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Neath Port Talbot Libraries

Marketing and Promotions

2010-2011

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1. Adult Learners Week 2010

NPT libraries organised a variety of events to correspond with and support Adult Learners Week 2010. There was an increase in the number of events/workshops/talks hosted in libraries this year and this is due to the support and hard work of all the staff. Over 30 events were organised and staff also took part in two promotional events outside the libraries with the NPT Learning Promotions Group.

Aim

The main aim of NPT libraries participation in ALW was to work with outside organisations to promote learning in the community and encourage non-users into NPT libraries.

Events

By hosting a variety of events (*see: Events Timetable*) that would appeal to different people the expectation was that non-users and current library borrowers would discover something new about their local library and what the service has to offer.

- **Outreach:** library and museum staff attended an opening event at Gnoll Country Park for Adult Learners Week (the Mobile Library Van was also used during the event). Other members of staff from branches and Library HQ also took part in a Learning Promotions Fete at Aberafan Shopping Centre. Both events allowed library staff to publicise events and the library service outside of library walls.
- **IT:** Drop-in sessions and workshops gave people the opportunity to improve their IT skills. Learn Direct tutors provided introductory sessions at several libraries (Briton Ferry, Cymmer, Cwmafan & Sandfields) and this allowed people to learn more about this free course that is provided in libraries. Neath Reference library also provided one to one bookable sessions which provided an opportunity for people to learn about any aspect of IT e.g. family history, sending emails, online shopping.
- **Family History:** online family history workshops were provided by the Heritage Education Officer in Resolven, Glynneath, Taibach, Blaengwynfi and Cwmafan. This made people aware of the free access to ancestry.co.uk in NPT libraries. Neath and Port Talbot Library also hosted Family History instructional talks that provided step by step guides to family history research.

- **Local History Talks:** Briton Ferry, Cwmafan and Cwmllynfell library organised talks about their local areas which proved to be extremely popular. This was the first time for these libraries to host this sort of event and it attracted high numbers of borrowers and non-borrowers (equal numbers of male and female).
- **Crafts:** craft events allow NPT libraries to attract non-users who have an interest in a particular hobby. Sandfields, Ystalyfera, Cwmafan, Skewen, Cymmer and Taibach all hosted different craft workshops which allowed libraries to promote book collections that could be of interest.
- **Seminars:** these allow people to sample different taught subjects and it introduces non-users to the library (Neath, Port Talbot, Cwmafan, Baglan and Pontardawe library organised Astrology/ Photography/Welsh/Art and Health/Beauty seminars).
- **Author Events:** are of interest to both users and non-users of the library and their popularity allows libraries to host evening events which may attract non-users who cannot attend events during the day.

Advertising

- Official promotional material: library events were included in all official Niace advertising e.g. leaflets, newspapers pull-outs and internet advertising. This allowed the events in libraries to be advertised outside the library and it allowed non-users to be reached.

Library promotions: NPT libraries produced their own promotional material e.g. posters, leaflets, displays which allowed concentrated advertising of events.

Staff used the events at the Gnoll and Aberafan Shopping Centre to promote all events.

Online: all library events were advertised on the library website and the NPT council 'What's On' page. (See: *Promotional Materials*)

Outcomes

- **Attendance:** overall the numbers of people that attended events was very high (see attached table) but more importantly there was an increasing trend this year of people attending a variety of events in different libraries e.g. not just attending events in their main library (see: *Evaluation/Feedback*)
- **Non-users:** due to the collaboration with Niace, people who attended events in libraries during ALW had to complete official Niace evaluation forms and this did not give us accurate information about the attendance of non-users but it did provide overall figures (see: Timetable B). However, library staff commented on the increase in people attending events who are not regular borrowers.

[NPT Libraries will be using their own evaluation forms for all up and coming events]

- **Workshops:** the family history online workshops will continue in particular branches (Cwmafan, Resolven and Blaengwynfi) and there are plans for a weekly Astrology class to begin in Neath Library from September. These workshops/classes will hopefully help improve visitor figures.
- **Reactions:** there has been considerable positive feedback from members of the public who have attended events.
- **Advertising:** the Niace evaluation forms did provide information about 'where people heard about events' and this was very useful as it allowed us to see the type of advertising that was more effective.

Events Timetable

Date	Activity	Library	Time
17/05/10	'Coalminers' Local History Talk	Baglan	14:00-15:00
	Family History Talk	Port Talbot	14:30-15:30
	Neath Photographic Society: drop-in session	Neath	TBC
	'Jewellery Making' demonstration	Taibach	11:00-12:00
	'Patchwork Quilt' demonstration	Cymmer	14:30-15:30
18/05/10	Learn Direct: drop-in session	Briton Ferry	10:00-12:00
	Poetry Readings with Sally Jones	Port Talbot	14:30-15:30
	Learn Direct: drop-in session	Cymmer	10:00-11:00
	'Welsh Quilt Making' demonstration	Cwmafan	14:00-16:00
	Celtic Art: talk & demonstration	Baglan	14:30
19/05/10	Family History Online: workshop	Blaengwynfi	Pm
	Learn Direct: drop-in session	Port Talbot	12:30-15:00
	Crime Evening with Katherine John	Pontardawe	19:00-20:15
	Port Talbot Wood Carvers: demonstration	Sandfields	14:30
	'Jewellery Making' demonstration	Skewen	11:00-12:00
	Family History Online: workshop	Resolven	14:00-16:00
	Online Help Session: family history/IT	Neath	Booking Essential
20/05/10	Family History Online: workshop	Taibach	10:00-11:00
	Family History: drop-in session	Sandfields	Pm
	Astronomy Workshop	Neath	10:00-12:00
	'Horticulture & Ralph Hancock'	Port Talbot	14:30-15:30
	Gardening & local history talk		

21/05/10	Family History Online: workshop	Glynneath	10:00-11:00
	'Old Briton Ferry' local history talk	Briton Ferry	15:00-16:00
	Researching Your Family History	Neath	10:30-11:30
	Crime Prevention talk	Baglan	11:00-12:00
	'Meeting The Dragons': family history & author talk	Pontardawe	14:30-15:30
24/05/10	'The Crowman'-shadow puppets and story	Baglan & Port Talbot	

Photographs



'Coalminers Talk' at Baglan Library



Learn Direct session at Cymmer Library

Promotional event in Aberafan Shopping Centre (with staff members promoting the ALW events)



'Celtic Art' talk at Baglan Library

Jewellery demonstration at Skewen library



Card making at Ystalyfera library

Catrin Collier at Pontardawe library

Evaluation/Feedback

Library	Event	Attendance figures	Male	Female	Where did they hear about the event?
Baglan	'Coalminers' local history talk	12	7	5	Library /Evening Post/Cefn Coed publicity leaflet/Gnoll Park promotions event/library leaflet
	Celtic Art-talk	8	2	6	Library /Internet/library leaflet
Blaengwynfi	Online Family History Workshop				
Briton Ferry	'Old Briton Ferry'-local history talk	29	9	20	Library/Port Talbot Library-library leaflet/Evening Post/ALW leaflet in local newsagents/friend
	Learn Direct Drop-in session	9	6	3	Library/friend/Evening Post/family member
Cwmafan	Welsh Quilt Making				
	Local History Talk				
	Family History online workshop				
	Learning Welsh drop-in session				
Cymer Afan	IT Drop-in session	5	3	2	Library
	Quilt Making Demonstration	2		2	Library
Cwmllynfell	Local History Talk				
Glynneath	Coffee Morning with Learn Direct				
	Quiz & coffee morning with Reading Group				
	Family History-online workshop				
GCG	Learn Direct drop-in session	6	4	2	Library
Neath	One to One Family History/computer Session	3		3	Library/ library website/Evening Post
	Family History Talk (Glamorgan Family History Society)	8	2	6	Library/ALW leaflet/Evening Post
	Astronomy Workshop	6	6		Library/library leaflet
	Neath Photographic Society- drop in session	10	8	2	Evening Post/Library
Pontardawe	Meet the Author-Katherine John	20	14	6	Library/Evening Post

