

Activity	What?	Why?	When?	Who?	Evaluate and share
Advocacy	THEMED NIGHTS	TO ENCOURAGE NEW & EXISTING USERS TO COME INTO THE LIBRARY	TWICE A YEAR	COUNCILLORS ETC COULD COME TO PREVIEW EVENING	
Entitlements promotion	BOOK INSERTS?	LIBRARY ENTITLEMENTS			WEBSITE NEWSLETTERS (LIBRARY & YOUR COUNCIL)
Customer experience	THEMED NIGHTS	TO ENGAGE USERS AND NON-USERS	TWICE A YEAR		BLOG
External promotion	BEER MATS, COFFEE HOLDERS	TO ADVERTISE AND PROMOTE LIBRARY SERVICES	SUMMER 2008	SPT LOCAL PRESS	
Understanding and engaging with non-users	THEMED NIGHTS	A RELAXING AND GRACEFUL EXPERIENCE	TWICE A YEAR		
Atmosphere and presentation	THEMED NIGHTS	CONTINUED INNOVATIONS DEVELOPMENTS. PROVIDE APPROPRIATE ATMOSPHERE FOR THE SPECIFIC EVENT	TWICE A YEAR		
Staff engagement	THEMED NIGHTS	TO PARTICIPATE IN THE EVENT. PROVIDE REFRESHMENTS; MAKE CUSTOMERS WELCOME; WORK AS A TEAM.	TWICE A YEAR		

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Advocacy	Mayor and local councillors	local members	leading up to event & during	to the community & to council	know no of new members Share results on toolkit
Entitlements promotion	All library services	To inform the community of the services provided free of charge	before, during & after event	target group	
Customer experience	Experience of a brand new library	to provide a positive experience and that they want to come back	during the event and afterwards	target group	
External promotion	Schools Youth Centre parks local organ. supermarkets	In order to attract interest and people to come in the door	in advance to event and continue after event	community non users	
Understanding and engaging with non-users	Event & outreach work	to promote new opening hours and attract new members	at the event	non users	
Atmosphere and presentation	depend on the event. Newly built library	open day: with theme of health & wellbeing food: healthy eating activities?	at the event & after	Staff	
Staff engagement	Staff involved in planning Hostesses	introduce new library staff to the community. Provide ideas and ownership to the event Team building	ongoing	all staff & managers	

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Advocacy	County Voice: taken & promotion. eg. "May contain NUTS and that's just the stuff!" Different catch phrases - series. "May contain books!" & Automatic Membership	Challenging perceptions with clear simple message in different formats	Monthly (on going) taken eg. from Dublin	All Denbighshire residents All County Councillors	Statistics
Entitlements promotion	"	"	"		
Customer experience	" <u>FREE</u> FUN, EASY.	"	"		
External promotion	Boat/coasters mats	Men & boys - promotion for National Year of Reading - theme 2008.	"		
Understanding and engaging with non-users	drip, drip info... local press promotion incl County Voice	To encourage library use & membership.	"		
Atmosphere and presentation	Quirky, Fun, Easy	Simple "catchy messages"	"		
Staff engagement	Input from all staff! Ideas	"	"		

Adult recruitment campaign, during winter months - 5 visits and then free DVD loan
"Get the library habit"

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Advocacy	Council members Staff - (council) members	Word of mouth referral to non-users	Nov - Feb winter months	Adult non-users	Loyalty card - number of new members / visits
Entitlements promotion	Recruitment campaign	To engage non-users	Nov - Feb winter months	Adult Non-users	Issue res. Press coverage Anecdotal
Customer experience	Changing perceptions	To encourage use / make library service appear relevant to them	"	"	
External promotion	Paylips Local press Mobile libraries		"	"	
Understanding and engaging with non-users	Changing perceptions	To promote whole of library service. Repeat visits	"	"	
Atmosphere and presentation	Continuation of innovation points	Modern library service DVD promotional material - movie posters / cut-outs.	"	"	
Staff engagement	Getting other staff involved	Get staff involved / have ownership.	"	"	

- meeting staff from
other authorities

Powys

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