



# *Introduction*

The Libraries Data Discovery Day took place on 17th March 2017 in the Rougement Room, Exeter Library. It invited diverse participants—from library staff and friends groups to local communities and academics—to get together and discuss the ways in which data could better help us understand and communicate the impact that libraries have on everyone's lives.

Over the course of one day we facilitated discussions, explored data ecosystems and captured the vital questions (and answers). This document pulls together many of the conversations we had and invites everyone to reflect on the next steps.



## *Lightning Talks*

After an introduction from Ciara Eastell we began the morning and afternoon sessions with short talks from Colin Bray, Luke Burton, Matt Little, Beverley Hawkins and Gemma John.

DATA WE HAVE

DATA WE WANT.

## *Data Connections*

We started the workshops with an exercise in building a collaborative map of the different data connections using the following elements: Data We Have, Data We Want, People & Organisations, Stuff (devices, websites, etc.) and Questions.

PEOPLE

&

ORGANISATIONS

STUFF

QUESTIONS



Children's Centre  
Tender Foundation  
Post Office  
Public Health  
Google  
LPO/SUPPLIERS  
Customers  
ODI

Library Catalogue - 200K  
Library Catalogue - 200K  
Library Catalogue - 200K

REVIEWS  
Library workers  
CAB, GOV  
FOOD BANKS  
FOOD BANKS  
FOOD BANKS  
FOOD BANKS  
FOOD BANKS

What we want  
SQUATS for partners, evaluation on data in libraries.  
CONNECTION BETWEEN LIBRARIES.

FOOD BANKS  
FOOD BANKS

READING WELL COLLECTIONS  
- REPORT DATA  
- POSTCODE DATA  
- MATCHED AGAINST PUBLIC HEALTH DATA

FOOD BANKS  
FOOD BANKS

WHAT DOES ARE LIBRARIES BUYING  
- NEW OR OLD BOOKS?  
- PRIORITIES?

FOOD BANKS  
FOOD BANKS

GROUPS  
- NEW OR OLD BOOKS?  
- PRIORITIES?

Library Catalogue - 200K  
Library Catalogue - 200K

WHAT WE WANT  
SQUATS for partners, evaluation on data in libraries.  
CONNECTION BETWEEN LIBRARIES.

WHAT DOES ARE LIBRARIES BUYING  
- NEW OR OLD BOOKS?  
- PRIORITIES?

GROUPS  
- NEW OR OLD BOOKS?  
- PRIORITIES?

EVERYTHING  
Be realistic start small

WHAT WE WANT  
SQUATS for partners, evaluation on data in libraries.  
CONNECTION BETWEEN LIBRARIES.

FEEL BETTER WITH A GOAL DATA  
EXAMPLE IT IS VERY SUCCESSFUL IN PERSONS (PARENTS READING + LIBRARIES)

WE WANT...  
to know local priorities (social, economic, env) / challenges/issues (for the long or short)

EVERYTHING  
Be realistic start small  
NHS REVEAL DATA  
- IS COMPREHENSIVE  
- LINKED TO PRO/PROFESSOR JOURNALS  
- SOCIAL PROGRESSIVE

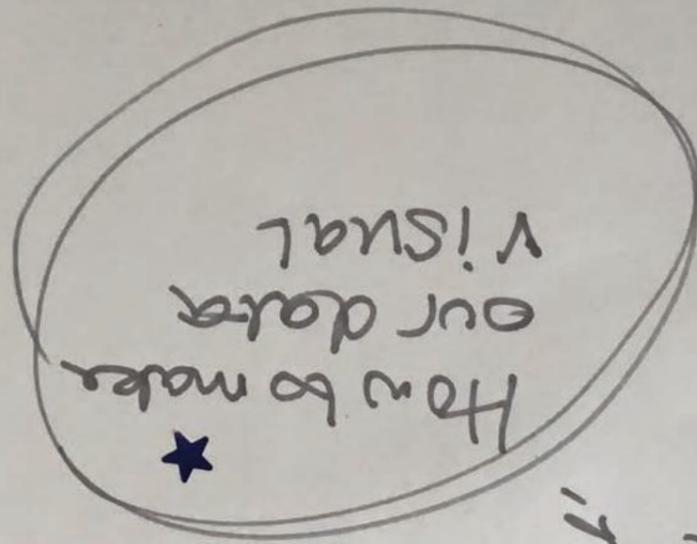
WHAT WE WANT  
SQUATS for partners, evaluation on data in libraries.  
CONNECTION BETWEEN LIBRARIES.