	Health, Wellbeing & Beauty-coffee morning	12		12	Library/library website
	'Meeting of the Dragons'-family history talk	14	6	8	Library/Evening Post
Port Talbot	Computer Taster Session	26	7	13	Library/Learning Promotions stand in Aberafan Shopping Centre
	Ralph Hancock & Horticulture- talk	10	6	4	ALW leaflet/library/library website
	Poetry Reading with Sally Jones	9	5	4	Taibach Library/Evening Post/Skewen Library
	Tracing Your Family History-talk by Senior Archivist .	4	2	2	Library/library leaflet
Resolven	Family History-online workshop	4		4	Library/
Sandfields	Learn Direct drop-in Session	10	3	7	Library/Evening Post/friend
	Family History drop-in session	7	2	5	Library website/library/Evening Post
	Port Talbot Wood Carvers-demonstration	26	14	12	Library/NPTCBC website/Port Talbot library/Evening Post.
Skewen	Jewellery Making Demonstration	24	1	23	Library/Evening Post/Library leaflet/library website
Taibach	Jewellery Making Demonstration	28		28	Library/ALW leaflet/NPTCBC website/Evening Post/Port Talbot Library/Learning Promotions Stand/
	Researching Your Family Tree	5	4	1	Friend/library leaflet/Evening Post
Ystalyfera	Card Making	4		4	Library/ALW promotional leaflet/Evening Post
Cefn Coed Museum	Deborah's Decorative Crafts	10		10	Museum/Heritage Society/Evening Post

Comments

- 'We had comments from most people saying how much they enjoyed the event, were we having any more? how much they had learned and was they demonstrator running any classes' (Gill Griffiths- librarian at Skewen Library).
- 'It was great to have the time in a formal setting to encourage people to use the facilities in the library' (Claire Smith- reference librarian at Neath Library).
- 'Astronomy course will be run in Neath in September as a direct result of the talk/workshop. Several people are now going to use library PC's and ancestry as [they] have confidence to try it...' (Claire Smith-reference librarian at Neath Library).
- 'Very effective [marketing material]' (Rhiannon Davies-librarian at Briton Ferry Library).
- 'Great turn out-positive response from all that attended. Author talks are very popular so possibly more arranged in future years' (Claire Davies-librarian at Pontardawe Library).
- 'A large variety of events which helped attract different types of people to the library' (Hilary Smith-librarian at Port Talbot).

Promotional Material



Posters distributed throughout all NPT libraries and used during promotional activities.

FREE activities at NPT Libraries during Adult Learners Week				
Date	Activity	Library	Time	Contact No.
17/05/10	'Coalminers' Local History Talk	Baglan	14:00-15:00	01639 813477
	Family History Talk	Port Talbot	14:30-15:30	01639 763490
	Neath Photographic Society drop-in session	Neath	TBC	01639 644604
	'Jewellery Making' demonstration	Talbach	11:00-12:00	01639 833331
	'Patchwork Quilt' demonstration	Cymmer	14:30-15:30	01639 850505
18/05/10	Learn Direct drop-in session	Erton Ferry	10:00-12:00	01639 813244
	Poetry Readings with Sally Jones	Port Talbot	14:30-15:30	01639 763490
	Learn Direct drop-in session	Cymmer	10:00-11:00	01639 850505
	'Welsh Quilt Making' demonstration	Cmmafan	14:00-16:00	01639 896532
	Celtic Art talk & demonstration	Baglan	14:30	01639 813477
19/05/10	Family History Online workshop	Blaengwynfi	10:00-11:00	01639 833333
	Learn Direct drop-in session	Port Talbot	12:30-13:00	01639 763490
	CV & Job Applications Workshop	Port Talbot	10:00-10:15	01792 862261
	Port Talbot Wood Carving demonstration	Spodfields	14:30	01639 833616
	'Jewellery Making' demonstration	Skewen	11:00-12:00	01792 833488
	Family History Online workshop	Essolven	14:00-16:00	01639 710411
	Online Help Session Family History IT	Neath	Booking Essential	01639 644604
20/05/10	Family History Online workshop	Talbach	10:00-11:00	01639 833333
	Family History drop-in session	Spodfields	10:00-11:00	01639 833616
	Astronomy Workshop	Neath	10:00-12:00	01639 644604
	'Homespace & Ralph Hancock' Guideance & local history talk	Port Talbot	14:30-15:30	01639 763490
21/05/10	Family History Online workshop	Glyneath	10:00-11:00	01639 720776
	'Old Erton Ferry' local history talk	Erton Ferry	15:00-16:00	01639 813244
	Researching Your Family History	Neath	10:30-11:30	01639 644604
	Crime Prevention talk	Baglan	11:00-12:00	01792 813477
'Meeting The Dragons' family history & author talk	Portardawe	14:30-15:30	01792 862261	

Promotional leaflet used to promote all events during ALW.

2. Summer Events/Activities

During the summer months (June-August) NPT libraries organised a series of events focused on school children and junior borrowers. Staff were also involved in promotional activities at local festivals to try to promote the library service among non-borrowers in the local community.

Aim

The main aim of this series of events was to encourage children and adults who are not currently members to visit the library and see what their local library service can offer. The type of events organised and the promotional activities carried out had the particular aim of providing 'something different' and trying to encourage non-borrowers to see the library service in a different light.

Events

- **Getting Active:** during June/July a series of sports/keep fit activities were organised for school children. These included four 'Street Dance' sessions provided by Tan Dance tutors. School classes were invited to their local libraries to participate in an hour long dance session that showed them the basics of street dance.

A 'World Cup Diary Competition' was also launched during this period and this competition was open to all NPT junior borrowers and was promoted in the local comprehensive schools by Paul Doyle (Reader Development & Boys Literacy Officer). The competition provided children with the opportunity to tell us about their favourite football moment.

A football themed session for a school class was also organised at Port Talbot library with the author Tom Palmer. This session included a penalty shoot out in the library.

- **Festivals:** staff at NPT libraries organised promotional stands at Aberafan Beach Festival and Pontardawe Folk Festival. The promotional stands were used as a means to promote the library service to non-members and outside of the library. The festivals attract large numbers of people from the local community.

Each stand contained promotional banners and promotional merchandise to ensure that members of the public knew who and what staff were promoting. Promotional packs were handed out to the children; these packs contained a library leaflet, membership card, NPT libraries' keyring, sweets and colouring sheets.

A variety of items from the library were used on the stands to highlight the different type of items available at NPT libraries e.g. DVDs, CDs, books, Spoken Word (CD/MP3).

The stand at Aberafan Beach Festival provided non-members with the chance to join the library and receive their library card on that day. This proved to be very successful as over 50 people joined on the day.

- **Summer Reading Challenge:** NPT libraries participate in this national reading challenge every year and a number of craft/story activities are then organised throughout August. This year an increased number of craft activities were organised throughout the NPT area.

During July/August NPT libraries also ran a competition to find out 'What's Your Favourite Book?' Children visiting their local library over the summer were given competition entry forms (along with their reading challenge leaflets). The prize was an MP3 player and we intended to use entries to create an NPT Junior Top Ten.

Prior to the summer holidays a high percentage of school classes were invited to libraries throughout NPT to promote the summer reading challenge and the *activities on offer during August*.

Advertising

- The events organised for schools did not require outside advertising however staff used the visits as an opportunity to promote general library services/events among the classes themselves. Each school child was provided with a promotional library leaflet and promotional information about relevant activities/events taking place throughout NPT libraries.

The promotional stands at the two local festivals allowed staff to hand out promotional leaflets and speak to members of the community thereby raising the profile of the library service among non-members.

The summer story/craft activities were advertised on the NPT CBC intranet, NPT CBC 'What's On' internet page, via radio adverts, promotional leaflets/posters in the library and on the library webpage. By using this wide variety of promotional activities both borrowers and non-borrowers attended events at NPT libraries.

