

LIBRARY FOR EVERYONE

Report on the audience
survey with a description
of new services for migrants,
minorities and people
not using libraries

Summary of audience surveys and Service Jam workshops

A library for everyone



The Municipal Library of Lodz, the Library of Gdynia and the Regional Public Library in Cracow – these three socially engaged libraries executed a project for implementing innovative measures addressed to library non-users, migrants and minorities between 2020 and 2022, using the experiences of their Norwegian partner, Bergen Offentlige Bibliotek.

Researching the needs of the above-mentioned groups in detail in three Polish cities: Lodz, Gdynia and Cracow, was a crucial element of the project.

The following exemplary measures were undertaken during the lifetime of the project:



meetings
with experts



integration
workshops



Polish as
a foreign
language
classes



picnics



movie
screenings
in libraries

Library employees completed trainings in:



cross-cultural
communication
and strengthening
communication
competencies



customer
service



project and
project team
management



team
management

Four cities, four committed libraries

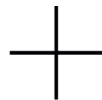
The Municipal Library of Lodz – is the largest cultural institution in Lodz and the largest library network in Poland. The team of the Municipal Library of Lodz is constantly working on modernizing services and tailoring the library offer to the needs of contemporary recipients, thus creating a library that integrates the local community and makes its space available for the purposes of the activities undertaken by readers. As part of environmental activities, “green corners” – gardens, garden squares or green backyards – are established next to libraries, where people can meet or relax while reading a book.

Since 2019, the Odyseja Library has run its mobile branch. Furthermore, on the initiative of the Municipal Library of Lodz, the first self-service book lending point named Szuflandia was placed in the urban space.

The Library of Gdynia – is a municipal public library operating in Gdynia, encompassing 17 branches of different size, which animate both social and cultural life of the city, as well as 2 specialist facilities: the Library of Knowledge and the Library with Passion, designed for the youth and by the youth. In response to the modern needs of residents, the team of the Library of Gdynia prepares an offer for all target groups, irrespective of age or origin. Workshops, meetings, concerts, Polish language courses for foreigners as well as conventions are organized throughout a year.

Since 2019, the Śródmieście Library has operated the Book Lending Machine that is available round the clock. Moreover, the Library of Gdynia is a co-organizer of the Gdynia Literary Prize awarded every year.





The Regional Public Library in Cracow is known as “Library at Rajska”. It is the main public library in the Małopolska Province, offering nearly half a million items in fourteen thematic lending rooms and reading rooms. In its everyday work, the Regional Public Library in Cracow focuses on cooperation, thus creating openness and inclusiveness by cooperating with associations and other institutions and entities. Thanks to the book lending machine available around the clock, the Regional Public Library in Cracow is accessible even after it is closed. Readers may use vast and diversified library collections as well as participate in events that are prepared for them and with them: comic marathons, Thursdays with criminals, debates or the @ctive Senior School, exhibitions, workshops and meetings.

The Bergen Offentlige Bibliotek is the second largest public library in Norway. Apart from the main library located in the heart of the city, it also has 7 branches and operates two prison libraries. It is considered one of the most open and modern libraries in the country, which was recognized by readers in 2017 who awarded it the Norwegian Public Agency Award. The Bergen Offentlige Bibliotek conducts a wide range of cultural activities that integrate the diversified community of city residents, building relations with various target groups and minorities: refugees and senior citizens. For several years, it has run language cafés, a games room and organizes concerts as well.

Research

What is the purpose?

The audience survey conducted as part of the project focused on the perception and the expectations of the respondents towards public libraries and served two purposes:

1 determining how libraries are perceived by two groups of potential recipients of library services: non-users and migrants

2 analyzing the needs and preferences of non-users and migrants

The results obtained will help all libraries:



adapt their services to the groups in question

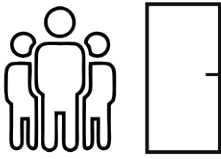


create places that may become an integral element of everyday practice of the respondents



prepare an offer that is tailor-made to potential recipients

Who?



