

APPENDIX D

TCC06: COMMUNICATION ENGAGEMENT AND MARKETING PLAN



DOCUMENT APPROVALS

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VERSION CONTROL		
v1- Communication Engagement and Marketing Plan		Chris Jones

COMMUNICATIONS AND MARKETING FOR LIBRARY SERVICE 2017 TO 2020

This plan aims to outline the key activities and timescales for communicating engagement and marketing the implementation to all stakeholder groups.

STAKEHOLDER	CHANNEL(S)
INTERNAL	
Cabinet members (Leader and Councillor Jordan)	Regular face-to-face briefings Email updates
Elected members	Conservative group briefing Labour leader briefing Ward councillor briefings
Team Plymouth	Email updates
CMT, SMT, DMT Directors	Briefings / meetings
CST Programme & other Transformation Programmes	Staff meetings Email updates
All Staff:	Weekly staff newsletter Staff Room Chief Executive's briefing Email updates
Libraries and customer services staff	Face-to-face briefings to ensure staff can advocate the plans for customers and key stakeholders
Library volunteers	Face to face briefings
Trade unions (Unite, Unison and GMB)	Regular briefings/meetings
Arts and Heritage	Statutory Consultation, Face to face briefings, Email updates
EXTERNAL	
Library users	Existing email newsletter Information in libraries (flyers/posters)
Non-users / wider public	Media, Social media, Council newsletters, Website
Services/groups running sessions at libraries	Face-to-face briefings Email updates
Library Taskforce/DCMS	Briefing / Email update
Volunteer and community sector partners	Face to face briefings Email updates
Outreach venue partners	Face to face briefings Email updates
Health and wellbeing partners including patient participation groups	Face to face briefings Email updates
Education - early years, schools, colleges, HE	Email updates
Housing providers/associations	Email updates
Disability groups (eg PADAN)	Email updates
Businesses	Email updates
MPs	Email updates

Communication plan for first two months:

Date	What	How
July	Reinforce the vision and rationale to staff in the service	Staff meetings and one to ones with Library staff
July	Inform the Library Taskforce/DCMS/MPs	Briefing / Email update
July/August	Inform all PCC staff of the changes to the library service along with the Trade unions (Unite, Unison and GMB)	Weekly staff newsletter, Staff Room Chief Executive's briefing, Email updates
July/August	Update library website to reflect changes, start the process of informing the general public of alternative libraries and services on offer	Update
July/August	Publish dates of closures to the general public, community groups, partners and key stakeholders in neighbourhoods	Existing email newsletter Information in libraries (flyers/posters) website, Twitter, Facebook and Emails
July/August	Inform the volunteer and community sector partners	Face to face / Email
July/August	Inform the public how and where they can access alternative services including online services and public access PCs	As above plus publish map on the PCC website of available PCs
July/August	Brief outreach venue partners	Face to face
July/August	Communicate the online offer including eBooks, audiobooks, Magazines and eResources	Media, Social media, Council newsletters, Website
July/August	Communicate that the click and collect service which will also be available at outreach venues	As above
July/August	Communicate the outreach locations where and when library services (pop-ups) will be delivered	As above
July/August	Highlight alternative transport arrangements in libraries including Access Plymouth	As above
July/August	Engage with the non-using (of the library services) residents of Plymouth the library service	As above
July/August	Communicate the benefits of a Home Library Service and engage with older people	As above
July/August	To communicate nearest alternative Safe Space as part of Library closure arrangements	As above
July/August	Engage the disabled people with disabilities and appraise what the library can provide	As above and Email disability groups i.e. PADAN

Note

Relevant communications will be repeated for the planned closure of West Park and a separate communication and engagement plan will be produced for the opening of the refurbished St Budeaux site.

Marketing Strategy for the Library Service 2017-20.**Library vision**

To deliver a quality, sustainable library service based around 6 universal offers of Reading, Digital, Health, Information, Learning and Culture.

Aims

- Increased library membership and number of active users
- Increased numbers attending regular library activities
- People know they can get help and essential resources at the library
- Increased visibility for the library; raising the profile amongst key stakeholders within the council and city of the library's ability to deliver key outcomes, promoting a future of Library First
- Increased engagement with schools

Objective	How
To promote a culture of Library First across the Council (including CMT and Councillors) Libraries to be seen as a natural first choice to deliver services to local communities	Improve communication with Councillors and CMT through regular emails and updates about library activities reinforcing how libraries contribute to corporate objectives
Improve the curb appeal of library buildings to highlight what's on offer inside the library building	A rolling programme to include the use of A boards, noticeboards, banners, signage etc
Increase confidence of library staff to engage with library users and non-users	Training with CREW Training taking place throughout June 2017 to include Visitor engagement, communication and presentation skills
Improve access and awareness of the online offer including 247 library, eBooks, magazines and eResources	New library website as part of the IT upgrade Monthly promotions to highlight resources Social media
Deliver a yearly programme of activities based around national and local initiatives and the Universal Offers: Digital, Health, Reading, Information, Learning and Culture	Work with library staff and communities to develop activities Promote through library email newsletter, flyers/posters, social media, outreach
Ensure that new library members are aware of all the library offers	Send welcome email to new members

	Produce new flyer to explain library offer
Increase use of social media to promote the library offer	Frontline staff to become more involved to provide an on the job perspective Increase use of targeted ads and campaigns to reach non-library users Promote social media channels through offline methods including posters and flyers
Increase numbers of children joining in with the 2017 Summer Reading Challenge	Promote through school assemblies/invitations in book bags Social media/online and in libraries
Summer 2017 Join CATERed on the Big Summer Food tour and deliver targeted activities in Devonport, St Budeaux and Whiteleigh through the Arts Council Libraries Opportunities for Everyone project	Build on existing partnerships in the targeted areas and develop new ones Develop a brand that will engage children and families to work across all media, including online and printed.
Gain a better understanding of what library users and non-users want using different methods including library data, consultation and feedback	Improve use of data held to better inform book stock and library activities and to measure and evaluate success
Work more closely with schools to promote the benefits of library membership to children and families	Increase the number of class visits to libraries Develop a programme to highlight 'more than books' ie Coding/Digital making Investigate feasibility of 'Every Child a Library member' project to join all children in a school
Increase awareness of library services amongst new parents	Work with Registration services to develop automatic membership at birth through Tell Us Once
Promote the library as a 'thing to join' to new residents including students	Be aware of new housing developments and link in with developers to include library promotional material in welcome packs Make links with Plymouth Universities and Colleges to promote benefit of library membership to new students