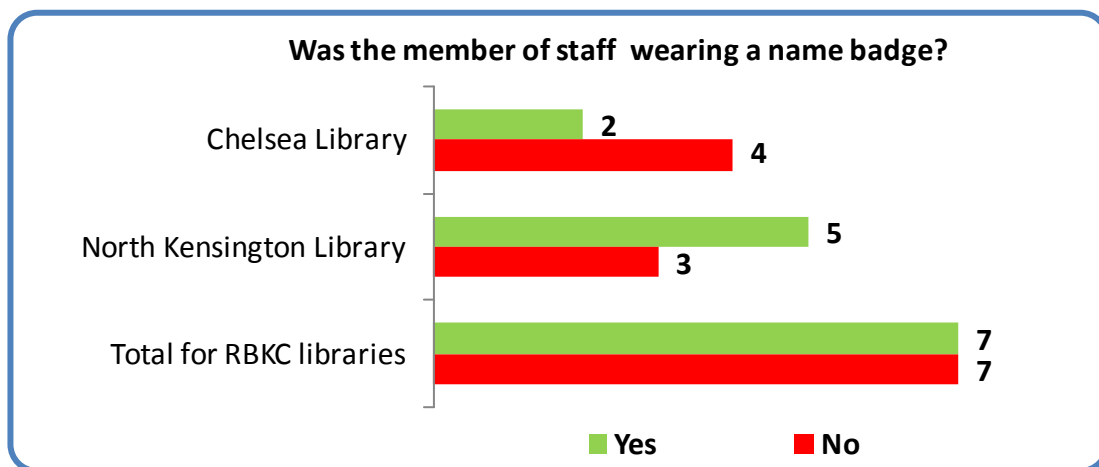
“All spoke well, but none had a name tag, only their ID hanging round their necks on a lanyard.”

Resident Reviewer visiting Chelsea Library

One Reviewer went on to comment that this were difficult to read (due to being obscured by other badges, card facing wrong way round or the font size being too small):

“Though security badges were worn, the names were not visible - obscured by other badges, back facing forward, font size too small. Older people need a large size font - why not issue staff with a proper name holder pin/clip on.”

Resident Reviewer visiting Chelsea Library



Smartly dressed

In the majority of visits (13) Reviewers reported that staff were smartly dressed, although one commented that a member of staff's trousers were dirty.

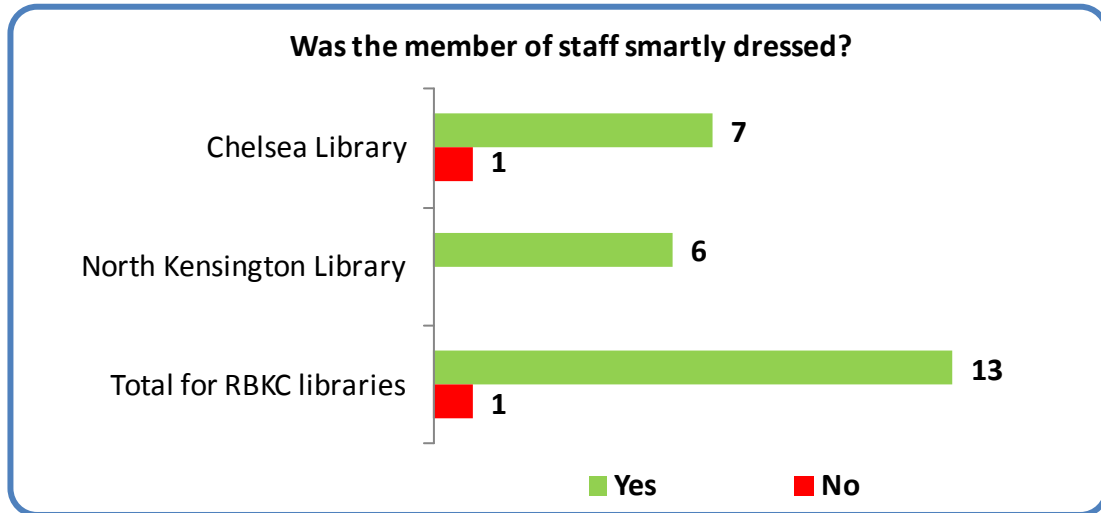
“...He was smart however his trousers were dirty, the library generally was.”

Resident Reviewer visiting North Kensington Library

One Reviewer visiting Chelsea reported that staff were dressed casually:

“Everyone was dressed extremely casually.”

Resident Reviewer visiting Chelsea Library

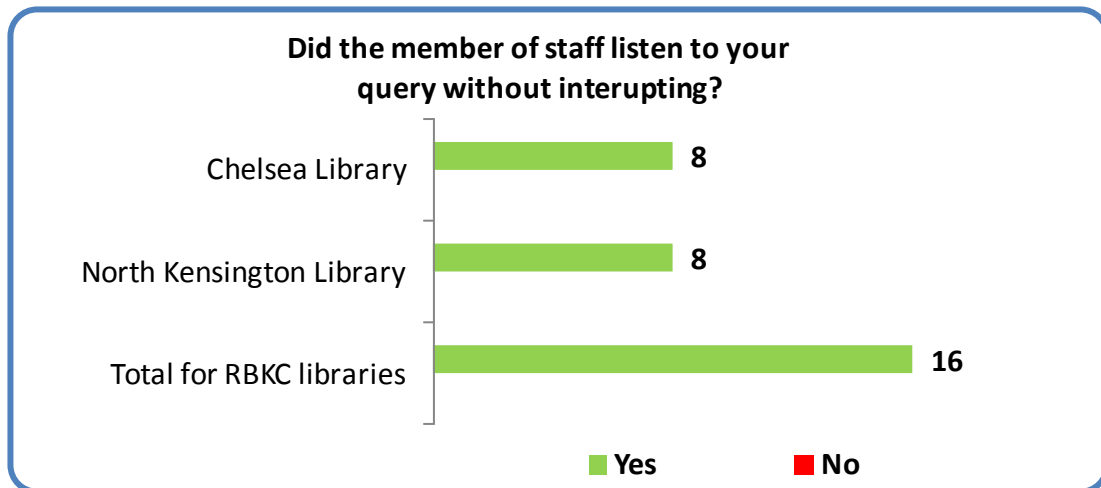


Listened without interrupting

In all visits Reviewers reported that staff listened to the query without interrupting. Comments included:

“She spoke clearly and politely and listened patiently to my queries. Very good. The only minor criticism is that she sometimes used imprecise language. Saying 'the thing' instead of using the proper name. Nonetheless this didn't detract from clarity of information because of the fact she was showing me as the screen.”

