

# CELEBRATING AND REWARDING MARKETING EXCELLENCE IN WELSH LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards

## MARKETING

## EXCELLENCE

## AWARDS

## 2017

## Entry form

ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

**Title** 🗷 Mrs  Ms  Miss  Mr  Dr  Other

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| --- | --- |
| First name | Tracey Denise |
| Surname | Payne Usher-Williams |
| Job title | Librarian Senior Library Assistant |
| Organisation name | Conwy Library |
| Organisation address | Castle Street |
| Town | Conwy |
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| Twitter account @ |  |
| Organisation profile/overview 100 words maximum | |
| Conwy Library and Information Service provides a wide range of services for people who live, work and visit the county of Conwy. This includes free access to books, information, IT provision, Wi-Fi, study space, reader events and various activities and support for adults and children. Partnership work is key to our service delivery and ensures the provision of our core services including, health, reading, digital, information, literacy and learning. The library service is delivered through 5 area libraries, 5 community libraries a mobile library service and home library service serving a resident population estimated at 116,200. | |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

🗷Public libraries  Further education libraries  Higher education libraries

Health libraries  Archives  Museums

Category 2 – Joint Marketing Project of the Year

Joint Marketing Project of the Year

The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

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| Code Club in Conwy Library |

Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

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| “I'm very happy that I went to coding club. It motivated me to make computer games,  and I think other children like me should try it out!”  Code Club was founded in 2012 and joined forces with the Raspberry Pi Foundation, a registered UK charity in 2015. Code Club is a nationwide network of volunteer-led after school coding clubs teaching children aged 9-11 computer coding. Coding provides fun projects that children can work through with the help of a volunteer and additional support of library staff. It encourages the children to share ideas and promotes learning by following easy step by step guides which helps the child learn Scratch, HTML, CSS and Python by making games, animations and websites.  The idea of offering Code Club at Conwy library was first introduced to us via our now volunteer, as a way of providing a fun, educational experience for children. We had been looking at ways in which we could attract older children into the library after school for some time and felt this would be an ideal opportunity. The enthusiastic library team quickly embarked on seeking permission to host the club and registered with Code Club soon after. We initially piloted the first Code Club in January 2016. We are in our 4th term of Code Club and currently have 14 attendees each week. So far, we have had 21 children sign up to Code Club, many of whom keep returning and are progressing through the different coding programmes on offer.  Initially we had to consider when the sessions would take place and how many children we could feasibly accommodate per session with our staffing levels. Due consideration was also given to our other customers using the library at the same time as it was important to ensure that an adequate number of computers were available for the general public. We chose to run the Club on Tuesday afternoon, as the library is open in the late evening and a time that was suitable for parents and our volunteer.  Our marketing strategy for the first term initially began with promoting the sessions to local schools and library staff talking to customers, the response we received from the first school we visited was quite overwhelming as we managed to fill the club without further promotion. Soon after we began receiving enquiries from parents from other schools eager to sign up their children to Code Club. Since then, our use of direct emailing to home educating groups, Facebook, and continued word of mouth has resulted in us having two fully subscribed clubs and a waiting list.  The first term of Code Club did incur a small set-up cost, but we have now have managed to streamline the sessions, so costs are now limited to staff time, minimal printing for certificates, PC usage and a set of headphones for each child.  The continuing success of Code Club in Conwy library has helped us achieve our aim of attracting a new after school audience, they came not only from within Conwy but also Denbighshire, Gwynedd and Anglesey. We had never envisaged that computer coding could draw such demand. It’s definitely put us in the spotlight and improved our image providing a new and innovative programme. The experience has been rewarding for everyone involved including our dedicated volunteer, our enthusiastic staff members who assist at each session, the children who keep returning and the parents who have given us some very positive feedback. Code Club has added a new kudos to our Tuesday afternoons. It’s great seeing the children having fun but at the same time learning a new skill. In the meantime, the increasing demand and popularity of the sessions has triggered interest from other libraries to sign up to Code Club and our team of staff are sharing their experiences and advising on best practice. |

Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for?   
If possible, include budget and timescale information.

# What is a SMART objective? Specific, Measurable, Achievable, Realistic, Time-bound

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| Aims and Objectives  Specific -   * Engage with new and existing customers * Increase footfall to the library at times of low use * Introduce a new and exciting after school programme to our library service * Provide a program suitable to target a specific age group that we were aware were a low-use age group at Conwy library i.e. 9 – 11 years * Extend our use of volunteers   Measurable –   * Maximum of 7 children at each session (restricted by the number of computers and staff resources) on a course of six weeks. * Code Clubs structured 1 hour sessions work well and keep the children productively engaged   Achievable –   * Advertising avenues which could be utilised i.e. social media, word of mouth, posters, school visits. * Computer coding is currently a hot topic – coding has already been added to the national curriculum in England, and in Wales is still being developed as part of the Digital Competency Framework from September 2018 onwards. * Backing and resources for delivery through Code Club. * Recognised brand in Code Club * Enthusiastic/dedicated volunteer and supportive library staff   Relevant –   * Demonstrates the relevance of libraries for informal learning opportunities within the community? * Great to get more children in the library, sustainability for future generations * Provides them with a real-life usable skill * Supports national strategy for digital inclusion and future workforce development * Adds to the corporate plan that residents of Conwy County are educated.   Time bound   * Dates and times are strategically planned throughout the year to fit in with school term times. * Scheduled to take place at a time of day that is suitable to meet the needs of parents. By offering 2 time slots we were catering for parents who had further to travel or had work commitments. |

Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have you developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

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| * We looked into other libraries that also offered Code Clubs and researched what additional equipment/software would be needed to run the sessions. * We needed to work with Code Club to set up the club, using their online resources and liaising with their co-ordinator when we had questions about the process. * Our aim was to target both new and existing customers to cast as wide a net as possible to ensure we filled all spaces. |

Tactics and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2017. What promotional activity did you undertake; did you use social media and/or traditional media?

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| Our marketing strategy was to:   * Staff promoting to schools during outreach visits, talk about Code Club during morning assembly and left handouts to send home to parents * Liaised with all our known home educators * Promote via the Council website * Promote via social media * Promote via Code Club website * Promote via staff talking to customers in the library * Contacted all the relevant groups in the area such as scouts, Conwy events group etc. * Posters were not needed! |

Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (Google Analytics, Facebook insights, Tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?

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| We have delivered 4 terms of Code Club so far and apart from a small initial set up cost we now run the club with very little extra funding. We have managed to increase numbers by running an additional club each week from term 3 onwards. Currently we have 15 children and their parents/guardians visiting the library each week (4 of the children are from the surrounding counties of Denbighshire/Gwynedd and Anglesey). We have gained several new library members both children and adults who actively borrow from our showcased selection of coding books and other library stock. Younger siblings have also joined and benefit from the use of our stock and parents regularly use our Wi-Fi and some have started to use our Colouring for Adults materials.   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | Term 1 | Term 2 | Term 3 | Term 4 | | Attendees | 7 | 7 | 14 | 15 |   The library has a real buzz on a Tuesday afternoon while the sessions are taking place, it transforms the space into a vibrant, exciting place to be. In the feedback people were surprised at what goes on in the library and really positive that it is being offered here.  Sample feedback from parents and code clubbers:  “I'm very happy that I went to coding club. It motivated me to make computer games, and I think other children like me should try it out! The teachers were very friendly and inspire me. I wish there were more courses like this!”  “My Son Max really enjoys your code club because it's very interesting and lots of fun in the friendly atmosphere that you all create.”  “Ewan just attended your six week coding course in Conwy and really enjoyed himself. Thank you so much. We can't wait for it to start up again in January!”  "I enjoyed learning new features about Scratch. It was fun!" Fred age 10.  “Jamie most liked the people who taught him code club because they were friendly, approachable and made the sessions fun.”  Facebook comment – “Thank you so much, George enjoyed code club very much”  Whilst Code Club remains popular we feel that we have a sustainable project, and are very fortunate to have such a dedicated volunteer; library staff work well as a team and thrive on making it a success. Costs are minimal and the benefits to the children are evidenced in the feedback we have received. Our digital audience has increased on a Tuesday afternoon and our Facebook/Code Club postings are well received with increasing reaches and likes.  We think the model we have now is sustainable and it is hoped with the recruitment of additional Code Club volunteers the programme can be rolled out to the other 4 area libraries and at least one of our community libraries over the coming months. Since adding an additional club in Conwy Library interest remains high and we have the names of 12 children on our waiting list. In addition, we have a number of children travelling significant distances (approx. 20 miles) to attend, this proves there is a demand for Code Clubs in libraries. Some of our attendees are home schooled, this presents a great opportunity to strengthen our connections with the local home educator’s network. |



Date of Project

Provide the start and (if appropriate) finish dates of the project.

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| From January 2016 (ongoing) |

Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

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| Conwy Library staff embarked on a mission to hold Code Club in their library and we think we have proved to be the perfect host to facilitate this venture. Led by one of our senior library assistants and inspired by our dedicated volunteer and supportive library staff we have succeeded in establishing a thriving venture which we hope can continue well into the future. Our aims and objectives to introduce an exciting and innovative after school project for 9 – 11 years olds within a library setting have been accomplished. Tuesday afternoons have a real buzz when the sessions are being held, the space is transformed and it is a vibrant and exciting place to be. We have been pleasantly surprised at how receptive and excited the children are to be involved in the Code Club experience and it is hoped our success can not only continue but become the model which can be rolled out to our other libraries soon. |

ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

# Please tick the relevant box below

# Library Marketing Champion

# Archives Marketing Champion

# Museum Marketing Champion

|  |  |
| --- | --- |
| Name of nominator |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |



Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

# Notable achievements Challenges and barriers overcome

# Differences made to the service New partnerships

# Examples of innovative or creative working Examples of engaging colleagues in marketing

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Contact details of nominee

|  |  |
| --- | --- |
| Name of nominee |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |

Please submit the entry form and any additional documents to jane.purdie@wrexham.gov.uk by 20th January 2017.

Thanks for entering the Marketing Excellence Awards 2017.

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