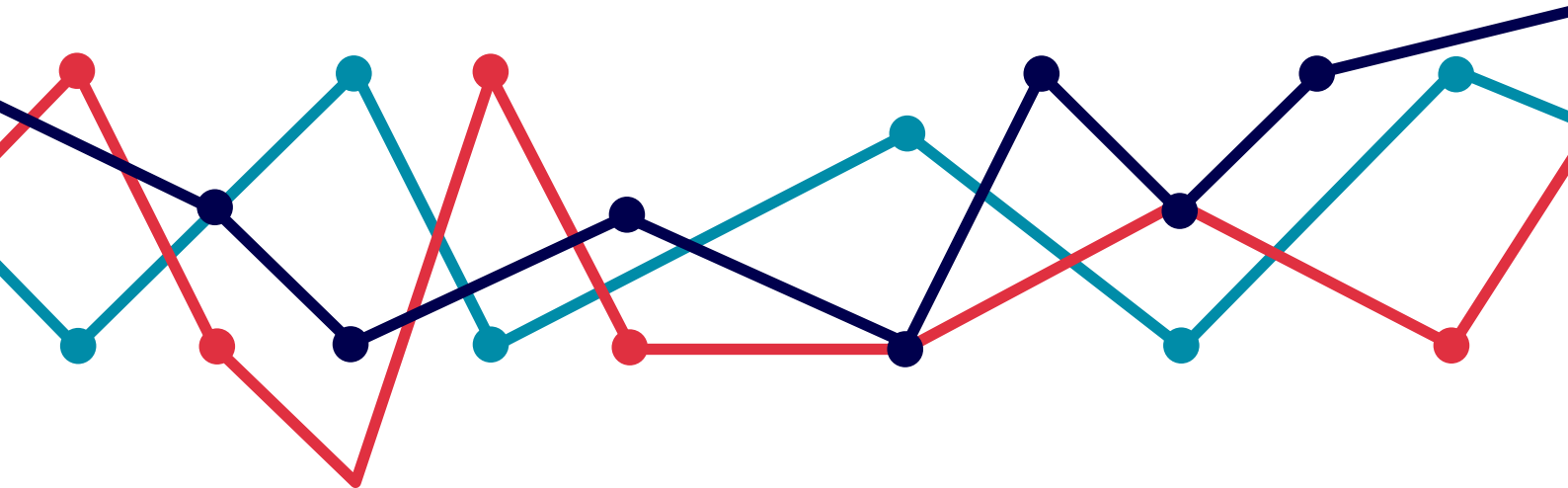


Aintree Library

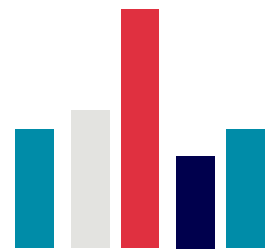
MARKETING PLAN 2017/18



Aintree Library

MARKETING PLAN

2017/18



Introduction

This plan outlines our promotion and marketing plan of activities for 2017-18. The purpose of the plan is to ensure that Aintree Library delivers the right information to the right people at the point of need, regardless of location.

Aims

The marketing plan aims to:

- Increase awareness of Aintree Library within stakeholder organisations and raise the profile of the library across the Trusts
- Raise awareness of library services and resources within both Aintree and the Walton Centre that are available to all staff and students
- Promote sharing of knowledge and expertise

Objectives

These aims will be achieved by implementing the following objectives:

1. Promote and market Library Services
2. Promotion and marketing activities
3. Work with key staff to promote Library Services
4. Develop communication channels
5. Develop tailored Services
6. Review collections

Evaluation

The marketing plan will be monitored and evaluated through:

- Quarterly meetings throughout the year
- A final annual review

Key Successes of 2016-17 Plan

The 2017-18 marketing plan is informed by the previous year's marketing plan, which we review annually as part of the process. The key successes of the 2016-17 plan were:

- A series of pop up libraries held in various different buildings across the two trusts, which increased membership and raised the profile of the library and services.
- Library staff attending ward visits with PEF's to develop relationships and promote library services.
- Redeveloped library pages have resulted in improved interaction including increased web page views and social media followers.
- Increased contributions to Trust weekly news bulletins to highlight services and events.
- Increased liaison and engagement with departments to develop stock that meets the needs of the organisation, including non-clinical staff and wellbeing initiatives.
- Promotion and development of fiction collection which has resulted in greater use.
- Developed links with local public libraries and provided training for patient information.
- Excellent feedback on the online skills packages created for reflective writing to support revalidation.
- Annual subscriptions review and departmental liaison contributed to developing collections that meet the needs of the organisations.
- Increased promotion of bookable IT suite which has led to increased usage.

This year has been quite successful in terms of increasing the marketing and promotion activities of Aintree Library, and highlighted above are some real success stories including the pop up library events, webpage and twitter interactions and liaison and engagement with trust departments.

We hope to improve and develop our marketing activities, and we will continue to carry out those activities that were successful into next year's plan.

