

PERTH AND KINROSS COUNCIL

Lifelong Learning Committee – 16 January 2013

REPORT ON THE FINDINGS OF THE *CULTURE MATTERS – THE BIG LISTEN*
PROJECT

Report by Executive Director (Education and Children's Services)

ABSTRACT

This Report updates the Committee on the activities and findings of the Culture Matters – The Big Listen project; identifies a number of key actions undertaken in response to these and seeks the endorsement of plans to further develop and embed the activities of the project within the work of Cultural and Community Services on a two yearly cycle from September 2013.

1 RECOMMENDATIONS

It is recommended that the Committee:

- 1.1 Notes the contents of the report and findings of Culture Matters – the Big Listen (Appendix One); and
- 1.2 Approves the proposals for Big Listen 2 and the embedding of this activity within the work of Cultural Services on a planned two yearly cycle thereafter.

2 BACKGROUND

- 2.1 Culture Matters – the Big Listen project was presented to the Lifelong Learning Committee as *Culture Matters – The Big Listen* (Report 11/432 refers) on 31 August 2011. The report remitted Cultural Services to further explore the substance underpinning the responses from the Viewfinder 20 report, and to enable more focused cultural planning at a local level through the "*Culture Matters – The Big Listen*" programme. The remit was to encourage people to tell us their reasons for using, and not using, cultural services, and what changes could be made in Council services to increase usage, broaden the reach of the services and provide the best design of services for delivering the bold ambitions agreed in the Cultural Strategy.
- 2.2 This report presents to Committee the findings of the project attached as **Appendix One**.
- 2.3 **Project Summary**
 - 2.3.1 Engagement took place over a six week period from 1 September to 14 October 2011 and in total 4,828 individuals participated (4417 in the online survey, and 411 in focus and discussion groups, World Café and Take Over events). This the largest single engagement project undertaken within Cultural Services and the largest online survey undertaken by the Council to date. A summary of some of the headline findings are included as **Annex A**.

2.3.2 A key aspect of the project was the development and use of innovative approaches to engage with as many individuals as possible. Events such as the pupil take-over at the AK Bell Library involved 4th year pupils from Perth Grammar School working alongside staff and then running the library for a day to identify areas for improvement. The World 'Culture' Café event and broad range of focus group discussions enabled the project to engage with a diverse cross-section of service users and to a lesser extent, non-users, ensuring a rich evidence base to support planning and improvements. The experiences from the project will be used to support and inform ongoing engagement activities across Education and Children's Services.

2.3.3 Key themes from discussion groups and survey responses included:

- The high value placed on current services and the knowledge and experience of staff within these

The need for;

- Increased and better co-ordinated marketing and promotion of cultural activities (participants consistently expressed surprise over the range and volume of activity across Cultural Services of which they had been unaware)
- Opening hours which better meet needs of those working or studying during the day
- Better co-ordination of web pages to link all Cultural Services activities and promote better navigation across these
- Access to up to date computing and digital media resources
- Better external signage and directions for Cultural venues
- Higher profiles and visibility of services and collections within communities and out with traditional facilities.

In addition, participants expressed a desire for opportunities for ongoing discussion and engagement with services, and to this end a number of participants have been invited to participate and comment on further activities within Services.

2.4 Service Improvement Actions

A number of improvements and actions were identified by individual teams within Cultural Services as a result of the outcomes from The Big Listen. In many cases actions which would make a difference to customers' experiences were small and could be made immediately such as the provision of anti-bacterial hand wipes and gel at all People's Network Computers and shopping baskets in all full-time libraries to help customers when making their book selections. Other actions have required more detailed planning in order to take forward and these are detailed in the Action Plan included as **Appendix Two**. Improvements to date have included:

- Investing in the customer experience within our services, including the redesigned layout at Scone Library; the recent refurbishment of the AK

Bell and the planned work to enhance the entrance at Perth Museum and Art gallery (PMAG) which also supports the city centre regeneration objectives; and the development and implementation of a Customer Charter within Libraries.

- Developing the quality and accessibility of our services, including the development of the on-line offer in services including eBooks and eAudio services; the development of a new exhibitions and interpretation policy within the museum and galleries; and the introduction of gluten free options within the AK Bell Café.
- Improving our business systems and processes, including the development of on-line payment options for the Instrumental Music Service and improvements to the room bookings systems for external groups.

Further information on improvements is included as **Annex B**.

3 PROPOSALS

- 3.1 Following the success of The Big Listen and the programme of improvement actions which have been taken forward, it is now proposed to undertake the project every two years with the next event, Big Listen 2, planned for 1 – 30 September 2013. Building on the success of the initial project, Big Listen 2 would be extended to include Sports and Active Recreation Services which will support self-evaluation and improvement activities relating to recently launched How Good is Our Culture and Sport? framework in which Perth and Kinross played an active role during the development phase.
- 3.2 Big Listen 2 will have a longer lead-in time for planning and will focus on establishing some benchmarking across services to support further improvements, and on engaging with non-service users, in particular those in the 18 – 24 age group. This will enable services to better target and promote their activities to encourage wider participation.
- 3.3 Through Big Listen 2, Cultural and Community Services staff will be able to identify an ongoing programme of improvement actions and also measure and track the impact of such improvements over time, building an evidence base which will inform future service planning and investment decisions.

4 CONSULTATION

- 4.1 The Head of Democratic Services, Head of Finance, Head of Legal Services and Head of Human Resources have been consulted in the preparation of this report.

5 RESOURCE IMPLICATIONS

- 5.1 All reporting work and feedback on the Big Listen has been costed as part of existing Cultural and Community Services Budgets and the work identified in this paper bears no additional financial burdens, although will potentially contribute to the overall savings target identified within the budget process.

