

CyMAL Marketing Innovation Awards 2011:

Cardiff Central Library Events Programme 2010

Introduction and Overview

Cardiff Central Library opened in March 2009. We hosted a number of events at the library during 2009, including a programme of free weekly music concerts, however we decided to commence the events programme proper in January 2010. We asked for volunteers from the staff to form a Marketing and Events Team and decided that the programme would be based on the following objectives:

- To challenge people's perceptions of what a library is and what it has to offer
- To encourage visits to the library by non-members
- To focus on achieving generic social and generic learning outcomes (GSOs and GLOs) using the Inspiring Learning for All framework <http://www.inspiringlearningforall.gov.uk/>, such as being inspired, the building of relationships, and helping children and young people to enjoy life and make a positive contribution
- To maximise the Library profile
- To generate PR
- Advocacy gains within the Council
- Advocacy gains within the City context i.e. to be seen to be part of the wider City agenda and to appear relevant within the City context
- To achieve all this on minimum or zero budget other than staffing costs

These objectives could only be achieved by focusing on extensive networking and the building of strong partnerships, especially given the lack of budget and resources.

The result of the work by the Marketing and Events Team was a year long programme of events beginning in January 2010:

January: New Year, New You!

February: Speed Dating in the library

March: St. David's Day Hwyl festival

April: History Day

May: Careers Day

June: Fête of the Earth green festival

July: Laughing Matters

September: Vibe: One City, Many
Cultures

October: Poems and Pints

We have selected three events for consideration in this Marketing Innovation Awards bid, namely Laughing Matters, Vibe and Poems and Pints.

Each of these events had a different target audience and we tailored our promotional activities accordingly, using methods appropriate to those groups we were trying to reach. We decided that this would be better than using a general scatter gun approach to marketing. As our promotional activities for each event were slightly different, we have divided them up below.

Laughing Matters

As well as the overall objectives discussed above, we also had objectives specific to this event:

- To attract more young people into the library
- To associate the library with something fun, exciting and relevant to young people
- Generic Learning Outcomes for young people
 - Participation
 - Presentation skills
 - Communication skills
 - Confidence gains
 - Theatrical skills
 - Storytelling skills
 - Comedy timing
 - How to make the audience relate to you
 - How to tell a joke
 - How to find your own style
- To empower young people
- To promote relevant core library resources i.e. books and AV materials

Summary of project

We wanted to put on an event that focused entirely on young people and that continued with our theme of encouraging people to think about libraries in a new way. The key marketing message we wanted to employ was that libraries are relevant and you can have fun in them.

We considered a variety of options for this event but decided that comedy would be a good angle due to its current popularity amongst young people. We looked around for potential partners and the Cardiff Comedy Festival seemed like an obvious choice.

After some networking we were able to make contact with the organisers of the Comedy Festival, and after owning up to not having any budget to achieve what we wanted (something they took surprisingly well), we were able to put the details of the project together. What we lacked in budget we more than made up for in enthusiasm!

We decided to host a series of free stand-up comedy workshops for young people aged 15 to 19 at the library. The workshops took place on Wednesday 21st July 2010, Thursday 22nd July, and Friday 23rd July from 11am – 5pm. The workshops were facilitated by comedians from the Cardiff Comedy Festival who taught the participants storytelling and theatrical techniques, how to analyse the stand-up skills of famous comedians, and encouraged the young people to try out material that they had written themselves.

The workshops culminated in a live show at the library on Saturday 24th July at 7pm, where the young people performed their very first stand-up gig. The show was open to members of the public and was free to attend.

Target audience

Workshops: Our target audience were young people aged 15-19.

Live show: Our target audience were Generation Y i.e. aged 30 and under, plus comedy lovers of all ages.

Budget Breakdown

As we arranged the Laughing Matters event through partnership working with the Cardiff Comedy Festival, there was no outlay for us. Our spend on the publicity for the event was nil due to relying on electronic promotion (see promotional activities below). Our only expenditure was on refreshments for the workshops.

- Spend on organisation of event = 0
- Refreshments for workshops = £10
- Spend on publicity material = 0
- Total spend = £10

Promotional Activities

We arranged for the workshops and live show to be part of the wider Cardiff Comedy Festival and so we were featured in its advertising and promotion at no cost to us. Festival organisers produced leaflets, posters, a Festival programme (see Appendix 1) and also advertised in local newspapers.

In addition to the Festival's campaign, we also wanted to do our own promotion to ensure that we reached as many people as possible with our message and also that attendance would be good.

With the workshops and live show we aimed to appeal to a Generation Y audience. We were conscious that Generation Y cannot always be reached through traditional marketing channels so we decided to take an innovative approach with our marketing. We kept print promotion to a minimum and focused heavily on electronic promotion i.e. email, web advertising and social media, as these are the communication channels most employed by young people.

In order to promote Laughing Matters we produced a press release (see Appendix 2) which was sent out by Cardiff Council Press Office. We also designed a bilingual poster for both the workshops and the live show (see Appendix 3 and 4). We designed the posters with young people in mind - we used elements that we thought would be eye catching, striking and have an immediate visual impact.

We distributed digital copies of the posters to a number of targeted locations where we knew young people and comedy lovers would visit. These included:

- Glee Comedy Club, Cardiff
- Sherman Theatre, Cardiff
- Local Youth Centres
- Chapter Arts Centre, Cardiff
- Cardiff Libraries
- Cardiff Leisure Centres
- Shops in Cardiff City Centre

We also uploaded digital copies of the posters to our plasma screens in the library.

As well as distributing the digital posters, we also launched a large scale web promotion campaign which included sending out emails and uploading details of the events to local and national websites. A full list of these can be found below. (These links show the live

event listing, or where the listings have expired/been archived, they show the homepage of the web resource.)

