

Marketing Innovation Awards

Cardiff Central Library

Marketing the Library April – December 2012

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 Bwyr – 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

FREE LIVE MUSIC
@ CARDIFF CENTRAL LIBRARY

1 - 2pm
Saturday
01-12-12

LEMON CELLO
Acoustic Folk

Twitter, Facebook, Myspace, Cardiff Central Library logo, QR code

Ty Gwyn Trio
Jazz Trio

13:00 - 14:00
Saturday
17-NOV-12

FREE LIVE MUSIC
@ CARDIFF CENTRAL LIBRARY

Twitter, Facebook, Myspace, Cardiff Central Library logo, QR code

Cardiff Central Library & Cardiff Wales LGBT Mardi Gras
Present

Mardi Gras

AN EVENING OF BEER & BRASS
AT THE LIBRARY

Tuesday
28th August
7pm

Tickets £5
Available from
Cardiff Central
Library
029 2038 2116
or email
centrallibrary@cardiff.gov.uk

Twitter, Facebook, Cardiff Central Library logo, QR code

Follow us to find out more
www.cardiff.gov.uk/libraries

Cardiff Central Library in partnership with Cardiff Comedy Festival presents...

LAUGHING MATTERS

Are you aged 14+?
Ever wanted to try stand up comedy?
Want to learn how it's done?

Sign up to free comedy workshops
at Central Library 16,17,19 & 20th July

Free Stand Up Gig @ Central Library
21st July 7.30pm

Come along to see comedians of the future

To book your place contact Nic Richards:
richards@cardiff.gov.uk 029 2038 2116

Cardiff Comedy Festival logo, Twitter, Facebook, Myspace, Cardiff Central Library logo

Cardiff Central Library
 In association with the International Academy of the Voice
 Presents
Opera Unmasked
 An insight into the world of Opera
 Introduced by Dennis O'Neill



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



 Cardiff Central Library
 Follow us to find out more.

www.cardiff.gov.uk/libraries
www.caerdydd.gov.uk/lytfgelloedd

Proud to deliver
 Yn Ffalk o Gyflawni


FREE Cardiff Central Library
 Presents
Umbrella
 A refugee week celebration

Including
 Multicultural music
 & dance, poetry, books
 & information stalls

**Friday
 June 22nd
 11am - 4pm**







 Follow us to find out more or contact
 Central Library 02920 382116
www.cardiff.gov.uk/libraries

Proud to deliver
 Yn Ffalk o Gyflawni


Cardiff Central Library
 presents
the GAMES

A day of board games at
 Cardiff Central Library.

Saturday 21st July 11-4

Come and discover amazing board games old and
 new with Cardiff-based retailer **Rules of Play** providing
 demonstrations with their own unique stock.

Also available to play:

- Monopoly
- Jenga
- Eiefun etc.

Roll the dice and let out your inner child.






Proud to Deliver
 Yn Ffalk o Gyflawni


Cardiff Central Library
 in partnership with
Black Voluntary Sector Network Wales
 present

Black History Month
Family Fun Day

Story-Telling
 Hair Braiding
 Mask Making
 Drumming

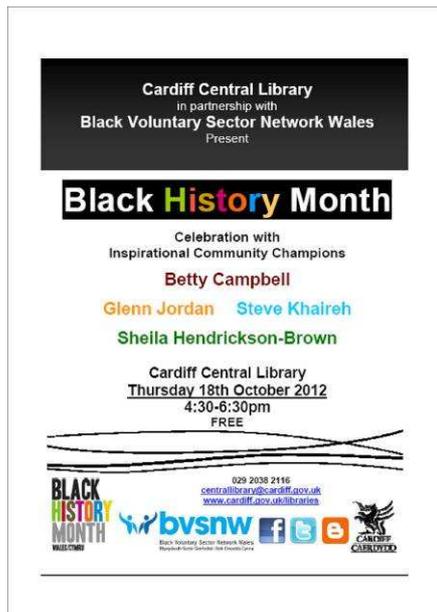
Cardiff Central Library
Saturday 20th October 2012
 12:00 - 4:00pm
FREE

029 2038 2116
central@cardiff.gov.uk
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

