

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	↑	Positive attitude of parents to say how good the library is to their children	September	Marketing Group	December
Entitlements promotion		All our facilities (ie) family & child bibliotherapy, bookstart, baby song + rhyme time, children's activities, books for mum.	↑	All Libraries	
Customer experience		Warm, friendly, safe, environment to meet. Accomodating & friendly staff		All Libraries	
External promotion		What's ON - online - press, local papers community magazines Health visitors		Marketing Group	
Understanding and engaging with non-users	Partnering sessions for young mums	Promote library services - Bring in local business, F.E + H.E. Colleges, A.V.	↓	Marketing Group	
Atmosphere and presentation	↓	Clean, comfortable, smells nice.	↓	All Libraries	
Staff engagement	Marketing Group	Help promote this Programme	A.S.A.P.	Clare + Marketing Group	↓

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Advocacy	we are not sure what this is	telling people so that they can see how wonderful we are!	any time - all the time	library manager staff	local residents council etc.
Entitlements promotion	telling people what they are entitled to	so that they will use the service & enjoy it	"	"	local public paper etc.
Customer experience	good or bad	because people deserve the best possible experience	all the time	customers	reader surveys, web forum
External promotion	theatre / link with	arts / books, plays etc. are all connected logical link	when applicable	schools = colleges	feedback from students / teachers
Understanding and engaging with non-users	pampering for young mums	tie in with story time	Thurs.	Mums & babies	overcome stereotypes of library
Atmosphere and presentation	grab a non-user / VIP	to discover how he/she would use library	time suitable to them	non users	1 non user for each librarian Ceredigion
Staff engagement	staff trip	bonding	when library is shut	library staff	when staff return - unless they are injured or drunk!

Ceredigion

Rosemary & Peta

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Advocacy	Library part of community	Library to be part of their life	Early 2009	all staff	Feedback from customers
Entitlements promotion	Exciting Bookmatch	To promote service.	April 2009	Staff with Manager support.	Summer 2009
Customer experience	Front line training	First ten seconds crucial	2009 and ongoing	all staff & new	Staff feel engaged.
External promotion	Community groups	To <del>engage</del> engage wider community	2009	Community Library Staff	Feedback from organisations.
Understanding and engaging with non-users	As above	Library staff go out to groups in their place	2009	All staff	As above
Atmosphere and presentation	Decluttering and signage	To improve the environment	Tomorrow and ongoing	Local Staff	Public reaction and staff satisfaction.
Staff engagement	Front line training	offering initial training	2009 and regular refresher.	all <del>Managers</del> Staff	Staff feel engaged

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Advocacy					
Entitlements promotion	Create flyer/ leaflet & hand out.	To promote entitlements + market our library services.	By end of 2008.	Non-users. Members. Web site. e-mail to all Co. Council staff	- Send flyers via website.
Customer experience	Comments Form.	- To find out what people think of libraries after they have been refurbished.	July (Neyland) Sept. (Pembroke) Nov. (Pembroke Dock)	For users + non-users.	
External promotion	Sec. schools	- Talks + promote new library cards for children + young people	Oct 2008	Sec. school pupils.	
Understanding and engaging with non-users	Select people not on VUBIS but on electoral list. Send out questionnaire + invitation to	Join the library + info pack on library services - organise an event at branch libraries - non users actual opinion event.	After re-furbishment have been done.	non-users.	
Atmosphere and presentation	Evaluation from feedback from above + refurbishments				
Staff engagement					

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Advocacy	QUARTERLY NEWSLETTER	PILOT SCHEME TO PROMOTE SERVICES + ATMOSPHERE IN MODERN LIBRARY 12 MONTHS	2 MONTH START UP	STEVE	EVALUATE AT LIST
Entitlements promotion	LOYALTY CARD	TO INCREASE VISITS AND FOSTER LOYALTY AMONGST USERS	IMMEDIATE	STEVE	EVALUATE AT LIST
Customer experience	THINK LIKE A NEW USER	TRYING TO ENGAGE NEW USERS	12 MONTHS	KAREN	EVALUATE AT LIST
External promotion	WORKING WITH THE GRAND	TO PROMOTE LIBRARY TO TARGET AUDIENCES.	ASAP	LIZZY	EVALUATE AT LIST
Understanding and engaging with non-users	STREET ART	TRYING TO ENGAGE NEW USERS.	ASAP	PHIL	EVALUATE AT LIST
Atmosphere and presentation	TO BUILD ON CURRENT PRACTICE	WORKING WELL ALREADY	ASAP	KAREN	EVALUATE AT LIST
Staff engagement	STAFF IDEAS BOARD FORUM.	TO PROMOTE INTERNAL IDEAS	ASAP	KAREN	EVALUATE AT LIST

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Advocacy	QUARTERLY NEWS LETTER	PILOT SCHEME TO PROMOTE SERVICES + ATMOSPHERE IN MODERN LIBRARY 12 MONTHS	2 MONTH START UP	Steve	EVALUATE AT LIST
Entitlements promotion	LOYALTY CARD	TO INCREASE VISITS AND FOSTER LOYALTY AMONGST USERS	IMMEDIATE	Steve	EVALUATE AT LIST
Customer experience	THINK LIKE A NEW USER	TRYING TO ENGAGE NEW USERS	12 MONTHS	KAREN	EVALUATE AT LIST
External promotion	WORKING WITH THE GROUND	TO PROMOTE LIBRARY TO TARGET AUDIENCES.	ASAP	LIZZY	EVALUATE AT LIST
Understanding and engaging with non-users	STREET ART	TRYING TO ENGAGE NEW USERS.	ASAP	PHIL	EVALUATE AT LIST
Atmosphere and presentation	TO BUILD ON CURRENT PRACTICE	WORKING WELL ALREADY	ASAP	KAREN	EVALUATE AT LIST
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