- Email mail shot to young people's community groups, including local drama clubs, comedy clubs and Explorer Scouts.
- Email mail shot to leaders of local young people's support networks including Cardiff Council's Youth Development Team and Cardiff Council's Schools and Lifelong Learning Young People's Support Pathways Information Officer.
- Email to the Metro daily newspaper and the BBC South East Wales news team
- Cardiff Libraries website (event listing)
<http://www.cardiff.gov.uk/libraryevents>
- Cardiff Libraries e-Resources home page (web banner)
<http://ibistro.cardiff.gov.uk/pnhp.htm>
- Cardiff Libraries library catalogue (web banner)
<http://ibistro.cardiff.gov.uk/>
- Cardiff Central Library Facebook page (event listing)
<http://www.facebook.com/event.php?eid=122734451100539&ref=mf>
and <http://www.facebook.com/event.php?eid=131950233509798&ref=mf>
and <http://www.facebook.com/event.php?eid=109292342450944&ref=mf>
and <http://www.facebook.com/event.php?eid=131765690193428&ref=mf>
- Your Inbox - Council staff e-newsletter (event listing)
- Cardiff Council Intranet (event listing)
- Cardiff Council 4-FREE e-noticeboard (event listing)
- What's on Wales website (event listing)
<http://www.whatsonwales.co.uk/>
- Library Wales Org website (event listing)
[http://library.wales.org/news/news-pages/tt news/9597/?no_cache=1&tx_ttnews%5BcalendarYear%5D=2010&tx_ttnews%5BcalendarMonth%5D=7](http://library.wales.org/news/news-pages/tt%20news/9597/?no_cache=1&tx_ttnews%5BcalendarYear%5D=2010&tx_ttnews%5BcalendarMonth%5D=7)
and [http://library.wales.org/news/news-pages/tt news/9616/?no_cache=1&tx_ttnews%5BcalendarYear%5D=2010&tx_ttnews%5BcalendarMonth%5D=7](http://library.wales.org/news/news-pages/tt%20news/9616/?no_cache=1&tx_ttnews%5BcalendarYear%5D=2010&tx_ttnews%5BcalendarMonth%5D=7)
- Buzz Magazine website (event listing). We also appeared in the print version of the magazine.
<http://content.yudu.com/Library/A1o6ie/BuzzMagazineJuly2010/resources/60.htm>
- Cardiff What's On? website (event listing) – website no longer available
- Art's Council of Wales website (event listing)
<http://www.artswales.org.uk/>
- The Sprout website for young people (event listing)
<http://www.thesprout.co.uk/en/events/laughing-matdy-workshops/02297.html>
- ClicOnline website for young people (event listing)
<http://www.cliconline.co.uk/cym/digwyddiadau/laughing-matdy-workshops/02297.html>
and <http://www.cliconline.co.uk/cym/digwyddiadau/laughing-matters/02476.html>
- Red Dragon FM local radio station website (now Capital FM) (event listing)
<http://www.capitalfm.com/southwales/>
- Why Cardiff? Official website for Cardiff (event listing)
<http://whycardiff.com/>
- The Best of Cardiff website (event listing)
<http://www.thebestof.co.uk/local/cardiff/events>

- BIG Cardiff website (event listing)
<http://www.bigcardiff.co.uk/cardiff-events.php>
- netCardiff website (event listing)
<http://www.netcardiff.co.uk/Events/>
- Cardiff Gumtree (event listing)
<http://cardiff.gumtree.com/>
- What's On 2 Day? website (event listing)
<http://www.whatson2day.co.uk/event/5034>
- Where Can We Go? website (event listing)
<http://www.wherewecanwego.com/search/ViewEvent.aspx?e=370640>
- South Wales Argus website (event listing)
<http://events.southwalesargus.co.uk/events/disp.asp?i=400273>
- Cardiff Festival website (event listing)
http://www.cardiff-festival.com/comedy_e.htm

To tie in and help promote Laughing Matters we also created themed stock promotions/displays throughout Central and Branch Libraries. Targeted stock included Comedy (books and DVDs), Creative Writing, Biographies, Performing Arts and Jokes.

Press coverage

As well as our own promotion outlined above, the press release, posters and word of mouth generated press coverage of the events in the local media. The following is a selection of the press coverage generated so far:

- WalesOnline Your Cardiff website (pre event article)
<http://yourcardiff.walesonline.co.uk/2010/07/13/previewing-cardiff-comedy-festival/>
- Cardiff Central Library Facebook page (photos from the event)
<http://www.facebook.com/album.php?aid=194830&id=135639401327&ref=mf>
and <http://www.facebook.com/album.php?aid=188055&id=134637852238&ref=mf>
- Cardiff Comedy Festival Facebook page
<http://www.facebook.com/group.php?gid=114114290336>
- The Sprout website for young people (pre event article)
<http://www.thesprout.co.uk/en/news/learn-to-stand-up/02155.html>
and <http://www.thesprout.co.uk/en/news/cardiff-comedy-festival/02246.html>
- The Sprout website for young people (post event article)
<http://www.thesprout.co.uk/cym/newyddion/cardiff-comestival-a-hit/02598.html>
- Chortle: UK Comedy Guide website (post event article)
http://www.chortle.co.uk/correspondents/2010/09/06/11676/before_we_were_cynics
- Comedy Clubhouse website (pre event article)
<http://www.comedyclubhouse.co.uk/index.php/archives/1572>
- Wikipedia entry for Cardiff Comedy Festival (in which we are mentioned)
http://en.wikipedia.org/wiki/Cardiff_Comedy_Festival
- WalesOnline website (post event article)
<http://www.walesonline.co.uk/cardiffonline/cardiff-news/2010/07/27/teenagers-stand-up-to-be-counted-at-comedy-festival-91466-26936601/>
- South Wales Echo article, June 11, Length: 71 words:

