

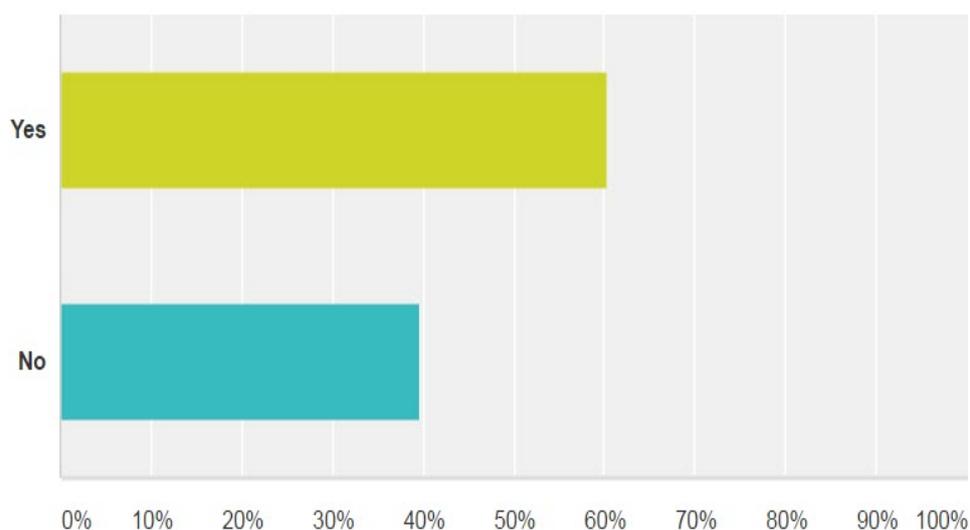
Library And Visitor Information Centre Survey Results

Q1. Are you a user of the Visitor Information Centre?

Q1

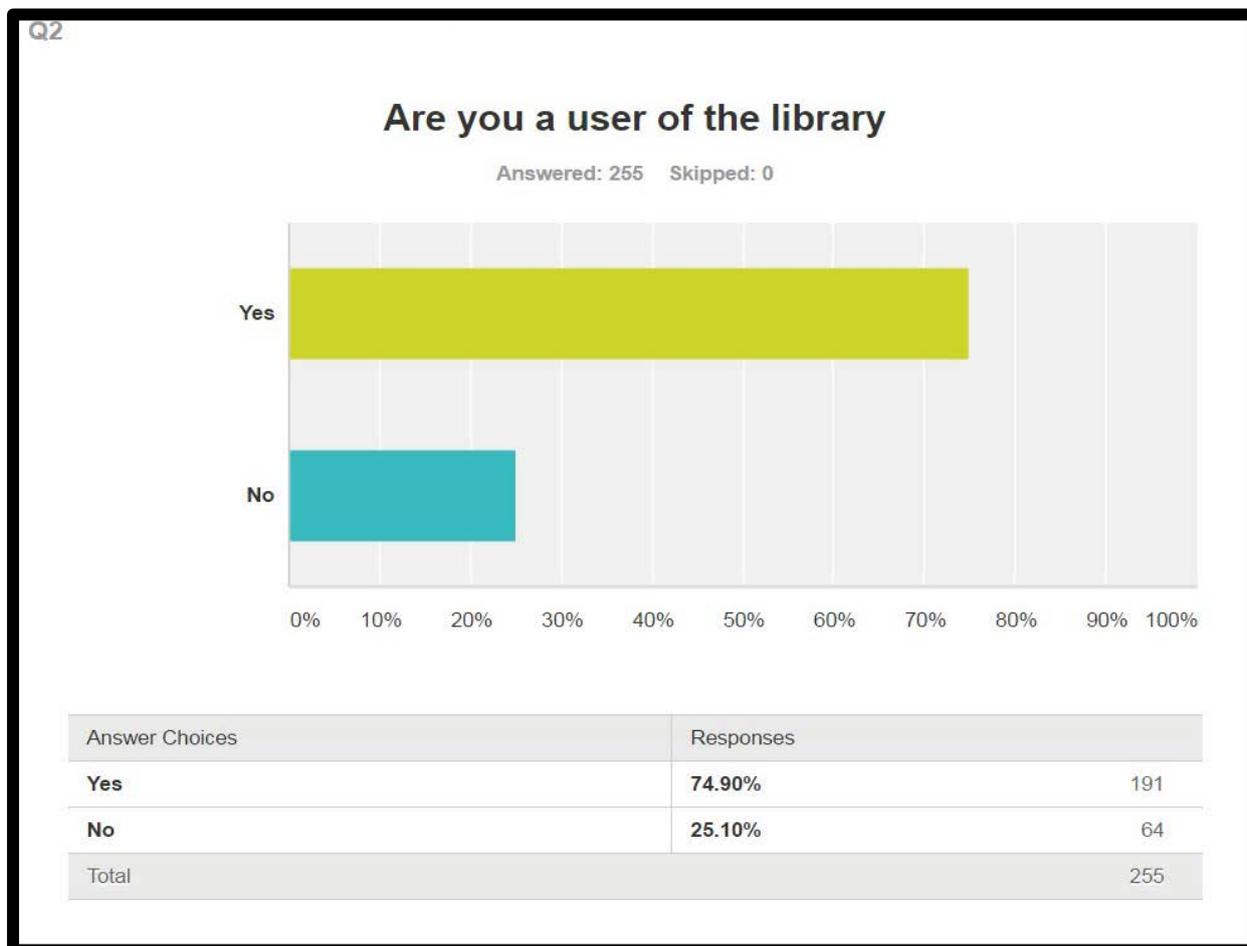
Are you a user of the Visitor Information Centre