6 COUNCIL CORPORATE PLAN OBJECTIVES 2009-2012

6.1 The Council's Corporate Plan 2009-2012 lays out five Objectives which provide clear strategic direction, inform decisions at a corporate and service level and shape resources allocation. They are as follows:-

- (i) A Safe, Secure and Welcoming Environment
- (ii) Healthy, Caring Communities
- (iii) A Prosperous, Sustainable and Inclusive Economy
- (iv) Educated, Responsible and Informed Citizens
- (v) Confident, Active and Inclusive Communities

This report relates to Objective No (v).

6.2 The report also links to the Education & Children's Services Policy Framework in respect of the following key policy area:

- Communication and Consultation

7 EQUALITIES IMPACT ASSESSMENT (EqIA)

7.1 An equality impact assessment needs to be carried out for functions, policies, procedures or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies.

7.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (Eq1A) with the following outcome:

Assessed as **relevant** and the following positive outcomes expected following implementation:

As with the initial Big Listen project, all future work will be undertaken using the National Standards for Community Engagement as a benchmark and activities undertaken throughout the project will proactively seek the engagement of equalities groups to ensure the broad needs and interests of service users are represented and encourage further, sustained engagement with services. This will include targeting interest groups and agencies and providing information in a range of accessible formats.

8 STRATEGIC ENVIRONMENTAL ASSESSMENT

8.1 Strategic Environmental Assessment (SEA) is a legal requirement under the Environmental Assessment (Scotland) Act 2005 that applies to all qualifying plans, programmes and strategies, including policies (PPS).

The matters presented in this report were considered under the Environmental Assessment (Scotland) Act 2005 and no further action is

required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

9 CONCLUSION

- 9.1 ***Culture Matters - The Big Listen*** is an example of a successful large-scale engagement project, through which service users have influenced the development and implementation of a broad range of improvement actions within Cultural Services provision. The learning from the first project will inform the development and embedding of this activity as a core programme of engagement to take place every two years within the Service, with a view to not only continuing to make service improvements but to also track the impact and influence on participation of these improvements, ensuring a rich evidence base on which future planning and investments can be based.

JOHN FYFFE
Executive Director (Education and Children's Services)

Note: No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

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Date: 1 November 2012

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APPENDICES

- Annex A** Culture Matters – The Big Listen Key Findings Summary
Annex B Culture Matters – The Big Listen Service Improvements Undertaken
Appendix 1 Findings from Culture Matters – The Big Listen Questionnaires and Engagement Activities
Appendix 2 The Big Listen – Action Plan

Culture Matters – The Big Listen Key Findings Summary

- The majority of respondents were residents of Perth and Kinross, however tourists and visitors also responded including individuals from across Scotland and from countries such as France, Germany, Australia and the USA giving a broad perspective on current provision and the priorities for future development.
- 71.4% of respondents to the Big Listen were aged 35+ with 28.6% under 35. Individuals aged 18 – 24 account for just 2.3% of responses and were the most challenging age group to engage with during the project.
- The survey invited respondents to identify what they like or value about current services:

Libraries and Information Services	3,385 respondents
Helpful staff	86.6% (2,912 responses)
Convenient Opening Hrs	56.5% (1,894)
Range of resources	41.9% (1,406)
Access to Information	36.5% (1,226)
Access to the Internet	32.5% (1,092)

Museums and Galleries	311 respondents
Helpful Staff	86.5% (275)
Opening Hours	57.6% (164)
Welcoming Atmosphere	61.9% (197)
Exhibitions varied	41.8% (133)

Arts Development Service	228 respondents
All ages and abilities	71.4% (180)
Support for young people	57.9% (146)
Support for professionals	50.4% (127)
Regular Arts Classes	47.2% (119)
Innovative on-off events	46.4% (117)

Instrumental Music Service	147 respondents
Enjoyment of Music Making	88.8% (135)
Being part of a music group	79.8% (125)
Increases Self Confidence	74.2% (117)
Personal Satisfaction	65.7% (102)

Archives	40 responses
Helpful Staff	100% (40)
Facilities for reviewing and Copying materials	67.5% (27)
Quality of catalogues	57.5% (23)
Pre-visit information	42.5% (17)

- Respondents were also asked to identify their level of satisfaction with the current service, to which a total of 3743 (91%) responded saying they were either satisfied or very satisfied with their experiences.

	<i>Satisfied</i>	<i>Very satisfied</i>	<i>Total</i>
Archives	11	29	40 97.5%
Instrumental Music Service	63	99	162 93.1%
Libraries	868	2216	3,084 92.4%
Museums and Galleries	115	163	278 91.1%
Arts Development	114	65	179 71.9%
Total	1160 (27%)	2559 (59%)	3,743 (91%)

Culture Matters – The Big Listen Service Improvements Undertaken

- As a result of feedback from participants who told us that the Perth Museum and Art Gallery exhibition programme is not always appropriate for or attractive to children and young people, a major dinosaur exhibition was brought in for the Easter holiday in 2012 specifically to attract children and young people. Staff within the service are also working on a new interpretation plan which will ensure that the exhibitions' programme responds to the needs and interests of varied audiences in the future.
- Partnership work is underway with National Galleries of Scotland to plan a major exhibition of the work of JD Fergusson for 2014, which will illustrate the central role of Fergusson within the Scottish colourist movement; this has been prioritised as a result of views expressed through the project that there is a need to place the story of JD Fergusson more firmly within the context of the Scottish colourists.
- Within the PMAG gallery walls have been resurfaced and coloured white to lighten the galleries as a result of feedback telling us that the galleries are too dark and the lighting is poor. The lighting has also been improved on an interim basis and further longer term solutions are being planned into development programmes.
- Following comments from respondents that the invoicing of fees for the Instrumental Music Service was complicated, online payments have been introduced which will allow earlier invoicing and easier payment options for parents and carers. A generic email for the service has also now been put in place to improve communications.
- The menu in the Café at AK Bell Library has been redeveloped to include a greater range of gluten free items for customers. In addition Children's Lunch boxes are now available which allow parents to choose from a wide range of healthy snacks for children.
- Room booking charges for external groups and organisations using the AK Bell meeting room facilities are being revised to simplify the structure and offer a wider range of packages for customers.
- Development of the eBook, eAudio and eMagazine service launched in the Libraries and Information Service on 31 October 2012 meeting a key request from customers.
- Development and implementation of a Customer Charter within Libraries and Information Services following comment and feedback on the formality of language within the Management Rules and their focus on customer responsibilities to the neglect of customer rights was off-putting and further compounded a perception of the Library Services as being very formal, rule-driven and bureaucratic in its dealings with membership.