<p>If you like stand-up comedy and are aged between 15 and 19, then you can take advantage of a free comedy workshop at Cardiff Central Library.</p>
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Sessions are being run on July 21-23, all from 11am to 5pm. Hopefuls can compete to perform before a audience on Saturday, July 24, at 7pm. Prizes are tickets and backstage passes to see Rhod Gilbert. Ring Nicola on 029 2078 0980 or e-mail nrichards@cardiff.gov.uk

- South Wales Echo article, July 12, Length: 56 words:

Free stand-up comedy workshops are being held at Cardiff Central Library. Youngsters aged between 15 and 19 can sign up to one of three days: Wednesday, July 21, Thursday, July 22, or Friday July 23, all held from 11am to 5pm. For more details contact Nicola Richards on nrichards@cardiff.gov.uk or telephone 029 2078 0980.

- South Wales Echo article, July 16, Length: 36 words:

Budding Rhod Gilberts are being invited to try their hand at stand-up with a one-day workshop. The event is on at Cardiff Central Library, from Wednesday, July 21, until Friday, July 23, between 11am and 5pm.

- South Wales Echo article, July 19, Length: 28 words:

A stand-up comedy show featuring a headline act and talent from young people of Cardiff will be held at Cardiff Library on Saturday at 7pm. Admission is free.

- South Wales Echo article, July 27, Length: 688 words:

Teenagers stand up to be counted at comedy festival

Young aspiring comics joined funny man Rhod Gilbert for the finale of the Cardiff Comedy Festival last night. It is just the second year of the 10-day festival and the first time workshops have been held for wannabe comedians. Hosted by Gilbert, the gala finale at St David's Hall featured top-flight comedy guests such as Lloyd Langford, Chris Corcoran, Elis James and Matt Price. Award-winning Gilbert worked with organiser Scott Fitzgerald to make the festival bigger, envisaging it will one day attract thousands of people to the Welsh capital every night. The Carmarthen-born comic said: "We are trying to really take it up, not one notch but 100 notches. It's just nice to get a comedy festival going in Cardiff that in 10 years can be like York and Sheffield. Even Leicester has had a comedy festival for about 20 years. People turn out in their thousands every night for all the top people - everyone is there. There is no reason why Cardiff can't be like that really. That's the plan. All it takes is someone like Scott and someone to get behind them. We have gone from a few pub gigs last year to a gala of a show at St David's Hall." On the workshops, which were held at Cardiff Central Library last week for people aged 14-20, Gilbert said: "It's a really good confidence-building exercise; if nothing else it's a lot of fun and a really good thing to do. I haven't managed to go along unfortunately but hopefully I will next year. Growing up in Wales, it wouldn't have ever occurred to me to do stand-up comedy until I was about 30 years old living in London. There weren't the clubs around. Hopefully, we are making a difference on that front. That's partly it. Certainly for young kids to get involved, comedy tends to be in pubs, or at least starting off. I think getting kids involved is a great little thing and if nothing else it's great fun." The comic, who is fronting a stand-up comedy and music show on Radio Two, said he would be reading his diary for his latest acts. "I have been thinking of reading a few excerpts from my diary of things that make me angry," he revealed. "The first thing I will talk about is baked potatoes in supermarkets: how they are in packets of two when I want one, three or five, and the fact that the packaging on potatoes is so irritating. It winds me up - it's just the absurdity of it." Festival organiser Scott Fitzgerald co-ordinated the workshops,

which concluded with a stand-up performance evening by the youngsters at the library on Saturday. He said: "The whole plan is to get a lot of young people who want to be comedians and don't really have a forum to express that. When you go to a careers day, no-one can advise you on stand-up comedy. We run gigs as well - we can offer guidance they need and set them on the road when they are ready. They were actually dead set and focused on being stand-up comedians, from the ages of 14 to 20. They had stuff planned, they knew what they liked. The standards were really high." Richard Morgan, 19, from Whitchurch, said: "It was absolutely nerve-wracking, but I enjoyed it. I tried to compare it to a skydive - you are kind of nervous but when you do it you get that rush." The Swansea University student added: "It was really eye-opening for me, it gave me a bit of focus on what kind of jokes I should be doing, how I should stand on stage, things like that. I tell tales to the audience - I have one about a night out in Swansea." Sam Patterson, 17, from Grangetown, studies at the Bishop of Llandaff school. She said: "It was the first time I had ever thought of doing stand-up. I went to the library on Saturday and it went really well. I was a little nervous, of course, but when you get up there it becomes really natural."

- Public Library Journal article, Winter 10, Volume 25. [Laughing Matters](#) See Appendix 5.

Evaluation

Twenty young people took part in the stand-up workshops in total. It was great to see the participants gaining in confidence and learning something new at the library. The comedy show on Saturday 24th July also proved very popular. There were over one hundred people in the audience (it was standing room only) and the audience was largely made up of people under 30.

Eleven young people from the workshops decided to perform at the live show. It was particularly gratifying to see one young person who had struggled with nerves during the workshops go on to steal the show.

After the live show, the young people were taken to meet popular Welsh comedian Rhod Gilbert, who was very vocal about his enthusiasm for the project:

"The fact that we could create a safe environment for the young people to perform in the Library was fantastic".

The feedback we received from evaluation forms handed out during the workshops was extremely positive. Of the 18 feedback forms we received:

- 89% thought that the overall event was Excellent. 11% thought it was Good. No one said that it was Adequate or Poor.
- 78% thought that the organisation of the event was Excellent. 22% thought that it was Good. No one said that it was Adequate or Poor.
- 78% thought that the venue and facilities were Excellent. 22% thought that they were Good. No one said that they were Adequate or Poor.
- 94% thought that the relevance of the event to them was Excellent. 6% thought that it was Good. No one said that it was Adequate or Poor.
- 100% thought that the usefulness of the event was Excellent. No one said that it was Good, Adequate or Poor.