Answered: 255 Skipped: 0



Answer Choices	Responses	
Yes	60.39%	154
No	39.61%	101
Total		255

Q2. Are you a user of the library?



Q3. What is your postcode?

253 responses

Postcode	Town	No.
2358	Uralla	211
2350	Armidale	20
2354	Walcha	8
2359	Bundarra	6
2340	Tamworth	2
2041	Balmain	1
2287	Wallsend	1
2357	Coonabarabran	1
2422	Barrington	1
2227	Gymea	1
4055	Bunya	1

Q4. Are you a business?

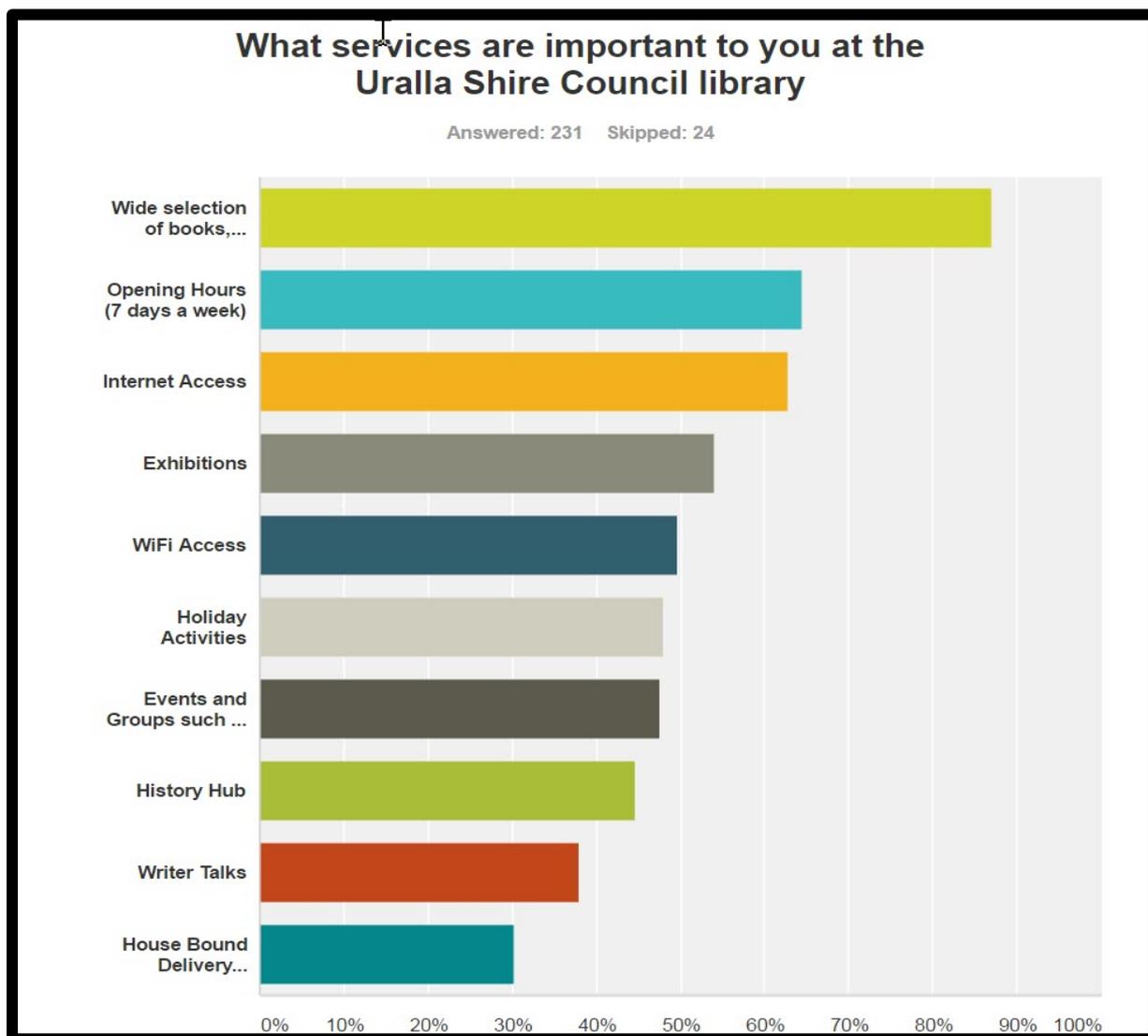


33 responses

Type of business/service	No.
Farming	11
Retail	10
Services	8
Community Services	2
Tourism	1
Distillery	1
Restaurant	1
Winery	1
Bread & Breakfast	1
Trade	1

* Total exceeds 33 as some respondents have more than 1 business

Q5. What services are important to you at the Uralla Shire Council library?



Answer Choices	Responses
Wide selection of books, magazines, CD's, DVD's	87.01% 201
Opening Hours (7 days a week)	64.50% 149
Internet Access	62.77% 145
Exhibitions	54.11% 125
WiFi Access	49.78% 115
Holiday Activities	48.05% 111
Events and Groups such as Book Club, Nattering Knitters	47.62% 110
History Hub	44.59% 103
Writer Talks	38.10% 88
House Bound Delivery Service	30.30% 70
Total Respondents: 231	

Question 5 - Key themes and comments - USC Library

Key theme 1 - Relocation of VIC into Library foyer

For relocation of VIC x 1

- Information hub is good.

Against relocation of VIC x 17

- Uralla library should remain as a separate identity to the VIC. They are very different businesses each requiring specialised training. It would be wrong to expect experts like Uralla has in both library and tourism to combine just to save a few thousand dollars for Council.
- Please don't stick the Information Centre in the Library! We have a wonderful library facility and a terrific Information Centre. Cramming them together will do no one any good. Just open a cafe in the side of the information centre if you want more business there!