- Development of new taster session programme and Customer eNewsletter within Libraries and Information Services in response to frequent customer comment about a lack of knowledge of the range of services and activities available for customers within the service and how these can best be accessed.
- Enhanced online provision to support customers make reading choices through the launch of 'Who Read Like...?' and 'What Next?' resources on the Libraries and Information Services WebPages.



FINDINGS FROM
CULTURE MATTERS – THE BIG LISTEN
QUESTIONNAIRES & ENGAGEMENT ACTIVITIES
December 2011



**Education &
Children's Services**

CONTENTS

Introduction	page 3
Background	page 4
Methodologies	page 5
Key Findings	page 11
Libraries and Information Services	page 12
Museums and Galleries	page 13
Arts Development Service	page 14
Instrumental Music Service	page 15
Archives	page 16
Visitor and Commercial Services	page 16
Non Service Users	page 17
The Big Listen Legacy	page 17
Summary and Next Steps	page 18

Appendices (all available online by clicking on the title you wish to view)

1. Culture Matters – The Big Listen Committee Report
2. Full Final Summary Report
3. Local Studies Summary Report
4. Prison Library Summary Report
5. Focus Group Reports
6. Secondary Pupil Take-Over Events
7. Primary 2-3 Event Report
8. Additional Event Reports
9. World Café Summary
10. Mystery Shoppers Survey Result

INTRODUCTION

“Culture Matters – The Big Listen” was a unique programme of engagement run by Perth and Kinross Cultural Services from **1st September to 14th October 2011**. This project was unlike anything ever run by Cultural Services before, in terms of the scale, scope and content of the activities.

The purpose of the consultation was to gather public views on a number of key topics for Cultural Services. These included:

- Do you use / how often do you use your libraries/museums/galleries etc...
- What do you like about Libraries/museums/galleries etc?
- What can we improve in yourlibraries/museums/galleries etc...
- How satisfied are you with your Libraries/museums/galleries etc...

The intended outcomes of the project were:

- Broadening the demographic of people who use cultural services, by identifying barriers to use, and exploring ways to reduce or eliminate those barriers.
- Driving up usage by increasing public awareness of, and engagement with Cultural Services
- Improving partnership working amongst stakeholders including cultural partners by enhancing relationships, and the opportunities for collaboration
- Track stakeholders views over time by refining a consistent set of interventions which can be used regularly.
- Embedding the Cultural Strategy and its usefulness with communities and Partners
- Informing the redesign and restructuring of cultural services, by establishing a body of evidence detailing the views and ideas of current non-users and users of services

This report provides a summary of key findings from across the engagement activities held as part of The Big Listen. It covers key issues and points raised overall for Culture Services and for the individual service areas within this. The range of data collected is too lengthy to be included within this summary report and so will be available online, links to which are included as appendices within this report. This more detailed information will be used as part of the evidence base used by staff and partners to support the development and improvement of services.

As part of the commitment to ongoing engagement with communities, a further series of feedback events are planned to disseminate and discuss the findings. This work will complement the ongoing legacy engagement projects which were also a unique feature of the Big Listen.

BACKGROUND

Revised and launched in June 2011, the **2011-16 Cultural Strategy** reiterated the need to consult and ascertain the views of users, non users, residents and visitors to help inform service delivery and maintain customer focus in a more systematic way than before. This commitment led to the inclusion of questions on cultural activity within the Viewfinder 20 questionnaire '**Viewfinder – Findings from Twentieth Questionnaire April 2011**' (Report 11/651).

The returns from Viewfinder 20 identified how people felt culture contributed to community life;

- 91% believe culture make Perth and Kinross a more attractive place to visit
- 88% believe culture improves the national profile of Perth and Kinross
- 83% believe cultural events bring communities together
- 90% believe cultural events help people of all ages to learn
- 89% believe cultural events help young people work together

However it was felt that a deeper exploration of the role and impact of Council run culture services was required to more fully inform service development and improvement and work began on the Culture Matters – the Big Listen project which was presented to the Lifelong Learning Committee as **Culture Matters – The Big Listen** (Report 11/432) on 31 August 2011.

The report remitted Cultural Services to further explore the substance underpinning the responses from the Viewfinder 20 report and to enable more focused cultural planning at a local level through the "**Culture Matters – The Big Listen**" programme. The remit was to encourage people to tell us their reasons for using, and not using, cultural services, and what changes could be made in Council services to increase usage, broaden the reach of the services and provide the best design of services for delivering the bold ambitions agreed in the Cultural Strategy.

In order to ensure rigour in the process and that the outcomes of The Big listen would stand scrutiny, a project team was established to oversee the implementation of the project. This team included representation from key stakeholders such as Corporate Business Change, Economic Development, the Communications Team, Community Capacity Team, Adult Learning and Schools. The group met on a fortnightly basis in the run up and during the project and will continue to meet on a quarterly basis to share information and good practice in ongoing engagement activity across the service.

