

CREATING PHYSICAL FACILITIES AND ENVIRONMENT FOR MARKETING QUALITY LIBRARY AND INFORMATION

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PHYSICAL FACILITIES & ENVIRONMENT FROM THREE POINTS OF VIEW

- 1. MARKETING OF SERVICES**
- 2. ENHANCING SERVICE QUALITY**
- 3. INPUTS FROM USE AND USER STUDIES**

Physical facilities and environment for marketing of services

- 1. Building**
- 2. Furniture**
- 3. Equipment**
- 4. Stationery**
- 5. Uniforms**
- 6. Name and other sign boards**
- 7. Interior decoration**
- 8. Acoustics & furnishing**
- 9. Carpeting: carpet (wool, nylon or acrylic) Vs resilient floor covers**
- 10. Upholstery**
- 11. Colour scheme**
- 12. Light**
- 13. Ventilation**
- 14. Air-conditioning and insulating**

Steps in planning physical facilities & environment

- 1. Preplanning activities**
- 2. Preparation of a program/ proposal**
- 3. Space allocation and utilisation**
- 4. Selection of equipment and furnishing**
- 5. Moving into facility**

1. Preplanning activities

- **Don't be surprised or scared**
- **Read literature**
- **Gather internal information**
- **Attend seminars, lectures, etc.**
- **Go to exhibitions and conferences**
- **Visit other libraries**
- **Discuss with colleagues and experts**

2. Preparing the proposal / program

A. Contents :

General features

- Objectives of the library
- Type of the library
- Status of the library
- Location of the library

Competitors within the organisation

Nature of library users

- Number, types and composition of users
- User activities
- Use and user - interactions with the library, i.e., pattern of usage, movement and interaction

Construction features

- Useful life of the facility
- Unusual construction features
- Environmental controls
- Space for special users (e.g.. Handicapped)
- Space requirements
- Services offered
- Future expansion

2. Preparing the proposal / program contd.

B. Gathering Statistics

C. The Planning Team

1. Library planners
2. Consultants, architects, field representatives
3. Users
4. Library staff and other staff in the organisation
5. Construction coordinator
 - Telecom staff
 - Engineering staff
 - Facilities planning
 - Interior designers

D. Resources Required

E. Implementation Schedule

3. Space allocation and utilisation

- Flexibility is the catchword
- Function is more important than beauty
- Orientation & shape
- Evolutionary stages are in the shapes of letters I T H L U & O
A3:2 rectangular shapes with door half way along long wall
which is not more than 100 ft. long and not more than 4 floors is ideal for
 - Best ratio of assignable to gross area
 - Most direct traffic and transportation
 - Flexible and easy to organize, integrate and add on
- Primary floor and entrance should be on grade and larger than other floors
- Building perimeter should be as straight and uncluttered as possible
- Preplan security and fire safety
- Minimise RCC

3. Space allocation and utilisation Contd.

- **Avoid space stealers like balconies, air wells, light wells, etc.**
- **Minimise interior walls**
- **Don't overuse glass**
- **All assignable space should take a floor load of 150 lb/sq.ft.
(250-300 lb/sq. Ft. For compact storage)**
- **Prefer simple open forms and informal comfortable atmosphere**
- **Give prime consideration to accessibility and convenience**
- **Plan for noise control**

Some Tips For Planning Physical Facilities

- **Know existing constraints**
- **Compromises are inevitable**
- **Have a (base) year of reference**
- **Estimate annual growth rate**
- **Trade off of aesthetics, functional, safety & cost factors**
- **For see the impact of emerging technologies**
- **Have a floor plan with model racks & furniture**
- **Use appropriate sign boards**

Tips to improve service quality

1. Recognise 'quality' problem
2. Determine the target group's expectations
3. Develop appropriate service products
4. First sell the idea of 'quality' to the internal audience (staff)
5. Create a 'customer focus and care' culture
6. Look for customer-oriented measure to improve 'quality'
7. Tangibilise the service offered
8. Improve physical evidence
9. Make the service easily understood
10. Encourage 'word of mouth' about quality with staff and users
11. Promise what can be delivered
12. Invite complaints from dissatisfied customers

Input from use and user studies

- User characteristics, styles and idiosyncrasies
- Inverse square law of use of library (Frohman, 1969)
- Psychological distance between user and library (Line 1974, p48)
- 38% of users visited libraries for workspace and 11% exclusively
for work space (Slater and Fisher, 1969, p29; Bush, et.a1. 1956, p88)
- In-house use, seat occupancy, length of stay, user movement / traffic flow pattern studies
- Browsing and current awareness needs
- Distance zone (privacy) studies

Distance zones (privacy)

Intimate	< 1.5 ft.
Personal	1.5 - 4 ft.
Social	4 - 12 ft.
Public	12 - 25 ft.
Public domain	> 25 ft.