Library non-users –
persons who have not
used the library offer
over 3 years prior
to the research



Migrants living in cities
covered by the research
for at least 2 months prior
to the research and planning
to stay there for at least
4 months

The research was conducted among residents of Lodz, Gdynia and Cracow. The research covered a total of 1,525 non-users and 325 migrants.

The structures of non-users covered by the research were similar:

women constituted the majority of respondents
(57% Lodz, 55% Gdynia, 54% Cracow);

persons under 44 years of age were the most dominant group
among respondents (66% Lodz, 72% Gdynia, 67% Cracow);

persons with higher education (Lodz 40%, Gdynia 52%, Cracow 54%)
and secondary education (Lodz 40%, Gdynia 36%, Cracow 33%)
constituted the majority of respondents;

most respondents had work
(Lodz 69%, Gdynia 73%, Cracow 69%).

The results of the research conducted on migrants were similar:

women under 55 years of age were the most dominant group among respondents (57% Lodz, 70% Gdynia, 70% Cracow);

there were 2 dominant countries of origin: Ukraine (Lodz 43/103, Gdynia 41/100, Cracow 38/100) and Belarus (Lodz 31/103, Gdynia 13/100, Cracow 12/100),

persons with higher education were the largest group (Lodz 66%, Gdynia 86%, Cracow 91%),

foreigners covered by the research constituted quite a diversified group when it comes to their profession, including: pedagogists, engineers, lawyers as well as IT or finance and banking. Representatives of professions not requiring specialist qualifications were in minority,

most respondents wanted to stay in Poland permanently (Lodz 48%, Gdynia 46%, Cracow 47%).

the structure of the declared command of Polish is diversified, with persons with basic command of Polish (Lodz 29%, Gdynia 27%, Cracow 36%) and at an intermediate level being the largest group (Lodz 32%, Gdynia 27%, Cracow 27%).



What methods were used?

Three research methods were used in the research according to the concept of triangulation:

analysis of the already existing data comparing the operations of four libraries participating in the project (in Lodz, Cracow, Gdynia and Bergen),

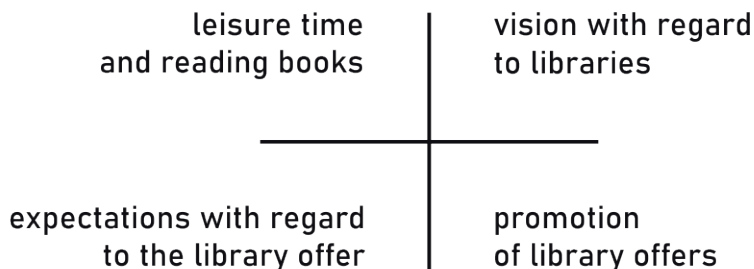
CAWI – an Internet survey shared with the respondents digitally and completed by themselves;

Focus Group Interview Online (FGIO) – structured group discussions pertaining to the matters specified at the previous stages of the research.

What were the results?

Library non-users

Questions were divided into four categories that were used to conduct detailed analyses::



The results pertaining to the preferences with regard to spending leisure time indicate that the respondents:

mostly read irregularly
(Lodz and Gdynia 53%, Cracow 61%)

rarely do not read anything
(Lodz 12%, Gdynia 6%, Cracow

less than half the respondents read regularly
(Lodz 35%, Gdynia 41%, Cracow 28%)

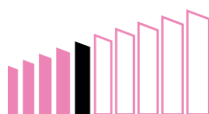


Most of them have read

between 1 to 5 books over the last year:



Lodz 53%



Gdynia 49%



Cracow 50%

groups reading between 6 to 10 books were almost equal in size:



Lodz 27%



Gdynia 30%



Cracow 26%

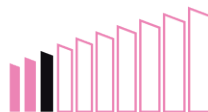
over 11 books over the last year:



Lodz 21%



Gdynia 21%



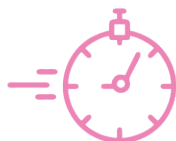
Cracow 24%

The results of the research confirm the trend showing that readers prefer paper books (>75%) over other forms: electronic (approx. 18%) or audio (<10%).

The research also covered those who only read e-books.