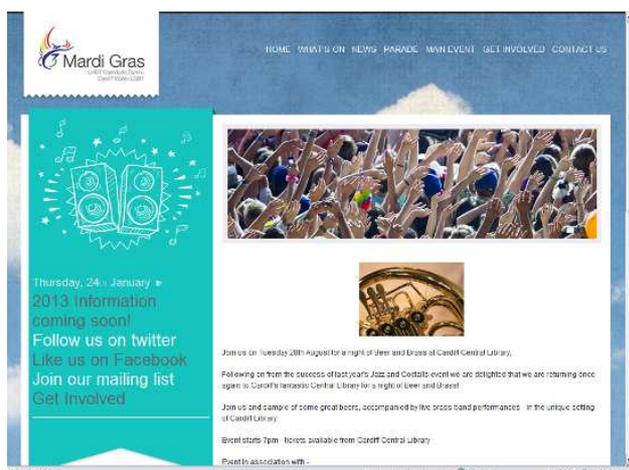
We utilise our partners communication tools also – event brochures, websites, social media etc.

Evaluation

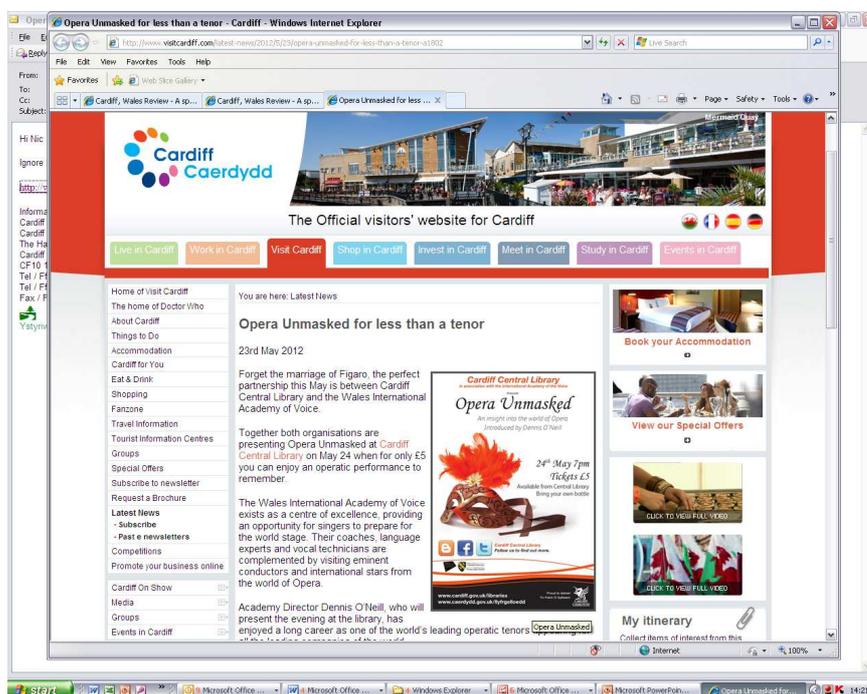
We are encouraged by high levels of attendance at our events. The evening events e.g. The Promenade play, Opera Unmasked are consistently at capacity. Evaluation has shown us that the average percentage of non-library members who attend events is approximately 33%.

Coverage

Websites – including partner websites



Beer and Brass featured on the Mardi Gras website



Opera unmasked featured on Visit Cardiff

Blogs

The events regularly feature on individual and organisation blogs.

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](#))

Extract taken from
Splash Magazines Blog

Printed coverage

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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.

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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.

