_____

Supplementary file to: Pautz, H. and Poulter, A. (2014) Public libraries in the "age of austerity": income generation and public library ethos, *Library and Information Research*, **38**(117), 20-36.

Appendix 1: E-survey questionnaire

Income generation by public libraries and public library ethos in the UK

Q0. Thank you for taking the time to complete this survey. Please note that you can leave any questions unanswered and that neither you nor your organisation will be identifiable. You will find space for additional comments at the end of the questionnaire. Please indicate below that you consent to participating in this survey and to your answers being used for the purposes of my dissertation research.

Q1. What is your age?

16-21

22-29

30-39

40-49

50-64

65 or over

Q2. How would you describe your position within your library?

Prefer not to say.

Management

Senior librarian

Librarian

Library assistant

Fundraiser

Other

Q3. Is your library in an urban or rural area?

Other

Urban

Rural

Other

_____

_____

Q4. How many people does your local authority library service serve?

0-5.000

5.000-10.000

10.000-25.000

25.0000-50.000

50.000-100.000

100.000-500.000

More than 500.000

Q5. Where is your library?

England

Northern Ireland

Scotland

Wales

Q6. Which, if any, of these methods to generate income has your library used? Have they fulfilled your expectations?

_____

_____

Income generation method	Yes, we have used this method	Yes, this method has fulfilled our expectations.	I don't know if it has fulfilled our expectations
Printing/copying fees			
Fines			
Charges for CDs/DVDs/computer games			
Merchandise sale (bags, badges, postcards)			
Fees for reservations			
Room hire			
Cultural events with admission charges			
Government grants (including lottery funding)			
Vending machines for drinks			
Sale of photo reproductions from library stock			
Charges for internet access			
Support through Friends of the Library group			
Café on premises			
Charges for family history enquiries			
Charges for training courses			
Donation campaign/public appeals			
Shop on premises			

_____

_____

Selling advertisement space (on library webpage or elsewhere)			
Charges for database research			
Sponsoring			
Digitisation service			
Sponsorship agreements for individual items (e.g. photo copiers or book section)			
Charges for business advice			
Developing and selling library-specific computer software			
Charges for 3D printing			

Q7. How would you describe the functions, principles and ethos of a public library?

_____

_____

Statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
It is an educator of the local community.					
It is a hub for local community.					
It is a safe pace for vulnerable and disadvantaged people.					
It promotes knowledgeable citizens.					
It promotes social inclusion.					
It promotes equality.					
It supports the local business community.					
It is a meeting place for everyone.					
It is an internet access point.					
It provides access to employment information.					
It is a place of self-directed learning.					
It promotes information literacy					
It enables free access to, and free expression					

_____

_____

of, information and ideas.					
It helps customers to get what they want.					
It helps customers to get what they need.					
It is a place without pressure to consume anything.					

Q8. Do you feel that any of the methods to generate income listed below, if undertaken at your library, have in the past conflicted with the functions, principles and ethos of the public library and the librarian?

Method	Not at all	Occasionally	Frequently
Charges for family history enquiries			
Digitisation service			
"Give" or "Donate" button on webpage			
Door-to-door fundraising			
Charges for internet access			
Room hire			
Printing and copying fees			
Fees for reservations			
Fines			
Charging for CDs/DVDs/computer games			
Cultural events with admission charges			
Developing and selling library-specific computer software (e.g. apps to help users)			
Café on premises			
Shop on premises			
Merchandise sale (bags, badges,			

_____

_____

postcards)			
Sale of photo reproductions from library stock			
Vending machines for drinks			
Selling advertisement space (on webpage or elsewhere)			
Government grants (including lottery funding)			
Sponsoring			
Sponsorship agreements for individual items (e.g. photo copiers or book section)			
Charges for database research			
Charges for training courses			
Charges for business advice			
"Adopt-a-book" schemes			
Online "crowd funding"			
Donation campaign/public appeals			
Support through Friends of the Library group			

Q8a. Please use this space to describe any other income generation activities your library has undertaken.

Q9. What percentage of your library's annual budget comes from income

generation activities such as those listed above?

Q10. Does your library have targets for income generation in order to improve its financial situation?

Yes

No

Don't know

Q11. If you would like to leave additional comments, please use this space.