Resident Reviewer visiting North Kensington Library



Friendliness

In all except one visit to North Kensington Library Reviewers reported that staff were friendly. Comments included:

“Very friendly and helpful.”

Resident Reviewer visiting North Kensington Library

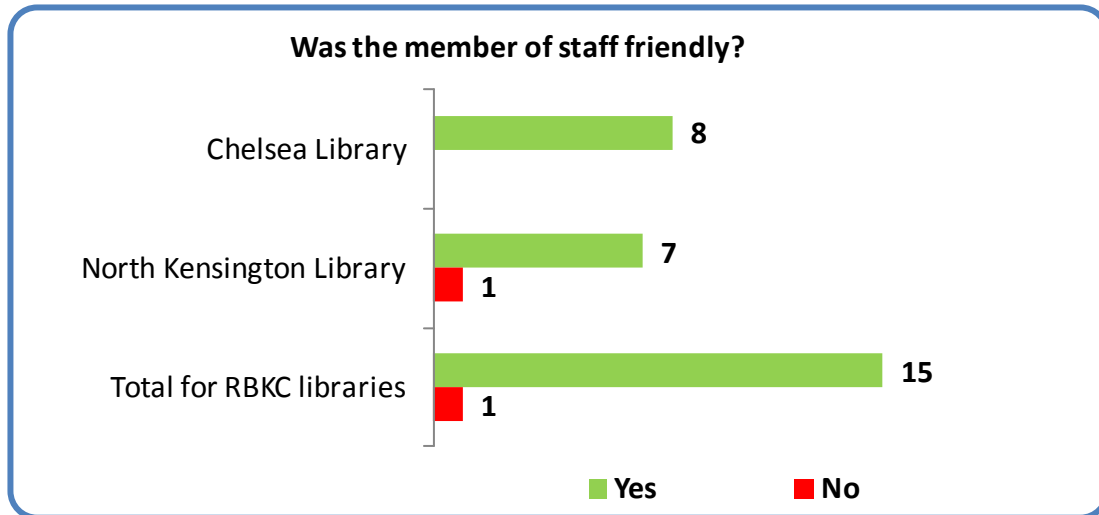
“Officer was very welcoming and seemed to genuinely enjoy their job. I was very impressed by the level of service and the officers' welcoming demeanour.”

Resident Reviewer visiting North Kensington Library

One Reviewer commented that a member of staff in North Kensington Library could have been friendlier:

“Q30-34 [questions about member of staff customer service skills] are difficult to answer as the member of staff didn't really speak to me at all, merely said 'yes' and pointed to a poster. She wasn't unfriendly or discourteous but she could have been friendlier and more helpful and welcoming. It was also difficult to find her in the library as there was no clear reception desk/area, where to find a member of staff.”

Resident Reviewer visiting North Kensington Library



Helpfulness

In all visits Reviewers reported that staff were helpful, comments included:

“The man was helpful and quite interested in my search. He prompted me several times and showed me the next step, I think he would have spent more time on my query if he had not already become involved with someone else.”

Resident Reviewer visiting Chelsea Library

“Extremely helpful and gave good advice about the quitting smoking programme and even checked on the computer to make sure the advice she gave me was up to date and accurate.”

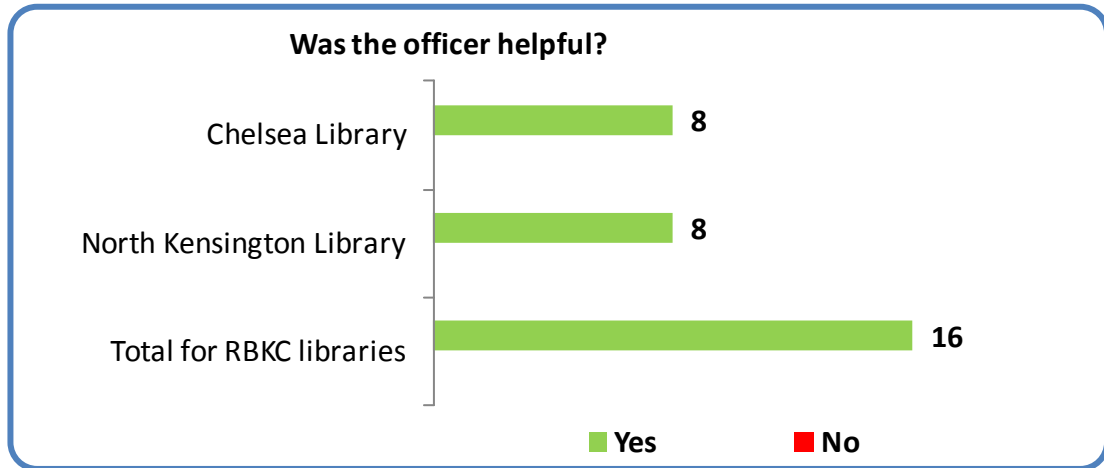
Resident Reviewer visiting North Kensington Library

“He welcomed me immediately when I walked in and asked if I needed any help, which was great. Later I asked about e-books. He admitted he didn't know much about it as it doesn't get asked about often, but he looked up on the Council website with me and found information. He also emailed me a link to the website which was helpful. He also warned me that there have been issues with some Kindle models and to check for that.”