Outcomes

- **Attendance:** (please see attached table).
- **Non-users:** the outreach aspect of the promotional stands at the summer festivals provided staff with an opportunity to speak to non-members and to promote the library service among large sections of the community. The use of 'instant membership' at Aberafan Beach Festival was a very positive move towards engaging non-users. The increased amount of school visits to local libraries allowed library staff to promote the library service among junior non-users.
- **Reactions:** positive feedback was received from teachers and pupils who attended events. Members of the public (both members and non-members) said that it was very encouraging to see library staff out at local events.
- **Advertising:** the radio advertising did not seem to have as big an impact as we had hoped regarding promotion of activities and encouraging non-members to attend events. When asked parents had actually found out about events via the internet or library leaflets, unfortunately the radio was not mentioned.

Events Timetable

Getting Active

Date	Activity	Library	Time
30/6/10	Football themed session including penalty shoot out.	Port Talbot	10:30-11:30
5/7/10	Street Dance session	Port Talbot	13:00-14:00
6/7/10	Street Dance session	Glynneath	13:00-14:00
12/7/10	Street Dance session	Baglan	13:00-14:00
13/7/10	Street Dance session	Cwmafan	13:00-14:00

Summer Reading Challenge

Date	Activity	Library	Time
23/7/10	Space Hop	Port Talbot	11:00-12:00
27/7/10	Summer Storytime	Skewen	10:30-11:30

28/7/10	Space Mobile Craft & story	Neath	10:30-11:30
	Space Mobile Craft	Pontardawe	10:30-11:30
	Summer Storytime	Port Talbot	14:15-15:15
29/7/10	Craft & Reading Challenge Introduction	Taibach	11:00-12:00
	Summer Storytime	Baglan	14:15-15:15
3/8/10	Craft	Cwmafan	14:30-15:30
	Flag craft	Port Talbot	14:30-15:30
	Summer Storytime	Resolven	14:15-15:15
4/8/10	Summer Storytime	Pontardawe	14:15-15:15
	Craft Morning	Sandfields	10:00-11:30
5/8/10	Summer Storytime	Sandfields	11:00-12:00
6/8/10	Summer Storytime	Neath	11:00-12:00
9/8/10	Summer Storytime	Cwmafan	11:00-12:00
10/8/10	Craft	Cwmafan	14:30-15:30
	Summer Storytime	Cymmer	10:30-11:30
11/8/10	Make a Planet-craft	Neath	10:30-11:30
	Summer Storytime	Ystalyfera	14:15-15:15
	Alien Mask craft	Pontardawe	10:30-11:30
	Craft morning	Sandfields	10:00-11:30
12/8/10	Craft	Skewen	11:00-12:00
	Summer Storytime	Blaengwynfi	11:15-12:15
13/8/10	Summer Storytime	Glynneath	11:00-12:00
16/8/10	Summer Storytime	Taibach	11:00-12:00
17/8/10	Craft	Cwmafan	14:30-15:30
	Summer Storytime	Briton Ferry	14:15-15:15
18/8/10	Flying Saucer craft	Pontardawe	10:30-11:30
	Craft Morning	Sandfields	10:00-11:30
	Summer Storytime	Cwmllynfell	14:15-15:15
19/8/10	Kite Craft	Port Talbot	14:30-15:30
20/8/10	Craft	Taibach	11:00-12:00
23/8/10	Craft	Skewen	11:00-12:00
24/8/10	craft	Cwmafan	14:30-15:30
25/8/10	Door Handle Craft	Pontardawe	10:30-11:30
	Craft Morning	Sandfields	10:00-11:30
30/8/10	Storytime & craft	Neath	10:30-11:30
31/8/10	Craft	Cwmafan	14:30-15:30

Photographs



Football themed session at Port Talbot Library with Tom Palmer

Evaluation/Feedback

Getting Active & Summer Reading Challenge

Library	Event & Date	Attendance	
Balgan	Street Dance Workshop (12/7/10)	28	Getting Active
Baglan	Storytime (29/7/10)	9	Summer Reading Challenge
Blaengwynfi	Storytime (12/8/10)	4	Summer Reading Challenge
Briton Ferry	Storytime (17/8/10)	6	Summer Reading Challenge
Cwmafan	Summer Craft (3/8/10)	21	Summer Reading Challenge
	Storytime (9/8/10)	15	

	Summer Craft (10/8/10)	28	
	Summer Craft (17/8/10)	29	
	Summer Craft (24/8/10)	28	
	Summer Craft (31/8/10)	24	
Cymmer Afan	Storytime (10/8/10)	7	Summer Reading Challenge
Cwmllynfell	Storytime (18/8/10)	4	Summer Reading Challenge
Glynneath	Street Dance Workshop (6/7/10)	32	Getting Active
Glynneath	Storytime (13/8/10)	12	Summer Reading Challenge
GCG			
Neath	Craft & Storytime (28/7/10)	12	Summer Reading Challenge
	Storytime (6/8/10)	8	
	Craft (11/8/10)	16	
	Craft (30/8/10)	11	
Pontardawe	Summer Craft (28/7/10)	14	Summer Reading Challenge
	Storytime (4/8/10)	6	
	Craft (11/8/10)	17	
	Craft (18/8/10)	8	
	Craft (25/8/10)	14	
Port Talbot	'Penalty Shoot Out' (30/6/10)	25	Getting Active
	Street Dance Workshop (5/7/10)	47	
Port Talbot	Space Hop with Mark Brake & Jon Blake (23/7/10)	16	Summer Reading Challenge
	Storytime (28/7/10)	8	
	Craft (3/8/10)	28	
	Craft (19/8/10)	35	
Resolven	Storytime (3/8/10)	7	Summer Reading Challenge

Sandfields	Craft Morning (4/8/10)	23	Summer Reading Challenge
	Storytime (5/8/10)	15	
	Craft Morning (11/8/10)	34	
	Craft Morning (18/8/10)	39	
	Craft Morning (25/8/10)	38	
Skewen	Summer Storytime (27/7/10)	5	Summer Reading Challenge
	Craft (12/8/10)	7	
	Craft (23/8/10)	11	
Taibach	Craft & Summer reading challenge introduction (29/7/10)	12	Summer Reading Challenge
	Summer Storytime (16/8/10)	12	
	Craft (20/8/10)	10	
Ystalyfera	Storytime (11/8/10)	3	Summer Reading Challenge
	Craft (16/8/10)	5	

The World Cup competition that ran in June/July had 44 entries and engaged particularly well with the comprehensive schools at Cymmer and Cwrt Sart. Two winners were chosen, one from Resolven and the other from Cymmer. In response to the work at Cwrt Sart Comprehensive School Paul Doyle awarded them with a prize of an author visit from Tom Palmer on the 7th December.

Entries from a range of children where sport and in this case the World Cup proved a stimulus in getting children involved.

Regarding the 'Your Favourite Book' competition we received over 200 entries which were very positive and the winner was a young boy from Skewen.

Summer Festivals

Festival	Visitors to Stall	Members joined
Aberafan Beach Festival	288	56
Pontardawe Folk Festival	302	N/A

Promotional Material



Posters

Take a giant leap into the final frontier at NPT libraries!

The Summer Reading Challenge

SPACE HOP
ONE GIANT LEAP INTO LIBRARIES



Join the Space Hop

Visit your local library this summer and become hooked on books!

Your mission: ★ ★ ★

Read 6 books to complete the 3 stages.
Collect the stickers and tell us which books you like to read.

Your reward: ★ ★ ★

Visit your library and find out!

If you are not a member of the library... just come along with your parent/guardian and you can join... IT'S FREE!
We just need to see proof of your parents/guardian's address e.g. a utility bill.



What's your favourite book?

NPT libraries are creating their very own 'Top Ten Children's Books' and we need your help.

Tell us the name of your favourite book and tell us why you like it.
If you complete the form below you could win a **PRIZE!**

Book Title: _____

Author: _____

This is my favourite book because:

Name: _____

Age: _____

Library Card No: 5000 _____

Telephone No: _____

Please return this slip to your local library by **Wednesday 18th August**

Promotional Leaflets

3. 'Meet The Author' events

Aim

The aim of this programme of author events was to encourage new members to NPT libraries. This programme was purposefully designed to appeal to an assortment of people at an assortment of libraries throughout Neath Port Talbot.

