ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

**Please tick the relevant box below -**

Archives Marketing Champion

Name of Nominator Claire Harrington

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**Why are you nominating this person?**

• Notable achievements

Bridget joined the Flintshire Record Office (FRO) team back in October 2012 as an Archive Assistant. In addition to the many and varied duties necessary when helping to run a busy Searchroom, Bridget was assigned the task of looking after Publication Stock. This consisted of many booklets, posters and postcards created several years in the past. Bridget set about trying to promote these items both within the office itself and further afield.

Following the successful appeal for Flintshire residents to deposit items relating to the First World War, Bridget came up with the idea of producing a commemorative calendar with some of the items deposited being used as images for the calendar along with items which FRO already had within its collections relating to the war. As we approached the 100th anniversary of the outbreak of the war it was appropriate that 50p from the sale of every calendar was donated to the British Legion. The 2014 Commemorative WWI Calendar continued to sell throughout January and into February 2014. A cheque for £84 was presented to the charity by Flintshire County Council leader Cllr Aaron Shotton at FRO’s First World War Open Day on 2nd August 2014.

Bridget then decided to showcase a selection of documents by producing blank greeting cards and bookmarks. These have proved popular with researchers so Bridget decided to market another publication not done for many years, that of a set of Christmas cards. Again, as well as bringing in an income for the office, this set of four Christmas cards highlighted a collection held at FRO - the Dennis Griffiths Collection. The 1950s programme-cover designs proved popular with people especially those with a connection with Buckley and interested many local people.

Bridget previously worked at Flintshire County Council’s County Hall and had established links with many people including the shop Manager at Clwyd Theatr Cymru. Bridget convinced her that she should sell a selection of our publications within the theatre shop. Negotiations took place which led to Bridget selecting a number of items from our print collection which would be considered suitable to sell within this shop and also available to order from our website.

The Christmas cards also sold at the Clwyd Theatr Cymru shop and proved popular with the cast of the 2014 pantomime. It has been suggested that next year we include the pantomime being put on at the theatre.

• Differences made to the service

Since joining FRO Bridget has been passionate about promoting the office both within and outside the County Council. In addition to raising much needed income for FRO, sales of the publications have increased awareness of the service and its collections.

Through Bridget’s efforts FRO has been promoted in the Clwyd Theatr Cymru shop for the first time. Bridget also arranged to sell the Christmas cards on the bridge link area of County Hall. This is an area where stalls selling various items are allocated a lunch time slot and where Flintshire County Council staff pass by when moving around the building at lunch time.

In 2014 Bridget has sold:

20 prints of different sizes;

156 packs of Christmas cards (624 cards);

5 packs of greetings cards.

This amounts to a sales figure of over £600.

• Examples of innovative or creative working

Bridget worked closely with Flintshire County Council’s in-house design team in creating the new publications. She enlisted the help of one of our volunteers who is a professional photographer and provided his services free of charge. Bridget has a good understanding of the type of images from the collection which will appeal to a large number of people. Her choices have proved popular with buyers.

Any item produced for sale by FRO needs to have the corporate branding and has to be bilingual. Bridget has founds ways of incorporating these requirements without compromising on the look of the item.

Bridget advertises our publications on our website, on Facebook and in the case of the Christmas cards in the press and in Flintshire County Council’s electronic December 2014 newsletter *Your Council*.

• Challenges and barriers overcome

The main challenge faced was to try to find something we could sell to raise money, with the added benefit of raising awareness of our collections, but not cost too much. A lack of space to display items for sale within the searchroom led to Bridget arranging other locations to sell our publications including on our website and on facebook. A major barrier was trying to get people to sell our publications whilst not benefiting themselves. The main lesson learnt was to negotiate a commission and to factor in the cost.

Plenty of time was required to look into copyright and other issues plus to have the cards ready well in advance of Christmas. The design of the Christmas card was so popular that two additional reprints were needed. Unfortunately, one of these didn’t arrive in time and this led to Bridget having to reschedule twice her slot at County Hall bridge link.

• New partnerships

Working closely with the Clwyd Theatr Cymru shop has provided a new outlet for sales and is a new venture for FRO. It means that FRO is seen by the huge number of theatre goers who pass through the shop. Bridget worked closely with the Design and Print team, on occasion going over to County Hall to explain in great detail exactly what was required. It is this attention to detail which has made the end products such a success.

• Examples of engaging colleagues in marketing

Bridget often circulates ideas to the FRO team via email prior to and for discussion during regular team meetings, asking for suggestions for greetings cards, bookmarks etc. She shows an enthusiasm for reproducing items from the collections and encourages others to sell them.

Asking for such information has brought forward the suggestion that the next set of four Christmas cards should come from the Erddig collection. There are also plans to highlight a recent deposit of Flintshire maps by making these available as prints to order.

**Contact Details of Nominee**

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Please see attached newspaper article Festive cards show classic pantomimes (*The Chronicle*, 27th November 2014) and *Your Council*, Christmas cards (December edition of *Your Council*, Flintshire County Council’s on-line newsletter.)