CILIP Conference 2015

Bringing the information world together
Popping up a Library
-a way to impress, inform & influence

Newcastle University
CILIP conference 2015

Anne Middleton, Head of Customer Services
Elizabeth Oddy, Head of Learning and Research Support Services
Facts and Figures

- World-class civic University
- Member of Russell Group of universities
- 16,332 undergraduates
- 6,272 postgraduates
- 1,191 students at overseas campuses
- 6th for overall student satisfaction by the National Student Survey 2014
- Ranked 10th overall in the UK and 3rd for quality of staff/lecturers in the Times Higher Education Student Experience Survey 2015
- Ranked 16th in the UK for global research power (REF 2014)
University Library
More students
More space

- Historically one study seat per 7.5 students
- In 2013/14 one study seat per 8.8 students
- More student growth planned over next 4 years
- Concern about exam time space provision.
Some ideas
Stakeholder engagement

- Student Union
- Staff-Student committees
- Faculty meetings
- Learning and Teaching events

- Survey
  - Ball ballot box
  - Postcard
  - Online
  - Library Student Communications Team
Student voice

- Computer: 42%
- Individual: 27%
- Social: 23%
- Group: 7%
- Other: 1%
Getting Support
7 weeks .. an opportunity
Student Voice survey results

Achieved space allocation
Objectives

1. Make students and staff aware of the alternative Library venue
2. Ensure good take up from Day 1
3. Reduce demand at all 3 libraries
4. Get a good return on investment
5. Evidence demand for more Library space.
Visual Identity to impress

Meanwhile, over in the Kings Road Centre...

28th April - 6th June 2014
POP-UP LIBRARY

MEANWHILE, BEHIND THE STUDENTS' UNION IN THE KING'S ROAD CENTRE...

28TH APRIL - 6TH JUNE 2014
OPEN DAILY 8AM - 9PM

100 EXTRA PCS. PRINTERS
250+ EXTRA STUDY SPACES
+ WIFI EVERYWHERE...

EAT@BISTRO
A message on the log on screen on all campus desktops
Getting the message out
Extending the brand
and in
Different visuals

New! Pop-Up Library
8am - 9pm. Everyday.

Like the library, but in a different building.

Pop-Up Library
200 extra study spaces
Wi-Fi
100 new desktop PCs
7 days a week

Pop-Up Library
Group study
Eat@Bistro
Library staff
Plenty of power sockets

Pop-Up Library
ISS staff
8am - 9pm
Individual study spaces
King's Road Centre

MONDAY 28th APRIL - FRIDAY 6TH JUNE
Daily Peak Headcount at Pop-Up Library

- Pop-up seat occupancy
- Pop-up study space seat numbers
- Pop-up total seat numbers including Chill Zone (but not Bistro)
Combined (Pop-Up and Robinson Libraries) Peak Headcount Occupancies
Getting Feedback

Why did you use the Pop-Up Library?
Please vote below

- It's very convenient at the centre of campus
- My usual library or study space was too busy
- I like the study environment
- There are fewer distractions in the Pop-Up

Submit

Would you like to be entered into the prize draw?

To enter the prize draw email us at lib-rstwitter@ac.lac.uk and type "Pop-Up Prize" in the subject line.

Thank you
WRITE WHAT YOU THINK ABOUT THE POP-UP HERE

Simply life changing ♡

fantastic

Big love for staying open till 12

FANTASTIC USEFUL SPACE ON CAMPUS IT'S A REAL GEM

THANKS 😊

Lots
I think Pop-Up library is a very great idea since the Robbo is packed during the exams week.

Very different environment! Love it.

I really do love the Pop-Up Library & I hope you continue having it next year during exam periods for other students.

The location is very strategic as it is located in the middle of the campus.

I wish we had this all year round!
“The Pop-Up Library in the King’s Road Centre was enormously successful. Both the Pop-Up and the Robinson Library were heavily used throughout the revision and exam period. The quiet areas, group study, individual PC, and wifi spaces were all well used. Student feedback has been hugely positive. “

University’s learning and Teaching spaces committee, 16th June 2014.
What happened next?
Campus goes “Pop”
New social learning area
League tables

<table>
<thead>
<tr>
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<tr>
<td>3</td>
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<td>4</td>
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We won the Gold award at the PPRG CILIP Marketing Excellence Awards 2014.

Pop-Up Library, popped up again in January 2015 and April – June 2015
Empty building
More engagement..
What we have learnt?

- engage stakeholders as early as possible
- develop and nurture partnerships
- think the ridiculous
- take risks and embrace opportunities
- be confident we know what we are doing
Further information

www.facebook.com/NULibraries
twitter.com/nclroblib
www.flickr.com/photos/newcastleunilibRARY
www.pinterest.com/newcastleunilib/pop-up-library-2014

Elizabeth Oddy
Elizabeth.Oddy@ncl.ac.uk
Anne Middleton
Anne.Middleton@ncl.ac.uk
Register your interest