Events

- Mavis Nicholson at Neath Library
- Alastair Reynolds at Pontardawe Library
- Daniel Morden at Baglan Library
- Close the Lid Igor at Cwmafan Library
- Stephen Booth at Sandfields Library
- Clare Dudman and Zilah Bethell at Skewen Library

Advertising

- The main forms of advertising used for the author events included promotional posters and leaflets that were distributed throughout the libraries. The aim was to encourage borrowers in one library to maybe visit an event in another library.
- Events were also promoted on the library website, the library's facebook/twitter pages and the NPT 'What's On' website. The aim was to encourage non-members to attend the events.

Outcomes

- **Attendance and Non-users:** audiences were largely made up of current library members but there were some newcomers. The Daniel Morden event was aimed at both children and adults therefore the attendance of newcomers was welcomed and it was a very positive trend to see both parents and children attending an evening event. The Stephen Booth event attracted a large number of borrowers from outside the Sandfields catchment area and numbers were very high (43) for an event at the end of the author programme.
- **Reactions:** the assortment of authors and type of author events proved very popular and did attract members and non-members of different ages which was a very positive outcome. Incorporating 'Close the Lid' (comedic play) and the 'Dark Tales' story session into the programme proved to be very popular. Stephen Booth ensured a very good rapport between himself and the audience and he was very pleased with the reception given him by the library and its users.
- **Advertising:** the most effective form of advertising for this series of events seemed to be library posters and flyers. It is also encouraging to see that library members and non-members are hearing about events through family, friends, the internet and

newspaper articles. Even though the evaluation forms didn't show up anyone who had heard about the event via facebook/twitter we still feel this is a medium that we can use in the future to improve the numbers of non-members who attend out events.

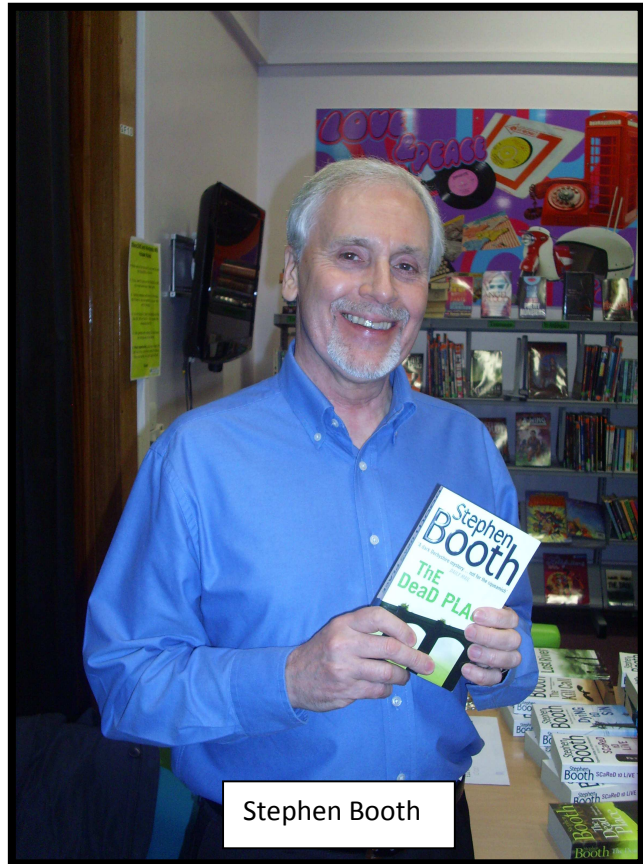
Events Timetable

Date	Author	Library
23 rd September	Mavis Nicolson	Neath
30 th September	Alastair Reynolds	Pontardawe
20 th October	Dark Tales with Daniel Morden	Baglan
26 th October	Close the Lid Igor	Cwmafan
28 th October	Stephen Booth	Sandfields
4 th November	Clare Dudman & Zilah Bethell	Skewen

Photographs



Daniel Morden



Stephen Booth



Close the Lid Igor

Evaluation/Feedback

Age	Male/Female	Library Member	Items borrowed	Services used	Attended events previously	Heard about event via...
	male	yes	books		yes	library poster
74	female	yes	books		yes	library poster
64	female	yes	books		yes	friend/family
80	female	yes	CDs, SW, books,	Internet, photocopying	yes	library poster
	female	yes	books	photocopying	yes	Friend/family
80	female	yes	DVDS, CDS, books		yes	Friend/family
50	female	no		internet	no	newspaper
30	male	no			no	internet
	female	yes	CDS, books		no	Library poster
58		yes	books		no	newspaper
	female	yes	books		no	newspaper
64	female	yes	DVDs, books		yes	Library poster
70	female	yes	books		yes	Library poster
77	female	yes	DVDS, books		yes	Library poster
57	female	yes	books	Internet, photocopying	yes	Library poster
65	female	yes	books	Internet, photocopying	yes	Library poster
62	male	no			no	Newspaper
	male	yes	books		yes	Library poster
	female	yes	books		yes	Library poster
	female	yes	DVDS, books	Internet, photocopying	yes	Library poster

65	female	yes	books	photocopying	yes	family
	female	no			no	friend
	female	yes	books		yes	Library poster
65	female	yes	books		no	friend
78	female	yes	DVDS, SW, books	Internet, photocopying	yes	Library poster
64	female	yes	DVDS, books	Internet, photocopying	no	flyer
68	female	yes	DVDS, books	photocopying	yes	newspaper
65	female	yes	books		yes	Library poster
63	male	yes	books		yes	flyer
	female	yes	books	photocopying	yes	Library poster
68		yes	books		yes	Library poster
63		yes	books	photocopying	no	Library poster
	female	yes	DVDS, books		no	Library poster
	male	yes	books	photocopying	yes	Library poster
	female	yes	books	photocopying	yes	Library poster
68		yes	books		yes	Library poster

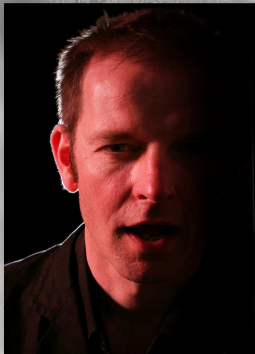
63		yes	books	photocopying	no	Library poster
	female	yes	DVDS, books		no	Library poster
	male	yes	books	photocopying	yes	Library poster
63	female	Yes	books		yes	
63	male	Yes	books	internet	yes	friend
86	female	yes	books	photocopying	yes	Library poster
70	male	yes	books	Computers, photocopying	yes	friend
67	female	yes	DVDS, CDS, books	internet	yes	Library poster
61	female	yes	DVDS, books		yes	Library poster
	female	yes	books	photocopying	no	Library poster
43	female	yes	DVDS, books	photocopying	no	Library poster, flyer
65	male	yes	CDS, SW		yes	internet
63	male	yes	CDS, books	photocopying	yes	Library poster
44	female	no			yes	flyer
	female	yes	DVDS, books		yes	Library poster, flyer, external advert
77	female	yes			yes	friend

38	male	yes	books	photocopying	yes	Library poster
	female	yes	books		yes	Library poster
73	male	yes	books		yes	Library poster
68	female	yes	books		yes	Library poster
65	female	yes	DVDS, SW, books		yes	Library poster

Promotional Material

Dark Tales



With
Daniel Morden



Expect tales of
adventure, danger - and
a few sudden jumps!
Suitable for anyone
brave over 7 years

**Wednesday 20th
October
6:30
Baglan Library**




Tickets **£1.50**
Under 14's free
01639 813477



Neath Port Talbot
LIBRARIES
LLYFRGELLOEDD
Castell-nedd Port Talbot
www.npt.gov.uk/libraries

Meet the Author

Stephen Booth



4. Children's Month

Aim

The aim of NPT's 'Children's Month' was to focus on our junior borrowers/ junior non-borrowers and to promote the new Junior Top Ten (developed from the entries collected during the summer). This was not only an opportunity to promote the library service but to promote the library stock. The majority of events were organised for school classes as this allowed us to target members and non-members.