- Please leave the library as it is - purpose built - librarians are not meant to be tourism guides while on library duties. Not enough room to combine VIC and library in the space allocated. Travellers would be able to find the VIC if it was relocated. How many VIC's are found tucked away, out of sight, in a town library? Why change something that has worked for 25 years to the detriment of our wonderful library.
- Keep it a library...not some sort of media hub or some other weasel word for less than we have now.
- Keep each facility separate please. Think of the benefits of good tourism not the dollar savings.
- More people would take away from the quietness of the library's atmosphere.
- Do not impinge on library services with VIC .
- Please leave as purpose built library. Why change something that works well.
- Please do not spoil our library and its parking facilities.
- Keep library as it is; works well, no need for change.
- Remain separate from VIC.
- Retain exhibition space.
- The library and VIC should be separate.
- Don't move the info centre.
- Keep it as it is now - works well.
- Please keep the library separate from the VIC.

Key theme 2 - Library Opening Hours:

Extend Library Hours x 6

- Opening 7 days a week is important. If additional hours are being considered I suggest Saturday and Sunday.

- The 7 day a week opening should be maintained. If additional hours are to be considered then an extension by 1 hour each Tuesday and Sunday to 6pm would be appreciated and used.
- Open for longer hours 7 days a week.
- Longer opening hours.
- Lunchtime opening.
- Don't close at lunchtime.

Adjust library hours x 7

- More consistent hours throughout the week. Close on Sundays if it means increased hours through the week.
- Opening Hours - not necessarily 7 days a week but most importantly open times that are not totally biased to school children.
- I don't think it's essential for the library to be open 7 days a week, Mon-Fri would be sufficient.
- I am not sure opening 7 days a week is necessary - 6 is sufficient.
- Opening 5 days a week is sufficient: Tuesday to Saturday.
- Opening 6 days is okay.
- Not necessarily 7 days a week.