Although we met most objectives, reflection on the 2016-17 plan demonstrates that there is still work to be done to tailor library services for different groups of staff. Our priorities for 2017-18 will also include developing activities to promote the sharing of knowledge in the organisation and targeting management to increase the uptake of evidence services for decision making.

Our Customers

The library currently provides services to the following stakeholder groups:

- Aintree University Hospitals Trust
- The Walton Centre Trust
- Edge Hill University Students
- Liverpool University Students

These stakeholder organisations can also be categorised by role:

Management	Clinical Staff	Students	Other
Commissioners	Doctors (including trainees)	Edge Hill University	Apprentices
Directorate	Consultants	Liverpool University	Administration and clerical staff
Managers	AHPs	Nursing students from other Universities	Health Care Assistants
	Nurses		Domestic staff

Aintree Library Marketing Plan 2016-17

Objective	Action to be taken/ Measurement	Person Responsible	Timescale
1) Promote and Market Library Services			
Attend F1 and F2 Inductions Attend Walton Centre induction sessions. Attend Aintree staff and student inductions Attend mentor days Work with trust on redeveloped inductions	The Induction Team: Manager, IS and Deputy Site Manager will all liaise and seek opportunities to attend events. Library Assistants will also be involved in managing stands at key events. Measurement: Number of sessions attended	LC, BR, PW	July 2018
Promote Clinical Information service and literature searching service	Promote “A million decisions” campaign Promote training and development sessions Target management decision makers Measurement: uptake of services and training sessions	LC, BR, PW	July 2018
Develop current Awareness services	Develop current awareness bulletins, search strings and training for staff related to Aintree and Walton centre priorities Measurement: production of current awareness bulletins and record interactions and training	BR	July 2018

Aintree Library Marketing Plan 2016-17

Objective	Action to be taken/ Measurement	Person Responsible	Timescale
2) Promotion and Marketing Activities			
Develop Library promotion events	Pop up libraries Coffee mornings Tailored training sessions Measurement: record no of events	BR, PW	July 2017
Record impact	Impact postcards and comments/feedback sheets and questionnaires to be promoted to all users. Measurement: Statistics to be reviewed quarterly and results promoted and used for LQAF	LC, BR, PW All staff	July 2018
Develop promotional materials to report activities	Create posters/infographics for activities Measurement: circulation figures and posters created	LC, BR, PW, LG	July 2018
3) Work with key staff to promote Library Services			
Attend Education and Learning meetings Work with Medical Education and Education Lead when required. Work with PEF's to develop services to students. Work with Edge Hill Academic staff to support students at Aintree site.	Regular library agenda item to improve visibility of services. Continue to build relationships, offer support to projects and developing educational activities with both leads. Liaise with academics and ensure feedback is taken to Faculty Board meetings. Develop materials to promote access to resources off site and online. Measurement: Number of meetings attended	LC, BR, PW	July 2018

Aintree Library Marketing Plan 2016-17

Objective	Action to be taken/ Measurement	Person Responsible	Timescale
4) Develop communication channels			
Circulate key Library documents including annual report and marketing plans.	<p>Reports to be taken to key Education and Learning Committees for circulation across both institutions, and shared with Dean of Learning Services at Edge Hill.</p> <p>Measurement: Number of people key the documents are circulated to</p>	BR, LC	July 2018
Develop web pages and social media	<p>Develop web page targeted news and resources and development of Aintree trust library pages</p> <p>Twitter plan developed to target promotions related to health and medicine.</p> <p>Twitter handle to be included on all documentation, webpages and induction materials and to be promoted in the Library on rolling screens.</p> <p>Measurement: Number of page views Twitter followers, likes and retweets</p>	LC, BR, PW	July 2018
Strengthen connections and relationships with key departments	<p>Visit key departments/wards with the PEF's and aim to create key contacts</p> <p>Measurement: Number of visits and key contacts made</p>	LC, BR, PW	July 2018

Aintree Library Marketing Plan 2016-17

Objective	Action to be taken/ Measurement	Person Responsible	Timescale
5) Develop tailored Services			
Promote services to patients	Promotion of patient information leaflet Work with PALS to promote walk-in access and Library support for information finding.	LC, EC	July 2018
Develop tailored webpages and guides for clinical and non-clinical groups	Separate sections on the web pages with specific information Measurement: Number of hits on webpages	LC, BR	July 2018
Promote bespoke training to departments	Circulate training plan, and promote training in the workplace Promote and develop training for use of assistive technologies Measurement: levels of training carried out	BR, PW	July 2018
6) Review collections			
Review annual journal subscriptions to ensure stock meets the needs of users Work with key departments on book budget spend	Annual review of cost per use, download figures and requests for new resources. Liaise with supplier reps to investigate cost effective deals. Measurement: Feedback from customers Encourage book spend by departments. Develop reading lists for apprentice schemes Target management and wellbeing for increased collections Measurement: number of responses received from departments and budget spent	LC, JB, BR, PW	July 2018