

Northern Lights Survey

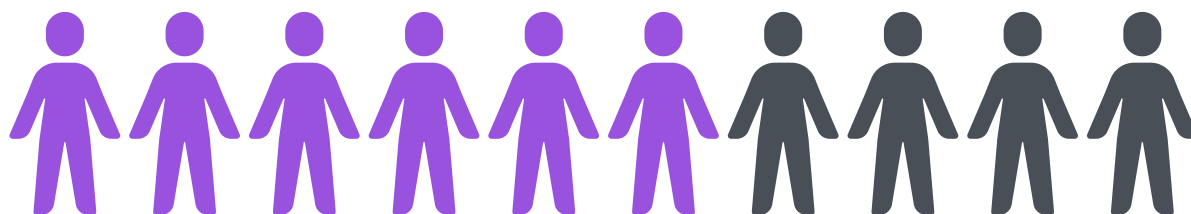
NORTHERN LIGHTS SURVEY REPORT

**Northern Lights
Editorial Team**

2021



INTRODUCTION



We published the first issue of Northern Lights in May 2019. Since then, we have published 12 issues of Northern Lights, including two special issues reflecting on David Stewart's retirement and the 'It's Great up North' event. We send Northern Lights to 511 recipients, as well as sending it out via the Northern List. In June 2021, we sent out a survey to get your feedback about Northern Lights. In addition to providing a summary of the results (page 2), this report discusses each question in the survey in more depth, registering your comments and detailing how we will respond. We hope to use your feedback to help Northern Lights to meet its aim of being a means for sharing knowledge and expertise across the North of England.

About the survey

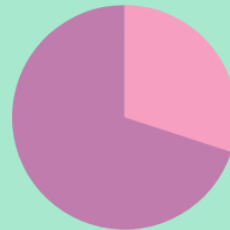
There were 69 respondents. A range of Knowledge and Library Services roles completed the survey: the majority, however, were at the Librarian/assistant librarian levels.

SUMMARY OF RESULTS

69 RESPONDENTS

70%

of respondents felt able to contribute to the blog



45%

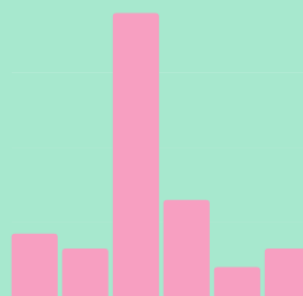
said the format should be "written editorial piece containing links to individual blog entries" - the current format

76 %

I learned something new

26%

Inspired to contribute a blog of their own



TOPIC PREFERENCES

articles where problems were overcome; write-ups by event attendees; day-in-the-life type pieces

QUOTES FROM RESPONDENTS

"A feeling of belonging to a wider network"

"I have reflected on our own activities in relation to the blog to ensure our method is still valid."

"It has made me aware of something that is happening related to my work"

"I love to read about new initiatives across library land and gain inspiration"



FORMAT OF NORTHERN LIGHTS



We asked, do you like the current format of Northern Lights?

Of those that responded, 45% said that they liked the current editorial format of Northern Lights. You felt that we needed to make a distinction between the LKS North Blog and Northern Lights.

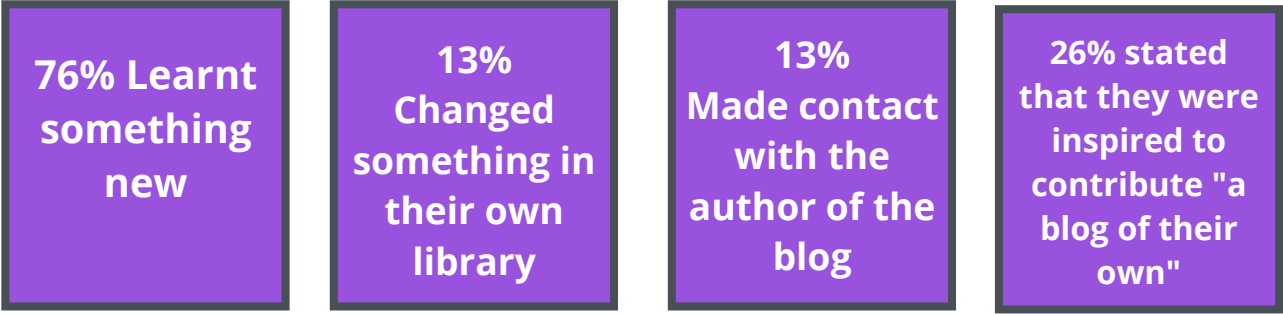
We plan to take the following actions

We have updated the information on the [authors guideline](#) page to define the difference between Northern Lights and the LKS North Blog. We are currently looking into the possibility of rebranding the LKS North Blog to make it clear that articles published on the LKS North Blog are part of Northern Lights. We will publish articles on the LKS North Blog the same day we send out Northern Lights.

READING NORTHERN LIGHTS

We asked you to rate the type of articles you are interested in. We also asked, what you have gained from reading Northern Lights?

Interested in	Less interested in
<ul style="list-style-type: none">articles where problems are overcomeday in the life type articleswrite up of events by attendees	<ul style="list-style-type: none">new starter pieceslibrary refurb piecesreflections on chartership



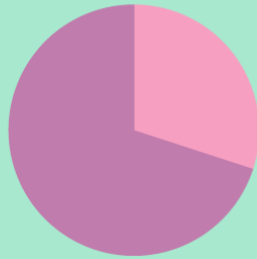
We plan to take the following actions

We will actively recruit people working in the North to write articles that we think will be of particular interest to our readership, including 'day in the life' style articles. We will emphasise that these articles can act as a recruitment tool and approach managers to nominate staff.

PUBLISHING WITH NORTHERN LIGHTS

70%

of respondents felt able to
contribute to the blog



We asked, do you feel
able to publish with
Northern Lights?

70% of those who responded felt that they were able to contribute to Northern Lights. Some staff felt that since they worked as health librarians, but not directly for the NHS, they were unsure if they were entitled to publish with Northern Lights. Others stated that they did not write for Northern Lights due to lack of time or a feeling that they had nothing interesting to say.

We plan to take the following actions

We have added further information on who is entitled to publish in Northern Lights, especially for those members of staff who work in health libraries but do not work for the NHS. You will find this information on the [authors guidelines](#) page. We will include this advice for non-NHS health librarians in our emails when we send out the call for papers. We will set up 'shut up and write' sessions for you in 2022 to provide you with the opportunity to find time to start writing your articles.

YOUR COMMENTS

"A feeling of belonging to a wider network"

"I just enjoy reading what is going on elsewhere and if anything has been done which could inspire my work"

"It has made me aware of something that is happening related to my work"

"I have reflected on our own activities in relation to the blog to ensure our method is still valid"

"I love to read about new initiatives across library land and gain inspiration"