Keep current library hours x 2

- Opening hours are adequate.
- Like the Sunday hours.

Key theme 3 - Quiet space

- Quiet areas for reading and writing are important.
- Student study quiet area.
- Quiet environment to read.
- The computer space to remain secluded / separate for more focused / concentrated study privacy.

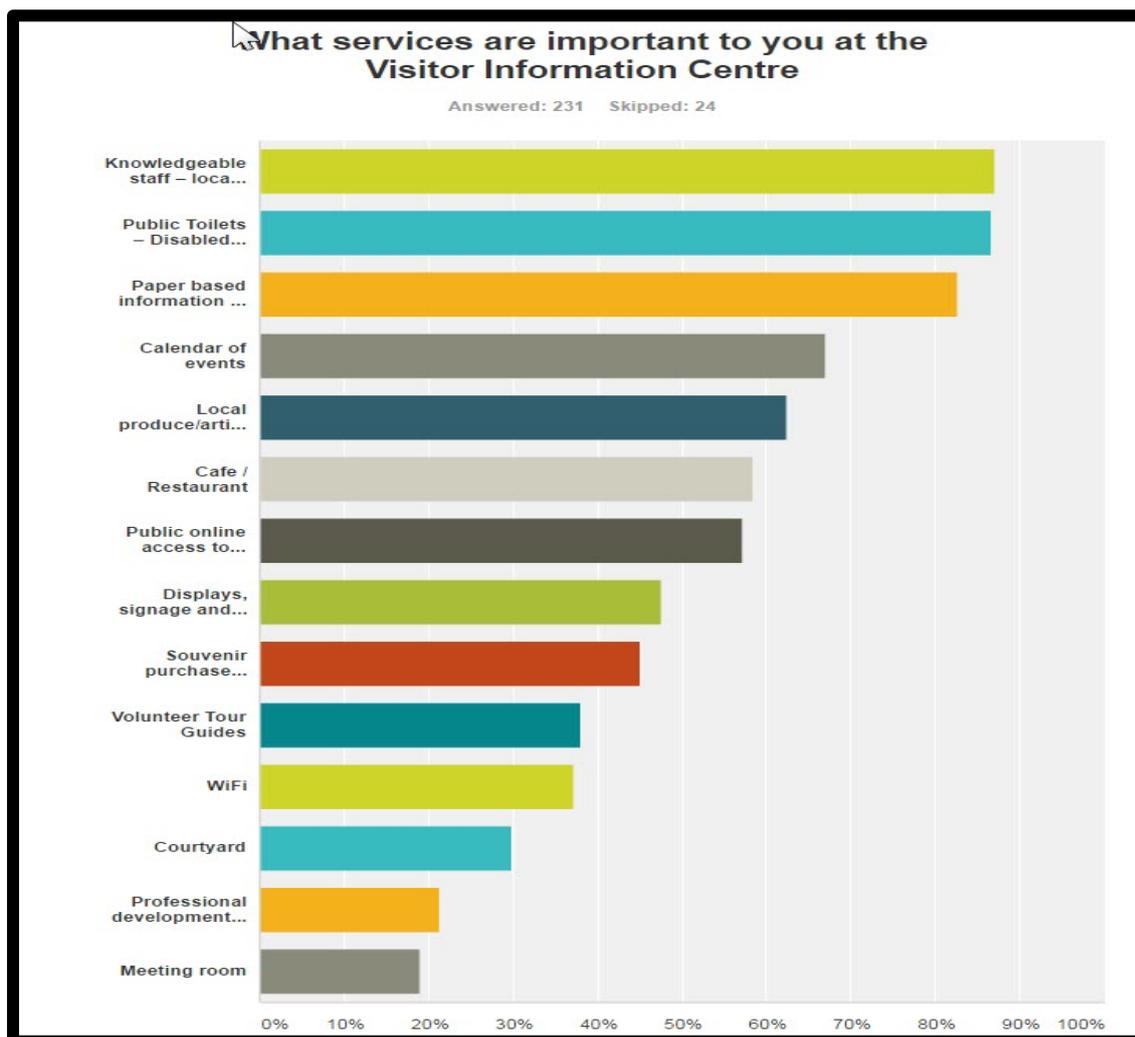
Key theme 4 - Library Services

- Commendations and positive feedback for library staff and library services

Other suggestions

- I feel plenty of grassy areas around the VIC and Library would be beneficial, plus a gated playground upgrade is vital due to access to the creek which is currently unsafe for small children.
- Upgrade exterior.
- The whole complex should be developed into a community hub for exhibitions, meetings, conferences, club activities etc.