The project took a cultural planning approach and was informed by the National Standards for Community Engagement to ensure a rigorous underpinning of the core planning, and support effective and inclusive engagement and VOICE, the Scottish Government's Community Engagement tool was used as a tool to plan the engagement.

METHODOLOGIES

An exciting and innovative approach was taken to engaging with residents with a wide range of activities in place over the six weeks. A total of **4828** people attended events or filled in questionnaires for The Big Listen, making it by far the biggest piece of engagement work ever undertaken by Cultural Services and to date the largest online survey undertaken within the Council.

The programme used a range of robust and well-tested techniques to deliver concrete data, as well as employing a variety of innovative and creative activities to encourage responses and engagement. Contact was sought with all ages and socio economic groups throughout Perth and Kinross with a vigorous approach to reaching non users of services. This was undertaken by directly approaching community groups and by taking questionnaires and engagement directly into busy community spots such as supermarkets, leisure centres, GP surgeries and local markets.

The programme featured questions and activities which can be tracked over time, to measure the effectiveness of the programme and the strategy in increasing and broadening participation. Cultural Services staff will evaluate the engagement programme, with a view to embedding the cultural planning practices and developing a more regular dialogue with non-users and users.

Community engagement activities included the following:

QUESTIONNAIRES

The Big Listen questionnaire was available in paper copy and on-line via the council's web site over the full period of the Big Listen consultation. The questionnaire allowed responses to be made about each part of Cultural Services; Arts Development Service, Museums and Galleries, Instrumental Music Service, Libraries and Information Services, Archives, Visitor and Commercial Services and also allowed responses to be made about individual libraries, museums and galleries. Separate (paper) questionnaires were also available for Local Studies and the Prison Library Service. Respondents could answer on behalf of as many parts of Cultural Services as they wished. The questionnaire was available in translation and in other formats in line with council policy.

As well as being available online, paper copies of the questionnaire and links to the online survey were sent to adult learning and literacy workers, Community Councils, all local community newsletters, Doctors' Surgeries, Leisure Centres, the Community Equality Advisory Group and were available in all Cultural Services venues to support wider engagement.

The questionnaire obtained responses from **4417** people of which 68.8% of responses were from females and 31.2% from males reflecting membership and usage information which suggests greater participation in Cultural Activity amongst women. However the results can confidently be said to represent a wide range of views from the population of Perth and Kinross, as well as reflecting Cultural Services strong role in supporting tourism with a significant number of responses coming from out with the Perth and Kinross postcode area. Postcode analysis

shows **3783** responses were from Perth & Kinross, **293** from the rest of Scotland, **48** from England and Wales and **10** international responses including, Australia, The USA, Germany and France.

The age range of respondents was also broad, however there was a significantly lower number of responses (just 9%) from the 18 – 34 year age group which again reflects current information about membership, usage and targeting of existing of Cultural Services and identifies a group within the population with which services need to do more to engage on an ongoing basis. The breakdown of respondents by age is:

Under 18	848	19.6%
18-24	101	2.3%
25-34	288	6.7%
35-44	593	13.7%
45-54	599	13.8%
55-64	653	15.1%
65-74	696	16.1%
75+	551	12.7%

Respondents were asked to identify their levels of satisfaction with the current Cultural Services activity, with 91% of those answering the question indicating that they were either satisfied or very satisfied with services.

	<i>Satisfied</i>	<i>Very satisfied</i>	<i>Total</i>	
Archives	11	29	40	97.5%
Instrumental Music Service	63	99	162	93.1%
Libraries	868	2216	3,084	92.4%
Museums and Galleries	115	163	278	91.1%
Arts Development	114	65	179	71.9%
Total	1160 (27%)	2559 (59%)	3,743	(91%)

This questionnaire will form a baseline for future consultation across Cultural Services to enable improved monitoring and tracking of impact and improvement actions undertaken by the service.

Full copies of the questionnaires are available in the following Appendices :

2. Full Final Summary Report
3. Local Studies Summary Report
4. Prison Library Summary Report

FOCUS GROUPS

Focus Groups brought individuals together in groups of up to 15 in a relaxed setting to discuss and reflect on a set of ranking statements and 3 key questions about Cultural Services:

1. What do you like about service?
2. What could be done to improve service?
3. What would you like to see available which isn't currently on offer?

This format allowed all individuals to participate and have opportunities to talk about anything they felt strongly about. Discussions were recorded on flip charts to which participants could add or make changes, making the sessions open and transparent or notes were taken by scribes and key issues confirmed with all present.

27 Focus Groups were held throughout Perth and Kinross, aimed at a range of audiences and ages. Although attendance was very mixed, the Focus Groups proved very informative with lively feedback from communities and mutual trust and respect being shown. Responses were overwhelmingly positive, interested and full of ideas about service improvements and insights and reflections on what Cultural Services mean to residents.

Part of the Focus group engagement involved asking participants to collectively rank a set of 18 statements commonly made about Cultural Services in order of importance; Overall the three most important things as identified by participants were:

1. Knowledgeable and helpful staff (the expertise of staff in answering detailed and complex enquiries was often highlighted)
2. Free or affordable (services were seen as having an important role in providing universal opportunities to participate in cultural activity regardless of income, health or employment status)
3. Accessible (local access to services within a rural authority was praised and of clear importance to individuals citing transport issues as a barrier to participation)

The following Focus Groups were held:

Focus Group	Lead Service	Area	No. attending
50+ Kinross	Cultural Services	Kinross	7
AK Bell Daytime Book Group	Libraries and Information Services	Perth	10
AK Bell Users Group	Libraries and Information Services	Perth	15
Alyth Arts Group	Arts Development	Alyth	9
Blairgowrie	Cultural Services	Blairgowrie	8
Breadalbane 12-18	Libraries and Information Services	Aberfeldy	2
Breadalbane 8-11	Libraries and Information Services	Aberfeldy	4
Council staff	Cultural Services	Perth	4
Fergusson Gallery	Arts & Heritage	Perth	7

