

## Marketing Innovation Awards

### Cardiff Central Library

#### Marketing the Library April – December 2012

Cardiff Central Library has been delivering an Events programme since 2010. The Library does not have a marketing or events budget, but this is not seen as a barrier to delivering an eclectic and entertaining events programme that is underpinned by a clear marketing strategy. Participation in City Festivals and celebrations forms part of this strategy.

#### Delivered Events Apr - Dec



*Opera Unmasked*



*Umbrella – A Refugee Week Celebration*



*The Games – The Alternative Olympics*



*Cardiff Comedy Festival*



*Beer and Brass – Cardiff Mardi Gras*



*Going Up! A Promenade Play*



*Black History Month*



*Rustic Quintet – Central Library Music Programme*



*Beer and Brass*



*Phoenix Singers – Central Library Music Programme*



*Houdini Dax – Central Library Music Programme*



*Olion Bwyr – Central Library Music Programme*



*Somali Poetry Reading – Umbrella*



*An audience enjoying the Music – Central Library Music Programme*



*The Welsh Librarian at Tafwyl The Welsh Medium Festival held at Cardiff Castle*

## **The Objectives**

### **Challenge Perceptions of Libraries**

We aim to surprise and delight and reach out to potential customers who are put off by the traditional view of Libraries.

### **Raise the Profile of the Library Service**

We aim for maximum publicity through working with targeted partners, the use of Social Media and the Press.

### **Achieve Learning objectives for customers**

A specific set of learning objectives are developed for each event. The Refugee event for example offered an opportunity for customers to learn about the challenges that face refugees.

### **The Promotion of Stock – increasing issues**

Ultimately the programme has been developed to push our product i.e. the stock. Each event offers an opportunity to tie in all related stock.

### **Increase Membership**

We aim to join new members at the events and through the distribution of event information.

### **Be Part of the City Agenda**

In order for the Library Service to be relevant it has to place itself at the heart of the City and get involved in as many City events as possible – from the Mardi Gras and the Comedy Festival to Black History Month.

### **Achieve Corporate Objectives**

We aim to work towards corporate objectives through the events programme. To be noticeably seen as striving to achieve these objectives can deliver advocacy gains for the Library Service within the Corporate umbrella.

**Making a better future for our city**

**Creating jobs & opportunity for all**

**Helping those that need it most**

**Working together for the city and the region**

**Working smarter and better**

## **Evaluation**

This is based on:-

- Attendance at events
- Non-members who attend events
- Press Coverage
- Qualitative feedback from those who attend events
- Sustainability of partnerships
- Social Media feedback and interaction

## **Partners**

The lack of budget means that partnership working is a high priority. Partners are identified through extensive networking. For the period April to December the following partnerships were established.

The Mardi Gras  
The Academy of the Voice  
Menter Caerdydd  
Tafwyl  
Cardiff Comedy Festival  
Communities First  
Welsh Refugee Council  
Drama Association of Wales  
Dafydd Weeks  
Black Voluntary Sector Network Wales  
Community Champions  
Chinese Elderly Association

The partners who help us to deliver the music programme are too numerous to list here but are from a wide range of music genres. The bands all perform at no cost.

## Promotional Materials

We work with the Council Communication Department to develop posters and flyers for the events. The music programme events are produced by Library staff.

### A Selection of flyers

**FREE LIVE MUSIC**  
@ CARDIFF CENTRAL LIBRARY

1 - 2pm  
Saturday  
01-12-12

**LEMON CELLO**  
*Acoustic Folk*

**Ty Gwyn Trio**  
Jazz Trio

13:00 - 14:00  
Saturday  
17-NOV-12

**FREE LIVE MUSIC**  
@ CARDIFF CENTRAL LIBRARY

Cardiff Central Library &  
Cardiff, Wales LGBT Mardi Gras

Presented by **Mardi Gras**

AN EVENING OF  
**& BEER & BRASS**  
AT THE LIBRARY

Tuesday  
28<sup>th</sup> August  
7pm

Tickets £5  
Available from  
Cardiff Central  
Library  
029 2038 2116  
or email  
centrallibrary@cardiff.gov.uk

Follow us to find out more  
[www.cardiff.gov.uk/libraries](http://www.cardiff.gov.uk/libraries)

Cardiff Central Library in partnership with  
Cardiff Comedy Festival presents...

**LAUGHING MATTERS**

Are you aged 14+?  
Ever wanted to try stand up comedy?  
Want to learn how it's done?