Events

- **Cartoon Workshops:** these workshops provide children with an introduction to creating cartoons. Karl Dixon is a well known cartoonist and these sessions are fun and this is the image NPT libraries wants to portray to children.
- **Drama Workshops:** these sessions were provided by Theatre Na'nog and the aim of using drama in the library was to allow children to relax/enjoy themselves in a library setting.
- **Song & Rhyme Time:** song & rhyme is a permanent programme in NPT libraries but they were included in the programme of events to raise the profile of these sessions and to hopefully attract new participants.
- **Storytelling:** Nigel Little provided two storytelling sessions and Paula Denby provided one session with craft activity. These are classic events and we have always used storytellers in NPT libraries and have found the most successful sessions have been with quite dramatic storytellers. We had an opportunity this time to use two new storytellers.

Advertising

- The Children's Month events were aimed mainly at school classes which reduced the need for outside advertising. However, a promotional pack was created to give out to every child who attended the events which included: a membership registration card, library promotional leaflet, NPT keyring/pen and a Junior Top Ten bookmark. The pack also included a promotional invitation for new members e.g. children who joined the library by December 2010 could have a free DVD loan.

This month was also used to launch the Junior Top Ten and promotional material was produced to correspond with this launch e.g. posters and leaflets. These were all distributed throughout NPT libraries which will create permanent displays and the leaflets can be used for class visits in the future.

The NPT library website was used to promote the Children's Month and to document the events.

Outcomes

- **Attendance:** the events were attended by all classes that were invited and this provided us with a very high overall attendance figure of 473. Unfortunately the final cartoon workshops were cancelled due to bad weather conditions but will be re-organised in February 2011.
- **Non-users:** feedback from staff has highlighted that a significant amount of children who attended were not current members (staff were asked to introduce events and to ask the visiting classes who were members of the libraries). This was a very informal assessment but it did allow staff to acquire a general idea of the level of non-members attending events.
- **Reactions:** the events received very positive reactions from children and teachers. The type of events used did provide the 'wow' factor that we hoped for and the children attending enjoyed being in their local library. Teachers all asked to be informed of future events and were very eager to attend any events in the future.

Unfortunately, there wasn't a significant raise in participants to the Song & Rhyme events due to the type of advertising used e.g. not enough promotion outside of the library.

- **Advertising:** all libraries have used the posters/leaflets for the Junior Top Ten to create permanent displays and the aim is to promote stock among our members/non-members.

Events Timetable

Date	Time	Event	Library
Mon 1 st Nov	10:30 2:15	Song & Rhyme Song & Rhyme	Neath Briton Ferry
Tues 2 nd Nov	10:30	Song & Rhyme	Pontardawe
Wed 3 rd Nov	10:30 2:00	Song & Rhyme Song & Rhyme	Cwmafan Port Talbot
Thurs 4 th Nov	10:00 2:15	Karl Dixon: cartoon workshop Karl Dixon: cartoon workshop	Neath Briton Ferry
Mon 8 th Nov	10:30 2:15	Song & Rhyme Song & Rhyme	Neath Briton Ferry
Tues 9 th Nov	10:00 10:30	Sam Timmons: drama workshop Song & Rhyme	Port Talbot Pontardawe
Wed 10 th Nov	10:00 2:15 10:30	Owen Staton: storyteller Owen Staton: storyteller Song & Rhyme	Pontardawe Resolven Cwmafan
Mon 15 th Nov	10:30 2:15	Song & Rhyme Song & Rhyme	Neath Briton Ferry
Tues 16 th Nov	10:30	Sam Timmons: drama workshop Song & Rhyme Dinah Capparucci- author visit	Sandfields Pontardawe Tywyn School
Wed 17 th Nov	10:30 2:00	Song & Rhyme Song & Rhyme	Cwmafan Port Talbot
Mon 22 nd Nov	10:30 2:15	Song & Rhyme Song & Rhyme	Neath Briton Ferry
Tues 23 rd Nov	10:30	Owen Staton: storyteller Song & Rhyme Owen Staton: storyteller Mark Brake	Cymmer Pontardawe Taibach
Wed 24 th Nov	10:30 1:30 2:00	Song & Rhyme Paula Denby: Storteller & craft Song & Rhyme	Cwmafan Cwmafan Port Talbot
Mon 29 th Nov	10:30 2:15	Song & Rhyme Song & Rhyme	Neath Briton Ferry
Tues 30 th Nov	10:00 10:30 1:30	Karl Dixon: cartoon workshop Song & Rhyme Karl Dixon: cartoon workshop	Taibach Pontardawe Pontardawe

Plus: Tom Palmer at Port Talbot library on 8th December.

Evaluation/Feedback

Q1: Has your class attended any events at this library previously?, **Q2:** Do you think these types of events encourage pupils to join the library?, **Q3:** Do you think other classes in your school would like to attend events of this nature in the future?, **Q4:** What type of events would you like to attend at the library?, **Q5:** Does your class attend the library to borrow book?, **Q6:** If 'NO' would you be interested in bringing your class to the library on a regular basis to borrow books? , **Q7:** Would you like the librarian to contact you to arrange a series of class visits to borrow books?

Event	Library	Class	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Karl Dixon: cartoon workshop	Neath	Gnoll Primary	Yes	Yes	Yes	Author events/craft sessions/storytellers	No	No	Yes
Karl Dixon: cartoon workshop	Briton Ferry	Ynysmaerdy Primary	Yes	Yes	Yes	Author visits/library tour/craft sessions/storytellers/homework help sessions/curriculum activities	Yes		
Drama Workshop	Port Talbot	St Joseph's Junior	Yes-storytelling sessions.	Yes	Yes	Author visits/library tour/craft sessions/storytellers/homework help sessions/curriculum activities	No	Yes	
Drama Workshop	Sandfields								
Street Dance Workshop	Port Talbot	Central Primary	Yes-craft & storytelling sessions.	Yes	Yes	Author visits/library tour/craft sessions/storytellers.	No	No	Yes
Street Dance Workshop	Sandfields		Yes	Yes	Yes	Author visits/craft sessions/storytellers/ curriculum activities	Yes		
Street Dance Workshop	Baglan		Yes	Yes	Yes	Author visits/ storytellers/homework help sessions/	Yes		
Storytelling & craft	Cwmafan		Yes-borrow books and storytime.	Yes	Yes	Author visits/ craft sessions/storytellers/homework help sessions/	Yes		
Storytelling with Nigel Little	Cymmer		No	Yes	Yes	Author visits/ craft sessions/storytellers/	No	Yes	
Storytelling with Nigel Little	Baglan		No	Yes	Yes	Author visits/ storytellers/homework help sessions	No	No	

Promotional Material



Top Ten Poster



Display Poster



Bookmark

5. New Year, New You

During January NPT libraries organised events on several themes:

- **Family History**
- **Arts & Crafts**
- **Health & Beauty**
- **Local History**

We decided to use themed weeks to try and make the advertising more effective as people could focus on events that interest them and not miss the event on the publicity material.

During January/February a month long radio campaign was launched on Swansea Bay radio; this campaign was used to promote NPT libraries in general and to compliment the 'New Year' New You' promotion.

Aim

NPT libraries wanted to appeal to a wide range of borrowers/non-borrowers and hopefully attract people who were interested in starting new hobbies, eating healthily, learning more about their community or volunteering. The purpose of the radio campaign was to raise the profile of NPT libraries in the wider community and increase visitor figures.

Events

- **Family History Week:** from 10th-14th January a series of family history events were organised to promote the facilities on offer in NPT libraries that support family history research i.e. online resources, local history book collections and historical maps.

Our cultural heritage officer provided online family history workshops that provided people with an introduction to researching your family history which originally proved very popular during Adult Learners Week.

- **Arts & Crafts Week:** from 17th-21st January a series of events were organised that focussed on the promotion of new hobbies e.g. cake decorating, jewellery making, parchment craft and flower arranging.
- **Health & Well Being Week:** from 24th-28th January. This week was organised to correspond with the national 'Fancy that...' campaign therefore we organised a string of talks that would challenge people to 'try something new at your library' (library.wales.org).

