

# 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 | Lisa Saran |
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| Organisation profile/overview 100 words maximum | |
| Caerphilly Public Library Service provides recreational and learning services to residents of the county borough and all those who work, study, or are visiting the area. This includes lending books and audio-visual materials, providing information in book and electronic form, ICT facilities and study space.  The Public Library Service contributes to the Lifelong Learning strand of the Community Strategy in supporting improvements to educational attainment through both formal and informal learning, support for early years and young people and encouragement of purposeful use of leisure time.  Caerphilly County Borough Library Service strives to work towards maximising the council's core priorities through the services it delivers and the work of its employees.  It provides services to approximately 180,000 residents of the county borough and all those who work, study or are visiting the area.  The service employs 85 staff and is provided to the public through 18 static branch libraries, 2 housebound vehicles and an online presence through the library catalogue and iOs, Android and Windows Apps. | |

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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| Dementia Friends Reunited |

Context

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

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| Living in an ‘age friendly’ community that is sensitive to our individual needs is something we all want to experience.  Population ageing is something that services are becoming increasingly aware of and there has been a clear shift in the distribution of a county’s population towards older ages. This increase has also been acknowledged at a strategic level and the Council has even taken the measure to appoint an Older Person’s Champion.  Library services have always been regarded as a cradle to grave service offering variety and services to every member of the community and in our eyes were the perfect conduit to respond to what older people say is important to them in order to remain fit, active and participate in local community life.  The trick was getting the movers and shakers in the authority to recognise and exploit us and also provide the right type of service offer that could be sustainable and achievable.  Information Gathering:  In early 2016, contact was made with the 50+ partnership in the authority and through their links we engaged in discussions with Alzheimer’s UK to gain more information about how reading and socialization could help slow the disease in many adults and help them to reconnect with society, the past and the present. The concept of Dementia Friends was also introduced and training for staff was offered which the service naturally accepted with both arms open.  Through local networks, the service became aware of what some of the other library services were doing. Health information has always played a role in the service offer for libraries; however a lot of focus had been put on Macmillan’s Cancer Care over the last few years but little focus on this ever increasing progressive illness. Clearly an opportunity for Caerphilly Libraries to try something a little different.  Schmoosing the Corporate body:  Key contacts were made in the 50+ arena and previous working relationships with officers working in this field were tapped upon. As a result of advocacy and positioning to ensure the service plan reflected the overarching Wellbeing principles, from book stock, internet access and information retrieval to referrals and areas for groups to meet, the library service was already well placed at the forefront of the Council’s agenda. Lucky for us with the shift in the council’s agenda to focus on health the door although not an open one was at least wide enough for us to sneak through.  The release of a specialised ‘Pictures to Share’ collection which was distributed throughout the 18 library network was one such demonstration to support this. As Cllr Robin Woodyatt, Cabinet Member for Social Services, stated:  “We realise that many of our residents are caring for people with dementia in the community and we wanted them to have access to these books through their local libraries.”  Score! – We got a mention on the Councils press release too. ☺  Strategic Alignment:  Every 3 years the Library service develops its Service Improvement Plan and always ties into relevant national legislation, policy and the corporate agenda. The Well-being of Future Generations (Wales) Act 2015 and the Single Integrated Plan for the authority both stress the importance of reflecting the diversity of our communities and providing joined up services. It was a no brainer to include a section around reading for life and developing the concept of ‘Reading Communities’.  Continued Professional Development:  Staff are the most important resource of any service. Two members of staff had the opportunity to attend a joint South East Wales Training course for library staff to share best practice around reading engagement and reading for pleasure and how it could be used to support those with health issues. Mental illness, specifically Dementia was one of the topics covered and an example from Vale of Glamorgan was most enlightening to the attendees. Inspired by the course and having the opportunity to see what other services were providing in the area, it was clear there was a need to do more and could do more within the library service in Caerphilly.  Resource Exploitation:  During 2016, staff were not the only asset to be utilised, special ‘Pictures to Share’ collections were acquired and the use of reminiscence pods…but let’s not get ahead of ourselves as that’s something to discuss later. Suffice to say the impetus in the authority was pushing towards making Caerphilly a Dementia Friendly authority and libraries were riding the crest of this initiatives wave. |