Resident Reviewer visiting Chelsea Library

“The officer was helpful and prompt. She appeared to be knowledgeable about the item I requested. I would be happy to ask her for further advice on library services.”

Resident Reviewer visiting Chelsea Library

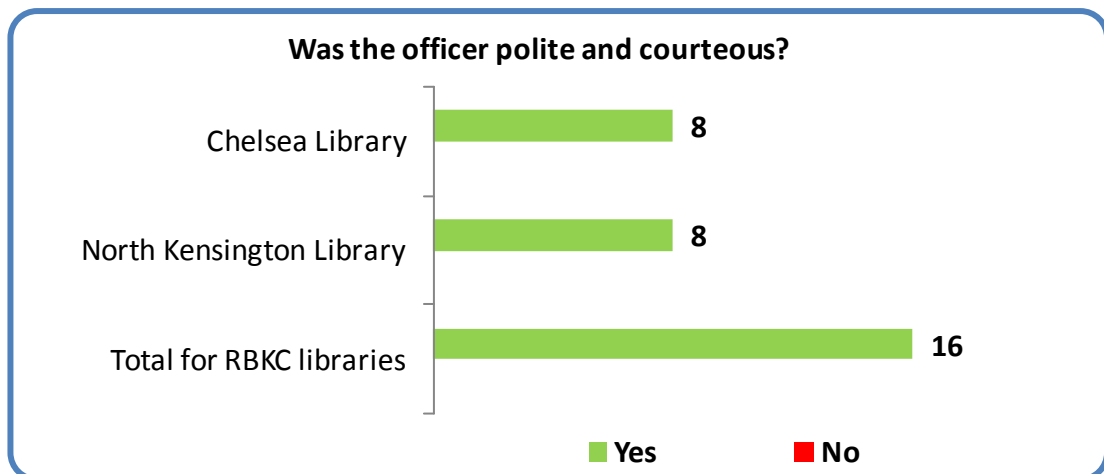


Politeness

In all visits Reviewers reported that staff were polite and courteous. Comments included:

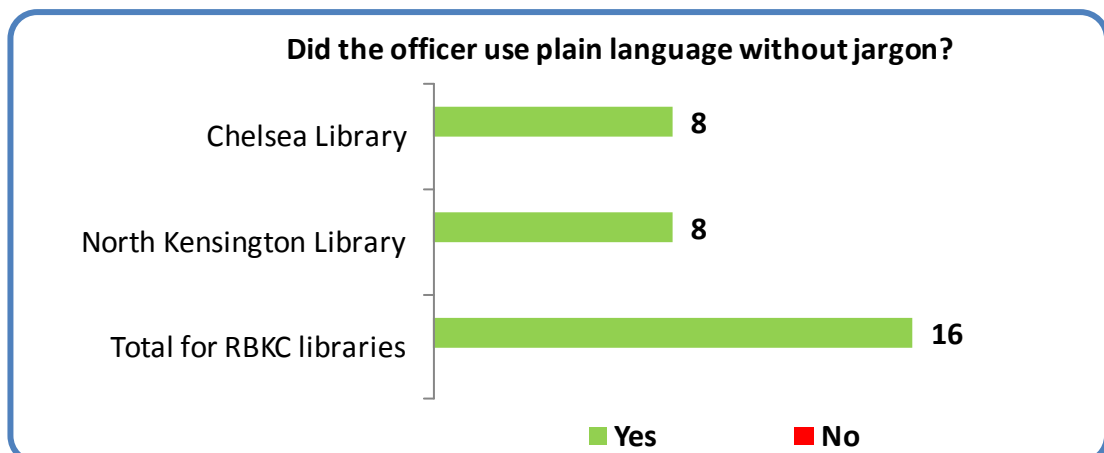
“Everyone seemed very helpful and polite. When I entered the library the librarian was helping someone else so immediately got up to get another librarian.”

Resident Reviewer visiting Chelsea Library



Language

All Reviewers indicated that staff used plain language, without jargon.

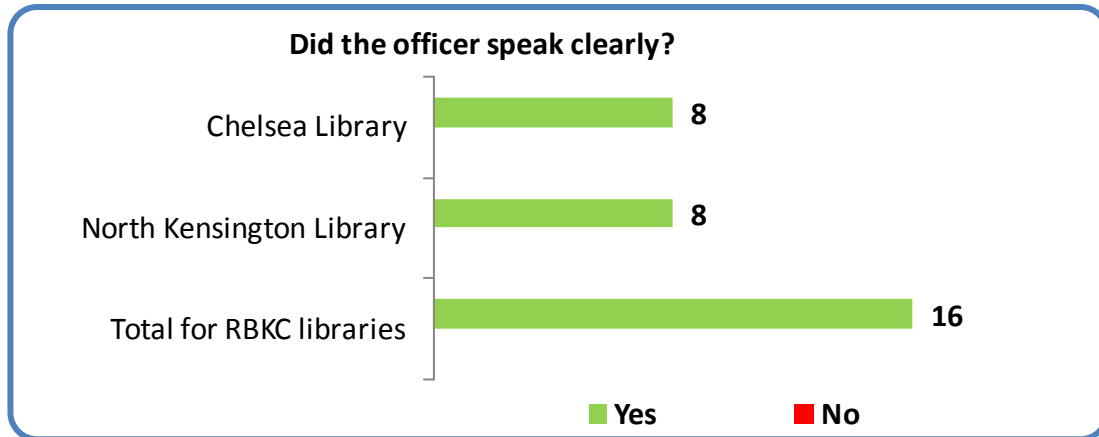


Clarity of speech

In all visits Reviewers felt that staff spoke clearly. Comments included:

"No criticisms - she was extremely well informed and one doubt she had about the information leaflets available led her to contact a passing colleague. She spoke very clearly and was clearly eager to help."