- Of those who attended the event, 35% were library members and 65% were non-library members.

Two thirds of the young people who attended the workshops were non-library members and the majority had never visited Cardiff Central Library before. We were thrilled that Laughing Matters had succeeded in attracting this new audience to the library.

The comments we received from the young people were extremely positive. Some examples of comments from the evaluation forms can be found below:

“The event was excellent and lots of fun. Everyone made it easy to enjoy it.”

“The people who took the event were a lot of fun. The day was extremely useful but in a relaxed atmosphere so it was easy to perform.”

“Really inspiring and helped me a lot for the future. It fed my love for comedy! And made anything seem possible. Thank you.”

“Absolutely great. Really fantastic for starting comedians. Couldn’t be more helpful. Creating new comedians in Wales. Thank you very, very much for your invaluable help.”

“Very relevant. Gave me an insight into my own personal comedy style and persona! Matt, Scott and Johnny were very nice and helpful! Generally AWESOME! Made fab friends!”

“Good fun, going to look back and laugh.”

Some young people who attended the workshops were interviewed for the South Wales Echo. One participant said:

“It was the first time I had ever thought of doing stand-up. I went to the library on Saturday and it went really well. I was a little nervous, of course, but when you get up there it becomes really natural.”

By working in partnership with the Cardiff Comedy Festival we have created lasting links with Scott Fitzgerald, the Festival organiser. Due to the success of Laughing Matters Scott has already contacted us to ask us to be involved again next year, ensuring the sustainability of the event. In 2011 we plan to extend Laughing Matters: The Return (working title) to work with people over the age of 50. We will be working in partnership with the Cardiff Comedy Festival and Age Concern.

Scott Fitzgerald said:

“I am hugely pleased with the outcomes from our collaboration with the library and am keen for our partnership to continue. Rhod Gilbert is going to try and make it to the library for Laughing Matters – The Return next year. I think that we’re all looking forward to it.”

Vibe: One City, Many Cultures

In addition to our overall event objectives, we had specific objectives for the Vibe event:

- To market the library to ethnic communities and present it as a library for all
- To generate understanding of different cultures
- To bring aspects of diverse cultures in Cardiff to new audiences
- Learning Outcomes
 - To improve knowledge and understanding of different cultures
 - To encourage families to have fun in the library
 - To embrace tolerance and have a positive effect on the values of the people attending the event
- To feature the Community Languages Department at Central Library and bring it to the attention of a wider audience
- To promote relevant core library resources i.e. books, AV materials and electronic resources such as Life in the UK Citizenship software

Summary of Project

We knew that we wanted to host a multicultural event that would feature the different languages that are available in our Community Languages Department. We decided to have various free activities going on in the library on Saturday 25th September 2010 in celebration of the many diverse communities in Cardiff, and chose to package this as Vibe: One City, Many Cultures.

After a frenzy of networking activity led by our Community Languages Librarian, we were able to establish partnerships with a wide variety of different groups. We had to be upfront with all our partners that we did not have a budget other than for promotional material. Fortunately we were able to generate lots of enthusiasm for the event and everyone we approached was happy to work with us for free. Our partners were especially attracted to the fact that such a large scale project showcasing the many cultures in Cardiff had not been attempted before.

In exchange for the ability to promote their business/services at Vibe, our partners agreed to participate in the event for free. We also agreed to feature their names on all our promotional materials, which was an added incentive.

In total, we secured the following partners and activities:

- Banani Sinha Ray - Veena player (Indian classical instrument)
- June Cambell-Davies - Modern Dance performance
- Chef Anand George of Mint & Mustard and Chai Street Restaurants - Indian Cooking Demonstrations
- Giovanni's Restaurant - Italian Cooking Demonstrations
- The Spice Box 1962 – Giveaways of free special mix curry powder and information on cooking methods
- Somali Integration Society - Somali Dance performance and information
- Shree Swaminarayan Temple - Lazium performance
- Anjali Parmar - Henna tattooing
- Cardiff Keralites - Mohini Attam Dance performance
- Arabic Cultural Society - Poetry and music performance
- Cardiff Community First – Information
- Muslim Times - Information

On the day of the event precision timings were vital and the Community Languages Librarian was key in ensuring that everything went smoothly. Various dances were performed, from an Afro Caribbean theatre piece to the Indian classical dances, Mohiniattam and Bharatantyam, a Lezim demonstration and a Somali wedding dance.

Vibe also featured cookery demonstrations. Chef Anand George is the owner of the Mint & Mustard and Chai Street restaurants in Cardiff. Mint & Mustard is featured in the UK's Top 100 restaurants list and Chef Anand George is a regular at the Abergavenny Food Festival. His demonstration in the library was extremely popular and the audience for this particular part of the festival totalled over fifty. Many of the audience had a chance to try the various Indian delicacies and learn some of the Chef's secrets.

There were musical performances such as Indian classical singing accompanied by the Tanpura and Tabla and perhaps most unforgettably, African drumming. The festival also included an Arabic poetry and music piece accompanied by the violin. Visitors to the library were also able to watch an African hair braiding demonstration, have a free Henna tattoo and get their name written in Chinese Calligraphy whilst enjoying displays of African wood carving and Somali art pieces. There was also a Sari demonstration workshop where visitors had a chance to learn how to put on a Sari.

Budget Breakdown

As we used partnership working to arrange the event, our expenditure on this was nil. We had posters and leaflets printed to promote the event which cost £180.

