Cardiff Central Library has been delivering an Events programme since 2010. The Library does not have a marketing or events budget, but this is not seen as a barrier to delivering an eclectic and entertaining events programme that is underpinned by a clear marketing strategy. Participation in City Festivals and celebrations forms part of this strategy.

**Delivered Events Apr - Dec**

- *Opera Unmasked*
- *Umbrella – A Refugee Week Celebration*
- *The Games – The Alternative Olympics*
- *Cardiff Comedy Festival*
Beer and Brass – Cardiff Mardi Gras

Going Up! A Promenade Play

Black History Month

Rustic Quintet – Central Library Music Programme
Beer and Brass

Phoenix Singers – Central Library Music Programme
Houdini Dax – Central Library Music Programme

Olion Bwyrr – Central Library Music Programme
Somali Poetry Reading – Umbrella

An audience enjoying the Music – Central Library Music Programme

The Welsh Librarian at Tafwyl The Welsh Medium Festival held at Cardiff Castle
The Objectives

Challenge Perceptions of Libraries
We aim to surprise and delight and reach out to potential customers who are put off by the traditional view of Libraries.

Raise the Profile of the Library Service
We aim for maximum publicity through working with targeted partners, the use of Social Media and the Press.

Achieve Learning objectives for customers
A specific set of learning objectives are developed for each event. The Refugee event for example offered an opportunity for customers to learn about the challenges that face refugees.

The Promotion of Stock – increasing issues
Ultimately the programme has been developed to push our product i.e. the stock. Each event offers an opportunity to tie in all related stock.

Increase Membership
We aim to join new members at the events and through the distribution of event information.

Be Part of the City Agenda
In order for the Library Service to be relevant it has to place itself at the heart of the City and get involved in as many City events as possible – from the Mardi Gras and the Comedy Festival to Black History Month.

Achieve Corporate Objectives
We aim to work towards corporate objectives through the events programme. To be noticeably seen as striving to achieve these objectives can deliver advocacy gains for the Library Service within the Corporate umbrella.

Making a better future for our city
Creating jobs & opportunity for all
Helping those that need it most
Working together for the city and the region
Working smarter and better
Evaluation

This is based on:-

- Attendance at events
- Non-members who attend events
- Press Coverage
- Qualitative feedback from those who attend events
- Sustainability of partnerships
- Social Media feedback and interaction

Partners

The lack of budget means that partnership working is a high priority. Partners are identified through extensive networking. For the period April to December the following partnerships were established.

The Mardi Gras
The Academy of the Voice
Menter Caerdydd
Tafwyl
Cardiff Comedy Festival
Communities First
Welsh Refugee Council
Drama Association of Wales
Dafydd Weeks
Black Voluntary Sector Network Wales
Community Champions
Chinese Elderly Association

The partners who help us to deliver the music programme are too numerous to list here but are from a wide range of music genres. The bands all perform at no cost.
Promotional Materials

We work with the Council Communication Department to develop posters and flyers for the events. The music programme events are produced by Library staff.

A Selection of flyers
**Opera Unmasked**
An insight into the world of Opera
Introduced by Gearino O’Neill

24th May 7pm
Tickets £5
Available from Central Library
Bring your own bottle

**Umbrella**
A refugee week celebration

Friday June 22nd
11am - 4pm

Including:
- Multicultural music
- Dance, poetry, books
- Information stalls

**Cardiff Central Library**

**You Games**
A day of board games at Cardiff Central Library.

Saturday 21st July 11-4

Come and explore our board games, we are run with Cardiff based clubs, free of charge. For everyone with their own unique skills.

Also available by play:
- Mah-jong
- Jenga
- Boccie etc.

Roll the dice and let out your inner child.

**Cardiff Central Library**
Black Voluntary Sector Network Wales presents

Black History Month
Family Fun Day

Cardiff Central Library
Saturday 20th October 2012
12:30 - 4:30pm

For more information visit www.cardiff.gov.uk/libraries
Marketing Strategy

We set our target market. For the period April to December these have included the LGBT, Ethnic, Refugee, Welsh Medium and the Chinese Communities within Cardiff.

