

# 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 | Kate |
| Surname | Leonard |
| Job title | Principal Librarian, Community Libraries and Arts |
| Organisation name | Flintshire Library Service |
| Organisation address | Leisure & Libraries Head Office, 1st Floor, Deeside Leisure Centre,  Chester Road West |
| Town | Queensferry, |
| Postcode | CH5 1SA |
| Email address | [Kate.leonard@flintshire.gov.uk](mailto:Kate.leonard@flintshire.gov.uk) |
| Twitter account @ |  |
| Organisation profile/overview 100 words maximum | |
| Public library service providing service to a diverse community and visitors to Flintshire through the provision of 7 branch libraries (two co-located Deeside Leisure Centre and Holywell Leisure Centre opened 3/1/17). As well as offering Mobile library and housebound service to rural areas and access to FCC Connects service via Mold, Buckley and Connah’s Quay libraries. | |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

**X** Public libraries  Further education libraries  Higher education libraries

Health libraries  Archives  Museums

Category 2 – Joint Marketing Project of the Year

**X** 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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| Co-location of Deeside Library at Deeside Leisure Centre |

Context

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

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| The pressure of closure of services within the Authority provided the opportunity to relocate three libraries into a co-located building and become a service accessible to all 24/7. The priority was to ensure a smooth transition from relocation to opening of the new library.  Challenges to be met by customers was to embrace the innovative way of working and promoting a service that is never ‘closed’ to customers and visitors alike. This was met by holding community consultation meetings to allow customers to tell us what they would like to see at the new library. Working alongside the leisure service and developing a joint partnership with employees at Deeside leisure centre has seen opportunities to work together to promoted health and wellbeing through sport, reading and activity for all ages. |

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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| Aim: to enable a library service to serve the communities of Queensferry, Garden City, Mancot, Hawarden, Shotton, Aston, Sandycroft, Sealand and Ewloe; as well as all users of the Leisure Centre who reside or work in Flintshire, or wish to become members of the library service. The new library will occupy exclusively (70 square metres) but will share a larger area within the café and foyer area of the existing facility (250 square metres). The library will be staffed for 20-30 hours per week at times of highest use of the centre and access will include all 7 days. Self service will be available at all other times as Deeside Leisure Centre is open from 6.30a.m. until 10.00pm 7 days per week, to accommodate users of the spa, gym, ice rink etc.  Objectives:   * provide a new library accessible by local and wider community, open throughout the week with self-service available at all times the Centre is open * Sustain a library service to the communities of Deeside, Queensferry, Hawarden, and Mancot by sharing a well-used building with shared services. * Develop the library as a community hub to enable a wide range of cultural events to be held in the space in partnership with other council and community services/organisations * Introduce self-service facilities in a Flintshire library, monitor usage and efficiencies/benefits with a view to roll out an ‘Open Library’ service in other buildings, future collaborations. |



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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| The strategy take to achieve our objectives was carried out as follows:   * As a whole new concept for us to work with we were eager to ensure that the current customers were going to follow us to our relocated site. We grew our relationship with open nights to view the new library and customer consultation sessions prior to relocation. * The library has included a wide range of events with other partners including the dementia friendly society partners for adults, Arts Culture and Events partnership with workshops for 3 – 13 year olds, Sports Development partners holding jimmi bear sessions for 0-4 year old * Self-serve has been promoted to all customers daily and new borrowers, gym members, visitors to the leisure centre from England to watch their children participate in activities. * The roll out of the self-serve has now included the new relocated Holywell library and Mold library. This frees up the staff to promote other resources within the library and assist customers e.g. getting online. |

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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| Consultation with customers, schools and youth service was undertaken prior to relocation to ensure that we targeted the needs of the community within the new Deeside Library. This was promoted via web, press and hard copy consultation leaflet. (see attached)  Recruitment of employees was completed on a pilot timetable that has now been reviewed and changed to recognise the area of time where most customers would like to see a member of staff, this was between 1.00pm – 6.00p.m.  Launch of the library took place as part of the modernisation of over 100 libraries by Museums, Archives and Libraries Department of Welsh Government opened by Ken Skates A.M. The launch saw the local school choir singing in the foyer by the library, ECALM book presentation to Yr4, circus skills, arts and crafts and a tour of the library and building.  Schools located near the libraries that were been relocated into Deeside Library were asked to participate in ‘design a Junior Library Membership Card’ the winner was awarded with a prize on launch day and membership cards used on launch day for self-service machine (see attached photo)  Films were also taken by libraries and BBC Wales visited for an interview and filming of the new library. |