Focus Group	Lead Service	Area	No. attending
Highland Perth	Cultural Services	Birnam	6
Letham Take a break	Cultural Services	Perth	10
Letham Take a break 2	Cultural Services	Perth	7
Loch Leven CLD Partnership	Cultural Services	Kinross	8
Loch Leven Youth	Libraries and Information Services	Kinross	2
Moncreiffe PS	Instrumental Music Service	Perth	5
North Inch 14-18	Cultural Services	Perth	11
North Muirton PS	Instrumental Music Service	Perth	5
Ochil House. Kinross	Cultural Services	Kinross	8
Perth College	Arts Development	Perth	12
Pitlochry Youth	Libraries and Information Services	Pitlochry	4
Perth Museum & Art Gallery 2	Arts & Heritage	Perth	9
Robert Douglas Memorial PS	Instrumental Music Service	Scone	2
Space Group	Arts Development	Blairgowrie	5
Strathearn	Cultural Services	Crieff	10
Viewfinder	Cultural Services	Perth	9
West Mill Street Library	Libraries and Information Services	Perth	10
Youth Musicians Parents Association	Instrumental Music Service	Scone	7
TOTAL			196

Copies of all individual Focus Group reports are available in the following Appendix:

5. Focus Group Reports

PUPIL EVENTS

4th year pupils from Perth Grammar School and Perth Academy took part in 4 pupil take-over events at the AK Bell Library, the Library Cafe, The Fergusson Gallery and Perth Museum and Gallery for a day.

The groups visited the facilities over a period of 3 days where we discussed how the pupils currently use the service and ideas and suggestions for improvement. A major part of the project involved the pupils 'taking over' the running of the frontline services and following full training in the morning they were asked to deliver the service to our customers in the afternoon.

On the final day, groups worked together on a brief report and presentation about their experiences which contained their recommendations for service improvements and ideas for how young people could be encouraged to enjoy a more pro-active engagement with the service. This presentation was produced and delivered by the pupils to a group of managers and staff from across Education & Children's Services.

Plans are being worked on to make these an annual event linking into Curriculum for Excellence, Employability and skills for work and building stronger links with secondary schools.

Multi sensory consultation with pupils and staff from Fairview School and the Autistic unit at RDM primary school also took place using Storytelling as the means to draw out ideas and feelings from pupils. These very successful events will lead to further collaboration between the schools and Scone library.

Information was also gathered from a much younger age group with Primary 2 and 2//3 classes from Letham and Goodlyburn Primary schools invited to visit AK Bell Library to give their opinions. Most of the children were not regular library users and the opportunity was taken to observe their behaviour using the library space and then get their feedback about what they liked and didn't like about the library.

This information will be used to inform the forthcoming refresh of the AK Bell Library floor plan and in support of future developments within libraries.



Full reports on the take over events are available in the following Appendices:

6. Secondary Pupil Take-Over Events
7. Primary 2-3 Event Report

WORLD CAFE

World Cafe is a well established engagement tool allowing participants to move around a number of tables and choose from a range of topics which they wish to discuss. All discussion is recorded by facilitators and participants can also scribble comments and leave notes on each table.

A World Café event was held at North Inch Community Campus where an invited audience discussed the following topics:

- Engagement in cultural activity is recognised as having benefits for individual and community health and well-being. How could Culture Services further support this?
- Engagement in culture activity can enhance learning outcomes for individuals, how could Cultural Services further engage in both the formal and informal education sectors to support this?
- Tourism is of critical importance to the economy of Perth & Kinross and culture tourism is a key component of this, how could Culture Services further build services and capacity to maximise the potential for local tourism opportunities?
- Culture has a key role in regeneration and development within local communities, how might Culture Services further contribute to this activity in the future?
- What inspires you? What type of activities and engagements make you feel at your most creative? How can Cultural Services support this?
- Culture activity often capitalises on the creative freedoms and accessibility which new technologies offer. How can Cultural Services further support this?

Ideas about the shape of future services were shared and will be used to inform service development and redesign.

A full report on the World Café discussions can be found in the following Appendix:

9. World Café Summary

MYSTERY SHOPPERS

Mystery Shoppers used across Council Services and Opening the Book, specialist library secret shoppers, visited ten community libraries over a number of occasions with a brief to report back on external and internal layouts, customer service and staff knowledge. This gave an independent and robust view of Library services and provided useful data which supported many of the comments and suggestions from Big Listen participants.

Feedback from the Secret Shoppers gave rise to a number of practical actions which could be addressed immediately, such as better external signposting of services to aid access, more prominent display of opening hours and customer feedback forms, tidying leaflet and notice board areas and services are working on these through their improvement plans.

Opening the Book in particular wanted to highlight their contact with staff within the services saying “... **what we found most notable was the friendliness, expertise and enthusiasm of your staff.**”

A full report on the Mystery Shopper findings are available in the following Appendix:

10. Mystery Shoppers Survey Reports

KEY FINDINGS

A very wide range of ideas, suggestions, comments and concerns were made by participants. However there were some common themes and perceptions that emerged from across all the activities described above. The following were raised on a number of occasions and are therefore presented as Key findings: -

