

# 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 | Nerys & Sarah |
| Surname | Woodall Coupland |
| Job title | Senior Library Assistant & Library Assistant |
| Organisation name | Wrexham Library |
| Organisation address | Rhosddu Road |
| Town | Wrexham |
| Postcode | LL11 1AU |
| Email address | Wrexham.library@wrexham.gov.uk |
| Twitter account @ | wxmlibrary |
| Organisation profile/overview 100 words maximum |
| Wrexham Library is the fourth largest library in Wales and the largest north of the M4 corridor. It has nine branch libraries, one mobile library and one Homelink library van delivering books to people who are housebound.Wrexham is the largest town in North Wales and ranks as the third largest retail centre in Wales after Cardiff and Swansea. Wrexham's proximity to Shropshire and Cheshire also attracts shoppers and employees into Wrexham County Borough and therefore some of our members also reside in those areas, but use Wrexham libraries when they are in town to shop or work. |

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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| Caia Park Pop-Up Library (‘the Pop-Up’) |

Context

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

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| The Caia Park area of Wrexham is a Welsh Assembly Communities First project area. Caia Park has a resident population of over 13,000, but does not have a library - the nearest library is in Wrexham town centre. Whilst this is only a walking distance of 1 mile, the barriers often observed within a Communities First Area mean that the community often does not access Wrexham Libraries.Funding for the project was an initial challenge, but once funding was obtained the potential project could become a reality and with that the opportunity to engage with the Caia Park community.The idea of a Pop-Up Library is to hire a room and turn it in to a socially inclusive library for the community to use on a temporary basis. Following discussions with Caia Park Partnership (a registered charity which has been in existence for over fifteen years and delivers a needs-led service for the people of Caia Park) it was agreed that the Pop-Up could be held in a room that the Partnership hire out to groups in the Caia Park Partnership building complex in the heart of Caia Park. The room that was available was accessible only by going through their cafe. It was agreed that the Pop-Up would be held one day a week, 9:30am - 4pm, on 4, 11 and 18 February 2016 (the last date during half term). The room itself was a blank canvas with only tables and chairs available. All shelving units; books; posters; beanbags; colouring pictures; rugs for the children's play area; toys; stationary; library promotional material and other equipment had to be transported to Caia Park and then be able to be packed away into three cupboards (where the library books were shelved during the Pop-Up) at the end of each day to ensure that the other bookings for that room were not adversely affected. This was achieved with some careful prior planning.We did not have access to PC's or the Galaxy libraries database in the room, so went back to paper and pen and then inputted data on the next day. Print outs of what is available on Wrexham Libraries website were taken to be able to show customers.Staff who had some experience of working in Communities First areas were chosen to staff the Pop-Up to ensure that people from the Caia community trying to access the library were familiar with staff and dealt with appropriately and with sensitivity and understanding.The opportunity to potentially reach a community and be able to show what modern libraries can offer was exciting for all staff involved. |

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 overall aim of the project was broad - to recruit the local community whether young or old to discover what their local public library has to offer them and to assist with:- Tackling poverty outcomesPromoting Mental Well BeingPromoting Family Learning in the Early YearsSupporting Young People to Do Well At SchoolImproving Adult Life Skills.Additional potential benefits which it was anticipated the project would bring were:-- Increasing the confidence of the local population in selecting reading material;- Maintaining/improving people's literacy levels; - Encouraging community engagement; and- Building on the links already established with local schools, playgroups and organisations.Whilst we wanted as many new members and people to use the Pop-Up as possible, every new member; returning member; response to a query or book loan was a positive and helped us to meet our objective of raising awareness of what libraries can offer in the Caia Park community.To enable evaluation of the success of the project, all visitors were encouraged to complete questionnaires and a tally chart was maintained by the staff manning the Pop-Up showing for each hour we were open the number of adult and child visitors; the number of new adult and child members; the numbers of books issued to adults and children; and the number of book requests and information requests taken.The aim was specific; measurable via the statistics we could collate; achievable if our marketing of the event encouraged attendance by the local community; realistic; and with three pop-up sessions only time limited. |