The data arising from the ranking of sources from which the respondents obtained books is unfavorable to libraries as the respondents prefer **purchasing books** (59% Lodz, 63% Gdynia, 68% Cracow) and **taking advantage of their friends' collections** (43% Lodz, 41% Gdynia, 46% Cracow) over borrowing books from libraries.

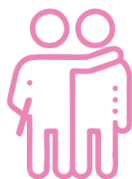
Other reasons for not using the offer of libraries also include:



they have no time to use the library offer
(Lodz 27%, Gdynia 20%, Cracow 26%)



new books are hardly available (Lodz 24%, Gdynia 23%, Cracow 24%)



they prefer to borrow books from friends and family
(Lodz 18%, Gdynia 22%, Cracow 19%)



collections they are interested are missing
(Lodz 15%, Gdynia 18%, Cracow 16%)

In in-depth interviews, the respondents also added that they are discouraged from using the offer of libraries by the following

- limited time to keep a book and fear of penalty,
- necessity of waiting for a book they want to borrow,
- fear of destroying or losing the book,
- inconvenience related to codes to e-book platforms: limited number of codes, hardware constraints,
- necessity of visiting the library in person,
- opening hours of libraries overlap users' working hours,
- collecting books.

Many respondents still associate libraries mostly with a book lending point (Lodz 43%, Gdynia 35%, Cracow 38%).

The remaining respondents indicated various activities that can be undertaken in a library.

A small group considered a library a place where they could relax. Group interviews suggest that **libraries are remembered as lending points despite the fact that people also took advantage of other services from their offer.**

Many respondents believe that libraries should still combine many activities beyond the basic task, which is lending collections (Lodz and Gdynia 65%, Cracow 61%).

The rates assigned by the respondents to various aspects of the operations of libraries indicate that libraries are generally perceived positively. Among the three cities, the Library of Gdynia received slightly higher rates than the remaining two libraries..

Many respondents expect that a library will function in a manner **similar to online stores**, allowing them to place orders online and pick them up at a convenient moment (e.g. from a book lending machine), not only when visiting the library.

They also claimed they **would visit libraries more frequently** if they offered conditions allowing them to spend more time there, e.g. by introducing places similar to cafés (spots where they could meet with their friends and have a coffee and a piece of cake).

A smaller group expects that **opening hours of libraries should be adapted** to the schedule of working people: shifting them to evening hours or introducing a weekend offer.

Suggestions on initiatives that might positively impact the use of the offer of libraries included mostly those allowing library-goers to meet other people and establish contacts, develop their hobbies, i.a.:



meetings and workshops
related to books (meetings
with authors, book clubs,
writing workshops)



groups interested
in culture and art



workshops, meetings
related to self-development



meetings for people
in a specific life situation
(e.g. pregnant women) –
support, exchange
of experience



meetings and workshops
for children and their
guardians as well as
board game tournaments



lifestyle meetings

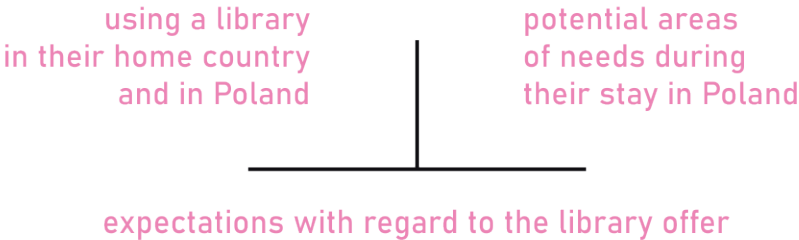


The last matter that library non-users were asked about was the matter of promoting its offer. In the interviews, many respondents reported that they were not receiving messages with the offer of libraries. The most convenient sources of information indicated by them include social media (Lodz 48%, Gdynia 48%, Cracow 50%), a website of a library (Lodz 40%, Gdynia and Cracow 45%), websites presenting events in a city (Lodz and Gdynia 43%, Cracow 41%) and information in the urban space (Lodz 26%, Gdynia 30%, Cracow 24%).

Therefore, it was concluded that using sponsored posts and ads more frequently as well as creating engaged discussion groups; increasing the visibility of libraries and their offer in the urban space; personalized communication (e.g. newsletter containing topics tailored to a user's profile), cooperating with local media and news websites as well as organizing mass events would be good practice.

