



**REPORT TO THE LIBRARY BOARD**  
**MEETING DATE: Thursday, January 22, 2009**

Session:	Public Session
Subject:	Kipps Lane Community Needs and Baseline Survey
Prepared By:	Susanna Hubbard Krimmer, Maria Forte
Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Information and Receipt: <input checked="" type="checkbox"/>

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**Recommendation:**

It is recommended that this report be received by the Library Board.

**PURPOSE**

The purpose of this report is to provide the Library Board with information about the London Public Library (Beacock Branch) contained in the *Kipps Lane Community Needs and Baseline Survey*.

**BACKGROUND**

*Kipps Lane Community Needs and Baseline Survey: An Engaged Community's Voice on How to Improve the Neighbourhood*, Final Report (Beaujot, Roderic et al., Population Studies Centre, The University of Western Ontario) was released in 2008.

The introduction to the report (page 13) provides the following background information regarding the undertaking of a community mapping and needs assessment process for the Kipps Lane community:

In 2007, the City of London launched the Kipps Lane Initiative to build a stronger and more vibrant neighbourhood in northeast London, an area bounded by the Thames River in the North, Huron Street in the South, Adelaide Street in the West, and Sweetbriar Road/Briarhill and McNay in the East. At the centre is Kipps Lane extending from East to West (Figure 1). The Kipps Lane Initiative aims at building community leadership, increasing the knowledge of residents about their community and about available programs, and increasing the opportunities for people to be involved and engaged in a wide range of recreational, social and educational activities. To attain these objectives a number of strategies were adopted including mapping of community assets and strengths, developing programs and activities, and conducting a Community Needs and Baseline Survey.

The main objectives of the process were to:

- Learn more about the Kipps Lane and its neighbourhoods;
- Identify issues and concerns of the area residents; and
- Initiate contacts and identify residents willing to be involved in the activities of the community.

The third objective was not discussed in the report.

## **ISSUE / OPPORTUNITY**

This area of the city is served by the Beacock Branch Library located on Huron Street just east of Highbury. Branch Staff, led by supervisor Maria Forte, have actively undertaken community engagement strategies to ensure that the library is fully engaged in community capacity building and is seen by residents as a valuable neighbourhood resource. As part of this, the library has been involved with the community development efforts of the Northeast London Community Engagement Group and Northeast London Working Group.

*2007 and 2008 Beacock Branch Service Action Plans*, part of the LPL Customer Services & Branch Operations annual planning process, resulted in the development and implementation of a number of key service initiatives designed to increase usage of and satisfaction with library services. Initiatives focussed on people of various demographics as identified by the LPL community mapping process undertaken in 2005/2006. Examples of actions undertaken include:

- Increased staff presence "on the floor" so that staff are seen by the public as being readily available to answer questions, locate materials, help with computer troubleshooting, etc.;
- Development of the key collections meeting specific community needs such as the "empowering families collection" developed in conjunction with Family Networks;
- Provision of social networking opportunities and events at the branch to make the location a key community meeting place for residents;
- Establishment of a Teen Advisory Committee and undertaking of programs geared to youth;
- Establishment of English as a Second Language book club designed to engage newcomers;
- Establishment of the LPL READ literacy program at the branch; etc.

## Survey Findings

The survey asked residents about their use of and satisfaction with public services, including the library. Use and satisfaction was collected by means of a check list that included opportunities to indicate both use (very often, sometimes, occasionally, never, don't know, no response) and level of satisfaction (very satisfied, satisfied, unsatisfied, very unsatisfied, don't know, no response) on twelve specific services, plus an "other -- specify" category.

Tables F1 and F2 (pages 36-37) show that usage of public services is highest for library services (72.1%) and that the satisfaction is also very high (96.1%). The next highest is sports/recreation, including indoor and outdoor public facilities, with 57.9% using and 86.6% satisfied. The other services used by about a quarter of the population are services for parents and children (82.7% satisfied) and training and employment (73.7% satisfied). Only the library and sports/recreation services were used by more than half of the respondents.

Table F3 (page 38) gives usage rates by immigration status, providing data separately for Canadian-born and foreign-born residents. Library usage by both groups is highest with 70.3% and 76.1% respectively.

The opportunity to provide library service to meet the needs of immigrants in this area of the City (and the opportunity to reach out to engage immigrants in the library and its services) was also identified by LPL in the mapping and services assessment processes.

The survey also found that when asked about services that should be more readily available the library was only mentioned by 7.8% of the respondents. This makes sense given the high levels of usage and satisfaction.

The full report can be found at:

[http://www.london.ca/About\\_London/Kipps\\_Lane\\_Final\\_Report.pdf](http://www.london.ca/About_London/Kipps_Lane_Final_Report.pdf)