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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| Wrexham Libraries had approached relevant agencies, schools and organisations in the Caia Park area prior to agreeing to move forward with the Pop-Up with Caia Park Partnership. These groups were kept informed throughout of what was happening; when; and they were encouraged to promote the Pop-Up via their social media, in schools etc., with our posters and leaflets and just by talking to people. Existing partnerships with these groups were nurtured and developed and the connections made by the staff at the Pop-Up will be beneficial to each organisation in years to come - so much so, that an additional Caia Pop-Up Library was arranged for Summer 2016.Wrexham Library itself promoted the project verbally and with the aid of posters and leaflets to its current users to deliver the message. Our Early Years Team also raised awareness of the Pop-Up in their sessions with appropriate groups.In the immediate run-up to the Pop-Up an item was included in the Wrexham Leader and the event was posted on Wrexham Libraries twitter and facebook accounts. Several social media posts (at different times of the day to try to promote different audiences and with different photos attached) were also used during February to promote the project. The AM, Lesley Griffiths, was invited to attend the Pop-Up. Her attendance and the consequential promotion of the Pop-Up in local newspapers and via social media increased awareness of both the Pop-Up’s existence and the outcome it was intended to achieve. |

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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| Please also see the information contained in the Strategy and Planning section above.Once in situ, staff at the Pop-Up engaged with the staff running the cafe and the relationships developed ensured that the cafe staff were on board with promoting the Pop-Up to cafe visitors. They also agreed that leaflets could be left on each of the cafe tables and posters placed on the cafe entrance doors.Staff also went into the cafe themselves and engaged with cafe users to encourage them to have a look at what was available to them - the personal touch often encouraged reluctant but curious people and the young mum's with children.Leaflets and posters were also displayed around the Caia Park Partnership Offices and Caia Park Partnership staff were aware of the Pop-Up and encouraged the people visiting them for IT classes etc. (and for some more nervous people the Caia Park Partnership staff accompanied them) to visit the Pop-Up. The Caia Park and Hightown Communities First (‘CPHCF’) staff also visited the local nursery to remind them of the days we were open and they promoted the Pop-Up on their social media. Wrexham’s Children’s Librarian also visited the local schools again.Wrexham Families Information Service (‘WFIS’) and CPHCF also manned stands within the Pop-Up. The CPHCF representative ensured that there was someone there who members of the community would recognise. The WFIS representative could offer advice, support and some 'freebies' to entice people in.A Banner to promote the Pop-Up was acquired from the budget and displayed on the fence outside the Pop-Up.Leaflets were also put in the neighbouring Health Centre.Staff also displayed the children's colouring and artwork undertaken at each Pop-Up on the walls of the room - this encouraged children to ask relatives and friends to come and see what they had done later that day or on the next Pop-Up day.We constantly reviewed how the pop-up library was running - for example additional books tailored to meet specific demands were taken for the next Pop-Up day; taking the Scorch Rugby competition with us to attract more children and displaying the competition poster on the entrance to the cafe; and a wider selection of adult colouring sheets (in addition to the children's colouring sheets) were taken on the 2nd Pop-Up Library day because these were more popular than we initially anticipated.Please see the attached:-1) Selection of photos taken during the Pop-Up; and2) A selection of screen prints of the social media posts both prior to, during and after the Pop-Up. |