Migrants

A similar structure of questions was applied to the group of migrants. Categories that are subject to analysis were also distinguished in this case:



As regards using libraries in their home countries, the respondents:

most respondents used the library offer (Lodz 83%, Gdynia 88%, Cracow 87%),

in most cases, they did this at least once a month (Lodz 31%, Gdynia 34%, Cracow 34%), slightly fewer of them used the offer once every few months (Lodz 31%, Gdynia 26%, Cracow 22%), the remaining persons visited a library at least once a week ((Lodz 5%, Gdynia 12%, Cracow 12%) and once a year or less frequently (Lodz 33%, Gdynia 28%, Cracow 32%),

among migrants using libraries in Poland, quite a considerable group of the respondents do not know where they can find a library in their city (Lodz 27%, Gdynia 20%, Cracow 27%); however, most respondents know where a library is located and use its services (irregularly/regularly: Lodz 41%/15%, Gdynia 44%/18%, Cracow 41%/15%),

It is difficult to indicate considerable relationships related to the use of libraries both in their home country and in Poland. It can only be stated that those who did not use libraries in their country do not know where they can find a library in the city in Poland they live in either.

Differences can be observed between the results with regard to how a library is used. In Lodz, the most important function is related to borrowing books in Polish (18 out of 55 respondents) and foreign languages (13 out of 55) as well as the possibility of using a computer or the Internet (14 out of 55).

In Gdynia, borrowing books in Polish and foreign languages are equally important (24 out of 62 respondents). Reading books and the press on the spot is also important here (15 out of 62). In Cracow, books in foreign languages (25 out of 56) are the most crucial aspect, whereas borrowing Polish books was declared by only 9

As regards the reasons for not using a library, migrants most frequently indicate the lack of sufficient command of Polish (Lodz: 14 out of 20 respondents, Gdynia: 12 out of 18, Cracow: 17 out of 17).

There is a series of events that libraries could include in their offer in order to encourage migrants to visit them:



classes developing skills
and increasing knowledge
about living in Poland



expanding collections
in foreign languages



meetings related to Polish
culture or culture of their
country of origin



helping children
and teenagers
with studying



advice related
to dealing with formalities



events aimed at
making friends



Polish language classes

Persons planning to stay in Poland temporarily are particularly interested in classes related to their hobbies, whereas persons living in Poland for a longer period of time or permanently plan to collect important knowledge, develop skills and meet other city residents.



As regards library collections, migrants are most interested in books in a traditional form, in particular::

books that can be used at work and when studying
(Lodz: 71 out of 103 respondents, Gdynia: 74 out of 100, Cracow: 80 out of 100)

books read for pleasure (Lodz: 60 out of 103 respondents, Gdynia: 77 out of 100, Cracow: 83 out of 100),

books in English (Lodz: 59 out of 103 respondents, Gdynia: 73 out of 100, Cracow: 79 out of 100),

books in their native language (Lodz: 69 out of 103 respondents, Gdynia: 70 out of 100, Cracow: 77 out of 100).

Qualitative research among migrants related to using libraries and promoting their offer has indicated the following trends that require conducting further research:

library resources are relevant for learning Polish,

passion for books combined with lack of financial measures to purchase a desired number of books makes people attracted to a library,

desire for a child acquiring a habit of reading using library resources,

when comparing Polish libraries with libraries in their home countries, the interviewees notice a larger variety of activities undertaken by libraries in Poland; when they come to Poland, they do not know that libraries have to offer.

Furthermore, promoting the offer among migrants who are not regular library-goers is a crucial matter. The respondents indicate that the library offer addressed to foreigners should be visible in places where they spend their time: e.g. public transportation, employment agencies, stations, stops or public offices as well as on the Internet (social media, YouTube, Telegram).

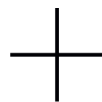


The full version of the report
can be found here:





Summary of Service Jam workshops JUNE-SEPTEMBER 2022



In Lodz, Gdynia and Cracow, 4-day Service Jam classroom workshops were conducted, with an online workshop organized for all the participants.



Objective: to develop services
for library non-users and migrants.