FEEL BETTER WITH A GOAL DATA  
EXAMPLE IT IS VERY SUCCESSFUL IN PERSONS (PARENTS READING + LIBRARIES)

WE WANT...  
to know local priorities (social, economic, env) / challenges/issues (for the long or short)

# Round Table Discussions

From the talks, initial conversations and building the data ecosystem we drew up a list of questions. From these questions we voted for the top five and these were distributed among the tables for discussion. Each table wrote and sketched their conversations before switching tables to explore a different topic.



'Better insight' depends on how the data is used.

BEST WAY TO COLLECT  
TRANSFORMATIVE STRATEGY  
★  
SHOULD OUR  
DATA BE  
GIVEN  
AWAY?  
Value?  
yes. To make  
a difference you  
know

How could we get better insights from our own data?

How to make our data visual

Better insight depends on how the data is used.

SHOULD OUR DATA BE GIVEN AWAY?  
Value? yes. To make a difference you need to know

How do we capture data for call or administrative learning?  
Shareholders and independently  
Use to inform/analyse data with  
Mixing purchase + feedback etc.  
Matching our data with that held by others - overlapping.  
Liberation over-education but equipping not captured as data

Trust/responsibility  
- people put trust in library to be responsible/handle data responsibly. How can it do this?  
↳ privacy?

- LOCAL STATISTICS
- ADAPT TO ENVIRONMENT
- EXCLUDES GOVERNMENT & POLITICAL ECONOMICS
- CREATE PROVISION according to quantitative evaluation
- TRUST PROMOTION as event
- AND SERVICES TO LIBRARY USERS
- TRUST EXCLUDES GOVERNMENT

COMBINE DATA FROM DIFFERENT SOURCES (FACE TO FACE)

Context  
Contextualising the data - who decides?

Value of stories from customers + staff.

How was it collected in what context.

Feedback from people that have used data is for what purpose - could that give us a 'better insight' in terms of their use?

ask staff to sense check conclusions give context.  
Some level of attention of data visualisation.

Have clear guidelines of what should be published and what shouldn't

WHAT DON'T WE KNOW AND HOW DO WE FIND IT?



data collected by frontline staff has to be easy to capture

Library Volunteers documentation activity









How do we adapt libraries better to their locations?

**Changing Mindsets**

Talking Postbox / Twitter

Acknowledging movement

How do we group the needs of users in position?

Core Services

Adapting:

- Reaching out to people
- Structure to record back
- Responsibilising individuals / communities
- Reddit Community access
- Sharing expertise

Limitations of library buildings - review + reassess the use.

LOCAL STATS DATA

SOCIO-ECONOMIC NETWORKING

GRASS ROOTS NETWORKING

PARTNERSHIPS = RESOURCE

PEOPLE POWER = TRANSISTOR

SOCIAL INCLUSION = LIBRARY APPS.

Relationship between library staff + community is key - networking

Self-service, pop-up...