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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| The library opened on 29 February with staffed opening hours Mon – Sat and unmanned either side of staffed hours and Sunday. The library welcomed 14,416 visitors over the first three months of opening.  These are figures to compare the visitors so far the ANNUAL visitors for relocated libraries (sample weeks)  in comparison to just SIX MONTHS of the new library ACTUAL daily count.   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | VISITORS |  |  |  |  |  |  |  |  | | **ANNUAL FIGURES FOR RELOCATED LIBRARIES TAKEN ON SAMPLE WEEKS** | | | | | | |  |  | | HA | 17975 |  |  |  |  |  |  |  | | QF | 11125 |  |  |  |  |  |  |  | | MA | 27650 |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  | | 6 MONTHLY FIGURE FOR THE NEW LIBRARY TAKEN ON **ACTUAL** COUNT INTO THE LIBRARY | | | | | | | | | | *(DOES NOT INCLUDE VISITORS TO THE SELF-SERVICE MACHINE)* | | | | | |  |  |  | | MARCH | 6,334 |  |  |  |  |  |  |  | | APRIL | 4,778 |  |  |  |  |  |  |  | | MAY | 3,604 |  |  |  |  |  |  |  | | JUNE | 3,828 |  |  |  |  |  |  |  | | JULY | 3,229 |  |  |  |  |  |  |  | | AUG | 3,255 |  |  |  |  |  |  |  | |  | **25,028** |  |  |  |  |  |  |  |   Workshop with Artist Honor Pedican was held incorporating the Summer Reading Challenge this was promoted via social media with over 1,500 visits on the first day and attended by over 70 children some with parents over 5 days across the Summer and proved so popular that a waiting list was in place! The Workshop was working with different materials creating artwork and using different techniques with the theme of a book read by the artist. (see attached photos for feedback and event).  In partnership with Sports Development, Jimmi bear sessions brought children as young as 1 – 4 to visit the library and also the crèche based at Deeside library (see attached photo). These have now been rolled out to other  Libraries across Flintshire. It is ‘active reading’ sessions where children imitate the characters in the book stretching, dancing and moving within the story.  Self-service machine has been a great asset for customers who lead busy lives and are dropping off children at the leisure centre, picking up from classes or are time-bound. All ages of customers have enjoyed using the machine and this has also proved useful for the diverse range of residents in Flintshire who are able to use the machine in a variety of languages e.g. Polish, Lithuania. We have now rolled out the self-serve machine at our library in Mold and Holywell to be used to assist staff and allow them to be available to promote other resources within the library and participate in activities taking place.  Leisure service staff have collaborated with library employees to learn more about the service and promote the service within their leisure centre to customers visiting gyms, spa, ice skating and other facilities available. Training on the self-serve was also undertaken to ensure that the leisure service felt part of the new library and took ownership as part of their building, this was met with 100% positivity and the staff from both leisure and libraries are working closely together to promote joint areas in the future.  The library was introduced into Deeside at a time when a major organisational change of Flintshire Libraries which is now moving towards becoming a ‘Community Benefit Society’ with the leisure service from July, 2017. This will bring more exciting and innovative opportunities our way.  The video link was used in ‘Our Flintshire Our Future’ promotion.  <http://www.bing.com/videos/search?q=youtube+our+flintshire+our+future&adlt=strict&view=detail&mid=E7BD5B2B3CAD3FE4FABCE7BD5B2B3CAD3FE4FABC&rvsmid=E7BD5B2B3CAD3FE4FABCE7BD5B2B3CAD3FE4FABC&fsscr=0&FORM=VDFSRV> |



Date of Project

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

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| Project group meeting began June 2015 and project completed December 2015 |

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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| The new library is part of Flintshire’s network of hub libraries and is the first library in the county to offer self-service facilities. This means that users can access the service during all the hours that the Leisure Centre is open, 7 days a week from 6.00am until 10.00pm. Library staff will be on duty for 36 hours over 6 days of the week to assist with information, IT support and reading choices. Library users have the advantage of using the café and foyer space for reading, refreshments and access to WIFI.  The library opened with a brand new stock of 5,000 books and 4 public use computers and tablets for use in the library. |

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

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| --- | --- |
| 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

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| 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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