Three 'Healthy Hearts' talks were provided in the three main branches (Neath, Port Talbot & Pontardawe) by Liz Terry who is a qualified nurse. The talks provided

information about eating healthily to promote good health, at the end of each talk a free blood pressure and cholesterol tests.

Two 'Introduction to Volunteering' talks were also organised to allow people who are interested in volunteering to learn more about volunteering in the local community. There was also a 'Health & Beauty' talk provided at Pontardawe library provided by a qualified health & beauty technician.

An 'Introduction to Yoga' talk was also organised on 8th February which provided an introduction to the basics of yoga and breathing exercises.

- **Local History Week:** from 31st January to 4th January (plus two extra events on 15th & 18th February). Local history talks are always popular and attract high numbers of borrowers. Due to the outside advertising the aim was to attract more non-members to these events.

Two story sessions were organised with school classes in Sandfields and Taibach library to include junior borrowers and non-borrowers. The sessions were provided by Owen Staton who engages children with traditional/local folk tales.

Advertising

- NPT libraries decided to invest in a radio campaign that would provide increased exposure outside of the library. Swansea Bay Radio created an advert that promoted NPT libraries generally but also gave a boost to the 'New Year, New You' campaign. The advert was played at various times of the day throughout the week for four weeks.

The events were also advertised on NPT libraries website and the councils 'What's On' website. The 'New Year, New You' campaign was also advertised on the main council homepage.

Promotional leaflets and posters were created to be distributed throughout the libraries.

Staff also attended a 'Learning Promotions' event at Aberafan Shopping Centre whereby they promoted all the 'New Year, New You' events from a library stall. They also promoted the library service in general and the national 'Fancy that...' campaign.

Outcomes

- **Attendance:** attendance to events was generally very good and those who attended events seemed to enjoy the different types of talks/workshops available. This was the first time NPT has created a timetable of events in January and it was very encouraging to see consistent attendance figures.
- **Non-users:** it can be seen from the evaluation/feedback tables that the events did encourage non-users and this was very positive. Outside advertising was prominent for this series of events which may explain the increase in non-members attending.
- **Events:** the Health & Well-being theme proved to be a big success and many people who attend enquired about future events. The 'Healthy Hearts' talks were provided by a private company (Insight Health Screening) and our ability to use this type of company is only made possible via grant applications. The family history workshops were popular and there are plans to maintain monthly workshops at Briton Ferry Library. Regarding the first week of events staff did comment that it was difficult to promote workshops this close after the Christmas break.

The local history talks did attract high numbers and as these events were towards the end of the programme we feel this shows that the combined advertising of radio/internet/posters did have a cumulative effect.

- **Reactions:** there were very positive reactions from people who attended the events and people reacted well to events being organised for January (See: comments).
- **Advertising:** this was the first time NPT libraries have used a radio advertising campaign and the evaluation forms did show that 10 people heard about events via the radio campaign. Several members of staff in different libraries have also commented on non-users joining the library after hearing the radio campaign (however they did not attend the events).

Staff also took part in a 'Learning Promotions' events day with other educational departments in NPT at Aberafan Shopping Centre. This was another opportunity to advertise events outside the library walls but also speak to non-users (10 new members were joined at this event).

The 'Health & Well-Being' events were organised to coincide with the national 'Fancy that...' campaign and this also created new advertising opportunities on the library.wales.org website.

Events Timetable

Family History Week

Date	Time	Event	Library
Mon 10 th January	10:00-12:30	Family History drop-in session.	Port Talbot
Tues 11 th January	10:00-12:00	Family History drop-in session	Port Talbot
Tues 11 th January	14:30-15:30	Online Family History Workshop	Skewen
Thurs 13 th January	11:00-12:00	Online Family History Workshop	Baglan
	14:30-15:30	Online Family History Workshop	Taibach
Fri 14 th January	10:30-12:00	Online Family History Workshop	Briton Ferry

Arts & Craft Week

Date	Time	Event	Library
Tues 18 th January	14:30-15:30	Jewellery Making Session	Glynneath
Thurs 20 th January	10:30-11:30	Parchment Craft	Briton Ferry
Fri 21 st January	10:30-11:30	Floristry Demonstration	Resolven

Health & Well Being Week

Date	Time	Event	Library
Mon 24 th January	14:00-15:30	Healthy Hearts Talk	Port Talbot
Tues 25 th January	14:30-15:30	Introduction to Volunteering	Neath
Wed 26 th January	14:00-15:30	Healthy Hearts Talk	Pontardawe
Thurs 27 th January	10:30-11:30 14:30-15:30	Health & Beauty Talk with United Therapy Introduction to Volunteering	Pontardawe Port Talbot
Fri 28 th January	14:00-15:30	Health Hearts Talk	Neath
Tues 8 th February	10:00-11:00	Introduction to Yoga	Port Talbot

Local History Week

Date	Time	Event	Library
Mon 31 st January	14:15-15:15	'Folk Legends' talk by Sally Jones	Cymmer Afan
Tues 1 st February	14:00-15:00	Slideshow of 'Old Briton Ferry' by Bill Watkins	Briton Ferry
Wed 2 nd February	11:00-12:00	WW1: Port Talbot men who joined the Swansea Pals	Cwmafan
Fri 4 th February	14:30-15:30	Interviews with local coalminers by Harriet Jones	Port Talbot
Tues 15 th February	14:00-15:30	'Old Port Talbot' in photographs	Port Talbot
Fri 18 th February	14:00-15:30	'Old Baglan & Briton Ferry' in photographs	Baglan

Photographs



'Folk Tales' talk at Cymmer Library



Staff at the 'Learning Promotions' event in January 2011.



Yoga session at Port Talbot Library



Flower Arranging at Resolven Library

Carole Isherwood- cake decorating



Jewellery Workshop at Glynneth Library

Evaluation/Feedback

Two types of evaluation forms were used during the 'New Year, New You' programme as the 'Fancy that...' national campaign required separate evaluation. The results are as follows:

Family History Week

Event	Library	Attendance	Current members of the library.	Items borrowed by members	Services used	Attended events previously	Where they found out about event.
Family History drop-in session (mon/tue)	Port Talbot	7	Yes-3 No-4	DVDs-2 CDS-1 SW Books-3	Internet- 3 Wifi Fax-1 Photocopying-2	Yes-2	Internet-2 Newspaper Radio-1 Poster/flyer -3 External display-3
Online Family History Workshop	Skewen	3	Yes-3 No	DVDs-1 CDS SW Books-3	Internet Wifi Fax Photocopying-1	Yes-3	Internet Newspaper Radio Poster/flyer-3
Online Family History Workshop	Baglan	6	Yes-5 No-1	DVDs-4 CDS SW-2 Books-5	Internet-5 Wifi Fax Photocopying-1	Yes-2	Internet-1 Newspaper Radio-1 Poster/flyer-4
Online Family History Workshop	Taibach	0					
Online Family History Workshop	Briton Ferry	4	Yes-4 No	DVDs CDS SW Books-4	Internet-2 Wifi Fax Photocopying-2	Yes-1	Internet-1 Newspaper Radio-1 Flyer/ Poster-2

Arts & Craft Week

Event	Library	Attendance	Current members of the library.	Items borrowed by members	Services used	Attended events previously	Where they found out about event.
Jewellery Making Session	Glynneath	9	Yes-9 No	DVDs-2 CDS SW-3 Books-8	Internet-3 Wifi Fax Photocopying-1	Yes-7	Internet Newspaper Radio Poster/flyer -7 Friend-2
Cake Making	Neath	10	Yes No	DVDs CDS SW Books 2	Internet Wifi Fax Photocopying	Yes No	Internet Newspaper Radio Poster/flyer
Parchment Craft	Briton Ferry	2	Yes-2 No	DVDs CDS SW Books-1	Internet-1 Wifi Fax Photocopying	No-2	Internet Newspaper Radio Poster/flyer-1 Friend-1
Floristry Demonstration	Resolven	5	Yes-4 No-1	DVDs CDS SW-1 Books-3	Internet-2 Wifi Fax Photocopying-1	Yes-3	Internet Newspaper Radio-1 Flyer/Poster-3