- Spend on organisation of event = £0
- Spend on publicity material = £180
- Total spend = £180

Promotional activities

In order to promote Vibe we designed and produced 200 bilingual A4 posters and 2000 bilingual A5 flyers (see Appendix 6) which we distributed all over Cardiff and beyond.

We delivered the print materials to:

- Cardiff Libraries
- Cardiff Leisure Centres
- Cardiff Council Offices
- Adult and Community Education Centres
- Youth Centres
- Our list of partners who forwarded the print materials to their contacts
- Voluntary Organisations, such as Women Connect First
- Glamorgan Records Office
- Chapter Arts Centre
- St. David's Theatre
- New Theatre
- Shops (Boots, John Lewis etc)
- Coffee shops (Coffee #1, Starbucks, Kemi's)
- Cafés and Restaurants
- Cardiff Visitors Centre and Tourist Information Office
- Tourist Information Centres in the surrounding region (Barry, Caerphilly, Penarth etc)
- Temples and religious buildings all over Cardiff. such as Swaminaryan Temple, Shri Kuchi Leva Patel Samaj etc

- Open University headquarters
- Cardiff Museum

We uploaded digital copies of the posters to our plasma screens in the library. We also produced a press release (see Appendix 7) which was sent out by Cardiff Council Press Office.

As well as print promotion, we also launched a large scale web promotion campaign, which including sending out emails and uploading details of the event to many local and national websites. A full list can be found below. (These links show the live event listing, or where the listings have expired/been archived, they show the homepage of the web resource.)

- Email mail shot to Community Languages Library networks and contacts
- Cardiff Libraries website (event listing)
<http://www.cardiff.gov.uk/libraryevents>
- Cardiff Libraries e-Resources home page (web banner)
<http://ibistro.cardiff.gov.uk/pnhp.htm>
- Cardiff Libraries library catalogue (web banner)
<http://ibistro.cardiff.gov.uk/>
- Cardiff Central Library Facebook page (event listing)
<http://www.facebook.com/event.php?eid=146951692002341&ref=mf>
and <http://www.facebook.com/event.php?eid=155726421111514&ref=mf>
- Your Inbox Council staff e-newsletter (event listing)
- Cardiff Council Intranet (event listing)
- Cardiff Council 4-FREE e-noticeboard (event listing)
- What's on Wales website (event listing)
<http://www.whatsonwales.co.uk/>
- Library Wales Org website (event listing)
http://library.wales.org/news/news-pages/tt_news/9638/?tx_ttnews%5BpS%5D=1294249535&tx_ttnews%5BbackPid%5D=6100&cHash=b4a5cd7130
- The Sprout website for young people (event listing)
<http://www.thesprout.co.uk/en/events/vibe-one-citany-cultures/02665.html>
- ClicOnline website for young people (event listing)
<http://www.cliconline.co.uk/en/digwyddiadau/vibe-one-citany-cultures/02665.html>
and <http://abertawe.clicarlein.org.uk/en/events/vibe-one-citany-cultures/02690.html>
- BIG Cardiff local website (event listing)
http://www.bigcardiff.co.uk/cardiff-events.php?event_id=4313
- netCardiff local website (event listing)
<http://www.netcardiff.co.uk/Events/showEvent.php?eID=278689>
- The Best of Cardiff local website (event listing)
<http://www.thebestof.co.uk/local/cardiff/events/263790/vibe--one-city--many-cultures>
- Cardiff Gumtree (event listing)
<http://cardiff.gumtree.com/>
- What's On 2 Day? website (event listing)
<http://www.whatson2day.co.uk/event/5439>
- Where Can We Go? website (event listing)

- <http://www.wherecanwego.com/search/ViewEvent.aspx?e=382550>
- South Wales Argus website (event listing)
<http://events.southwalesargus.co.uk/events/disp.asp?i=424255>
- The Reading Agency website (event listing)
<http://www.readingagency.org.uk/>
- Red Dragon FM local radio station website (now Capital FM) (event listing)
<http://www.capitalfm.com/southwales/>

Our Community Languages Librarian also incorporated the promotion of the event into her outreach activities, including visiting temples and religious centres across Cardiff to talk about the event and the Community Languages provision offered by Cardiff Libraries.

To tie in with Vibe and promote the event we created themed stock promotions/display throughout Central and Branch Libraries. Targeted stock included Community Languages (Books, DVDs, magazines and newspapers), Cookery, Travel, Cultures, Religion, Dance, Art, Crafts and Things to do.

Press Coverage

The press release, posters and word of mouth generated press coverage of the event in the local media. The following is a selection of the press coverage generated so far:

- Radio Cardiff local radio station (pre event discussion)
- BeGrand.net website for Grandparents (event listing)
<https://begrand.net/event/2010/09/vibe-one-city-many-cultures>
- Your Future. Your Choice. Your Actions careers website (event listing)
<http://www.yneichdwylochi.org.uk/english/index.html#>
- Shree Swaminarayan Temple, Cardiff website (pre event article)
<http://www.swaminarayanwales.org.uk/>
- Cardiff Central Library Facebook page (photos from the event)
<http://www.facebook.com/album.php?aid=237900&id=135639401327&ref=mf>
and <http://www.facebook.com/album.php?aid=229344&id=134637852238&ref=mf>
- WalesOnline website (post event article)
<http://www.walesonline.co.uk/cardiffonline/cardiff-news/2010/09/29/diversity-celebrated-91466-27360712/>
- Mint & Mustard website (post event article)
<http://www.mintandmustard.com/news/>
- Mint & Mustard Facebook page (event listings)
<http://www.facebook.com/pages/Mint-Mustard/126975515122>
- Welsh Icons website (post event article)
<http://www.welshicons.org.uk/news/cardiff/cardiff-central-library-celebrates-city-culture/>
- The Guardian, Cardiff website (pre event article)
<http://www.guardian.co.uk/cardiff/2010/sep/20/abergavenny-food-festival-2010-anand-george-cardiff-chef?INTCMP=SRCH>
- South Wales Echo article, September 29, 2010. Length: 57 words.