Resident Reviewer visiting Chelsea Library



Scenarios

This section of the report deals with responses given by staff to the questions posed by Reviewers. In addition to the question to be asked Reviewers were given detailed background information to be able to answer officers' questions.

Scenario 1: Joining the library

Reviewers carried out a variation of the below question a total of four times across the libraries:

"I have recently moved in to the area and want to find out about joining the library. How do I go about doing this? What proof of identification do I need to supply?"

Response by the officer:

In each case Reviewers were informed that they could apply immediately in the branch and informed about the proof of identification required. In two contacts Reviewers specifically mentioned how helpful staff had been. In fact two Reviewers who were not previously members joined the library.

One Reviewer was handed a helpful leaflet, welcoming them to the library. Perhaps this would be offered if others had signed up for real.

"I was given a form to fill out immediately and asked me to pick a card design (nice feature!). He explained that I have three months to return with proof of address. He also answered all my questions about using my card at other libraries, renewing books, how long I can keep a book etc."

Resident Reviewer visiting Chelsea Library

"Computerised. Address and identification required (driver's licence, utility bill) and library card would be supplied immediately."

Resident Reviewer visiting North Kensington Library

"Helpful and guided me through the process, now a member! Applied for books not held in the branch."

Resident Reviewer visiting Chelsea Library

"The advice was clear and well delivered. The officer was very engaging and helpful. I was asked to provide my identification and Council Tax bill and to return next week. I was told that upon giving my documents to them I could open up a library account immediately."

Resident Reviewer visiting North Kensington Library

Booklets or leaflets given in response to query

- *A helpful 'Welcome to the library' booklet.*
- *I suspect that leaflets giving general information on withdrawals/returns, fines, fees, services should be handed out! Also what is on now - such as free [unclear] courses.*

Results: Scenario responses

Scenario 2: E-books

Reviewers carried out a variation of the below question a total of four times across the libraries:

“My son (or other family member) has just got a Kindle and I was wondering if you could show me on the computer how I can find e-books to borrow so that I can show him.”

Response by the officer:

In each case staff took time to show Reviewers the library website and how to access e-books on it. Reviewers found this very helpful, although it is perhaps fair to say that some staff seemed more familiar with the procedure than others. One Reviewer commented that they had been explained the different formats and devices available, which was particularly helpful.

In two cases Reviewers were advised that they would need to become members in order to borrow e-books.

“She showed me which website to access on a computer in the library, and pointed out the right links to follow, indicating the difference between audio books and reading books and the different formats and devices available. Very helpful! She also said my family member would need to be members of the library in order to access them and gave me two membership forms (one for me too, very helpful). She offered additional advice about renting e-books from other sources that she had personally used (Amazon).”

Resident Reviewer visiting Chelsea Library

“The member of staff politely invited me to sit down on a chair next to her in front of a computer at the help desk. She told me the name of the website I would need to go to very clearly and slowly, identifying it as the library website. She then went to the website on the computer in front of us and slowly and clearly pointed out the links I would need to follow before clicking on them herself and going to the next stage. She spoke clearly at all times and was polite and helpful. Her manner was lovely. However, it did become evident at some points that she was not very sure what she was doing on the website, as though it was the first time she was looking at it. The stream of links stopped before she would show me exactly how to download an e-book because a library membership PIN was needed, at this point, she said my family member would have to come into the library and register, but offered more help once that stage had been completed.”

Resident Reviewer visiting North Kensington Library

“I was told that it was easier to access the information at home on my own computer. The librarian seemed unsure on exactly how to check out e-books and so sent me upstairs to the reference library. The fellow in the reference library showed me how to access e-books, but again said it was easier to do at home on my own computer.”

Resident Reviewer visiting Chelsea Library

“He kindly sat down and showed me what I could do from home. He said 'you can do this from anywhere' and at the end said 'it is very useful as you don't get late fees etc. as it is automatically taken off your list.’”

Resident Reviewer visiting North Kensington Library

Results: Scenario responses

One Reviewer went on to comment that they had found the website confusing and difficult to use:

“However, the website is confusing, unclear and hard to find e-books simply! It is not even found under e-books at the end they change the name to 'downloadable' or something like that I had never heard of.”

Resident Reviewer visiting North Kensington Library

Booklets or leaflets given in response to query

- *I was given membership application forms for the library as that was what I would need in order to actually rent the e-books.*

Results: Scenario responses

Scenario 3: Health advice

Reviewers carried out a variation of the below question a total of four times across the libraries:

"I am trying to stop smoking and I was told that there was help available in libraries, could you tell me what is available?"

Response by the officer:

In three visits Reviewers were given information on smoking cessation classes in the library they were visiting. In one particular visit to North Kensington Library the Reviewer was given detailed helpful information, in other visits staff referred Reviewers to posters; in one of these visits the Reviewer felt the member of staff could have been more helpful.

In one visit the Reviewer was unable to wait to see a more experienced member of staff, so left without full information.

"Unfortunately the member of staff was new and didn't really know. She was very polite and asked me to wait so she could ask her colleague who was assisting another customer , but I am afraid I had to go so couldn't wait."

Resident Reviewer visiting Chelsea Library

"I was told in great detail that there is an 'expert' in quitting smoking who comes to the lending library every Wednesday from 11am to 2pm. She assesses one's breathing, breath control, etc. and recommends a treatment regime to help stop smoking. Very impressive!"

Resident Reviewer visiting North Kensington Library

"[Named officer] said there was a poster/flyer, but it was missing couldn't give information. Once per week a woman comes in, 11am Thursday. You have to book in advance if you have the poster contact details you can book early. Then two ladies I asked when I came back in and they took me straight to the poster and told me they had not left leaflets but to take their contact details."