Q6. What services are important to you at the Visitor Information Centre?



Answer Choices	Responses
Knowledgeable staff – local area experienced	87.01% 201
Public Toilets – Disabled Access - Infants Change room	86.58% 200
Paper based information – pamphlets, tourist guides, brochures, advertising	82.68% 191
Calendar of events	67.10% 155
Local produce/artisan goods displayed and for sale	62.34% 144
Cafe / Restaurant	58.44% 135
Public online access to information and local websites	57.14% 132
Displays, signage and event banners	47.62% 110
Souvenir purchase options	45.02% 104
Volunteer Tour Guides	38.10% 88
WiFi	37.23% 86
Courtyard	29.87% 69
Professional development workshops for local tourism and hospitality operators	21.21% 49
Meeting room	19.05% 44
Total Respondents: 231	

Question 6 - Key themes and comments - VIC

Key theme 1 - Relocation of VIC into Library foyer

For Relocation of VIC x 3

- I have heard of the idea that the VIC could be moved into the library. I feel that this is a good idea as the VIC building could then be put to better use e.g. a restaurant that is open in the evenings perhaps. I feel that as long as there is clear signage from the roadside to indicate the presence of the VIC in the library that visitors will still go there. Most park in the car park anyway. An advantage for the locals would be the possibility of extended library hours and a bigger staff pool. If it saves Council money then that is another plus. Important to keep the 'rocks and crystals' collection on display.
- I would be happy to see the visitor centre move into the library and be a more modern building. I like the idea of a cafe and courtyard being incorporated into this area.
- Library and VIC could be combined provided the signage was aimed at visitors.

Against x 38

- I think Council made a grave error when it closed the cafe and decided to move the VIC into the library. No doubt budget was the motive. The VIC was praised by locals and visitors alike and the cafe had a fine reputation. I've been to VICs that have been situated in a library or other council building and they don't work. Staff, voluntary or paid, feel like an afterthought. They don't feel valued and their attitude demonstrates this. Tourism is really important to Uralla. Visitors are coming here in increasing numbers because of: a) the attractive heritage main street with the poles and wires gone b) the charm of the village especially its fine collection of Victorian buildings c) McCrossin's Mill Museum and function centre d) Art & Craft shops and galleries e) The Top Pub f) Regular events such as the art show, thunderbolt festival, seasons of new England g) It's 4 seasons, friendliness and it's parks. Therefore I think Council should revamp the current VIC, re-open the cafe, upgrade the Woolridge Rock Collection. I should also allow more space for the sale of local products because visitors love buying local stuff. Visitors are hugely appreciative of the face to face service Uralla VIC has offered for so long and so well. Council should view any expenditure on this facility as a **very sound investment** in Uralla's future because tourism benefits **everybody**
- Keep the VIC in the current building... and for a change listen to the stakeholders you just might learn something about tourism.. This egotistic council has called meetings and wasted our time by not implementing any of our suggestions...there was no business plan for the movement of the VIC therefore it looks like another waste of money, by our illustrious councillors. The lack of anything approaching management skills is breathtaking.
- I heard that council wanted to move the VIC to the library. I thought that very strange. The important tourist thing about Uralla is that the highway runs through

the town. and its important to have a VIC that is easily noticed and easy to stop at. Only yesterday I was looking for the VIC in Tenterfield. It was on the main road and easy to access. I wouldn't have stopped if I had to turn off. In addition it had very good displays and plenty of local art and craft. I bought a couple of Christmas presents.

