

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Voucher:- "free books for life".	Draws people into building.	November 2008	Danielle Rachel Marie	Count No of voucher Library forum
Entitlements promotion	Books, DVD'S, PC use. Vouchers	Raise awareness.	Nov 08.	All Staff.	
Customer experience	Warm welcome from staff. "Service with smile"	make it a personal approachable service	This month (ongoing)	Everyone	
External promotion	Vouchers. Buses, train shops, schools	Target different age groups and focus groups.	Nov 08.	All staff	
Understanding and engaging with non-users	Voucher:- Bring voucher get 1 free DVD loan.	To generally raise awareness. To increase membership to library.	ongoing.	All Staff.	
Atmosphere and presentation	Display boards, posters, banner.	To highlight a broad range of our services.	Nov 08.	All Staff.	
Staff engagement	All staff on board	To feel part of team. Gain more ideas from them.	This month	Everyone	

Activity	Details
Advocacy	make up vouchers with different slogans eg:- "free books for life", "Free internet access for life".
Entitlements promotion	make sure we promote a wide range of products. eg. Books, DVD'S, CD'S and PC use.
Customer experience	
External promotion	
Understanding and engaging with non-users	
Atmosphere and presentation	
Staff engagement	

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	OPEN UP THE LIBRARY COMMITTEE TO INCLUDE BRANCH LIBRARIANS.	TO MAKE OUR PRESENCE FELT AND GET SUSTAINABLE FUNDING.	BY NEXT CABINATE COMMITTEE (AUTUMN 2008)	CLAIRE, DIANA AND MARGARET.	TBA
Entitlements promotion	WELCOME TO LIBRARY PAGE WITH A BILL.	SOFTEN BROW, LOOK BETTER AT COUNCILLORS. Reaching all people in community.	AUTUMN 08	ROS Margaret John.	TBA
Customer experience	Standards consistent customer care	Consistent. Community minded. Positive. Ensure staff are providing uniform service confident	AUTUMN 08.		
External promotion	* Add				
Understanding and engaging with non-users	* As Above				
Atmosphere and presentation	Innovation training Standards	Consistency uniform. Create audit sheet that can be used daily be reminders of staff responsibility	Mid June 08.	Lauri.	
Staff engagement					

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	local radio stations, local papers, councillors.				
Entitlements promotion	Using logo's free Books for Life / free internet for life.		immediately by July	Karen + other staff members.	
Customer experience					
External promotion	vouchers for free DVDs and CDs	through local press, local fetes / fayres / local radio stations.	by Sept.	John White involved for printing	
Understanding and engaging with non-users		Advertises the fact that we lend DVDs and CDs, + encourages them to join the library + use other services	next three months.	all staff members.	
Atmosphere and presentation	End caps in all libraries use local carpenters	To enhance layout and encourage borrowing. Helps local tradesmen by using their services	next six months then roll out to other libraries	<del>then</del> Admin for funding + tenders.	
Staff engagement	Engage all staff especially Richard Reed - promotion officer	Richard (our stock control librarian), expert in innovations / promotion.	immediately	Richard + all branch staff.	

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	LION registration incentive. Free ALV hire when joined online	Encourage IT Users to visit the library to appeal to a broader audience.	July 2008	Chris Hopkins	Monitor new LION registrations - compare before & after.
Entitlements promotion	Outreach with free ALV vouchers	To raise awareness of our stock - not just books!	October 2008	Lionel Lauren Kim Cath	number the vouchers and see how many came back
Customer experience	Revise Signage	To improve library usage and experience	December / January 2008/09	Kim Terri Sarah Stone	anecdotal
External promotion	Write a press release for next event	To reach a wider audience and promote our successes	Summer events 2008	Chris H.	monitor any increase in library usage
Understanding and engaging with non-users	Direct marketing - outreach	To increase knowledge of services to non-users.	October 2008	Lionel Lauren Kim Cath	" "
Atmosphere and presentation	Flowers and plants on counter and table.	To create a pleasant and welcoming atmosphere.	August 2008 (ongoing)	Cath	anecdotal
Staff engagement	Get more staff involved	To build a team spirit, working together to improve services.	Now (ongoing)	All of us.	Improvement in morale

Activity	Details
Advocacy	Advertise online - Liaise with IT department
Entitlements promotion	Everyone to be identifiable - wear sashes source o/v vouchers, plan strategy
Customer experience	Involve in-house photographer sarah stone. cost it
External promotion	look on toolkit website to learn how to write a press release and bombard everyone!.
Understanding and engaging with non-users	Print flyers and leaflets for National Year of Reading Day. Hit the street.
Atmosphere and presentation	Source, cost of artificial plants and Flowers.
Staff engagement	Arrange staff meeting asap. and encourage everyone to take part in the fun. Input from everyone.