Resident Reviewer visiting Chelsea Library

"The member of staff took me to the entrance to the library, pointed to a poster on smoking cessation and left. That was all, even though I asked for information about any smoking cessation programme run in the libraries. I understood the sign but it would have been nice to be offered more information or a leaflet with information and meeting dates/times."

Resident Reviewer visiting North Kensington Library

Booklets or leaflets given in response to query

- *There was none, but ladies told me to take web and contact details and where they sit when there.*

Results: Scenario responses

Scenario 4: Online resources

Reviewers carried out a variation of the below question a total of four times across the libraries:

“A friend told me I could get free access to Ancestry.co.uk in the library, could you tell me how I can do this?”

Response by the officer:

In each case Reviewers were shown the website and how to access the information, which was helpful (although one member of staff did not know the service was available and referred the Reviewer on to the reference library). Reviewers seemed to appreciate the assistance and the time taken to help them with their enquiry.

In two cases Reviewers were advised that they would need to book a computer if they wanted to research further and in order to make print outs.

“The lady on duty on the ground floor reception did not think this facility was available, but her colleague referred me to the reference area upstairs. I did have to wait to speak to the man in charge who was helping another customer. He was very helpful and showed me to a computer and opened up the site. I had to interrupt him two or three times but he did not mind. I found the information I wanted but could not print it out. I was told I would have to make an appointment to use another computer if I wanted a print out. I was given a pen and paper and made my own notes.”

Resident Reviewer visiting Chelsea Library

“The first person I asked took me to a computer and opened up the site. He did however, have difficulty finding the person I was investigating so asked his colleague who was very helpful. I explained I was not very familiar with computers and had to refer to him a couple of times which he didn't seem to mind. I was able to locate my ancestor, but was not allowed to print out any information. He said he would help me again. I would really have liked a print out, but may return to record the information.”

Resident Reviewer visiting North Kensington Library

“I was told that the information could be accessed via the computer in the library. The lady was helpful and directed me towards the correct link.”

Resident Reviewer visiting Chelsea Library

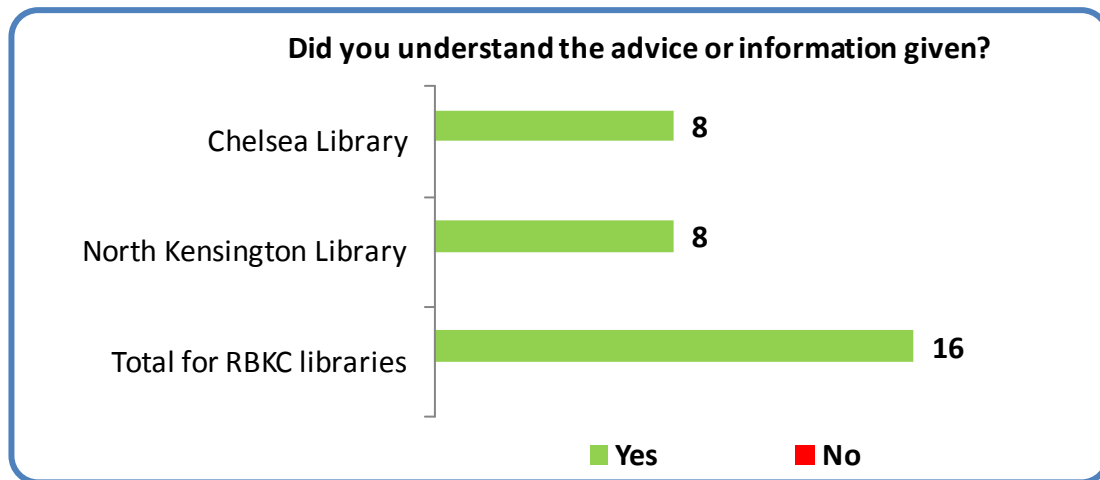
“The question posed was rapidly resolved using the computer. It was carefully set to see if the source was right up to date. It was I was impressed.”

Resident Reviewer visiting North Kensington Library

Results: Scenario responses

Understanding of advice

In all visits Reviewers reported that they understood the advice or information given to them.



Results: Overall experience

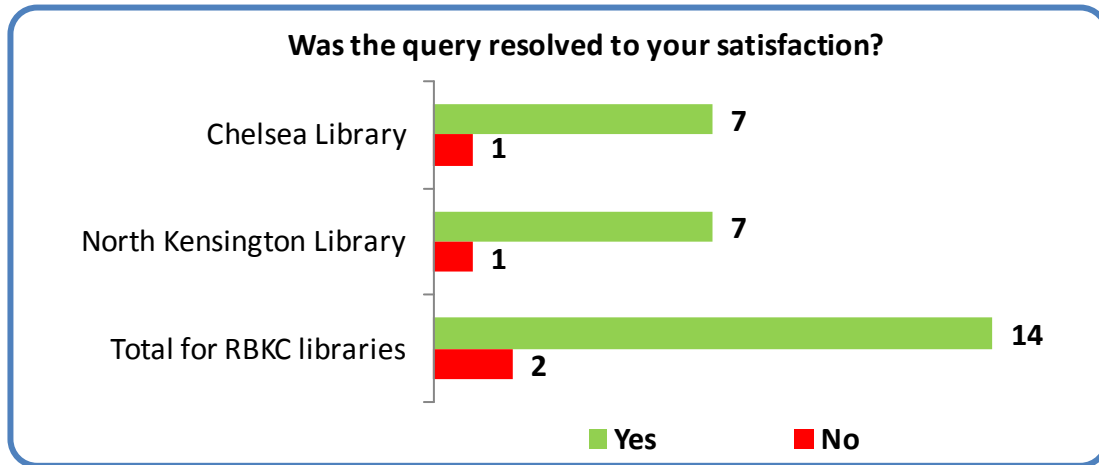
Overall experience

Reviewers were asked the following questions relating to the overall experience of visiting libraries in the borough.