Value and experience of

Connecting with local partners

Example: using Twitter for discussion / marketing

Constructing local activity history or an area

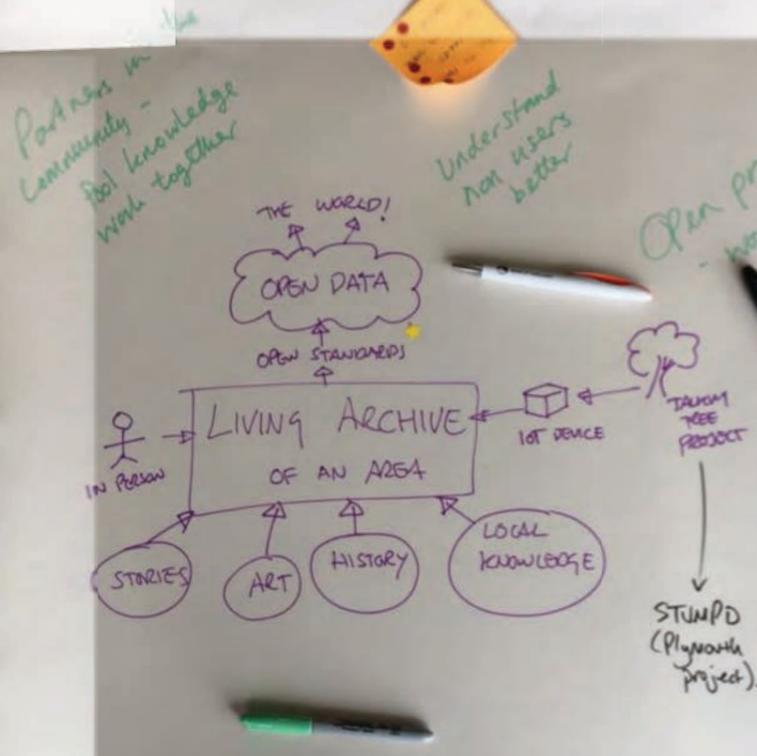
Taking responsibility of living archive

Computers

Local data can be accessed anywhere

Standardised / open data

With this data you can compare



Open projects - work with the community to develop services / projects

Evidence based stock management

- reactive to customers
- what about those not borrowing?

WHO ARE WE NOT REACHING?



WHAT DATA COULD WE COMBINE?



WHAT PROVIDES REAL EVIDENCE?



WHO COULD REALLY USE OUR DATA?

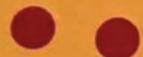


WHO SHOULD BE LEARNING ABOUT DATA?



(UP TO 3)

SHOULD WE BUILD A COMMUNITY AROUND DATA?



HOW DO WE KNOW THAT LIBRARIES IMPROVE PEOPLE'S LIVES?



WHAT DATA MAKES US SUSTAINABLE?



HOW ACCESSIBLE ARE LIBRARY BUILDINGS? ARE THEY IN THE RIGHT PLACES?



# Other Questions

There wasn't time to discuss all the questions so some were left for future conversations.

Popular topics included further exploration around who libraries aren't reaching and libraries' general accessibility.

How TO INCREASE REVENUE?



HOW CAN WE MAKE NON-DIGITAL MATERIAL AVAILABLE MORE EASILY? (WHO CAN HELP?)

Prison Libraries  
more  
volunteers  
making offers  
reaching

# Final Data Connections

After a second round of mapping out the data connections we captured more detail, which is listed on the pages that follow.

UK

FOOD  
FAIRS

Rules

Existing library  
data (except  
borrowing) isn't  
very robust

ation  
y  
making  
s

COUNCILS  
- PUBLIC  
HEALTH  
-

LOCAL  
SERVICES

BL BIPC  
- great use  
of data.

# Data We Have

Better data on Booktrack  
Consultation results from county and localities telling us what people want and need from their libraries.  
Wifi data (but we need to have borrower numbers to gain more insight).  
A library management system.  
Lots of metadata on books and resources as well as how they are used.  
Fablab and BIPC data (need to overlay with borrower data).  
Library catalogue (stock).  
Events and participation feedback.  
Customer surveys.  
Footfall (Google locational data).  
General use (computers, wifi, events, borrowing, access).  
Distance travelled to visit library.  
An economic profile of the city (employment, CC footfall, number of businesses, education/skills) (from Exeter CC).  
Lists of community organisations who use different libraries.  
Number of visits.  
Computer Use.  
Book loans.  
DVD rentals.  
Room bookings.  
Evaluations from workshops.  
Third party registrations for events.  
Metadata about events.  
Footfall (patchy data).  
Observed attendees.  
Social media data (anecdotes).  
Social media statistics and traffic.  
Statistics on digital use.  
Website hits.  
Trends and topics from books and DVDs borrowing.

Trends and topics from books and DVDs borrowing.  
What books are being requested and purchased.  
Reading Well collections (report data, postcode data) matched against public health data.