Participants in the Service Jam workshops were requested to specify the needs of project persons, challenges to overcome in order to meet these needs and design an appropriate offer, along with a business model of selected services.



Scope of activities

1. PROJECT PERSONAS

Developed on the basis of the audience survey conducted as part of the project entitled “A library for everyone” and experiences of persons from particular segments of recipients

2. PROJECT CHALLENGES

Specification of the extent to which solutions will be looked for

3. VALUE PROPOSITION

Objectives the fulfillment of which libraries may support

4. SOLUTIONS

The work was divided into two stages:

- quantitative drawing up a possibly long list of potential solutions, without evaluating them in terms of practicality

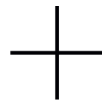
- qualitative developing selected solutions that respond to the project challenges and the value proposition the best

5. PILOT PROJECTS

Verification of the validity of solutions with possibly low outlays

6. BUSINESS MODEL

Summary specifying the strategy of actions with representatives of particular segments of recipients



In each city, the workshops were conducted according to the same agenda. After the needs had been specified and the brainstorm during which ideas for events and cycles of library classes were written down had been finished, individual services, which are described in the following part of the

Service Jam

– ideas for designing a cultural offer for library non-users and migrants

The following segments of recipients were distinguished:



parents not using
the library offer

persons who read
but do not use libraries



Migrants who want to stay
longer in Poland



Segment 1

Persona: those who do not work, take care of children and home as well as those who work but declare they have no time for reading.

General assumption: giving young parents a chance to find themselves in a new role, discover new hobbies, building new relations and making memories together at the same time.

Challenge: preparing an offer which will allow both a parent and their child to use the library on a regular basis and start to perceive the library as a place where all family members (not only children) may spend time in a valuable manner.

Result of introducing a new offer: creating a local community around the library with a supportive and non-judgmental atmosphere.



SELECTED ACTIVITIES

Malujki bez spiny (Stress-free painting)

Painting classes with no consequences (art therapy) for those in a rush- re-discovering the value of slowing down and finding time only for oneself. Classes are not moderated, artworks are not evaluated, it is only about relaxing and finding self-confidence. While parents are drawing, children – in a separate zone – are create their own artworks. At the end, they meet and try to explain what the pictures present..

Classes are free, but participants are required to sign up in advance. Children are allowed to attend classes without their kids. Participants are encouraged to club together and bring their own art materials and refreshment. Art therapy does not require speaking Polish, whereas the topic and the form of “Malujki bez spiny” are unlimited.



The idea behind this solution is to offer simultaneous activities for children and parents. When children are participating in classes, parents may take part in dedicated activities or spend time as they want. The only requirement for these classes is holding a library card. Parents may influence the selection of an offer, may co-create it and, for instance, conduct classes on their favorite topic.

A dedicated Facebook group, where apart from information on events organized as part of the offer, invitations for other events for parents and children would be published, is a complementary element.

However, the group would primarily be a place to maintain relations established during classes. In turn, parents could share pictures from classes on a dedicated Instagram account.

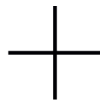
Segment 2

Persona: representatives of senior management reading mainly industry magazines; corporate employees not treating reading as an important form of spending free time, reading only occasionally; representatives of creative industries/freelances working at home, reading a lot, but not using libraries.

General assumption: offering tools and motivation allowing them to step out of their comfort zone, break their habits and think outside the box.

Challenge: promoting eco-friendly behavior based on “using” instead of possessing as well as showing the value of cross-disciplinary activities and cross-sectoral cooperation.

Result of introducing a new offer: library as an alternative to the virtual world in the phone.



SELECTED ACTIVITIES

Trenuj umyst!" (Train Your Brain!) advertising campaign

The campaign is supposed to fight the image of libraries as old-fashioned places not following trends. It requires establishing cooperation with a gym network with its own application. As part of the cooperation, the application would allow users to listen to parts of selected audiobooks adjusted to the dynamics of workout and its duration. A recording would be preceded with short information about the library. In order to get access to the entire recording, one would have to register with the library, preferably from the application, online.

Meetings organized in the library, dealing with physical activity and healthy lifestyle, as well as promotion of collections on these topics would be an addition to the campaign. Those who decided to register with the library would get a discount code for the next training.