<p>Cardiff Central Library celebrated the cultural diversity of the city by hosting its Vibe festival. A variety of dance and music performances mixed traditional and contemporary genres. Anand George, chef of the Mint and Mustard in</p>

Whitchurch, held cooking demonstrations in traditional Indian cuisine. The focal point for the festival was the library community languages section.

Evaluation

In total over 3000 people attended our Vibe event. Vibe brought literature, music, art, dance and culinary skills to a wider audience. The activities were spread all around the library building to give a flavour to everyone on each floor. It also gave people an opportunity to explore the library and enjoy their visit to the full.

The event attracted many new community members who had never stepped into the library before so we feel confident that our key objective of presenting an inclusive library was definitely achieved. It was a chance for them to join the library and to learn about the library collection and services on offer. The variety of activities on offer took people by surprise, as did the type of activities - for example the loud African drumming, Lezim and cookery demonstrations were unexpected and non-traditional library activities.

The feedback we received from evaluation forms was extremely positive. Of the 29 feedback forms received:

- 72% thought that the overall event was Excellent. 28% thought it was Good. No one said that it was Adequate or Poor.
- 45% thought that the organisation of the event was Excellent. 52% thought that it was Good. 3% thought that it was Adequate. No one said that it was Poor.
- 90% thought that the venue and facilities were Excellent. 10% thought that they were Good. No one said that it was Adequate or Poor.
- 100% of people said that they were made to feel welcome in the library.
- Of those who attended the event, 62% were library members and 38% were non-library members.

We were pleased to note that over a third of those who attended were non-library members, therefore we feel confident that we have achieved the objective of encouraging visits to the library by non-members.

Comments received included:

"I thoroughly enjoyed the event, what a great idea to use Cardiff's wonderful central library in this way. Well Done!"

"The food samples were yum!!"

"Excellent event – please hold more!"

"Brilliant – I really enjoyed experiencing and learning about other cultures"

"Colourful music and dance in the library – wonderful!"

"My daughter (aged 6) and I thoroughly enjoyed the festival. I learnt some great cookery tips and she really loved the dances, drumming and costumes"

The Vibe project has generated strong links with the communities in Cardiff and our partners are working with us on events for 2011 including a Chinese New Year celebration and a Dance Festival.

Poems and Pints

As with the events above, we had specific objectives for Poems and Pints in addition to our overall ones. These were:

- To make culture accessible and available to all
- To achieve Generic Learning Outcomes for participating poets/audience
 - Development of Skills
 - Public Speaking
 - Presentation Skills
 - Confidence
 - Creative Writing
 - Communication
 - Listening Skills
 - Enjoyment, inspiration and Creativity
 - For everyone to have fun
 - To encourage creativity
 - For people to be surprised e.g. you can get a pint in your local library
 - Knowledge and understanding
 - To deepen understanding of poetry and creative processes
- To promote relevant library core resources i.e. books and AV materials

Summary of project

We had earmarked National Poetry Day as the date for a Poems and Pints night and began sourcing suitable partners to work with us in achieving our objectives.

The Academi BayLit (Cardiff Bay Literature) festival has been running since 2000. Since its inception, events have taken place across the City in all sorts of different venues including the Wales Millennium Centre, the Coal Exchange, and the Norwegian Church.

Academi were keen to take a fresh approach with the festival and moved towards focusing on new and emerging writers as well as innovative and original writing styles and delivery methods. The festival was re-branded BayLit: Shock of the New. The change meant that BayLit began to appeal to audiences who previously felt that the festival was not for them, for example students and teenagers. The re-badged festival with its focus on innovation presented us with an ideal opportunity for partnership working. We made contact with Academi and were able to reach an agreement that the event would be delivered on a no budget basis. The revenue taken from ticket sales would be passed directly to Academi in lieu of a fee for providing the equipment and compère etc. We wanted to make the event accessible however so the price we set for tickets was small - £3 full price and £2 for concessions.

The Campaign for Real Ale (CAMRA) is an independent, voluntary consumer organisation whose aims are promoting real ale, real cider and the traditional British Pub. We felt that it would be hugely beneficial to our event if we could get the official stamp of approval from CAMRA and have the pints provided by them on the night in question. We were considerably aided in our networking activity by the fact that several of our library staff are CAMRA members. We got in touch with the Cardiff branch of CAMRA and were delighted when they agreed to participate. To make the event even more attractive to the public and to make it accessible further, we agreed that card carrying CAMRA members should get in free.

We decided to hold the event on Wednesday 17th October at 7.30pm as this was mutually convenient for Academi, CAMRA and ourselves. We transformed the newspaper area in the library into a café style area with a small stage. The surrounding book cases served as additional bar areas (with beer mats of course!). We wanted to take a holistic approach and integrate the library furniture and book shelves into the event, rather than moving them, in order to show that people could feel welcome to laugh, drink and enjoy themselves in the library. We hoped that this would help dispel the traditional view of libraries being quiet places where you could be told off for eating and drinking or talking loudly.

The evening was hosted by poet and actor Thaer Al-Shayei, finalist for the 2009 John Tripp Spoken Poetry Award. CAMRA served local real ale and cider along with soft drinks. Some participating poets had pre-registered with Academi to perform, however we also had an Open Mic opportunity for people who showed up spontaneously, or who felt inspired and compelled to perform by those they had just watched on stage.