Query resolution

In the majority of visits (14) Reviewers reported that their query had been resolved to their satisfaction.

However, this wasn't the case in one visit to each library.



Overall satisfaction

In the majority of visits (15) Reviewers reported that they were satisfied with the overall experience, this included nine contacts where Reviewers were very satisfied.

However, in one visit to North Kensington Library a Reviewer responded neutrally.



Results: Overall experience

Other comments made

Reviewers were given a final opportunity to add any final comments on their experience.

Three Reviewers made suggestions for improvement, for example:

“I left the library feeling indifferent. It didn't feel that anything caught my attention enough to return but it wasn't a negative experience that would prevent me from returning. Perhaps the library could be improved by welcoming the public when they come into the library and asking if they need any assistance.”

Resident Reviewer visiting North Kensington Library

“Like Chelsea I think the chairs could be improved upon. They seem out of place as the rest of the furniture is of better quality. They are also not too comfortable for sitting and reading in. The library in general was very well maintained and set out and was a pleasure to visit. I was also impressed by the staff.”

Resident Reviewer visiting Chelsea Library

One Reviewer also commented about the lift being out of order at Chelsea Library.

“The lift was out of order and appeared to have been out of services for two weeks. This would have made it very difficult for disabled visitors to access the main library. The library was well stocked and staff good, however the appearance/furniture was slightly shabby/outdated.”

Resident Reviewer visiting Chelsea Library

A full list of comments can be seen in appendix 10.

Appendix 1: Comments on approaching and entering the library

Comments made about approaching and entering the library

Library was easy to find

North Kensington	The location is not a problem and is on bus routes. Once outside the library there is a clear sign to indicate what it is and opening times.
North Kensington	Close to the bus stop and tube station at Ladbroke Grove.

Noticed direction signs to the library or library well signed

North Kensington	Large sign on the corner indicating where the library is located, plus signs on the building itself.
Chelsea	The only sign indicating a library is on the front of the Town Hall building. Once inside the main door the library is easy to find.
North Kensington	The library was clearly marked and I easily found it. The main blue entrance sign is a little dirty/could be replaced to smarten up the initial impression of the building.
North Kensington	The library is located on a corner of a fairly lively junction. It is a large brick building and is clearly labelled as North Kensington Library with prominent signs (also detailing their opening hours). The library itself is clearly recognisable due to all of the above, but its location in a busy area with no street signs means that it is not very conspicuous.

Did not see direction signs or more signage needed

Chelsea	There could have been clearer signs directing one to the library. The sports centre and Social Services were more clearly signposted than the library.
Chelsea	The Council might put up brown signs on adjacent junctions. The [unclear] entrance might have 'Chelsea Old Town Hall and Library' carved in the stone. The wheel chair access was blocked (four rubbish bins and trolleys) but has been 'out of use' for some time in any case. 'Library' may be an out of date expression, 'information services' or 'Try here for all sources of information' - plain language. 'Information Gateway'.

Library was clearly recognisable

North Kensington	The two entrances are easy to find and the library is very visible on the street as it is on the corner.
North Kensington	I do not normally come to this end of Kensington and Chelsea, so was my first time locating the library. Saw it clearly from a distance. I didn't like the signs but they are standard Council and easy to recognise.

Library was less clearly recognisable

Chelsea	The Town Hall is obviously very easy to find. A notice board outside has details of library activities. A sign by the door shows the opening times. However, I must have passed the Town Hall many times over the years and was not aware there was a library inside.
Chelsea	The library is part of a large Town Hall, and it's not entirely obvious from the outside where it is. One entrance to the building is marked as the library, so once you've seen the signs you're away, but those are the only indicators. Once you've gone in the correct entrance the library area of the building is clearly marked with a sign above the door.

Appendix 1: Comments on approaching and entering the library

Chelsea	It's next to Town Hall so not very clear to identify. As you think you are gone into Town Hall.
Chelsea	It was obvious that the building was owned by the Borough but the library was not clearly marked outside (and not very visible signs in the dark). Better lit and more visible (larger) signs outside would be great.
Chelsea	I have known the Town Hall for years, I got married in it, have done voluntary work, but never really noticed the library. I found only one sign on the side of door. However, I like this subtlety, the fact no borough blue signs are on the building or the pavement.

Promote new library

North Kensington	This exercise is superfluous as the library is moving to a new site (new building) nearby. It would be sensible to take the opportunity to market the new library to local residents and to seek new street signs, again there might be 'Information Centre/Library' rather than just library.
------------------	--

Clear where to enter the building

Chelsea	As said above, there are two entrances to a large building, one labelled as the Town Hall and one labelled as access to various services, including the library. If someone were to direct you to the building, they would have to specify that it is the right hand entrance that you will need to go for in order to access the library. Ramp access was clearly labelled (round the corner via a lift).
North Kensington	The entrance is clearly marked and the different sections of the library are easy to find.
North Kensington	The entrance was clean, easy to find and they were simple and clear directions to accessible entrances and elevator once inside the building.
North Kensington	A classic library entrance (tiled?) leading to light and airy rooms.

Less clear where to enter the building

Chelsea	There are several entrances to the building and it was not obvious where to enter. There didn't appear to be a ramp, in fact I had to help an elderly gentleman with a cane make his way up the stairs. There was a lift inside the building however.
---------	---

Level access into the building

Chelsea	Once inside the building there is a direct access to the ground floor areas and a lift to the computer/reference room which is clearly marked.
North Kensington	There appears to be two entrances - one on the ground floor, the other down a ramp to the basement. As there was no indication I took the ground floor entrance.
North Kensington	Disabled ramp on the corner, clearly visible and steps to enter the main building/lending library. Everything about access to the library is obvious.
North Kensington	There is a ramp down to the Children's Library.
North Kensington	The ramp entrance and staff entrance are on the same street very nearby one another, and the entrances are obvious as such because there are signs saying 'North Kensington Library' right next to them.
North Kensington	Steep steps at the front but easy side ramp. Nice to keep old buildings and not have new ones!

