






Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	lobby soap operates local press. library courier	To raise external awareness *	A.S.A.P	Jades.	
Entitlements promotion	August bank holiday book show... Appointments for induction...	→ ease of access... To ensure ongoing rolling.	A.S.A.P		
Customer experience	Acknowledge customers. library courier	To make their experience more memorable. - To take books home, like Iceland encourages people out without worry of weight.			
External promotion	Welsh celebrity endorsement	To make library image cool...	Over summer	windfarm sponsor transport Mauon's son. Tom Palmer Simon Grenville.	
Understanding and engaging with non-users	lobby soap opera.	*	A.S.A.P	Jools.	
Atmosphere and presentation	Paint different colour behind computers (yellow) Plants... Fresh flowers. Clean ceiling tiles	- To create ambience. & positive reach out. Relaxing.		Rhyl library	
Staff engagement	Job swap days	To share experiences and break down barriers between managers & staff also between book industry.			

Swansea
Boe Colwyn

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Advocacy					
Entitlements promotion					
Customer experience					
External promotion					
Understanding and engaging with non-users					
Atmosphere and presentation	De-Dewey nonfiction.	Dewey is mainly for staff + a small minority of users. "learn from others!!"	2 refurbishments start small i.e Travel.	need to get staff on side.	comments staff perceptions.
Staff engagement					

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Advocacy	LOYALTY CARDS	WORD OF MOUTH PEER PRESSURE	SEPT. '08	EVERYBODY	AUDIT MONTHLY STATISTICS
Entitlements promotion	LOYALTY CARDS	PROMOTING SERVICES AND ENTITLEMENTS	"	"	"
Customer experience	LOYALTY CARDS	SOMETHING FOR NOTHING - REWARD FOR REGULAR CUSTOMERS - FEELING OF VALUE	"	"	"
External promotion	LOYALTY CARDS	LOCAL MEDIA, FLYERS, WORD OF MOUTH	"	"	"
Understanding and engaging with non-users	LOYALTY CARDS	FREE PARKING / FREE SWIMMING ETC - LOCAL GOVERNMENT SERVICES	"	"	"
Atmosphere and presentation	ZONES	INCORPORATE ZONES IN LIBRARY REFURBISHMENT	08/09	BANGOR AND ABERMAW LIBRARY	FEEDBACK AND USAGE
Staff engagement	JOB SWAPPING, GET OTHER PEOPLE ON BOARD	EXPERIENCE ONE MAN LIBRARIES, BUSY LIBRARIES, SHARE IDEAS IN ANNUAL MEETING	ON GOING	FRONT LINE STAFF	ANNUAL MEETING 6 MONTH REVIEW