(VALUABLE FOR  
BOOK RECOMMENDATIONS)

"EVIE"

Individuals'  
Stories

UK CENTRE  
FOR  
HEALTH  
EVIDENCE

Public

# Data We Want

Local priorities (social, economic, etc.).  
Local challenges and issues.  
Lending of music/play sets for performance.  
How many people performed and attended.  
Quantified self data (linking to library data on health).  
Live data dashboard.  
Stories of impact.  
Data on people who don't use libraries.  
Mobile phone location data.  
Link to economic impact.  
Profile of community.  
CIPFA+ (we have old paper returns).  
Clear reasons why we are collecting data to reassure our customers.  
How library interactions change people's lives.  
Easy ways to collect qualitative data.  
Systems to help with reporting to commissioners on KPIs.  
Community stakeholders.  
Outreach services required.  
Why people visit the library.  
Ages of visitors.  
Impact of marketing.  
Information on community groups.  
Everything.  
Data from a smarter library card (like Oyster: knows what you are doing/how long).  
Sentiment analysis (how people are feeling) from social media.  
The data that user groups collect for their own purposes.  
Which business use which libraries and what for.  
Access and awareness of where to look for data (a joint sharing portal).  
Feel Better With a Book data.  
Data from prisons on how books reduce reoffending.  
Library environment data (ambient noise, layout, ergonomics).

Accessibility of library spaces (transport data, opening hours).  
Prison releases linked to registrations for library cards.  
People who use the library who are not members.  
Who are the people who come to our activities.  
What other library services they use.  
What people came to the library for.  
Data on other uses (toilet use, charging phones, warmth, company, cafe, hanging out).  
Age, sex, socio-economic group, ethnic minorities, LGBT.  
Links to public health data.  
Data to improve services: live visitor information to reduce queues, etc.  
NHS referral data (e.g. Cullompton).  
Food and nutrition datasets.  
Social prescribing.  
Data on homelessness to map to library use.  
Home education impact.  
Children's Centre data (how are we helping them?).  
Prison data (mapping reoffending with library usage).  
Evaluation and user journeys.  
Sharing data between groups and organisations.  
Data (figures) for partnerships.  
Evaluation on data in libraries.  
Connection between libraries.

Money?!  
-how will this  
work - data  
is valuable!!

How is  
DATA  
SHARED  
BETWEEN  
LIBRARIES?

...

# People & Organisations

Prison libraries.  
Individual with stories and expertise to share.  
Evie (a member of the book groups with valuable recommendations).  
Councils.  
Public Health.  
Job Centre.  
R. V. S.  
Local services.  
Seattle Public Library (evidence-based use of data).  
University.  
Library users  
Room bookers.  
Community groups.  
BL BIPC.  
Subject experts.  
Library knowledge meets.  
UK Centre for Healthy Eating.  
Power to Change.  
Twine (platform for capturing social impact).  
Village agents (Somerset model).  
Food banks.  
Book groups.  
Library workers.  
GP's surgeries.  
National nutrition campaigns.  
Schools.  
Education providers.  
Data/digital meetups.  
Developers.  
Data.gov.uk.  
Post office.

LMS/system suppliers.  
Google.  
Tinder Foundation.  
Children's Centre.  
Health organisations.  
Local government services.  
Clubs.  
ODI.  
Customers.

promotion  
= library  
users.  
Room bookers  
Community  
Groups

Social  
- rea  
Stds on  
SOCIA  
(coo  
Promotion  
WEB SITES  
FACEBOOK  
TWITTER  
YOUTUBE  
NEWS

# Stuff

Archives.  
Websites.  
Facebook.  
Twitter.  
Instagram.  
Surveys.  
Data.gov.uk.  
Data portals.  
Digital Catapult.  
Innovate UK.  
Consultations.  
Food fairs.

# Questions

Do we store all the social media data?  
Money! How will this work? Data is valuable.  
How is data shared between libraries?  
What is open leadership?  
Why?  
What processes are shared?  
What about privacy?  
How do we capture collectively?

Library  
users.  
Room bookings  
Communities  
Groups.  
Excluded  
groups.