Sign up to free comedy workshops  
at Central Library 16,17,19 & 20th July

**Free Stand Up Gig @ Central Library**  
21st July 7.30pm

Come along to see  
comedians of the future

To book your place contact Nic Richards:  
richards@cardiff.gov.uk 029 2038 2116

**FREE**

Proud to Deliver

**Cardiff Central Library**  
 In association with the International Academy of the Voice  
 Presents  
**Opera Unmasked**  
 An insight into the world of Opera  
 Introduced by Dennis O'Neill



**24<sup>th</sup> May 7pm**  
**Tickets £5**  
 Available from Central Library  
 Bring your own bottle

 Cardiff Central Library  
 Follow us to find out more.



[www.cardiff.gov.uk/libraries](http://www.cardiff.gov.uk/libraries)  
[www.caerdydd.gov.uk/lytfgelloedd](http://www.caerdydd.gov.uk/lytfgelloedd)

Proud to deliver  
 Yn Ffalk o Gyflawni  


**FREE** Cardiff Central Library  
 Presents  
**Umbrella**  
 A refugee week celebration

Refugee Week 

Including  
 Multicultural music  
 & dance, poetry, books  
 & information stalls

**Friday**  
**June 22<sup>nd</sup>**  
**11am - 4pm**



 Follow us to find out more or contact  
 Central Library 02920 382116  
[www.cardiff.gov.uk/libraries](http://www.cardiff.gov.uk/libraries)

Proud to deliver  
 Yn Ffalk o Gyflawni  


 **FREE**

**Cardiff Central Library**  
 presents  
**the GAMES**

A day of board games at  
 Cardiff Central Library.

**Saturday 21st July 11-4**

Come and discover amazing board games old and  
 new with Cardiff-based retailer **Rules of Play** providing  
 demonstrations with their own unique stock.

Also available to play:

- Monopoly
- Jenga
- Eiefun etc.

*Roll the dice and let out your inner child.*

Proud to Deliver  
 Yn Ffalk o Gyflawni  


**Cardiff Central Library**  
 in partnership with  
**Black Voluntary Sector Network Wales**  
 present

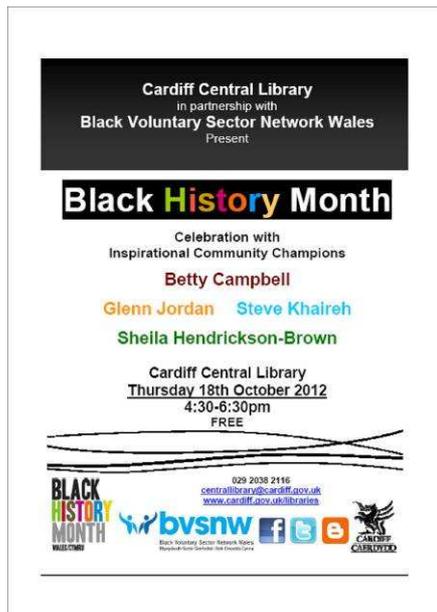
**Black History Month**  
**Family Fun Day**



**Cardiff Central Library**  
**Saturday 20<sup>th</sup> October 2012**  
**12:00 - 4:00pm**  
**FREE**



029 2038 2116  
[central@cardiff.gov.uk](mailto:central@cardiff.gov.uk)  
[www.cardiff.gov.uk/libraries](http://www.cardiff.gov.uk/libraries)



## Marketing Strategy

We set our target market. For the period April to December these have included the LGBT, Ethnic, Refugee, Welsh Medium and the Chinese Communities within Cardiff.

We decide what we want to offer to our customers and make this a reality (as far as possible through extensive partnership working)

We develop a promotional plan - printed and digital

We deliver the event

We evaluate

## The Promotion Plan

We take a holistic approach to promotion. We promote extensively in house through the library buildings, Council buildings etc, but also take every opportunity to promote externally.

## In House

### Plasma Screens



### Toilets



### Lifts



## A-Frames outside the Library



## Stock Promotion



## Staff Awareness Packs

These include event information, partner details and expectations of all Library service staff in relation to the event and marketing activity.

Promotion takes place across the 20 Branch Libraries

The distribution includes other Council Buildings – Leisure Centres, County Hall, City Hall, Community Centres, Youth Clubs

We make use of the Council Communication Vehicles – the Intranet and the Council Twitter as well as using our own of course.