Appendix 1: Comments on approaching and entering the library

Did not see level access into the building

Chelsea	There are two entrances from the King's Road. Both have stairs and neither is marked as the main entrance. If there is disabled access, I assume it's round the corner or somewhere that I couldn't see.
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Not immediately obvious where level access is

Chelsea	There is apparently lift access from the street for wheelchair users but I had to ask as I couldn't see it. Stairs up to building from outside.
Chelsea	There is a side way in apparently, individual would need to ask for help to get in. It is an old building and the beautiful architecture preserved and it would [unclear] for someone with movement restriction be very hard to enter.

Other general comments

Chelsea	The building is historic and attractive with a blue door which looks well maintained.
Chelsea	The exterior notice board needs glass cleaning and notices tidying up. More material should be in places to market what the library has to offer. The brass signs need sellotape removing and cleaning. It looks shabby.

Appendix 2: Comments about inside the library

Comments made about inside the library

Reception area clearly marked

North Kensington	A sign by the entrance indicates 'information' on the ground floor. The person on the information desk did not think they offered the service I requested and said I would probably have to go to the main Kensington Library. He then said I should try the computer area upstairs which I did.
North Kensington	The only reception area to speak of was entrance hall. There was no one there to direct/advise you, but there was a clear and eye catching sign detailing the various services available on each floor of the library building. There, it said that information services are available on the ground floor. The information kiosk clearly labelled, was indeed in the next room to the left of the entrance hall on the ground floor.

Reception area could be more clearly marked

Chelsea	Very ordinary looking. Except for the 'Here to help' sign, it's difficult to see which is the reception desk as it looks like just another computer station.
North Kensington	The reception area was not well defined and it wasn't immediately obvious where it was. The library was very clean however and everything appeared to be very neat and in order.
North Kensington	It was hard to gauge from signs where the 'reception' was. I entered on the first floor and went through the first door. No one was at the desk, I saw a man [named officer] at the computer helping someone so assumed he was staff.
Chelsea	No, from the front it is not 'well' marked, however shelves etc. are in the style of the building and I respect and endorse that. I could not see a reception sign so it took me maybe five seconds more to work out for myself. I do not believe we should use overt signage to show people what they could easily work out for themselves if they think.

Reception area is welcoming

North Kensington	Bright and good book displays and notice board.
Chelsea	The appearance is clean and appealing, why not use the word 'welcome'. The leaflets and guides are few, why not add a notice stating 'information is displayed on RHS walls'. Why not place footprints on floor stating 'Need help? Follow steps to reception.'
Chelsea	Lovely atmosphere, quite traditional looking.

Library is generally clean and tidy

North Kensington	Neat and tidy. The lending library itself is rather small, but very welcoming.
North Kensington	The carpet was slightly stained but overall the reception area was tidy and clean.
Chelsea	The library (inside) was very clean, tidy and [unclear]. It was easy to look for something and find it without help.

Library is well maintained

Chelsea	The library is a very pleasant place to visit. I was impressed with the art displayed along the upstairs corridor and the fashion prints. If I had been asked to get a library card to access the computer. I would have been happy to do so.
---------	---

Appendix 2: Comments about inside the library

Library is well decorated

Chelsea	The area was well lit and well laid out and nearly decorated. The check out desk was to the left as you entered, but was not labelled. As in North Kensington there was a clear sign detailing the services to be found on each floor, and there was an information desk where you could ask for help.
---------	--

Decor suggestions

Chelsea	The library has several pictures hanging on the walls which are attractive and which give a sense of wealth and culture to the library. The items hanging are however not enhanced by the walls. The library could do with being repainted/redecorated and the furniture particularly the red chairs in the reception area are of low quality. The colour and style of chairs could be greatly improved.
---------	--

Appendix 3: Moving around the library and information

Comments made about moving around the library and information displayed

Easy to find way around the library/library well laid out

Chelsea	Getting round the library was easy and the information was varied and useful. The reference area upstairs was fairly full and obviously well used. The one member of staff on duty must have been busy all the time.
---------	--

Posters and leaflets were well laid out

North Kensington	I was impressed by the number of leaflets on a wide variety of services e.g. singing and different classes available. I had no problem getting round the library.
North Kensington	Lots of leaflets, not only about the library but theatre, venues, what's on, etc. All very neatly arranged against one wall. Also, newspapers placed very conveniently.
Chelsea	Beautiful on walls and tables and two very helpful ladies.

Some posters and leaflets were not up to date

Chelsea	Leaflets were mostly out of date and were attached to notice boards in a hap hazard way. They left an impression of untidiness/disorganisation, which is a shame as the books themselves are very well organised.
---------	---

Easy to find a specific piece of information

North Kensington	Everything was either in the entrance or in one place within the library which made it easy to find.
Chelsea	A layout diagram would help, by subject and number. Once the whereabouts of notices and leaflets were found and the layout of bookshelves understood, quite easy to follow. Still unsure as to how to book out books.

Not easy to find a specific piece of information

Chelsea	There were leaflets, but very few of them, the member of staff tried to find one to help answer my query but found that they had been removed. As in North Kensington, the layout was better suited to browsing than searching for something specific.
North Kensington	Information is set out well, however leaflets on display should be grouped into categories, i.e. 'builders', 'dog walking', 'cleaning services', etc.
North Kensington	There were displays of leaflets and information which were very neat, but they were scattered about the library seemingly at random, i.e. there was no system. This is fine for browsing, but not helpful if you're looking for something specific. There was a comprehensive overview in a plastic covered booklet in a very prominent position as the help desk (mentioned above) and this was very useful. (NB North Kensington Library will be moving building soon!).
North Kensington	It was not very clear nor logical to me. Maybe I am just not used to Borough signage, however to me it was confusing. In terms of leaflets they were in different places and as I was not looking for information in a leaflet I don't know how easy it would be, however I didn't assume it would be easy. Furthermore leaflets are not as clear as they could/should be!