- **Over 91% of questionnaire respondents were satisfied or very satisfied with Perth and Kinross Cultural Services.**
- Cultural Services contribution to local tourism is reflected in the geographic spread of responses.
- Cultural Services staff were highly praised for the very high standard of service they provide and are very valued by users of services.
- Respondents did not know about the range of services available from Cultural Services. This applied to regular users of services as well as infrequent and non users. This indicates the need for a co-ordinated and intensive marketing and promotions role.
- Greater use of texting and use of e-mail for communication were identified in responses as was the role that social media plays in everyone’s lives and how services can better reflect and engage with this
- Comments indicated a desire for a coordinated approach to information about events being held in their areas, whether Council run or independently organised
- Similarly, comments identified a need for a coordinated approach to information about learning opportunities in local areas, again whether run by Council departments, Colleges, Adult Education or independently.
- Opening hours were regularly mentioned as not always suiting the needs of respondents, particularly those in work or full time study.
- Comment was made in several focus groups of a wish to see collections and services out in all local communities, perhaps by way of travelling Roadshows or occasional visits or exhibitions in community settings. Suggestions also included specialist musicians and artists visiting schools and community settings
- Respondents would like to see more innovative and participative opportunities to explore collections and engage in Cultural Services activities
- Broadband and lack of free Wi-Fi were identified as limiting factors in areas of Highland Perthshire and Strathmore and interest was expressed in having Internet access on Mobile Libraries

- The 18 – 34 age group are the least likely to engage in Cultural services activities and this was reflected in the low response rate from this group.
- Public transport was raised several times as it can limit access to venues and activities
- Cost of bookings in Campuses is perceived by some participants to be high and a barrier to greater use
- Some concerns were raised by a few respondents about our buildings with representation that they can be very formal and sometimes dull and that we need to present a more relaxed atmosphere with less formal furniture. A few respondents expressed anxiety about going into some of our buildings.
- Some focus groups identified the need for more services targeted at young people, especially to develop creativity
- Through both the ranking exercises and many comments in the questionnaires it is important to respondents that services are free where possible or affordable and accessible
- Much interest was expressed to see 'behind the scenes' in Museums, Galleries and the AK Bell Library
- Focus groups identified that Light Night with open access and lots of activities was a very powerful and welcoming night. More events like this would be very welcome to participants
- Focus groups and Pupil Take-over events expressed particular interest in volunteering opportunities and to become more involved in ongoing engagement activity.

LIBRARIES AND INFORMATION SERVICES

3684 people responded about Libraries and Information Services through the engagement methods described within this report. 10 libraries of the 14 Library services also had visits from Corporate Mystery Shoppers and Opening the Book, specialist library consultants.

86.8% of questionnaire respondents liked the helpful staff

56.5% liked the convenient opening hours

41.9% liked the range of resources

36.5% liked access to information

Again comments were very wide ranging and only the most frequently recurring comments are reported on in this section, however a full breakdown of all responses is available in the appendices.

Participants at Library and Information Services Focus groups were asked to rank 17 statements in order of importance to them, with the top 3 being:

1. Welcoming and helpful staff
2. Free and easy to join
3. Good selection of books, DVD's and CD's

Points that were very widely mentioned (over 200 times) included opening hours not always suiting respondents,(243), staff are very highly regarded as friendly and helpful (368)

Further key points raised were:

- A book drop off point for books when library is closed would be very useful (mentioned 26 times)
- Would like to have coffee machines in all libraries, as these are currently only available at community campuses (35 comments)
- There were requests, especially through the questionnaires, for Ebooks to be provided (24 requests)
- Would like library web presence to be better – both the library on-line catalogue and web site
- Range of resources and circulation of material is very important
- Would like more Reader / book promotion
- Mobile technologies could be used as a cost saver and to provide better service to users e.g. for overdue reminders and information about events
- Internal and external signage needs to be improved to help people get more from the service
- Integrated use of Campus libraries is becoming more accepted, but some work remains to be done especially round pupil perceptions and ownership
- Participants in Focus groups are keen to have a more permanent role and this will be progressed with 'Friends Of...' groups being developed for community libraries
- Young people would like their own space in libraries and once through the door are surprised and interested in what we have to offer
- Library space works best when zones or discrete areas are created
- Problems with parking mentioned frequently (49 times)
- Libraries could have more interactive and visual displays

Sample comments:

"I have difficulty carrying so obviously I am very grateful for twice monthly delivery to my home."

"Fun and friendly atmosphere for kids. Relaxing and comfortable for adults."

"Staff on mobile library service are always helpful and friendly but services in the mobile library are more limited. However, archive, internet and other services at the main AK Bell library are excellent but not convenient to access from East Perthshire"

"Increase loan period to 4 weeks and introduce email reminder system just before this expires"

"Wifi access would allow training to be carried out using own laptop."

MUSEUMS AND GALLERIES

344 people responded on behalf of Museums and Galleries through questionnaires, focus groups and pupil take-over events.

86.5% of questionnaire respondents liked the helpful and friendly staff

69.8% found information clear and well presented

61.9% found the space welcoming and easy to navigate

Comments were very wide ranging but longer opening hours, the need for a cafe and better shop facilities including more items from the collections, replicas, prints; postcards of paintings and selling local artists work were widely mentioned for Perth Museum and Gallery.

Other frequent comments included:

- Fantastic that it is free
- More advertising about what is on show badly needed; one person suggested using art/collections for an advertising campaign
- External signage needs to be improved and should include what's on in the venue
- Needs to be much more child friendly with more activities/interactive for them
- Facilities inadequate
- Needs a lift
- More needs to be made of the Scottish Colourists connection
- Too much text
- Exhibitions don't change enough
- Need more contemporary work
- Space/building too cluttered
- Poor lighting also causing reflections
- More should be on display/more from reserve collection/ more Scottish work too
- Not for teenage audience
- Two people commented on the lack of facilities for hard of hearing; including induction loops. This has been flagged up as excluding a potential audience
- More interpretation of collections that allow public to participate would be good.
- Explore possibilities for collections to tour around Perth and Kinross
- Using new technologies to interpret and engage visitors to collections. Visual tours on I-pads, opportunities for interactive learning

Sample comments:

"Fergusson Gallery is an oasis of calm"

"This is a facility that should be kept and nurtured for future generations"

"Privilege for Perth to house this marvellous collection"

"Clearly needs major investment to bring it up to today's expectations"

ARTS DEVELOPMENT SERVICE

285 people commented on the Arts Development Service through the questionnaire and focus groups.