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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| The aim of the Dementia Friends project was two-fold. Firstly to ensure all staff are upskilled to become aware of the wellbeing agenda, the Future generations act and associated support mechanisms available. Secondly and possibly the most difficult to achieve, to target new audiences and work jointly with partners to promote a Dementia friendly Caerphilly and how our library service offer is relevant through developing new links and encouraging staff to engage with their communities.  Specific:  To improve staff awareness of the wellbeing and mental health agenda.  To target new audiences and promote Caerphilly Library Service and its Dementia offer to the local community.  Measurable:  To engage with the 50+ partnership and Alzheimer’s UK to support staff training  50% of staff to complete the Dementia Friends Training course.  To contact 25% of the care homes in the borough to offer book collections and reading sessions.  To have collections of ‘Pictures to Share’ books at all 18 library sites available for loan.  Achievable:  The service will ensure the staffing resource capacity within the service to achieve it.  Budget available to release staff as required undertaking training opportunities.  To ensure appropriate stock levels are acquired and maintained.  To continue to engage and access customers based on previous established good practice.  Realistic:  Outputs are measurable  Scope of the project is holistic but attainable.  Staff are supported and encouraged to develop skills which will be monitored through the performance review process.  Utilise relationships with internal and external partners to deliver this initiative with successful outcomes to reach new audiences through conventional and modern promotional means.  Time-bound:  To be implemented and achieved within the 2016/17 financial year.  A review of activity at the 6 month stage and project adjustment undertaken if required. |



Strategy & Planning

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

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| Initial desk research was undertaken to establish the levels of support in the area and also to determine the demand.  Utilising the InfoBase Cymru website, 1 in 5 people in Wales are aged 65+ which is 20% of the population and the 2011 census data for Caerphilly supports the age structure reflects this national trend.  There are approximately 30 care homes in the borough with several having specialist dementia units.  Through the professional meeting network with library managers and Community Librarians in the authority, a project concept was developed. It was important that the outcomes linked into the active Library Service Strategic Action Plan under the three priority themes below:   |  |  | | --- | --- | | Priority Themes | What do we want to achieve | | Reading Together (families,  children up to 11 and services to adults) | Reading for Life theme in place to support and encourage reading as a key life skill. | | Audience development  (marketing and promoting) | Develop audience participation alongside community engagement strategies linked  closely to local profiling outcomes, Library Service improvement priority areas and  Single Integrated Plan priorities.  Identify achievable number of site specific goals to reach audience categories in a sustainable manner. | | Staff development, training and support | Adopt Annual Staff development linked to each of the service strategy commitments and years of the programme in question. |   As part of the continued professional development for two of the Community Librarians who were undertaking their Chartership at the time, they were given the project brief to expand on and instigate at an operational level.  This included:   * Staff Training * Stock Development * Co-ordination of Outreach activity amongst the Community Librarian cohort * Identifying the key messages and offer of the service * Developing a controlled pilot approach to roll out of the offer * Engaging with partners for promotional activities in the branches and offsite * Communications and marketing through conventional channels and social media * Continued monitoring and evaluation with a view to future sustainability and value added options. |