LOCAL  
SERVICES

BL BIPC  
- great use  
of data.

## THEMES

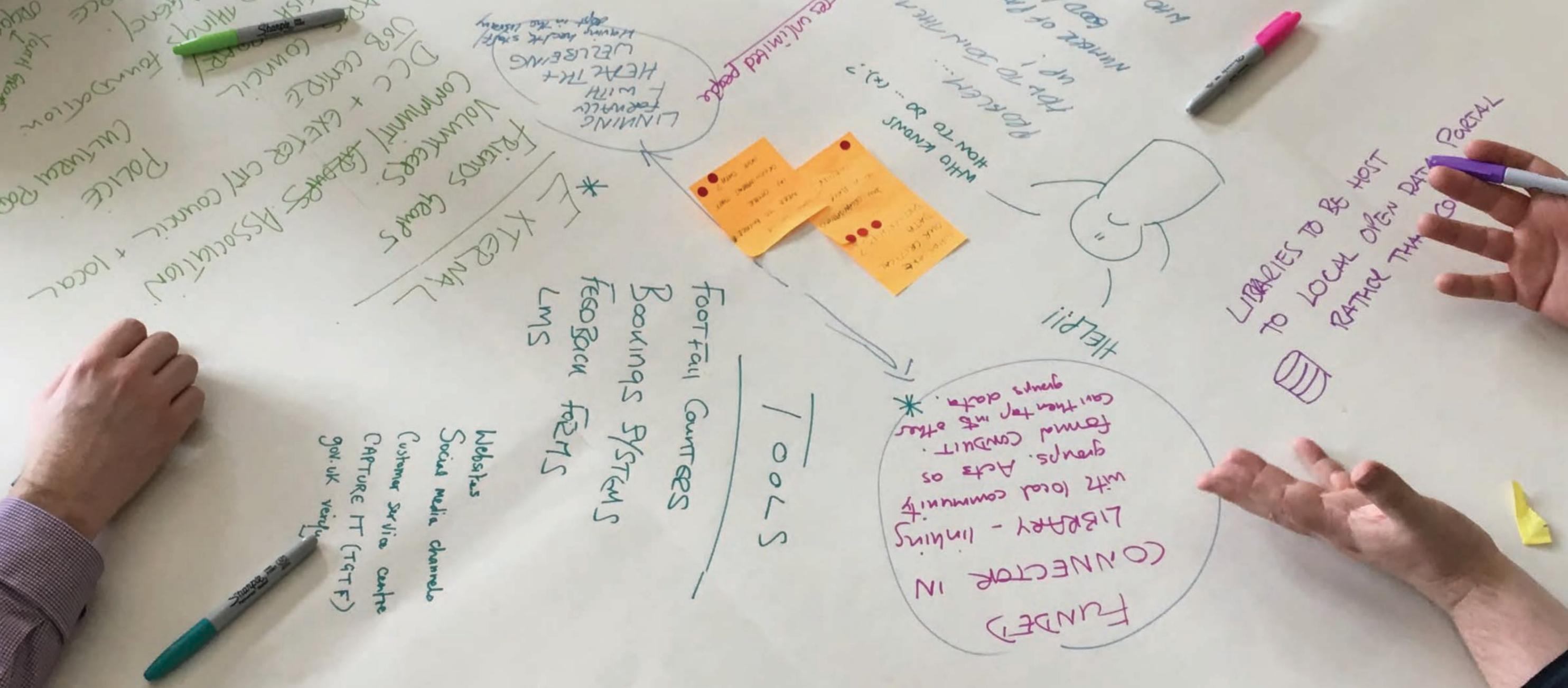
- SMALLER LIBRARIES AS FLEXIBLE SPACES
- STAFF BUYING INTO THE VALUE OF DATA.  
• SO MUCH!
- CHOOSE THREE OR FOUR THINGS
- CAPTURING OTHER USE DATA
- NOT JUST OPEN ~~CAPTURE~~ DATA  
BUT OPEN CAPTURE:
- ANECDOTAL EVIDENCE
- SOCIAL MEDIA
- GET CULTURE OF OPEN DATA
- AGENTS OF SOCIAL & CULTURAL CHANGE

## *End Themes*

As part of the conclusion to the day we asked everyone in the room what themes were important to them.