Space allocation method

- **Radial assignment of space**
- **Consider floor as a series of concentric circles with the centre being the place where elevator, main stair case and entrance are located**
- **Even considering space three-dimensionally, the same principle holds good**
- **Relationship between units has to be decided in a heuristic method**
- **Consider economies in allocation and use of space**
 - **Size of tables**
 - **Seating economies**
 - **Stealing space from aisles**

Lighting

1. Quality of light is more important than quantity or intensity
2. Quality depends on
 - Brightness contrast
 - Colour contrast
 - Intensity of illumination
 - Absence of glare
3. Make the best use of daylight factor and daylight has psychological value too

Daylight factor: Ratio of illumination at a designated point in the building to the illumination at ground level outside the building. E.g. 6% (for 5000 lux outside) is 300 lux and is reasonable [1 lux = 1 lm/M² or 100 watt ~120 lux]
4. Brighter sources are tolerable at large angle
5. No of sources providing light is an important factor
6. Distance between light source and top of rack should be at least 300 mm

Lighting contd.

7. Reflecting power of wall, ceiling, furniture, etc. Should be taken into account

8. Have optimum contrast among object (visual task), surrounding and background

The recommended ratio: The visual task (book) : immediate surrounding (table): Background (wall) = 10 : 3: 1

9. Advance planning for electrical distribution system with sufficient outlets, location of master switch, cost & maintenance consideration

Lighting norms

	MIN. INTENSITY IN LUX		LIGHTING
	-----		GLARE INDEX
	Illumination.	Metcalf	
	Engg. Soc		
READING ROOM	200	350	19
LENDING AREA AND STAFF AREA	400	700	22
REFERENCE LIBRARY AND SERVICE AREA	600	-	16

Furnishing process

1. Determine what the furnishing should accomplish for your library
2. Furnishing process depends on many of the general functions and requirements
 - The primary building use
 - The age of the users
 - The amount of use expected
 - The kinds of material to be stored, organised and displayed
 - The number of staff members
 - Future changes anticipated, etc.
3. Conveying the requirements
 - Input from staff
 - Visit to a recently constructed facility
4. Providing specifications and drawings
5. Consider what is available on the market or what can be obtained to fulfill the requirements determined
6. Choosing a standard item in the market vs designing a custom made item

Furnishing process contd.

7. Make the selections and purchases

- vendor evaluation
- price
- visit factory
- comparison of offers
- checking the sample

8. Three selection criteria

(i) *function consideration*

- what use well be made of the item
 - e.g. Chair - Reading
 - Lounge
 - Meeting Hall
 - Office (Staff)
- Who Want To Use It
- How It Will Be Used
- How Long The Item Will Be Used At Any One Time
- How Often It Will Be Used
- Whether User May Change In The Future

(ii) *Maintenance*

(iii) *Appearance*

A case study of physical facilities and environment at ISRO Satellite Centre (ISAC) library

1. Some results of use and user studies
2. Growth of space, members, collection, use and staff
3. Estimated requirement of space
4. Ad hoc buildings and change of buildings
5. Adoption of old abandoned building
6. Equipment and furniture
7. Sign system, cleaning, maintenance, etc.

Actual at ISAC library (see case study)

Books & reports	500 per 3.75 sq. m.
Bound journals	300 per 3.75 sq. m.
Current journals	25 per 4.00 sq. m.
Standards, reprints, etc.	1000 per 3.75 sq. m.
Micro forms	10000 per 3.00 sq. m.
Load capacity of floor	1500 kg per sq. m.
Reading area	2.75 sq. m. per user

Sign systems

1. Consistency (in shape, size, layout, type size, placement i.e., height, location on the wall, etc.)
2. Logical (progressive from general to specific)
3. Terminology (descriptive, consistent and easily understandable)
4. Avoid redundancy
5. Place at decision points
6. Short, clear and accurate message in appropriate tone
7. Relation to architecture (dimension, colour, material, etc.)
8. Principles of good design (typeface, size and spacing of letters, lines, contrast, use of symbols and colour)
9. Change signs when conditions change
10. Three important considerations
 - Flexible to change and easy to install
 - Remain attractive and useful for long period of time
 - Should be available in the future

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Dr. M. S. Sridhar is a post graduate in Mathematics and Business Management and a Doctorate in Library and Information Science. He is in the profession for last 36 years. Since 1978, he is heading the Library and Documentation Division of ISRO Satellite Centre, Bangalore. Earlier he has worked in the libraries of National Aeronautical Laboratory (Bangalore), Indian Institute of Management (Bangalore) and University of Mysore. Dr. Sridhar has published 4 books, 83 research articles, 22 conferences papers, written 19 course materials for BLIS and MLIS, made over 25 seminar presentations and contributed 5 chapters to books.

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