

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	Customer Stories	To promote the intangible benefits of library use.	January 2009	SM / SA and Ben Black Press officer	
Entitlements promotion	Porthpool Library Centenary Celebration	To promote the entitlements of library users	September 2008	MT + Arts Culture	
Customer experience	Refresher Training	To refresh staff skills + enhance the customer's experience of the library.	Ongoing	DR	
External promotion	Cinema	To reach non-library users and promote library services.	Investigate cinema opening	SM / SA.	
Understanding and engaging with non-users	Posters.	To engage non library users.	Straightaway.	Sam SM + SA.	
Atmosphere and presentation	Innovations Audit	To maintain improvements in library.	Straightaway	Sam SM + SA.	
Staff engagement	Staff Award	To motivate + enthuse staff	2009.	Sam LMT.	

Activity	Details
Advocacy	Investigate which customers have interesting stories to tell. Get their permission, and use in local papers / Torfaen Talks.
Entitlements promotion	When is the launch going to be? Pontypool Centenary - Then & Now for Library Entitlements. MT.
Customer experience	In house refreshment training for staff in customer care. DR.
External promotion	Investigate which company will run the new cinema in Cwmbran. Contact them and investigate partnership. Library quiz on famous books made into films - would they give monthly pass as prize? Enquire about advert?
Understanding and engaging with non-users	Posters from online toolkits. - Send out to Factories / Workplace Loans. - Schools - Colleges / Adult Education Centres / E - Clinics / Doctors Surgeries / Health Centres
Atmosphere and presentation	Investigate whether Innovations Audit <del>is</del> being implemented? - If so by whom and at what intervals - If not what is being used in its place.
Staff engagement	Bright Ideas Award - quarterly - every 3 months.

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Advocacy	① Success stories ② New readers	① Achievable human interest. ②. Recent cuts.	6 months.	Frontline staff	Forum
Entitlements promotion	Cinema promotion - Taj Mahal - Naipht ② Non users.	①. New audiences ② Breakdown prospects.	12 months.	Marketing champions / working group.	Forum Forum
Customer experience	Self-service - maching grating.	① Machines already installed.	Summer 08.	Frontline staff	Forum
External promotion					Forum
Understanding and engaging with non-users	Focus group - extend local paper advert. library centres	Peter Ellis wants us to Improve service Increase performance.	Autumn 08.	LMT.	Forum
Atmosphere and presentation	Get rid of book shels. Start doing audit.	Enhance customer experience.	Summer 08	Marketing champions	Forum
Staff engagement	Working party - marketing + marketing	Sharing workload. Using others expertise.	Summer 08.	Marketing working party.	Forum.

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Advocacy	Collect personal stories from customers	To evidence the effect that Libraries have on various age groups / social backgrounds use in various ways	Ongoing. First info set in by Sept.	All staff involved	Postcard to be sent out + returned by staff to H.O. Details to be circulated.
Entitlements promotion	Magnets Bookmarks	Advertise services.	July.		Use at Big Cheese + other events.
Customer experience	Roll out Frontline training	Improve customer interaction	Training on-going with all staff.	Jen Firth to lead, all staff involved	Jen to lead + co-ordinate with staff + managers.
External promotion	Re-do + re-use the library + gateways pull ups.				
Understanding and engaging with non-users	Library consultation viewpoint panel + ideas on extra				
Atmosphere and presentation	Peer review + idea sharing.				
Staff engagement	Each person at training to push one of these points	To engage staff in all aspects as widely as possible.	Straight away and ongoing.	All staff at the training	Group to meet next month to discuss progress + ideas.

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Advocacy	Librarians got talent.	Promotes Good Will Stories	Ongoing	Customers who have used the library to change their lives	Increased footfall Increased public awareness eg. News paper articles
Entitlements promotion	Cinema Slides	Let users / non-users know about the free services	6-12 months	Cinema Users	" "
Customer experience	Customer loyalty card promotion and relaunch.	To re-engage public with re-using the loyalty card system. Change incentives.	3-6 months	Current library users	" "
External promotion	Cinema slides and a radio phone in.	Will inform users/non-users about entitlements	6-12 months	Non-users	" "
Understanding and engaging with non-users	Radio phone in for non-users	To gain feedback from non-users about why they are non-users.	3-6 months	Non-users	" "
Atmosphere and presentation	Re-familiarise Staff with innovations training	To reinforce the ideas about how to present an internal/external environment.	Ongoing	Staff	" "
Staff engagement	Promote ideas to other staff for help with innovations	To ensure the success and continued innovation of Blaenau Gwent Libraries	Ongoing	Staff	" "

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Advocacy	Promote Good Will stories about library users who have gained something from the Library Service. Entitle the scheme as Libraries got Talent.
Entitlements promotion	Slides of the Library Entitlements within Brynmawr Cinema.
Customer experience	Relaunch and alter incentives for the customer loyalty card.
External promotion	Use of Cinema and Radio
Understanding and engaging with non-users	"
Atmosphere and presentation	Reinforce the initial Innovations training with staff to help engage staff with new activities
Staff engagement	Discusses with fellow staff and management about the promotions and continue to try and push staff forward.

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Advocacy	PUSH THE SERVICE HUMAN INTEREST STORIES	ACCESS TO ONLINE TOOLKIT. GREAT THING BUT I DON'T HAVE IT	6-12 months	frontline staff.	
Entitlements promotion	TELL PEOPLE WHAT THEY CAN GET	To challenge outdated perceptions of the service	ASAP	ALL STAFF	
Customer experience	WOULD THEY COME AGAIN THAT MUST BE THE THEY WANT OR THEY WOULD NOT	So that we will prosper and survive as a service.			
External promotion	CONGRAT ADVERT <del>ADVERT</del>	WE HAVE NOT TRIED IT BEFORE REACH NEW PEOPLE + NEW USERS	ASAP	OTHER AUTHORITIES SOMEONE WHO WILL DRUG INTERVIEW	
Understanding and engaging with non-users	WHY DON'T THEY USE? FEEL A WAY TO ASK THE QUESTION	IT'S A WAY TO REACH OUT TO THEM Radio "Talk <del>in</del> " <sup>in</sup>	6-12 months	Marketing champion	
Atmosphere and presentation	MAKE IT FRIENDLY	PEOPLE MUST THINK THEY CAN FIND WHAT THEY WANT + GET HELP IF THEY CAN'T GOOD SIGNS + HELPFUL STAFF	ASAP	ALL STAFF	
Staff engagement	GET THE STAFF ON BOARD	BECAUSE A GOOD STAFF ARE THE BEST ADVERT YOU HAVE	ASAP	Marketing champion	