## External Promotion

This list is not exhaustive:-

- Library Facebook
- Press Release
- Tourism websites
- Entertainment websites
- Employee mailing lists
- Library What's on Page
- Capital Times – Council Newspaper
- Library Wales.org
- What's on Wales
- The Sprout
- Library Thing
- Cliconline
- Capital FM Events Calendar
- Real Radio Events Calendar
- Cardiff Radio
- St David's Big Screen
- Buzz Music Magazine
- Gumtree
- Topix local news
- Capture Cardiff
- Social Media
- Twitter/Facebook

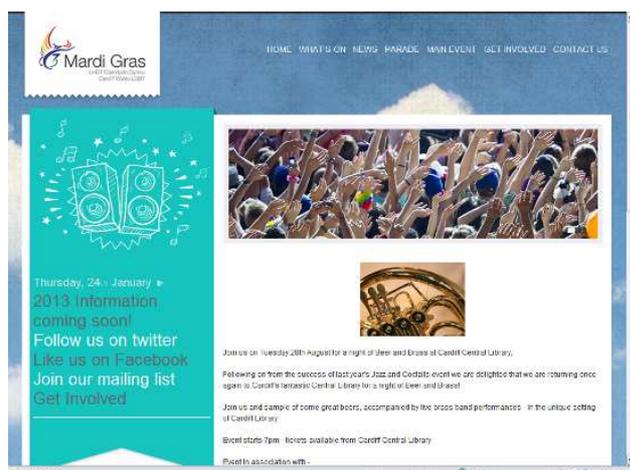
We utilise our partners communication tools also – event brochures, websites, social media etc.

## Evaluation

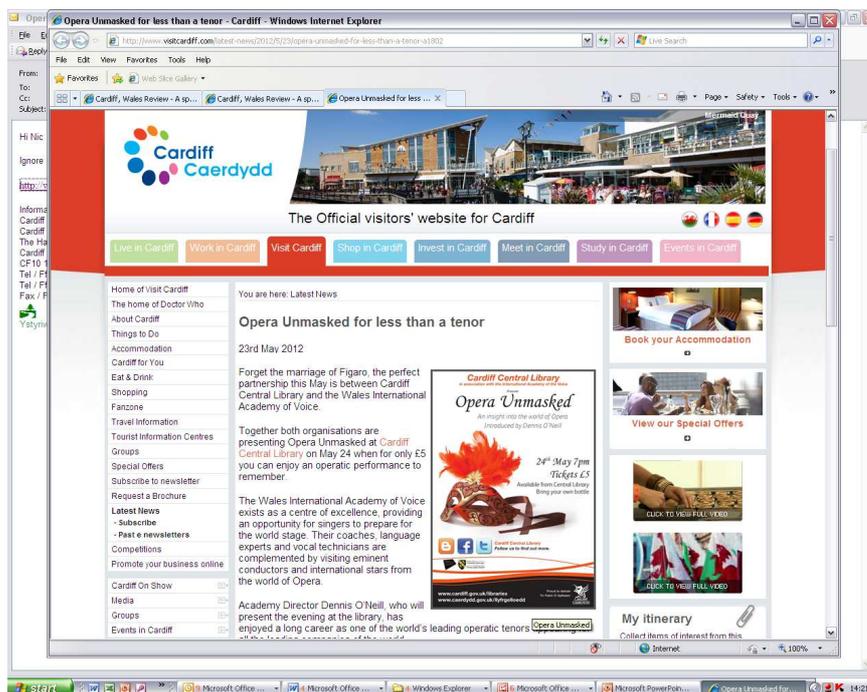
We are encouraged by high levels of attendance at our events. The evening events e.g. The Promenade play, Opera Unmasked are consistently at capacity. Evaluation has shown us that the average percentage of non-library members who attend events is approximately 33%.

## Coverage

### Websites – including partner websites



## Beer and Brass featured on the Mardi Gras website



## Opera unmasked featured on Visit Cardiff

### Blogs

The events regularly feature on individual and organisation blogs.

Shortly after our arrival, we had the chance to experience a “happening” at **Cardiff Central Library** when we went to see *Opera Unmasked*, an insight into the world of Opera, which was introduced by **Dennis O’Neill**, director of the **Wales International Academy of the Voice**. The Academy provides an opportunity for singers to prepare for the world stage. It was a wonderful evening of opera and the library’s third floor proved to be a perfect venue. The cement ceiling focused the sound and the white piano provided the opportunity for accompaniment. The singers were excellent and the audience enthusiastic. It was a relaxed atmosphere with the audience sipping wine and other drinks, birds flying outside the windows and the sun setting. We enjoyed talking with Amanda and Kevin at our table. This event is one of many planned by a library committee which offer the community a wide range of experiences. The library has received awards for finding ways to arrange these events with little or no cost. ([Cardiff Central Library Facebook](#))

Extract taken from  
Splash Magazines Blog

## Printed coverage

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South Wales Echo: Have a laugh at the comedy festival  
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South Wales Echo (Cardiff, Wales)-July 17, 2012

GET ready for your funny bones to be tickled next week when the Cardiff Comedy Festival starts in the city.

Now in its third year the Cardiff Comedy Festival continues to attract top comedians including Rhod Gilbert and Russell Kane - and this year Omid Djalili, pictured, will take to the stage.