- I used to enjoy meeting friends for a cuppa/meal at the VIC and check out the local goods available. I am surprised you have not asked what people think about using the Library (or a section of the Library) as an information centre. The Library is a space for families, young children, groups and quiet time. The VIC sells liquor and it is in no way quiet when it comes to people coming and going and asking questions. The VIC, with the adjoining cafe, enabled travellers to stop and rest where they could also seek needed information for their journey and they do not have to be concerned with library quiet.
- I believe that the Tourist Information Centre was built purposely for this an Information Centre and should stay as a separate building from the Library, the two building should be operated as what they were built for.
- Keeping the library and VIC separate, council has received very negative feedback regarding this...wouldn't like to see Uralla council going the way of Armidale's previous councillors who made decisions to suit themselves not the community they represent.
- The VIC must stay where it is - south bound travellers step out of their car and walk straight in the door. If moved then what would this purpose built building be used for. It is unsuitable for a shop. Please leave things as they are.
- Maintain highway frontage to attract travellers and visitors to the area by appearing to be easily accessible and highly visible. Tourism and local library services are two different businesses and should be provided by the appropriate trained staff. They are both individual assets to the town.
- The above services may not all be important to me but I'm sure each and every one of them is important to someone. I prefer to interact with a real person so "knowledgeable staff" and "Paper based information" is what I'd be after. But all above services are very important. Definitely to be considered what is important to our town what is important to the area what is important to the visitors to our town attracting visitors to Uralla as a destination (for a few days).
- Do not change location. The VIC must be on the main road through Uralla. Otherwise the travelling public will just drive past no matter what good signage is erected. It would be a very unwise move to relocate the VIC from its present position. Our town needs the VIC for it's survival.
- When passing through Uralla we stopped at the VIC (visible on the highway) en route to Armidale for the night. Having heard at the VIC a bit about the town we chose to stay here for the night and have a look around the next day. 3 years later we are residents of Uralla. Possibly, if we hadn't seen the VIC we may have stuck to our original plan and passed straight through.

- Whoever thought of moving the VIC into the library appears to have given no thought of effects on staff tourists in the long term. The Library is not big enough for the VIC. The VIC should not be moved from the main road as tourists must have easy access.
- I picked up the survey hoping I could register my disapproval at the idea of putting the VIC in the library. Why don't you ask this? Everyone I know dislikes the idea. Are you just going to do it even though the community doesn't want it? If so, do you actually represent the community?
- Maintain the current VIC. Update the interior - Paint , Air Conditioning - both for Staff and Visitor comfort.
- Leave the VIC where it is! Easily spotted by people travelling along the highway. Purpose built and easily accessible by anyone. Staffed by people trained in tourism - a number of whom are very capable volunteers.
- Can't emphasise enough the local knowledgeable staff devoted to tourists. Library staff also need to devote themselves to library matters.
- Under no circumstances should these two services be amalgamated. An ill-thought and backward step by Council.
- Leave the VIC where it is. Have you realised the amount of cafe rent you have lost?

Keep VIC highway frontage x 7

Keep the library and VIC separate x 6

Retain VIC at current location x 7

Key theme 2 - Café/Restaurant

For a café or a restaurant x 18

As a local I regularly drop into the VIC to pick up information and souvenirs: sometimes for me, and often for for visitors I have staying with me, or to take with me when I travel - having the cafe in the same precinct as both the VIC and the library, means that I can turn my trip to either the library or the VIC into an outing. I was a regular customer at the cafe before it closed.

- Turn the coffee shop in to an internet cafe for tourists to contact loved ones have a quick rest and if emergency road conditions, fires etc. get up to date info. Use local produce in the cafe, local art works, local photos screen saver, local directory of services. Give an apprenticeship to a local - chef hospitality or IT.
- A cafe is extremely important. The courtyard is not being used to its full capacity now that the cafe is defunct.
- Cafe serving tea/coffee with light refreshments. Not necessary for a restaurant.
- Reopen the cafe and make it even more desirable for locals and the travelling public.
- Reopen cafe as an internet cafe using local produce. Keep tourist in town longer.
- Nice to have a cafe and/or pop-up shops showcasing local works by artists and produce.
- Cafe/restaurant must also be reopened as it would complement the VIC.
- I miss the cafe and hope it will reopen.

- Have a cafe for tourists to have a quick drink and food.
- Keep the visitor centre and reopen the café.
- Cafe closure was very disappointing. Please re-lease.

Reinstate cafe services x **6**

Against a café or a restaurant x 7

- I think there are sufficient coffee shops within a very short walking distance and the space could be used for options above.
- I don't think a cafe is needed as there are several in town within walking distance.
- Do not reopen the cafe. Encourage visitors to walk up the street.

Please no cafe - Uralla has enough x **4**

Key theme 3 - Meeting room

- I had not thought of a meeting room, but a small meeting room in what was the cafe would be a logical idea that I am sure would have a lot of benefits.
- Only a small meeting room is required. There should be an area where local films can be shown.
- Use the empty cafe space for community groups to meet & plan.

Key theme 4 - Suggestions for maintenance and improvement

VIC toilets x **3** comments

Playground area x **2** comments

Garden and flowers