Local History Week

Event	Library	Attendance	Current members of the library.	Items borrowed by members	Services used	Attended events previously	Where they found out about event.
'Folk Legends' talk	Cymmer	12	Yes-10 No-2	DVDs CDS SW-3 Books-5	Internet-2 Wifi Fax-1 Photocopying-1	Yes-4	Internet Radio-2 Poster/flyer -9 External display-1
'Old Briton Ferry' talk	Briton Ferry	11	Yes-9 No-2	DVDs CDS SW-1 Books-7	Internet-3 Wifi Fax-1 Photocopying-2	Yes-7	Internet-3 Radio Poster/flyer-5 Family-2
WW1 talk	Cwmafan	5	Yes-4 No-1	DVDs-2 CDS SW-1 Books-4	Internet-3 Wifi Fax Photocopying	Yes-4 No	Internet Radio-2 Poster/flyer-4 Friend-1
Interviews with local coalminers	Port Talbot	2	Yes-2 No	DVDs CDS SW Books-1	Internet-2 Wifi Fax-1 Photocopying-2	No-2	Internet Newspaper Radio-1 Flyer/Poster External display-1
'Old Port Talbot' in photographs	Port Talbot		Yes No	DVDs CDS SW Books	Internet Wifi Fax Photocopying	Yes No	Internet Newspaper Radio Flyer/ Poster
'Old Baglan & Briton Ferry' in photographs	Baglan		Yes No	DVDs CDS SW Books	Internet Wifi Fax Photocopying	Yes No	Internet Newspaper Radio Flyer/ Poster

Health & Well-Being Week

Event	Library	Age	Event was:	How did you hear about this event	Attend another event	Were you surprised what goes on in the library	Library Member
Healthy Hearts Talks	Neath	Under 18	Fun -1	In the library - 30	Yes - 45	Yes -28	Yes - 44
	Port Talbot	18-25	Not for me	Online - 1	No	No - 17	No - 1
Attendance total	Pontardawe	26-35	Informative -24	Email	Maybe	Maybe	
		36-45	Too Long	Word of mouth - 7			
45		46-55 - 7	Interesting - 29	Local Press			If 'no' would you join
		56-65 - 30	Too early	Invitation			Yes
		65+ - 8	Too Late	Poster - 5			No -1
			Serious				
			Educational - 4				
			Boring				
		Too Short					
		At the right time - 6					
		Motivating - 4					
		Inspiring					

Feedback from 'Insight Health Screening'

The following feedback has been provided by Insight Health Screening:

Introduction

Insight Health Screening (IHS) are preventative health care specialists. We specialise in the prevention of illness and the promotion of health and wellbeing.

IHS was approached by Neath Port Talbot libraries to conduct Healthy Hearts Talks and to offer Blood Pressure and Cholesterol of testing to participants with the aim of spreading the message that 'prevention is better than cure'. The talks were based on how to maintain a healthy heart through a good diet and lifestyle changes.

Findings

IHS were asked to conduct Blood pressure and cholesterol testing during the talks in Neath, Port Talbot and Pontardawe libraries and the following findings were recorded:

- Overall, 39 Blood Pressure and Cholesterol checks were performed, 7 referrals were made for high blood pressure and 6 referrals for high cholesterol.

Feedback

The feedback from the course was very positive. People found the experience educational and informative:

- 'Very informative and interesting'
- 'Looking forward to more like this one'

This kind of health promotion has obvious benefits to people in the community. Participants with increased risk because of high BP or Cholesterol were advised to make an appointment with their GP's for further investigation.

Events like this are a great way of screening individuals that may not otherwise attend an appointment with a GP for such screenings, due to the fact that they are conducted in a relaxed and informal manner.

All participants were over the age of 46, this puts them in the higher risk category for Cardiac Disease.

Event	Library	Age	Event was:	How did you hear about this event	Attend another event	Were you surprised what goes on in the library	Library Member
Introduction to Volunteering	Neath Port Talbot	Under 18	Fun	In the library - 10	Yes - 16	Yes - 7	Yes - 15
		18-25	Not for me	Online - 3	No	No - 9	No - 1
		26-35	Informative - 11	Email	Maybe	Maybe	
		36-45	Too Long	Word of mouth - 2			
		46-55 - 1	Interesting - 9	Local Press			
Attendance total		56-65 - 14	Too early	Invitation			If 'no' would you join
16		65+ - 1	Too Late	Poster - 1			Yes - 1
			Serious				No
			Educational - 3				
			Boring				
			Too Short				
			At the right time				
			Motivating - 4				
			Inspiring - 1				

Event	Library	Age	Event was:	How did you hear about this event	Attend another event	Were you surprised what goes on in the library	Library Member
Introduction to Yoga	Port Talbot	Under 18	Fun- 4	In the library - 3	Yes - 4	Yes -4	Yes - 3
		18-25	Not for me	Online	No	No	No -1
Attendance total		26-35	Informative	Email	Maybe	Maybe	
4		36-45 - 1	Too Long	Word of mouth			
		46-55 - 1	Interesting - 1	Local Press			If 'no' would you join
		56-65 - 2	Too early	Invitation			Yes - 1
		65+	Too Late	Poster -1			No
			Serious Educational Boring Too Short At the right time Motivating - 2 Inspiring - 1	(Display in shopping centre -1)			

Comments:

- 'Excellent talk' (Folk Legends talk-Cymmer Library).
- 'Very Educational' (Folk Legends talk).
- 'Sally's talk was really good and interesting and everyone enjoyed it. A fairly mixed group of 13 attended including a Mum with her teenager. There were also some people that don't come to the library regularly. It brought the library to life'. (Folk Legends Talk-librarian at Cymmer Library).
- 'All the ladies who attended the session were eager to participate and each of them made a beautiful buttonhole to take away. Everyone thoroughly enjoyed the workshop and were keen to come again if a similar session were to be held at a future date. . . watch this space!' (Flower Arranging-librarian at Resolven Library).
- 'Very informative and interesting' (Healthy Hearts Talk-Port Talbot Library).
- 'Looking forward to more like this one' (Healthy Hearts Talk- Port Talbot Library).
- 'The turn out to the Healthy Hearts talk was great; we have never had a talk of this nature in the library before and it proved to be a real winner. We've already had enquiries about future sessions' (Healthy Hearts Talk- Senior Library Assistant at Port Talbot Library).
- 'Really enjoyable and unexpected in a library...more please!' (Yoga session- Port Talbot Library)
- 'Brilliant!' (Yoga session- Port Talbot Library)
- 'I've been interested in volunteering for a while and this talk has provided me with the information I needed to get started' (Volunteering Talk- Port Talbot Library).
- 'Very interesting- I've learnt a lot' (Coalminers talk- Port Talbot Library)