_____

_____

Appendix 2: *Questionnaire* for interviews with library staff

A. General questions

1. What is your position and role in your institution?
2. When did you start your career?
3. What were the motivations then?
4. Do these motivations still feel valid? Do they still inform your work today?

B. Income generation activities

1. Which are the most successful income generation methods that you have used at this institution? a) Did they come about "by necessity" due to funding cuts so that you could maintain existing services? b) Or did you want to provide additional services?
2. Which income generation methods were the least successful?
3. What has changed since 2010 – the beginning of the 'age of austerity' – when you think about income generation activities?
4. What are the limits to income generation?

C. Public library ethos

1. If you had to describe the ethos and principles underlying your public library and your work in it, how would you do that?
2. Do you think that income generation can alter the core functions of the public library?
3. Have income generation activities at your institution led to a watering-down or to damages of the library's ethos?
4. What do you do to protect you library's ethos while not missing out on potential extra income?
5. How do you decide on whether sponsoring a particular service through a particular sponsor is ethically sound? Is there a process?
6. How do you decide which services, beyond that of borrowing books, are "basic services" and thus free of cost?
7. Do all services that you offer undergo a "free or fee test"? Is "not providing the service" ever a third option?
8. Are there positive effects of having "to stand on your own feet", i.e. to generate your own income rather than on relying on tax income?

.

_____

_____

Appendix 3: List of income generation methods

Grant income

- Grants from private foundations for specific projects
- Government grants for specific projects

Sales income

- Sale of photo reproductions from library stock
- Publishing local history books
- Sale of local history books on behalf of individuals or commercial publishers.
- (Online) used book sales (either withdrawn stock or donated books)
- Producing a CD of songs for children
- Merchandise sale (bags, badges, postcards)
- Library shop on premises
- Rental income by hiring out space to theatre office and tourism information
- Renting out study carrels and 'pop-up office space' to small businesses
- Rental income through car parking space
- Renting out space for commercial exhibitions
- Lease of land to e.g. a mobile phone company to erect a broadcasting tower
- Selling advertisement space (on library webpage or elsewhere)
- Bake sales, sale of refreshments at events

Sponsoring

- Sponsorship agreements for individual items (e.g. photo copiers, book section or library van)
- Sponsorships for events and specific projects

Fee-based services

- Special prints of various items
- Reference enquiries
- Providing knowledge management consultants to private or public organisations
- Charge for requested items that are not picked up
- Digitisation service
- Fax service
- Charges for private use of camera to photograph archival items
- Charges for replacement readers cards
- Printing and copying fees
- Charges for internet access

_____

- Charges for family history enquiries
- Charges for training courses
- Charges for database research
- Charges for CDs/DVDs/computer games
- Reservation fees
- Room hire to community and commercial groups
- Transcription service
- Brailling service
- Vending machines for drinks
- Charges for supplying books to independent book clubs
- Charges for business advice
- Charges for 3D printing
- Charging non-local users
- Charges for private viewings of collections and behind-the-scenes tours
- Annual membership fees
- Charges for genealogical research
- Fee-based family history research course
- User charges for Venmil machine to resurfaces CDs and DVDs

Income made at or through events

- Food-tasting events hosting local restaurants
- Friends of the Library group fundraisers
- Annual library fundraising gala
- 'Breakfast at the library'
- Coffee and cake mornings to raise funds for Friends of the Library group
- Book festivals
- Book fairs
- Specialist craft sessions
- Music gigs
- Children's parties
- 'Ghost Tours' of historic library buildings

Donations

- Donation campaign
- Door-to-door fundraising
- Targeted planned giving
- Adopt-a-book schemes
- Donate button on webpage
- Online 'crowd funding' of specific projects
- Money jars at the circulation desk
- Raffles at events

Collaboration with other organisations

_____

- Working in partnership with other local authority agencies, in particular those from 'leisure' and 'culture'
- Other (local) governmental agencies and organisations commission the library service to carry out activities
- 'Click through purchasing' from Amazon via online catalogue
- Rental income from co-located council and community services in library buildings
- Work with health services/health insurers to gain funding, e.g. for 'Books on Prescription'
- Cooperation with other educational institutions
- Cooperation with local book club to finance author visits and exhibitions
- Publishers exhibit their products in the library in exchange for new books
- Church alms
- Developing and selling library-specific computer software
- Library authority contracted to run libraries in other local government areas
- Consultancy to other libraries

_____