71.4% of questionnaire respondents said that it was important for the Arts Development Service to be available for all ages and abilities

57.9% thought that it should provide support for young people to excel and develop careers in the arts

50.4% of respondents thought that it should provide support for professional artists

Better advertising of events and more local events were common comments from the questionnaire

Other comments included:

- More funding and resources /the service needs more investment
- Service needs to be much higher profile
- More advertising/email alerts/website/local press/texting/Facebook/Tweeting
- Need a website or at least a link for the service
- Email alerts
- More contemporary art and innovative projects/opportunities/creative collaborations
- Activities for all ages older people/families etc
- Affordable
- Support for people with mental health issues vital
- Arts activities need to be more diverse drama, dance, music, art disciplines
- More support for professional artists and community activities
- Exhibition/dedicated space/hub also database or directory of arts groups would be helpful
- More distribution of events not just central Perth

Sample comments:

“The Public Art Project in Crieff has been really interesting”

“The Perth Arts Development Team are amazing and other local Councils such as Angus and Fife should look to Perth to try and build a similar service”

“Can we have more please? Culture Club at Fairfield is essential to my mental health also SAFE in Crieff...”

INSTRUMENTAL MUSIC SERVICE

197 people commented on the Instrumental Music Service through the questionnaire and focus groups.

88.8% of questionnaire respondents thought that the benefits of music tuition included enjoyment of music making

79.8% thought that benefits included being part of a music group or team

74.2% thought that music tuition increased self confidence

Major points included respondents being highly positive particularly with regard to the role of the service in building and enhancing social skills and self-confidence and in the quality of provision provided and dedication of staff commended

Other major themes mentioned by respondents included: -

- The need to improve communication, pupil reporting, desire to increase quantity of provision and diversity of provision.
- A desire for parent introductory sessions for residential music camps
- Increased provision, more variety in instrument tuition was mentioned several times
- Explore evening sessions
- Better quality literature - Introductory letters
- More taster sessions
- Promotional DVDs
- Cost is perceived as high. Inflexible payment systems and late invoicing. Cost is at a premium for all.
- Problems with communication with pupils/parents particularly from deprived areas

ARCHIVES

40 people responded on the Council Archive through the questionnaire and focus groups.

100% of respondents to the questionnaire liked the helpful and knowledgeable staff

67.5% liked the facilities for viewing and copying material

57.5% liked the quality of catalogues and finding aids

Again the need to better promote collections and services was regularly mentioned. Other comments include:

- A full informative catalogue, on-line is wanted. Also an on-line search forum for researchers to swap notes similar to roots web
- Talks are varied and interesting
- Easier access to local and wider collections and copying facilities wanted.
- Extend networking with other archives. Facilitating (and charging for) locally based access to the expanding volume of digital material held by NRS-Edinburgh, and Kew.
- More publicity to acquire old records etc as many are lost when a former secretary of a club dies. Many attics hold log books etc.

VISITOR AND COMMERCIAL SERVICES

98 people responded about Visitor and Commercial Services through questionnaires, focus groups and pupil take-over events.

89.4% liked the helpful staff

76.6% liked the comfortable surroundings

58.5% liked the convenient opening hours

Again one of the key messages they gave was the wish to have better information about forthcoming events, including receiving this by text or e-mail.

Other issues included:

- The provision of good local food regularly praised
- Would like café to be open same hours as library
- The library shop closing has been missed for the unusual and interesting choice of cards and gifts
- Lack of long term parking can make the venues a problem when attending courses, meetings and events
- Catering in facilities (not separate room) would be good

NON SERVICE USERS

A total of **41** individuals responded to the questionnaire as non users of any of the services. However many of the respondents to individual services were non-users of the other services, and this was highlighted at many of the focus group discussions.

Of the 41 questionnaire respondents the majority, 56.1% were aged 35 – 54 years with 56.1% being female and 43.9% male.

Respondents cited lack of available time and services not open when they could access them as the key reasons for not using services. Also cited as reasons were disinterest in the activities offered and lack of knowledge about what was available.

Overall contact with non service users was the biggest challenge for the project. In order to address this the survey was widely promoted and staff took questionnaires out into the community at wider events and public places such as supermarkets and GP surgeries. In the short timescale the questionnaire was available for response it was not possible to undertake more detailed work within communities, however continued identification and engagement with non-users is a key ongoing target for all service areas which will be addressed through the improvement planning process and Big Listen Legacy work.

Sample Comments:

“Not open when I am not working.”

“I don't know much about them. If I did I might use them more.”

“Too busy doing other things”

THE BIG LISTEN LEGACY

Throughout the period of the Big Listen engagement, it has been notable how interested and involved respondents are about the services they use and how keen many are to be even more involved in the future of these services.

A key aspect of the Big Listen was the development of strands of enhanced ongoing engagement with communities in each of the service areas. This legacy work will ensure that the innovative methods used by the project are embedded and further developed as part of the working practice of all Culture Services staff, ensuring

communities have a continuing influence on the development and delivery of services.

In addition the experiences and reflections of staff in running the project and in working with the community are a powerful learning tool in themselves and will be formalised to create advice and guidance to support similar activities in the future as well as the ongoing legacy work.

NEXT STEPS

A broad range of detailed data has been collected and collated as part of the Big Listen and will be used in a number of ways to support ongoing service development and delivery and as an evidence base to support innovation and emerging working practices. It is expected that staff will interrogate the data and continue to add to it through their ongoing engagement work, keeping the evidence base live and relevant as a tool to support development.