## *Summary*

Smaller libraries as flexible spaces.  
Staff buying into the value of data.  
Choose three or four things to try.  
Capture data from non-borrowers.  
Not just open data but open capture.  
Anecdotal evidence is vital.  
Social media can be better used.  
We need a culture of open data.  
Libraries can be agents of social and cultural change.



## Overall Themes

Taking the day as a whole—the talks, the table conversations, the data connection building and the discussions in between—the following themes emerged.

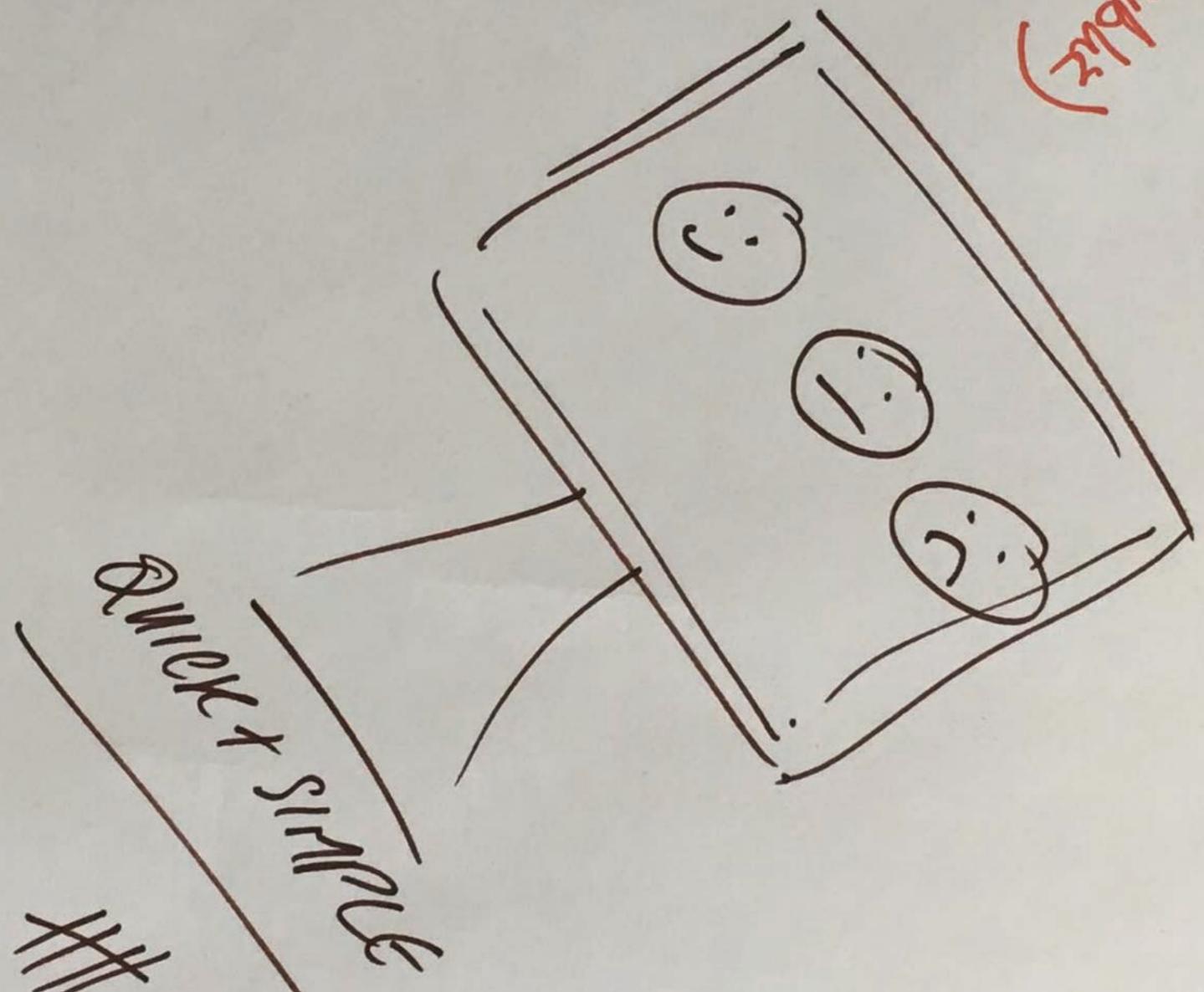
## *Data Culture*

Many of the day's discussions were around the building of a data culture within libraries; from how we include everyone in the capture, use and understanding of data to how we communicate the benefits of data sharing to every user of the library.



# Data Accessibility

Libraries are designed to be highly accessible spaces, both physically and in terms of catering for diverse audiences. It is important that the data they share builds upon this by not only being accessible itself but also by furthering the accessibility of services, through better information on how everyone can get the most from their library.

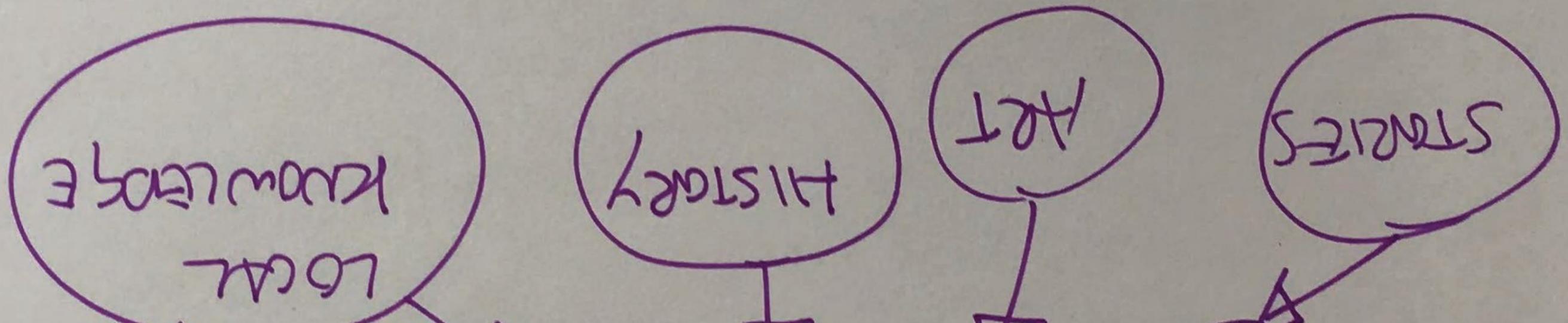
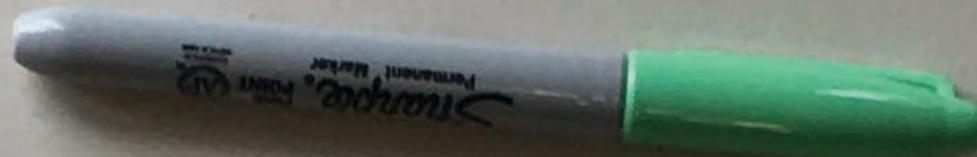


session (for organisations, not public)  
outcomes?  
the side

data

# *Data Capture*

One of the strongest themes from the day was the perceived need for improved methods of data capture around library usage. Although libraries can easily capture data on borrowing, many of the other uses of libraries are not evidenced. These other uses may well be critical for many visitors and better understanding these would provide rich material on the role of libraries in the community.



• ACCM

## *Data Listening*

Better use of social media listening and services such as Google Trends could offer libraries a way into understanding their value to users but also allow them to better understand the issues that might be important to them, allowing libraries to be more proactive in their provision.

Google

Stack of orange and green sticky notes

# *Data Partnerships*

Much of the data connection building exercise centred around some of the key partnerships that would help access and share better data. Better collaboration with data around health, local authority and other partners would provide libraries with access to data that allowed them to be more strategic and clearer in how they demonstrate impact. And all of this means that governance plays a critical role.