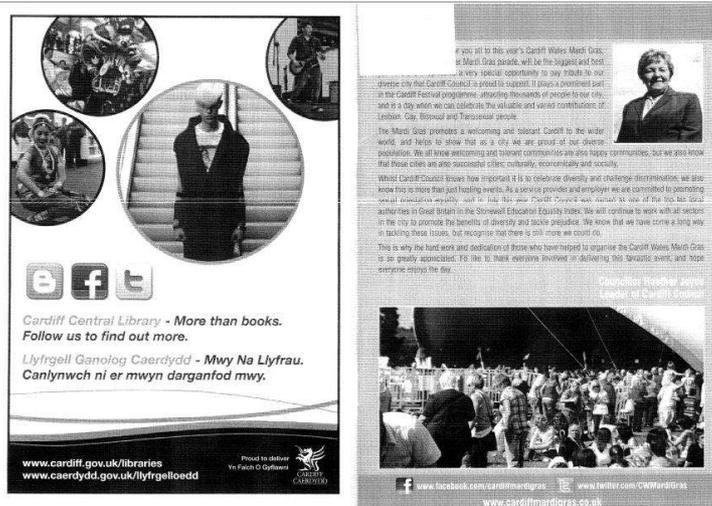
Run at Cardiff Central Library, they give under-18s the opportunity to get a taste of life as a stand-up.

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'.



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

One early afternoon I found myself in the unusual surroundings of the fifth 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 favourites Jam With Robina. Drawing heavily from new album *Dark Recollections*, and joined by guitarists Ryan and Rory, Mark and Ro set about bringing their songs to life. The delicate riff work on both guitars and bass from Ryan, Rory and Mark allows Ro to be a free spirit and let his vocals to soar like an eagle. The re-worked *I Am The Man* with a bass line breathes new life into the old song, but it's the new material such as Norse-legend inspired *Sons Of Odin*, which combines frantic beat-box slapping guitars with fast paced riffs, that takes my breath away. *Spirit Of The Fire* with fast strumming sees the guys going down a more dance vibe direction, but *Silhouettes*, *Imaginary Space Club* and *The Damned* all retain the dark prog-folk vibe that I have come to love about this band. As the sun shone throughout the entirety of the performance, my face couldn't resist having a smile put on it. JWR 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 lyrically as a band and are a wonder to behold. It would be a criminal offence not to go and watch these guys entice you into a trance.
RITCHIE SAMUEL

PLUGGED IN 31

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.

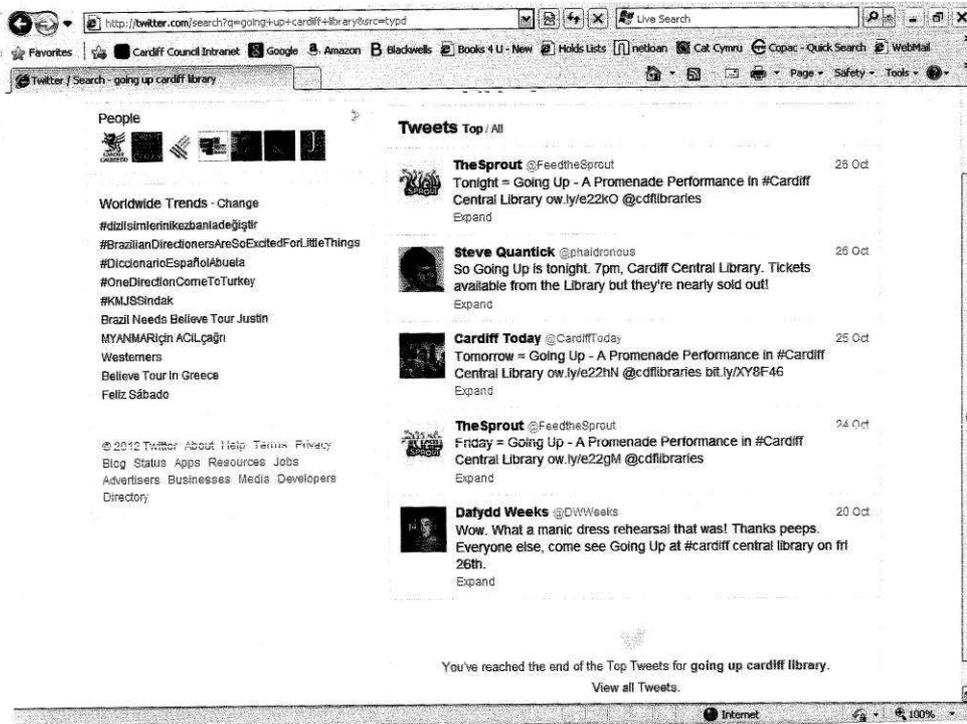
“More like this! Different venue and great opportunity to hear interesting music!”

“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.