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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| Staff Training:  Dementia Friends Training – Alzheimer’s UK  We initially sent two Community Librarians to the awareness session. This allows attendees to see how dementia affects the person. This eye opening training educates on how dementia can be dealt with most effectively, as well as focusing on reducing the amount of stigma which surrounds the illness. This training proved to be really successful and inspired them to look at developing our offer for those with dementia.  Following this we sent a representative to attend a Dementia Supportive Community Network event to develop potential partnerships and gather information and ideas. As a result of the sessions at this event we looked at different ways to support Dementia Awareness Week in our libraries (as detailed below).  Stock:  The majority of our libraries now have sets of [Pictures to Share](http://picturestoshare.co.uk/) books, which contain clear photos on different subjects such as sport, travel and women's work. They're intended as a prompt for those working with or caring for a person with dementia to stimulate discussion. This is in addition to the range of resources we stock on dementia.  Furthermore we have also developed 2 sets of larger collections of dementia resources that can be circulated throughout our 18 branches. Bargoed Library is currently supporting a new Dementia Café in the community by offering an outreach collection and support through the Community Librarian.  Outreach Activities:  After a session around best shared practice and reading for pleasure three of our Community Librarians were inspired to pilot a shared reading group at a local care home in New Tredegar. (Appendix 1 – Pilot) This care home was approached as it was in an area that we wanted to develop community links. Frontline staff also recommended them as the care home staff visited the library for books for their residents.  This care home also has a Dementia unit and a proactive Activity Co-ordinator, who also took part in the sessions. The pilot consisted of 4 sessions around poetry and the Pictures to Share collection. They focused on a different theme / title each visit and a good relationship developed between library staff and the care home. The pilot resulted in positive feedback from both residents and care home staff. This was shared with colleagues with the view to expand and implement similar groups in other care homes across the authority. The shared reading sessions usually last for 1 hour every month with a group number of up to 15 residents.    Partnership Promotional Events:  As part of the council’s 50+ Positive Action work plan Social Services have invested in Reminiscence resources for care homes and libraries. These resources include six pop-up Reminiscence Rooms and the excellent series of Pictures to Share books. The Pods create a familiar environment and a meaningful ‘fun’ activity for those with dementia living in residential care. The books are designed especially for people with dementia and provide a means of communicating in an enjoyable and meaningful way.  Dementia Awareness Week (May 2016):  Throughout this week the library service promoted the range of Dementia-related resources on offer via book displays and twitter using the hashtag #DAW2016. (Appendix 2 – Images 1-2)  This included the book ‘The Elephant Who Forgot’ produced locally by The Parent Network for younger children to gain an understanding of the illness. (Appendix 2 – Image 3)  Caerphilly Library hosted a Rempod and Alzheimer’s UK delivered Dementia Friends awareness sessions for the public. (Appendix 2 – Image 4)  Blackwood Library held a shared reading session with residents from a local care home to support Dementia Awareness Week. (Appendix 2 – Image 5)  Bargoed Library worked in partnership with Alzheimer’s UK to deliver a Dementia Friends awareness session to Year 5 children from the local school. As a result 26 children took part and made pledges during that week as well as receiving their Dementia Friends badges! (Appendix 2 – Images 6-7)    Social Media and Communications:  The Community Librarians cascaded information at professional meetings. A plan of how to expand the project was discussed and its’ progress was monitored at meetings.  At the beginning of the project Community Librarians visited the local Alzheimer’s UK unit in the borough to promote the resources and services on offer. Leaflets to promote the Pictures to Share collections in the libraries were passed on for the various groups that meet in the borough.  As mentioned previously all libraries supported Dementia Awareness Week on twitter using the hashtag #DAW2016. We had great response and engaged with a range of Dementia charities.  Value Added Extras:  As a result of the successful pilot and regular shared readings at the care home in New Tredegar the Community Librarian organised an Intergenerational Event in the library in July 2016. Following a poetry themed class visit with the local school, the Community Librarian approached the Headteacher and discussed holding a session in the library with a group of children and care home residents. The library already has good links with the school and the care home and both were really enthusiastic about this event.  As a result 7 residents and 30 children attended this event. As the session was in the summer the poetry and photo session was on a holiday and seaside theme. This proved really successful with both the residents and children. They loved looking at photographs of Barry Island and Porthcawl from the 1950s! The children also shared their favourite poems. The residents really enjoyed reminiscing with the children and sharing stories. This was a fantastic way of engaging with the community and strengthening links with both the school and the care home. (Appendix 2 – Image 8)  These activities and groups did not cost any money to organise or set-up. However initially it took considerable staff time to plan and pilot sessions. Once established the groups are low maintenance - particularly as staff share resources and ideas. |