Target audience

Our primary target audience for Poems and Pints were students and adults aged 18-50. We hoped that Poems and Pints would also encourage more men into the library, however we didn't want to take the stereotypical view that only men drank pints and so we didn't aim to specifically target males with our promotion of the event.

Budget breakdown

We incurred no expenditure for the event as we arranged it through partnership working. We charged a small fee for tickets which was given to Academi to pay for the hire of equipment and the compère. We did our own print promotion for the event (posters and flyers) which cost £180.

- Spend on organisation of event = £0
- Spend on publicity material = £180
- Total spend = £180

Promotional activities

As we were working in partnership with Academi (as part of the wider BayLit Festival) and also with CAMRA, they did their own promotion for our event at no cost to us. Academi sent out an email mail shot to their registered members, the event featured in the Academi E-Newsletter for September and was also on page 12 of the printed BayLit 2010 programme (see Appendix 8). They also put details of the event on their website <http://baylit.co.uk/?p=102> and their Facebook page. CAMRA also posted details for the event on their website forum <http://forum.camra.org.uk/viewtopic.php?f=5&t=986>.

In order to ensure greater market penetration, we also did our own promotion. We produced a press release for the event (see Appendix 9) which we disseminated to local media through the Council's Press Office. We also produced 200 bilingual posters and 2000 bilingual flyers (see Appendix 10). We distributed these flyers through our proven distribution list as outlined previously, which included libraries, theatres, retail outlets and coffee shops, plus for this event we targeted art galleries and local pubs. We also uploaded digital copies of the posters to our plasma screens in the library.

As with previous events, we also launched a large scale web promotion campaign, which including sending out emails and uploading details of the event to many local and

national websites. A full list can be found below. (These links show the live event listing, or where the listings have expired/been archived, they show the homepage of the web resource.)

- Email mail shot to Readers Groups and Book Clubs in Cardiff
- Email to Radio Cardiff and Red Dragon FM to ask them to broadcast details of the event on air
- Email to the Metro daily newspaper and the BBC South East Wales news team
- Cardiff Libraries website (event listing)
<http://www.cardiff.gov.uk/libraryevents>
- Cardiff Libraries e-Resources home page (web banner)
<http://ibistro.cardiff.gov.uk/pnhp.htm>
- Cardiff Libraries library catalogue (web banner)
<http://ibistro.cardiff.gov.uk/>
- Cardiff Central Library Facebook page (event listing)
<http://www.facebook.com/event.php?eid=160383247305967&ref=mf>
and <http://www.facebook.com/event.php?eid=155250354504020&ref=mf>
- Your Inbox Council staff e-newsletter (event listing)
- Cardiff Council Intranet (event listing)
- Cardiff Council 4-YOU e-noticeboard (event listing)
- What's on Wales website (event listing)
<http://www.whatsonwales.co.uk/>
- Library Wales Org website (event listing)
http://library.wales.org/news/news-pages/tt_news/9650/?no_cache=1&tx_ttnews%5BcalendarYear%5D=2010&tx_ttnews%5BcalendarMonth%5D=10
- BIG Cardiff local website (event listing)
http://www.bigcardiff.co.uk/cardiff-events.php?event_id=4363
- netCardiff local website (event listing)
<http://www.netcardiff.co.uk/Events/showEvent.php?eID=315800>
- The Best of Cardiff local website (event listing)
<http://www.thebestof.co.uk/local/cardiff/events/268704/poems-and-pints>
- Wozzon Cardiff website (event listing)
<http://wozzon.com/>
- Cardiff Gumtree (event listing)
<http://cardiff.gumtree.com/>
- Cardiff on the Web website (event listing)
<http://www.cardiffontheweb.com/events/>
- What's On 2 Day? website (event listing)
<http://www.whatson2day.co.uk/event/5671>
- Where Can We Go? website (event listing)
<http://www.wherewecanwego.com/search/ViewEvent.aspx?e=387066>
- South Wales Argus website (event listing)
<http://events.southwalesargus.co.uk/events/disp.asp?i=441107>
- The Reading Agency website (event listing)
<http://www.readingagency.org.uk/>
- Red Dragon FM local radio station website (now Capital FM) (event listing)
<http://www.capitalfm.com/southwales/>

We also produced a press release after the event as it proved so successful (Appendix 11). To further promote the event we created themed stock promotions/display throughout Central and Branch Libraries. Targeted stock included Poetry, Creative Writing, Local poet biographies, Beer, Poetry in different languages and Welsh stock.

Press coverage

As with previous events, the press releases, posters and word of mouth generated press coverage in the local media. The following is a selection of the press coverage generated so far:

- A470 magazine issue 57 page 12 (event listing) (Appendix 12)
- Cardiff Central Library Facebook page (photos from the event)
<http://www.facebook.com/album.php?aid=242345&id=135639401327&ref=mf>
and <http://www.facebook.com/album.php?aid=233537&id=134637852238&ref=mf>
- News Wales website (pre event article)
<http://www.newswales.co.uk/?section=Culture&F=1&id=19800>
- The Poetry Library at the South bank Centre website (event listing)
<http://www.poetrylibrary.org.uk/events/readings/?id=5617>
- Write Out Loud website (event listing)
<http://www.writeoutloud.net/public/eventview.php?day=13&month=10&year=2010>
- Welsh Country - Countryside Magazine for Wales website (event listing)
<http://www.welshcountry.co.uk/welsh-art-and-craft-news/arts-news/986-events/7940-baylit-poetry-festival-warm-up-events->
- BBC Wales Arts website (pre event article)
http://www.bbc.co.uk/blogs/walesarts/2010/10/baylit_shock_of_the_new_literature_festival_cardiff.html
- Got Poetry website (event listing)
<http://www.gotpoetry.com/News/article/sid=59252.html>
- Wales Online website (pre event article)
<http://www.walesonline.co.uk/news/wales-news/2010/10/12/poems-and-pints-at-library-91466-27450415/>
- Mid Wales Online website (pre event article)
<http://www.midwalesonline.co.uk/news.cfm?id=19800>
- Peter Finch blog (pre and post event articles)
<http://peterfinchpoet.blogspot.com/2010/10/what-will-future-look-like.html>
and <http://peterfinchpoet.blogspot.com/2010/11/men-only.html>
These articles also appeared in print in the Western Mail, see below.
- Welsh Icons website (pre event article)
<http://www.welshicons.org.uk/news/cardiff/baylit-shock-of-the-new-festival-2010/>
- Tweet by Carwyn Lloyd Jones (pre event tweet)
http://twitter.com/carwyn_hoffi
- Guardian Unlimited (pre event article)
<http://www.guardian.co.uk/cardiff/2010/oct/24/baylit-festival-2010-cardiff-castle-street-closure>
- South Wales Echo article, October 12, 2010. Length: 72 words