A key next step is to share the findings of the Big Listen with participants and the wider community and this will be undertaken through a series of further focus group discussions and publication of the findings and associated reports on the Council Website. Newsletters and regular communications to users will also signpost the findings and feedback within individual services on key actions undertaken as a result of the Big Listen will take place.

Following this feedback services will develop a series of actions to develop their service, building these into their improvement planning process and using the legacy groups for further community consultation and discussion on their implementation as appropriate.

Next steps: -

- Develop action plans within the Improvement Planning process to take forward service development and improvement
- Continue to make meaningful contact with non users, working alongside the Community capacity team
- Work with local schools to make Pupil Take-over events an annual activity
- Work with Youth Council, youth workers and young people to develop services tailored to young people's needs
- Continue to plan programmes of refurbishment for Cultural service buildings
- Develop opportunities to maximise the potential of mobile and other technologies in the interests of efficiency, economy and better communication with users
- Maximise the opportunities for enhanced and co-ordinated marketing across the service to better inform communities about resources and events. Through Cultural Services review, consideration should be given to the creation of enhanced marketing capacity within Visitor and Commercial Services to take forward a comprehensive and co-ordinated cultural marketing plan for Cultural Services
- Continue to develop Volunteering opportunities, promoting these widely to support personal development and employability

- Opening hours across all services to be reviewed with community consultation to identify patterns of opening times which best meet community needs and interests within the constraints of existing resources
- Introduce a Customer Charter within Libraries and Information Services in place of the current Management Rules, which will become terms and conditions of membership, ensuring a more customer focused approach is embedded across the service
- Working with New Media Improvement Plan to better link all Cultural Services activity within the Perth and Kinross Council Website
- Cultural Services will launch a Digital Strategy detailing priorities for future service development and delivery which maximise the benefits and reach of new technologies
- Visitor and Commercial Services are reviewing the roadside signage at venues to make improvements where possible

**Culture Matters – The Big Listen
Action Plan 2012 - 2013**

Key Themes/Findings	Actions Undertaken to Date	Further Actions	Key Milestones	Timescales
The high value placed on current services and the knowledge and experience of staff within these	<ul style="list-style-type: none"> Focus on Customer Service training within the CPD opportunities provided for staff – extending staff understanding of visitor experiences through ‘Customer Journey’ activity. Implement a programme of taster sessions and behind the scenes tours in AK Bell Library to support customers to engage with a broader range of services and resources. Launch of new Customer Charter within Libraries 	<ul style="list-style-type: none"> Build further on this work to ensure consistent practice across all Culture Services venues. Develop a programme of staff and specialist talks and behind the scenes tours at the Museum and Art Galleries to further promote direct engagement with collections and curatorial staff. 	<p>ERD and CPD programme developments interlinked.</p> <p>Programme in place and promoted.</p>	<p>January 2013 and ongoing</p> <p>April – October 2013</p>
Increased and better coordinated marketing and promotion of cultural activities	<ul style="list-style-type: none"> New events planning process implemented across Cultural Services 	<ul style="list-style-type: none"> Identify key KSE required within service to meet needs and plan to meet these as part of wider service review activity 	<ul style="list-style-type: none"> Review initiated Options identified and appraisal undertaken Recommendations identified Key stakeholder Consultation undertaken 	<p>January – June 2013</p>
Opening hours which better meet needs of those working or studying during the day	<ul style="list-style-type: none"> Increased promotion of library current opening hours within local communities 	<ul style="list-style-type: none"> Undertake a review of Opening hours across Cultural Venues 	<ul style="list-style-type: none"> Review initiated Options identified and appraisal undertaken Recommendations identified Key stakeholder Consultation undertaken 	<p>January – June 2013</p>

Key Themes/Findings	Actions Undertaken to Date	Further Actions	Key Milestones	Timescales
Better co-ordination of web pages to link all Cultural Services activities and promote better navigation across these	<ul style="list-style-type: none"> Engagement with new PKC Website design and development 	<ul style="list-style-type: none"> Monitor and review website content and customer feedback post website launch in January 2013. 	<ul style="list-style-type: none"> Website Launch 	January 2013
Access to up to date computing and digital media resources	<ul style="list-style-type: none"> Enhancement of online Library services with the launch of new eBook and eAudio Book, Zinio digital magazine service and online resources such as ProTest Plus (online driving test theory learning) and Who Writes Like? Installation of Self-issue machines at AK Bell, Blairgowrie, Scone and Auchterarder Libraries 	<ul style="list-style-type: none"> Review People's Network provision to ensure it supports digital participation of customers and communities Continued identification and development of for online services opportunities 	<ul style="list-style-type: none"> Review initiated Options identified and appraisal undertaken Recommendations identified Key stakeholder Consultation undertaken 	January – June 2013
Better external signage and directions for Cultural venues	<ul style="list-style-type: none"> Review of all internal signage in Cultural Venues with input from RNIB. Refresh of PMAG entrance and foyer Refresh of AK Bell Lending Floor 	<ul style="list-style-type: none"> Review and further development of external signage and promotion opportunities 	<ul style="list-style-type: none"> Signage included within broader marketing and promotion plans developed within the Service 	March 2013
Higher profiles and visibility of services and collections within communities and out with traditional facilities.	<ul style="list-style-type: none"> Development of a new Interpretation and exhibitions plan Cultural Development services Ongoing delivery of the Living Communities Project 	<ul style="list-style-type: none"> Further promotion of and progress on collections digitisation to enable greater access to collections. Identification and promotion of partnership and collaborative working opportunities Identification and 	<ul style="list-style-type: none"> Launch of new exhibitions programme 	January 2013

Key Themes/Findings	Actions Undertaken to Date	Further Actions	Key Milestones	Timescales
		<p>development of display and exhibition spaces within Community Campuses</p> <ul style="list-style-type: none"> • Review current outreach, learning and community engagement work within Cultural Services and key partners 		