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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| Project Summary:  Whilst the project has not yet been implemented for the full year, there have been a number of notable achievements including new partnerships developed, existing partnerships enhanced and a new sense of awareness in the library service of another strand in relation to health that the service has an important part to play.  Performance Information:  All library sites now have a full ‘Pictures to Share’ collection of books available for loan and that have also been utilised at a number of shared reading session out in the community.  All library sites supported the Dementia Awareness Week and publicised the collections via all 18 Twitter feeds using the same hashtag to increase impressions and mentions.  10 out of the 30 care homes in the authority have had visits from our Community Librarian compliment and have been actively involved in poetry and reading sessions. That’s 33% which exceeds the 25% target. In total approximately 90 individuals with early to late onset of dementia have been involved with which is an audience we previously would struggle to engage.  Library services were successful in partnering up with Alzheimer’s UK to deliver training to frontline staff. To date only 30 of our 85 strong compliment have received direct training which has meant we have not achieved our initial project target as we would have liked. This is mainly down to long term sicknesses at key sites preventing staff release, however all staff have received a briefing on the project, the information has also been Tweeted with a strong staff awareness raising session taking place during Dementia Week. Plans are to resume the face-to-face training in 2017 as part of a wider health agenda.  Evaluation of Methodology:  The project concept resulted as an increased national push towards the wellbeing agenda and through local identification of deficits and opportunities for service deliver to this vulnerable group in society.  It is pleasing that the outcomes of this project tied in so well to the overarching service plan which meant that support of the management team was assured and this paved the way for staff closer to the frontline to experiment with new forms of outreach.  It is also heartening that the service was able to support the development of the Community Librarians as part of the team and also those specifically undertaking professional recognition as part of the Chartership process.  A key component of this project was forging the links with relevant partners who specialize in working with older people and the care homes which we have previously had minimal contact with other than a few being part of our housebound service.  It would be advised that an ‘official’ review be undertaken at the 12 month stage to ensure that we are still achieving our aims and look at ways to develop further.  We’ve had some great comments from those involved to date that really warm the cockles of your heart:  Quotes from the residents:  “It’s nice, it’s lovely, it breaks up the week”  “Very enjoyable”  “Don’t leave us too long!”  “Very kind to come”  “Something different”  “Lovely pictures” (Pictures to Share)  “I remember trees like that” (Pictures to Share reminiscing)  “Isn’t that perfect” (Pictures to Share)  Quotes from the care home staff:  “Thank you for giving them a lovely morning”  “They all thoroughly enjoy the sessions and get so much out of the poetry visits”  “We talk about the poems after the sessions and keep copies to reread them”  Sustainability:  The importance of the contribution the library service can make to the health agenda is a continuing priority for the service and this will be translated into the 2017 action plan for the service.  Regular monthly visits to care homes have been embedded into the scheduling of the Community Librarian workflow and the team are in talks to expand to new sites shortly.  The ‘Pictures to Share’ collections will be maintained and the service will shortly be distributing Welsh language versions to all sites.  Training and development of staff is within the services control. Through discussions with Alzheimer’s UK, they are happy to return to train staff at our convenience and this will be scheduled into the overall training plan for staff for 2017-2020.  Due to the improved links with the 50+ partnership in Caerphilly, the main Caerphilly branch will shortly be hosting another reminiscence pod in a prime location and this will further go towards supporting the town of Caerphilly as a full Dementia Friendly community.  Phil Diamond, Dementia Theme Leader for the Gwent Transformation Team said:  “Raising awareness of Dementia and educating people to better understand the condition is vitally important. Dementia is often a taboo issue that is simply not discussed, but by being more open and encouraging people to be more aware of the issue and its characteristics, I am confident that we can continue to make Caerphilly an even better place to live for people living with Dementia”.  Well Said Sir! |



Date of Project

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

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| April 2016 – April 2017 |

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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| Dementia Friends Reunited or as it’s more officially referred to in the borough as Dementia Friendly Communities is a commitment by the local authority in Caerphilly County Borough to raise awareness of the condition and support those effected.  Caerphilly County Borough Library Service strives to work towards maximising the council's core priorities through the services it delivers and the work of its employees and is actively engaged in a number of activities to support the cause and also wave the flag for how important libraries are for learning, recreation and leisure.  Through partnership working, raising staff awareness, specialised stock collections, shared reading groups in care homes, intergenerational days with schools and targeted promotional campaigns, the message is clear. Library Services are committed to providing equality of service for all and are the go to place for information and a friendly ear to point you in the right direction. For all, for life! |