Cardiff Central Library is to hold an evening of poems and pints as part of a host of literary events.

As a prequel event to the Baylit festival, the work of emerging artists will combine in the library in The Hayes with beer supplied by the Campaign for Real Ale

tomorrow from 7.30pm. To buy a ticket call 029 2047 2266, or contact the library on 029 2038 2116. Camra members get in free.

- Western Mail article, October 23, 2010. Length: 123 words – but part of larger feature article

At a poems and pints night as part of this year's BayLit Festival (held, amazingly, in Cardiff Central Library where books and beer have never before mixed) Aisling Tempeny told us in a very funny poem what studying the subject was like. Welsh writing in English consisted of blokes called Jones, Williams, Thomas, Rhys and Davies with first names like Rhys, William, Gwyn and Glyn. There was a Gwyn Jones and a Glyn Jones and a Thomas Jones and a Rhys Davies, a Lewis Jones, a Lewis Davies and then even a Richard Lewis Davies. Men in a cymric blur. Women not present. How does the newcomer manage? And I admit that I've found it hard, sometimes, to market such things with precision.

- Western Mail article, October 2, 2010. Length: 38 words – but part of larger feature article

At the new library there'll be a poems and pints night. The astute among this column's readers will have spotted that the library isn't in the Bay and doesn't have a bar. But we'll let that pass.

Evaluation

Over sixty people attended our Poems and Pints evening, and fourteen poets performed on the night. The real ale was especially popular with our guests.

The feedback we received from evaluation forms handed out during the evening was extremely positive. Of the 18 feedback forms we received:

- 50% thought that the overall event was Excellent. 50% thought it was Good. No one said that it was Adequate or Poor.
- 76% thought that the event gave Excellent value for money. 18% thought that it was Good. 6% thought that it was Adequate. No one said that it was Poor.
- 47% thought that the organisation of the event was Excellent. 47% thought it was Good. 6% thought that it was Adequate. No one said that it was Poor.
- 59% thought that the venue and facilities were Excellent. 41% thought that they were Good. No one said that it was Adequate or Poor.
- 100% of people said that they were made to feel welcome in the library.
- Of those who attended the event, 72% were library members and 28% were non-library members.

We were pleased to see that nearly a third of guests were non-library members who had never visited the library before.

Comments received from the participants were also positive:

"I've had a marvellous evening. Good to see support for the arts"

"I came all the way from Swansea for this evening – glad I did! Had a lovely time."

"Pints and libraries go well together."

"Great venue! I enjoyed listening to poetry out loud, the variety of poetry on offer was brilliant – something for everyone."

Since the event, CAMRA have expressed a desire to work with us on future events and we plan to host another poetry event in 2011.

What Next?

The programme of events at Cardiff Central Library could not have been achieved without the support and enthusiasm of our staff. We do not employ a dedicated events/marketing person and so the organisation and successful execution of the events has been accomplished solely by committed and motivated volunteers on top of their usual duties. The support from staff has been immense with staff working unscheduled hours to assist at events late into the evening.

The events also could not have been achieved without strong partnership working and the ability to cultivate lasting links.

The enthusiasm shown by volunteers in the Cardiff Central Library's Marketing and Events Team has proven to be infectious and has cascaded down to the rest of our Central and Branch employees who regularly volunteer to assist with events. This has resulted in the formulation of a cohesive service-wide approach to marketing and events promotion. The Central Library Marketing and Events Team has become a Service team. The forthcoming Libraries Business Plan for 2011 reflects this joined up thinking. Although Central Library will continue to hold the high profile event for any particular month, Branch Libraries will host stock promotions and smaller events focusing on the particular theme. Up and coming events include a Psychic evening, Battle of the Bands and a Fashion Show in the library (see <http://www.cardiff.gov.uk/libraryevents/>).

Our future plans for marketing include even stronger electronic and social media promotion such as regular event updates via our Library blog <http://cardifflibraries.blogspot.com/> and our Twitter feed <http://twitter.com/cdflibraries>.

Supporting Materials

- Appendix 1 – Cardiff Comedy Festival 2010 programme
- Appendix 2 – Laughing Matters press release
- Appendix 3 – Laughing Matters workshops poster
- Appendix 4 – Laughing Matters live show poster
- Appendix 5 – Public Library Journal article, Winter 10, Volume 25.
- Appendix 6 – Vibe poster
- Appendix 7 – Vibe press release
- Appendix 8 – BayLit 2010 programme
- Appendix 9 – Poems and Pints pre event press release
- Appendix 10 – Poems and Pints poster
- Appendix 11 – Poems and Pints post event press release
- Appendix 12 – Poems and Pints listing in A470 magazine