We decide what we want to offer to our customers and make this a reality (as far as possible through extensive partnership working)

We develop a promotional plan - printed and digital

We deliver the event

We evaluate

The Promotion Plan

We take a holistic approach to promotion. We promote extensively in house through the library buildings, Council buildings etc, but also take every opportunity to promote externally.
In House

Plasma Screens

Toilets

Lifts
A-Frames outside the Library

Stock Promotion

Staff Awareness Packs

These include event information, partner details and expectations of all Library service staff in relation to the event and marketing activity.

Promotion takes place across the 20 Branch Libraries

The distribution includes other Council Buildings – Leisure Centres, County Hall, City Hall, Community Centres, Youth Clubs

We make use of the Council Communication Vehicles – the Intranet and the Council Twitter as well as using our own of course.
External Promotion

This list is not exhaustive:-
Library Facebook
Press Release
Tourism websites
Entertainment websites
Employee mailing lists
Library What’s on Page
Capital Times – Council Newspaper
Library Wales.org
What’s on Wales
The Sprout
Library Thing
Cliconline
Capital FM Events Calendar
Real Radio Events Calendar
Cardiff Radio
St David’s Big Screen
Buzz Music Magazine
Gumtree
Topix local news
Capture Cardiff
Social Media
Twitter/Facebook

We utilise out partners communication tools also – event brochures, websites, social media etc.

Evaluation

We are encouraged by high levels of attendance at our events. The evening events e.g. The Promenade play, Opera Unmasked are consistently at capacity. Evaluation has shown us that the average percentage of non-library members who attend events is approximately 33%.

Coverage

Websites – including partner websites
Shortly after our arrival, we had the chance to experience a “happening” at Cardiff Central Library when we went to see *Opera Unmasked*, an insight into the world of Opera, which was introduced by Dennis O’Neill, director of the Wales International Academy of the Voice. The Academy provides an opportunity for singers to prepare for the world stage. It was a wonderful evening of opera and the library’s third floor proved to be a perfect venue. The cement ceiling focused the sound and the white piano provided the opportunity for accompaniment. The singers were excellent and the audience enthusiastic. It was a relaxed atmosphere with the audience sipping wine and other drinks, birds flying outside the windows and the sun setting. We enjoyed talking with Amanda and Kevin at our table. This event is one of many planned by a library committee which offer the community a wide range of experiences. The library has received awards for finding ways to arrange these events with little or no cost. (Cardiff Central Library Facebook)
Printed coverage

South Wales Echo: Have a laugh at the comedy festival
-----------------------------------------------
South Wales Echo (Cardiff, Wales) - July 17, 2012

GET ready for your funny bones to be tickled next week when the Cardiff Comedy Festival starts in the city.

Now in its third year the Cardiff Comedy Festival continues to attract top comedians including Rhod Gilbert and Russell Kane - and this year Omid Djalili, pictured, will take to the stage.

As part of the festival, Cardiff Central Library will once more host Laughing Matters a series of workshops that anyone over the age of 14 can attend. Those who attend the free workshops, which will be held until Saturday, should bring along a funny story that is original, or their own joke or just talk about three subjects that they find funny.

Attendees will have an opportunity to take part in the stand up gig on Saturday.

South Wales Echo: Fostering the funnymen of the future
-----------------------------------------------------
South Wales Echo (Cardiff, Wales) - June 29, 2012

A FEATURE of every Cardiff Comedy Festival are the youth workshops run by festival MD Scott Fitzgerald and fellow festival founders, stand-up comics Matt Price and Johnny Disco.

Run at Cardiff Central Library, they give under-18s the opportunity to get a taste of life as a stand-up.

Samuel Lloyd "The Cardiff Comedy Festival workshops in association with Cardiff Central Library are probably the most enjoyable part of every year's event," says Scott. "They are certainly the most tiring. Myself, Johnny and Matt take all comers and go through what they love about comedy and how we can help them develop that love into something greater.