Activities on social media, including a dedicated hashtag, constitute an important element supporting the campaign.



SELECTED ACTIVITIES

Modern self-service library available 24 hours a day, 7 days a week

The solution consists of three key elements:

- | self-service library available during the day
 - space in front of the library encouraging visitors to stay
- | there longer (e.g. an outdoor reading room with comfortable seats)
- | book lending machine available 24/7

Access to the self-service library will be possible thanks to an application and/or resident's card integrated with a library card. The branch itself will be minimalist and divided so that a reader can find the section they are interested in intuitively. A book lending machine, which allows people to pick up the books they have ordered, as well as a drop box allowing them to return the books, including those borrowed from other branches, are important elements of the concept. When the library is open, there would be an employee, who, however, would not help visitors and make contact with them without being requested to do so.



SELECTED ACTIVITIES

Rock 'n' roll dress party

An annual cultural event during which young artists will take the stage. Apart from concerts organized under the patronage of a well-known artist, there will also be meetings with authors of themed books and art workshops.

All events will be organized in the summer, at the library branches or on the library's summer stage; participation will be free; however, it will be necessary to hold a library card.



Segment 3

Persona: highly qualified female immigrants from Ukraine; immigrants from other countries who see their future in Poland: reading but not using libraries as well as immigrants having difficulty finding themselves in Poland and not knowing the language.

General assumptions: an offer that will make immigrants feel a part of the local community: not only taking advantage of the support, but also sharing their competencies.

Challenge: creating a safe space where they can prepare and charge their batteries to face the new reality.

Result of introducing a new offer: including newly-arrived residents into the local community.



SELECTED ACTIVITIES

Language playground

The playground will operate during the opening hours of the library, in the backyard or in the playground adjacent to the library. It will feature creative spaces allowing children to learn Polish and Ukrainian by playing.

The playground will allow the local community to relax and have fun. In particular, it will be dedicated to moms who may leave older children on the playground and enter the library in order to use a computer or the Internet, e.g. to look for a job.

An animator would be conducting dedicated classes during certain hours and on selected days.



SELECTED ACTIVITIES

Gdynia. I feel good

The cycle consists of meetings dedicated to various aspects of functioning in the city: from legal matters to cooking together to discovering the cultural offer. While parents are participating in the meeting, children will be able to take part in dedicated classes.

The meetings have different forms: lectures, workshops, discussions and trips. Many of them are based on cooperation with other municipal institutions. Awards will be granted for participating in all meetings. Materials summing up the meetings as well as mini-dictionaries will be prepared for the participants.



SELECTED ACTIVITIES

Service fair

A one-day event during which migrants may present their skills. Non-governmental organizations and institutions are exhibitors as well.

Organizational meetings, during which children will be taken care of, are as important as the fair itself. Developing materials presenting their services will be an opportunity for migrants to improve their language competencies. Those who are interested will also be able to participate in a mini-language course.

Supporting elements: virtual business cards of exhibitors, promotion on social media, a closed group of exhibitors on Facebook.

Summary

“A library for everyone” is a project going beyond the walls of a library. Over two years, residents of the cities could integrate during themed outdoor events: the Witcher's Village in Gdynia or the fabulous Children's Day in Cracow.

Walks around the city with a guide were organized for those who had just arrived, whereas families could take advantage of workshops and the little theater on the beach in the summer season as part of the Book Harbor event in Gdynia.

In Lodz, readers had a lot of fun at family eco-picnics and discovered the city during the tour along the “Lodz Fairyland” trail.

While the project was being implemented, we extended our activities to react to the humanitarian crisis caused by the Russian invasion of Ukraine. Thanks to the funds collected, we organized workshops for librarians during the 8th edition of (nie)konferencja Kierunek Wizerunek [(non)conference Direction: Image]. During the two-day event, we were trained in the area of empathy, cross-cultural dialog and librarians assuming the role of teachers of Polish as a foreign language.





Library in Gdynia



Library in Cracow



Library in Lodz



Library in Bergen

Iceland
Liechtenstein
Norway grants



**Ministerstwo
Kultury
i Dziedzictwa
Narodowego**

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