As part of the festival, Cardiff Central Library will once more host Laughing Matters a series of workshops that anyone over the age of 14 can attend. Those who attend the free workshops, which will be held until Saturday, should bring along a funny story that is original, or their own joke or just talk about three subjects that they find funny.

Attendees will have an opportunity to take part in the stand up gig on Saturday.

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South Wales Echo: Fostering the funnymen of the future  
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South Wales Echo (Cardiff, Wales)-June 29, 2012

A FEATURE of every Cardiff Comedy Festival are the youth workshops run by festival MD Scott Fitzgerald and fellow festival founders, stand-up comics Matt Price and Johnny Disco.

Run at Cardiff Central Library, they give under-18s the opportunity to get a taste of life as a stand-up.

Samuel Lloyd "The Cardiff Comedy Festival workshops in association with Cardiff Central Library are probably the most enjoyable part of every year's event," says Scott. "They are certainly the most tiring. Myself, Johnny and Matt take all comers and go through what they love about comedy and how we can help them develop that love into something greater.

"We chat about what they like. What makes them laugh. Who makes them laugh. Why they make them laugh..

"We go through genres and styles, identifying what general techniques are used and who else uses the same techniques. What are the main differences/benefits/pitfalls of different comedy mediums; sketch writing, stand-up, radio etc.

"And we try to craft a set for each person who attends, even if it's just one joke that lasts one minute, we make sure we give them something to be proud of, so they can say 'I wrote that and it's funny'.





The feedback from customers who attend our events is largely positive.

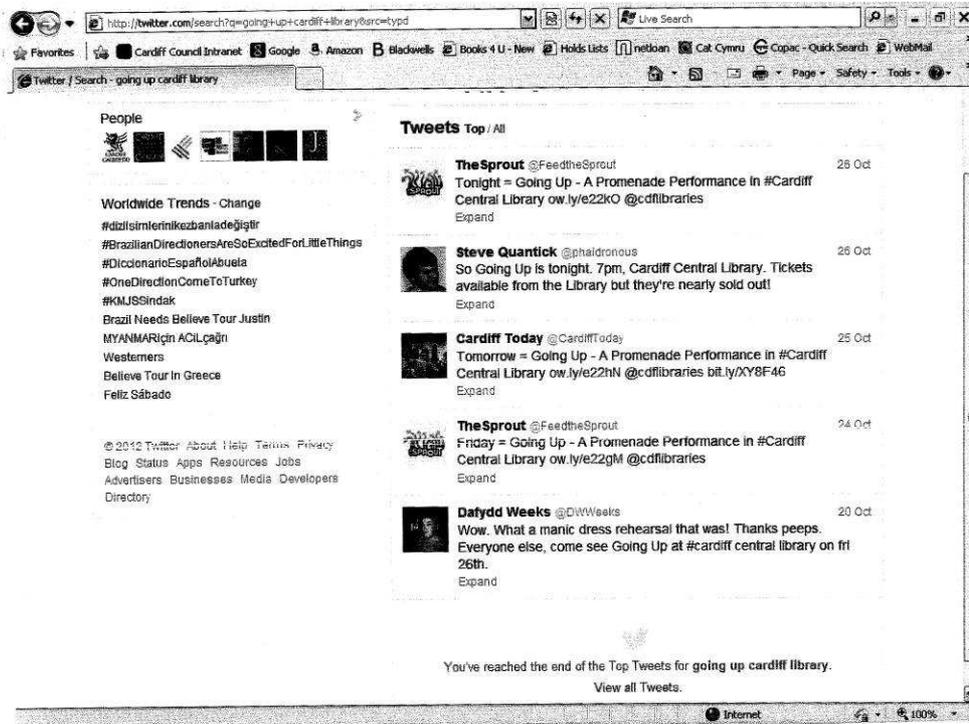
“More like this! Different venue and great opportunity to hear interesting music!”

“Lovely evening, Please do it again.”

“Just great!”

## Social Media Coverage

This can range from customers commenting on the events through our Facebook page to twitter traffic relating to the event.



## Sustainability of Project

The partnerships that we have established are proving sustainable e.g. The Mardi Gras and the Comedy Festival have formed part of our programme for 2011 and 2012. We also in the process of developing new ones the proposed events for 2013 are already in the planning stages. They include:-

Eurofest  
Croeso

Japanese Festival  
Cabaret  
Business at Breakfast  
An evening of Mediumship  
Black History Month  
Mardi Gras  
Love in Your Library  
St David's Day  
Cool Cymru  
Tafwyl

The Music programme is also continuing and features live performances primarily during Saturday lunch times at the Library.