"We chat about what they like. What makes them laugh. Who makes them laugh. Why they make them laugh.."

"We go through genres and styles, identifying what general techniques are used and who else uses the same techniques. What are the main differences/benefits/pitfalls of different comedy mediums; sketch writing, stand-up, radio etc.

"And we try to craft a set for each person who attends, even if it's just one joke that lasts one minute, we make sure we give them something to be proud of, so they can say 'I wrote that and it's funny'.

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"And at the end of the five days we have a gig in the evening at Cardiff Central Library (this year's is on Saturday, July 21). It's free and open to anyone who wishes to attend, although there's no booze, no chicken in a basket and hecklers will be treated with the contempt they deserve!

Alongside the library show, a selection of comics who have graduated the course in recent years will get together for a gig billed as the Young Guns Showcase at Chapter Arts Centre on Sunday, July 8. Organised by course graduate Samuel Lloyd, one of the comedians through to the semi-finals of this year's Welsh Unsigned Stand-Up Award, he says the gig aims to throw the spotlight on the new and specifically young comedy acts on the local circuit.

"Most of us got into comedy through Scott and the workshops," says Sam. "So we're all very much looking forward to being part of this year's Cardiff Comedy Festival. It's going to be fantastic."

More information on the comedy workshops via [www.cardiffcomedy.co.uk](http://www.cardiffcomedy.co.uk) and for details on the Young Guns Showcase visit [www.chapter.org](http://www.chapter.org) CLICK ON Cardiff Comedy Festival's Scott Fitzgerald gives us his ones to watch [WalesOnline.co.uk](http://WalesOnline.co.uk) /multimedia
Cardiff Mardis Gras Festival Brochure 2012 featured the Library prominently. The Mardi Gras was attended by approximately 20,000 people. Many of which would have viewed the brochure.

Jam With Robina
Cardiff Central Library

The early afternoon I found myself in the unusual surroundings of the 15th floor of Cardiff Library, with panoramic views of the city and surrounded by books, and the perfect place to listen to the semi-acoustic folk art of PLUGGED IN favourite Robina with Robina. Drawing heavily from her new album Dark Reflections, and joined by guitarist Rory and Rory, they set about bringing their songs to life. The delicate rhythm section on guitar and bass from Rory and Neil allowed Rob to be a free spirit and let her voice to soar like an eagle. The re-washed I Am The Ship with a bass line brushes new life into the old song, but it’s the new material such as Horse-legend inspired Sons Of Cain which contains fantastic lead-box tapping guitar with fast paced riffs, that takes my breath away. Spirit Of The Fire with fast streaming back the guys going down a more dance vibe direction, but Silhouettes, imaginary Super Secret and The Damned all retain the dark prog folk which I have come to love about this band. As the sun shines throughout the entirety of the performance, my fear couldn’t exist having a single part go on it, JNR as a four-piece – and I had reservations before going to see them – just falls into place like pieces in a jigsaw. They have grown musically and professionally as a band and are a wonder to behold. It would be a criminal injustice not to go and watch these guys entice you into a trance.
RITCHE SAMUEL

The Music programme receives coverage through reviews. This one is from a printed publication – Plugged In

Qualitative Feedback
The feedback from customers who attend our events is largely positive.

“More like this! Different venue and great opportunity to hear interesting music!”

“Lovely evening, Please do it again.”

“Just great!”

Social Media Coverage

This can range from customers commenting on the events through our Facebook page to twitter traffic relating to the event.

Sustainability of Project

The partnerships that we have established are proving sustainable e.g. The Mardi Gras and the Comedy Festival have formed part of our programme for 2011 and 2012. We also in the process of developing new ones the proposed events for 2013 are already in the planning stages. They include:-

Eurofest
Croeso
Japanese Festival
Cabaret
Business at Breakfast
An evening of Mediumship
Black History Month
Mardi Gras
Love in Your Library
St David’s Day
Cool Cymru
Tafwyl

The Music programme is also continuing and features live performances primarily during Saturday lunch times at the Library.