# Data Innovation

Libraries provide perfect spaces for innovation. The Discovery Day highlighted a number of innovation opportunities around the capture and use of data which could provide the basis for prototype projects.

local data can be accessed  
anywhere  
↑  
standardised / open data  
with this data you can compare



co-ordinating  
at activity

responsibility of  
archive

managers.

my best  
learning

# *Next Steps*

## *Data Culture*

- Working out what 'open capture' looks like: asking library users what they think their data is already used for and what they're comfortable with if we decide to do more with it.
- Training for libraries staff on better use of data and open data.
- Sharing what we know about trends and usage (high level) with online visualisations and posters.

## *Data Definitions*

- Establishing processes to capture, use and share non-numeric data

## *Data Accessibility*

- Analysing locations and facilities of library buildings, working out priorities for improvements.
- Publishing more internal and external datasets through the data store.

# *Next Steps (Continued)*

## *Data Listening*

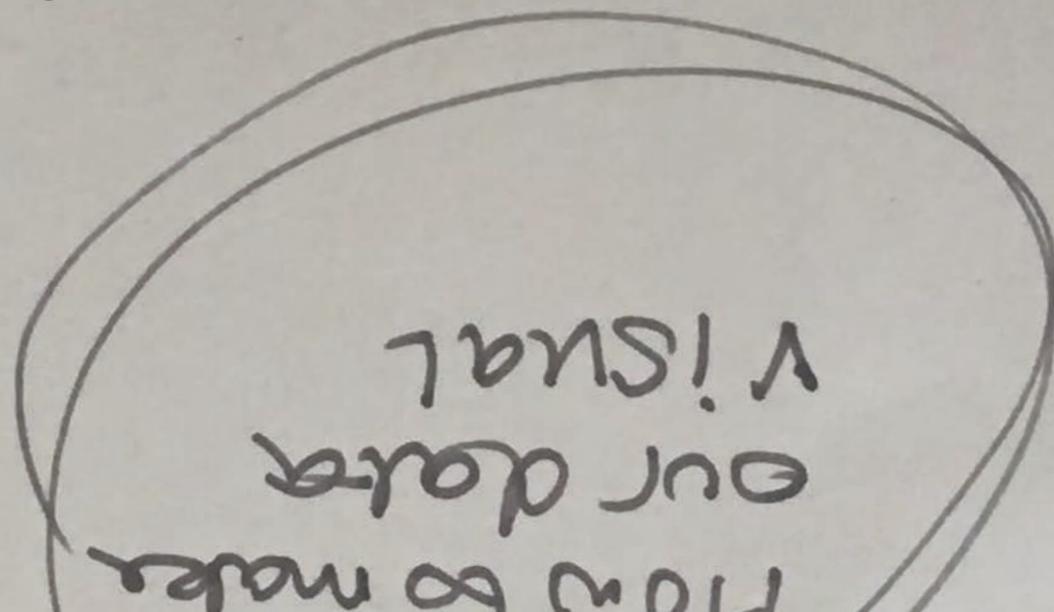
- Investigating suitable tools for capturing social media mentions and sentiment.
- Building a quick, simple platform using open source tools.

## *Data Partnerships*

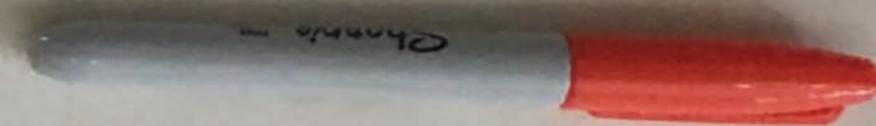
- Researching and approaching relevant contacts in partner organisations with data.
- Building partnerships with the resources to help with scanning and transcribing archive materials.

## *Data Innovation*

- Using the material in this document plus further conversation to prepare for the October prototyping event.



Be  
Pr



th  
ect).

↳ www

## *Immediate Actions*

We've created a short form for you to tell us anything you think might add to the outputs of the Discovery Day. You can access it here:

<https://goo.gl/forms/zsgaKbFS1lZhpUoJ2>



*Delivered By:*

*(insert logos for*

*ODIDevon*

*Libraries Unlimited*

*Arts Council*

*Exeter Uni*

*RiO)*