Appendix 3: Moving around the library and information

Difficult to locate leaflets

Chelsea	Everything was neat and tidy but was in a back area of the library where you would have to go looking for it. It might be better placed at the front near the entrance.
Chelsea	Only leaflet I saw was in the corner of the room, it had to with library information.

Other general comments

North Kensington	As a marketer I advocate not placing shelving parallel to walls. The shelving here is at angle to walls - matching consumer preferred research, generates interest. Should be copied elsewhere. It was a better ambience as a result.
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Comments on the officer

Name badge not present or difficult to read

Chelsea	Spoke with three staff and the boxes refer to all. Though security badges were worn, the names were not visible - obscured by other badges, back facing forward, font size too small. Older people need a large size font - why not issue staff with a proper name holder pin/clip on.
---------	--

Dressed smartly

North Kensington	When I first wanted help [named officer] was not the most engaging. However, when he finished with the other customer he was fully focused. He was smart however his trousers were dirty, the library generally was. He was however, very helpful and called for help as even he got lost on the website. Best thing to improve is not [named officer] but organisation of the building and the website.
------------------	--

Staff listened

North Kensington	She spoke clearly and politely and listened patiently to my queries. Very good. The only minor criticism is that she sometimes used imprecise language. Saying 'the thing' instead of using the proper name. Nonetheless this didn't detract from clarity of information because of the fact she was showing me as the screen.
------------------	--

Staff were friendly

Chelsea	She was very nice but didn't have enough experience to answer the query.
North Kensington	Very friendly and helpful.
North Kensington	Officer was very welcoming and seemed to genuinely enjoy their job. I was very impressed by the level of service and the officers' welcoming demeanour.

Staff could have been friendlier

North Kensington	Q30-34 [questions about member of staff customer service skills] are difficult to answer as the member of staff didn't really speak to me at all, merely said 'yes' and pointed to a poster. She wasn't unfriendly or discourteous but she could have been friendlier and more helpful and welcoming. It was also difficult to find her in the library as there was no clear reception desk/area, where to find a member of staff.
------------------	--

Staff were helpful

Chelsea	The man was helpful and quite interested in my search. He prompted me several times and showed me the next step, I think he would have spent more time on my query if he had not already become involved with someone else.
North Kensington	He was helpful. He said I may have difficulty as I have never used a mouse but each time I got stuck he came to show me the next step. There were around a dozen other people using computers and he was able to help some of them at the same time. I was not asked if I were a library member or had a card.
North Kensington	Extremely helpful and gave good advice about the quitting smoking programme and even checked on the computer to make sure the advice she gave me was up to date and accurate.
Chelsea	The officer was helpful and prompt. She appeared to be knowledgeable about the item I requested. I would be happy to ask her for further advice on library

Appendix 4: Officer

	services.
Chelsea	He welcomed me immediately when I walked in and asked if I needed any help, which was great. Later I asked about e-books. He admitted he didn't know much about it as it doesn't get asked about often, but he looked up on the Council website with me and found information. He also emailed me a link to the website which was helpful. He also warned me that there have been issues with some Kindle models and to check for that.
Chelsea	Very helpful and supportive and quick!

Staff were polite

Chelsea	Everyone seemed very helpful and polite. When I entered the library the librarian was helping someone else so immediately got up to get another librarian. All spoke well, but none had a name tag, only their ID hanging round their necks on a lanyard. Everyone was dressed extremely casually.
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Member of staff spoke clearly

Chelsea	No criticisms - she was extremely well informed and one doubt she had about the information leaflets available led her to contact a passing colleague. She spoke very clearly and was clearly eager to help.
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Other general comments

North Kensington	The member of staff was on the ball and I hope is able to transfer their skills to the new building. Do retain the present shelving layout.
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Appendix 5: Other comments

Other comments

Lift was out of order

Chelsea	The lift was out of order and appeared to have been out of services for two weeks. This would have made it very difficult for disabled visitors to access the main library. The library was well stocked and staff good, however the appearance/furniture was slightly shabby/outdated.
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New building

North Kensington	I noticed that the library is being located to a new building. I did not see a need for this and feel that the new site would not be quite so convenient. Presumably a great deal of expense would be involved.
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Positive comments

Chelsea	It is a beautiful library. I bumped with two friends there. One studying whom lives by the Ladbroke Grove Library and commented on how nasty it was in comparison, in terms of atmosphere and design (carpet, signage, organisation) and how amazing Chelsea was - loving the subtle/historic nature and fact you can see the wood! So she chose to go and study there!
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Suggestions for improvement

North Kensington	I got what I wanted easily and learnt more than I imagined. The library itself needs updating in terms of interior design, colours and organisation. The website also should be better structured and clearer! I am more than happy to help as part of my consulting over the years has been to develop intuitive websites!
North Kensington	I left the library feeling indifferent. It didn't feel that anything caught my attention enough to return but it wasn't a negative experience that would prevent me from returning. Perhaps the library could be improved by welcoming the public when they come into the library and asking if they need any assistance.
North Kensington	Like Chelsea I think the chairs could be improved upon. They seem out of place as the rest of the furniture is of better quality. They are also not too comfortable for sitting and reading in. The library in general was very well maintained and set out and was a pleasure to visit. I was also impressed by the staff.

Visit the new building when the library moves

North Kensington	A further mystery shopper should be sent into the new building.
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Was unable to wait

Chelsea	I don't have time to wait unfortunately, but I am sure the query would have been resolved.
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