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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| Some outcomes cannot be measured by statistics, but instead viewed by the staff on duty. The smiles on people’s faces who attended the Pop-Up; the children who were really keen to become library members and to loan some books; the gentleman who was brave enough to speak to staff and admit that he couldn't read, but would like a book to help him learn; the elderly sisters with learning difficulties for whom it took a lot of courage to come into the room initially and ask about children's books to help them read; the renditions of 'Let It Go' by boys and girls while having photographs taken with their heads popping through the Frozen cardboard cut-out frame; and the enjoyment of the Story and Rhyme time sessions by adults and children alike showed the practical success of achieving the aim.WFIS staff engaged with families in need and followed up on the referrals made - statistics from this not available to library staff due to confidentiality.Statistics from the Tally charts kept included:- Adult Visitors Child/Teen Visitors New Members Week 1 42 11 6Week 2 40 74 12Week 3 (Feb Half Term) 16 13 29Fifty-eight books were loaned during the Pop-Up, and requests for books about Welsh boxers, audiobooks with read along copies of the books etc were met. This ensured that borrowers returned either to the next Pop-Up date, or (on the last Pop-Up day) to a Wrexham library. These met the aim of the project together with the other outcomes. The range of books borrowed was broad from learning to cook; sport; quick reads; children's books; 'Best Websites for Homework'; make up; and general adult fiction and non-fiction.Some of the staff who work in CPHCF also visited the Pop-Up and whilst they were not all Caia residents, some became members of Wrexham Libraries and all were interested to learn about what Wrexham Libraries can now offer (compared to when they were children); and most borrowed some books. This outcome was not anticipated, but a welcome additional positive outcome.The Questionnaire Survey Responses gave the following statistics/responses:-1. How did you hear about Caia Park Pop Up Library?  Word of mouth = 9  Social Media= 3  Other =  - From the partnership; - Being in the café;  - Sign outside;  - In school;  - Son;  - Caia Park staff;  - Computer course mentions; - Seen us & popped in. 2. Would you like a permanent library here at Caia Park? Yes = 20 No = 03. Are you a library member? Yes = 15 No = 64. What service would you like to see in your local library?- I like because lots of good books, like having a library close to school. Book groups - Book club for males discussing NFIC.- Coffee house, special read along for special needs children. - Computers, IPads, DVDs.- Somewhere you can meet people and chat like a book club and grab a coffee.- Books how to write letters.- Books for dyslexia.- DVDs, kids’ corner.- Computers, reading clubs for kids.- Books, computers. - Computers, WIFI, things for young people.- Computers, printing, WIFI.- Bus fare to town and return is too expensive. Stops local people accessing the library. Varied supply of books, use of computers to go online, internet. Children’s activities and promotion of reading for both adults and children to have classes. 5. Are you? Female = 16 Male = 56. Are you aged? 16-25 = 2 26-49 = 12 50+ = 6 (one 9 year old competed a form)7. How do you describe your ethnic group? White British = 21 Mixed = 0 Other = 08. Do you consider yourself to be a disabled person? Yes =3 No = 18Is your impairment? Physical = 3 Sensory = 0 Other = 0 9. What is your first or preferred language? English = 20 Welsh = 0 BSL = 0 Other = 0 The responses to question 1 showed how our mix of marketing approaches was successful.The staff who ran the Pop-Up also monitored whether the new members engaged with Wrexham Library afterwards. Some did, becoming regular faces for a time in Wrexham Library. Staff at the Pop-Up were consistent and the importance of that was shown when some of these new members accessed Wrexham Library - they preferred to see the Pop-Up Staff whom they had built a rapport with, particularly the new members with poor or no literacy levels or learning difficulties.The Pop-Up project came within budget, on time and met its aims. The Pop-Up was felt to be so much of a success, that a further Caia Park Pop-Up Library was held during Summer 2016. We did learn lessons though:- - When the cafe placed a sign up during February half term saying that unfortunately closed today (and this was interpreted by some as that the Pop Up was closed too resulting in lower attendance figures) we learnt that we needed to ensure that a close eye was kept on signage by third parties;- The opening hours of the Summer Pop-Up Library were tailored based on the tally chart showing when peak usage was.- The use of the Scorch Rugby competition to keep children amused (in addition to the other activities) proved so successful that a Thomas The Tank Engine Treasure Hunt was devised for the Summer Caia Park Pop Up. This treasure hunt proved popular and that was the key to getting one grandma and her grandaughter from the cafe into the Summer Pop-Up. That grandma is now a regular in Wrexham Library and is confident in requesting and loaning books and using the kinderpit area with her grandaughter.- The timing and what photographs to include on tweets to market the Pop Up were reviewed for the summer pop-up such that Wrexham Libraries top tweet in August was a Caia Park Pop Up one which had 5,790 impressions.- We not only had daily local newspapers available for customers to read/browse on the summer Pop Up Library dates, but also periodicals such as the BBC Wildlife magazine, car magazines and Computer Active.At this stage (following the Summer Caia Park Pop-up) it is not anticipated that the Pop-Up will be repeated in Caia because they may be applying to have their own library. The data this project has generated though should assist Caia Park Partnership with this. |



Date of Project

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

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| Winter & Spring 2016 |

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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| Have you ever heard of a Pop-Up Library? This project was all about the creation of a Pop-Up library in the Communities First area of Caia Park in Wrexham for three days in February 2016. Caia Park has a resident population of over 13,000, but it does not have its own library.The overall aim of the project was broad - to recruit the local community whether young or old to discover what their local public library has to offer them. This was achieved with fun had by all, so much so, that we held another Pop-Up library in Caia Park during summer 2016. |

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

|  |  |
| --- | --- |
| 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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