Promotional Material

<p>Local History Week</p> <p>Mon 31st January 14:15-15:15</p> <p>*Folk Legends talk by Sally Jones @ Cymmer Library (01639) 850305</p> <p>Tues 1st February 14:00-15:00</p> <p>Slideshow of 'Old Briton Ferry' @ Briton Ferry Library (01639) 813244</p> <p>Wed 2nd February 11:00-12:00</p> <p>WWI talk @ Cwmafan Library (01639) 896532</p> <p>Fri 4th February 14:30-15:30</p> <p>Interviews with local coalminers @ Port Talbot Library (01639) 763490</p> <p>Extra Events:</p> <p>Tues 15th February 14:00-15:30</p> <p>*'Old Port Talbot' in photographs @ Port Talbot Library (01639) 763490</p> <p>Fri 18th February 14:00-15:30</p> <p>*'Old Baglan' in photographs @ Baglan Library (01639) 813477</p>	<p>Please contact your local library for more information or check out our website: www.npt.gov.uk/libraries</p>  <p>Neath Port Talbot LIBRARIES LLYFRGELLOEDD Castell-nedd Port Talbot www.npt.gov.uk/libraries</p>	<p>New Year, New You @ NPT Libraries</p> <p>Family History Week 10th-14th January</p> <p>Arts & Craft Week 17th-21st January</p> <p>Health & Well Being Week 24th-28th January</p> <p>Local History Week 31st Jan-4th Feb</p> <p>Plus: 15th & 18th Feb</p> <p>FREE FREE FREE FREE</p>  <p>Neath Port Talbot LIBRARIES LLYFRGELLOEDD Castell-nedd Port Talbot www.npt.gov.uk/libraries</p>
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<p>Family History Week</p> <p>Mon 10th January 10:00-12:30</p> <p>Family History drop-in session @ Port Talbot Library (01639) 763490</p> <p>Tues 11th January 14:30-15:30</p> <p>Online Family History Workshop @ Skewen Library (01792)</p> <p>Thurs 13th January 11:00-12:00</p> <p>Online Family History Workshop @ Baglan Library (01639) 813477</p> <p>Thurs 13th January 14:30-15:30</p> <p>Online Family History Workshop @ Taibach Library (01639) 883831</p> <p>Fri 14th January 10:30-12:00</p> <p>Online Family History Workshop @ Briton Ferry Library (01639) 813244</p>	<p>Arts & Crafts Week</p> <p>Mon 17th January 14:00-15:00</p> <p>Cake Decorating Demonstration @ Neath Library (01639) 644604</p> <p>Tues 18th January 14:30-15:30</p> <p>Jewellery Making session @ Glynneath Library (01639) 720776</p> <p>Thurs 20th January 10:30-11:30</p> <p>Parchment Craft @ Briton Ferry Library (01639) 813244</p> <p>Fri 21st January 10:30-11:30</p> <p>Floristry Demonstration @ Resolven Library (01639) 710412</p>	<p>Health & Well Being Week</p> <p>Mon 24th January 14:00-15:30</p> <p>Healthy Hearts talk @ Port Talbot Library (01639) 763490</p> <p>Tues 25th January 14:30-15:30</p> <p>Introduction to Volunteering @ Neath Library (01639) 644604</p> <p>Wed 26th January 14:00-15:30</p> <p>Healthy Hearts talk @ Pontardawe Library (01792) 862261</p> <p>Thurs 27th January 10:30-11:30</p> <p>Health & Beauty talk @ Pontardawe Library (01792) 862261</p> <p>Thurs 27th January 14:00-15:30</p> <p>Introduction to Volunteering @ Port Talbot Library (01639) 763490</p> <p>Fri 28th January 14:00-15:30</p> <p>Healthy Hearts talk @ Neath Library (01639) 644604</p>
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Leaflet

<p>New Year, New You @ NPT Libraries</p> <p>Family History Week</p> <p>Mon 10th January 10:00-12:30</p> <p>Family History drop-in session @ Port Talbot Library (01639) 763490</p> <p>Tues 11th January 10:00-12:30</p> <p>Family History drop-in session @ Port Talbot Library (01639) 763490</p> <p>Thurs 13th January 11:00-12:00</p> <p>Online Family History Workshop @ Baglan Library (01639) 813477</p> <p>Thurs 13th January 14:30-15:30</p> <p>Online Family History Workshop @ Taibach Library (01639) 883831</p> <p>Fri 14th January 10:30-12:00</p> <p>Online Family History Workshop @ Briton Ferry Library (01639) 813244</p> <p>FREE</p> <p>Please contact your local library or check out our website: www.npt.gov.uk/libraries</p>	<p>Blwyddyn Newydd, Bywyd Newydd @ Lyfrgelloedd CNPT</p> <p>Dydd Mawrth 18 Ionawr</p> <p>Sesiwn creu gemwaith</p> <p>@ Llyfrgell Glynneath (01639) 720776</p> <p>Cysylltwch a'ch llyfrgell leol neu ewch i'n gwefan: www.npt.gov.uk/libraries</p>
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Posters

HOME NEWS FAMOUS FANS EVENTS BIBLI FAMILY CONTACT US CYMRAEG

Healthy Hearts Talk

A one hour talk with a qualified nurse on adopting a healthier lifestyle. Followed by free blood pressure and cholesterol tests.

Event Time: 2.00pm - 3.30pm
Event Location: Neath Library
Start Date: Friday, January 28, 2011
Suitable for: Adults
Booking: Advanced Booking
Contact Details:

01639 644604
neath.library@npt.gov.uk

Address:
Victoria Gardens
Neath
SA11 3BA

Latest News

- Press Release: Fancy that...
- Derek Brockway at Bangor Library

Search

You'd be surprised what goes on **in your library**



HOME NEWS FAMOUS FANS EVENTS BIBLI FAMILY CONTACT US CYMRAEG

Introduction to volunteering

If you have ever been interested in volunteering but don't know where to start – attend our event to learn more.

Event Time: 2.30pm - 3.30pm
Event Location: Port Talbot Library
Start Date: Thursday, January 27, 2011
Suitable for: Adults
Booking: Turn-up
Contact Details:

Latest News

- Press Release: Fancy that...
- Derek Brockway at Bangor Library

Search

Promotional adverts on library.wales.org website

📌 New You, New Year at NPT Libraries

Celebrate the New Year with Neath Port Talbot libraries! During January and February NPT libraries will be hosting a variety of FREE events for adults. Come along to family history workshops, crafts sessions and local history talks whether you are interested in taking up a new hobby or learning more about keeping fit and healthy NPT libraries are the place to be in January.

Please contact your local library for more information about the following events:

Family History Week				
Date	Time	Event	Library	Contact no.
Mon 10 th January	10:00-12:30	Family History drop-in session.	Port Talbot	01639 763490
Tues 11 th January	10:00-12:00	Family History drop-in session	Port Talbot	01639 763490
Thurs 13 th January	11:00-12:00	Online Family History Workshop	Baglan	01639 813477
	14:30-15:30	Online Family History Workshop	Taibach	01639 883831
Fri 14 th January	10:30-12:00	Online Family History Workshop	Briton Ferry	01639 813244

The online and drop-in sessions will provide an introduction to the website 'Ancestry' (library edition) which is available FREE at all NPT libraries. This website provides a number of resources to help you with your family history research.

If you are interested in attending any of the above sessions simply contact the library to book your place!

Arts & Crafts Week				
Date	Time	Event	Library	Contact no.
Mon 17 th January	14:00-15:00	Cake Decorating Demonstration	Neath	01639 644604
Tues 18 th January	14:30-15:30	Jewellery Making Session	Glynneath	01639 720776

Arts & Crafts Week				
Date	Time	Event	Library	Contact no.
Mon 17 th January	14:00-15:00	Cake Decorating Demonstration	Neath	01639 644604
Tues 18 th January	14:30-15:30	Jewellery Making Session	Glynneath	01639 720776
Thurs 20 th January	10:30-11:30	Parchment Craft	Briton Ferry	01639 813244
Fri 21 st January	10:30-11:30	Floristry Demonstration	Resolven	01639 710412

All the above craft sessions are FREE!

Health and Well Being Week				
Date	Time	Event	Library	Contact no.
Mon 24 th January	14:00-15:30	Healthy Hearts Talk	Port Talbot	01639 763490
Tues 25 th January	14:30-15:30	Introduction to Volunteering	Neath	01639 644604
Wed 26 th January	14:00-15:30	Healthy Hearts Talk	Pontardawe	01792 862261
Thurs 27 th January	10:30-11:30	Health & Beauty Talk with United Therapy	Pontardawe	01792 862261
	14:30-15:30	Introduction to Volunteering	Port Talbot	01639 763490
Fri 28 th January	14:00-15:30	Health Hearts Talk	Neath	01639 644604

📌 **On Tuesday 8th February there will also be an 'Introduction to Yoga' session with Kim Thomas at Port Talbot Library (10:00-11:00).**

The 'Healthy Hearts' talks are a one hour talk with Liz Terry (a qualified nurse). Liz will provide helpful guidance and advice regarding the small changes you can make to your lifestyle to reduce your risk of developing coronary heart disease. She will also provide information about cholesterol, weight, smoking and family history.

After the talks Liz will be carrying out cholesterol and blood pressure checks.

NPT Library website

The screenshot shows the NPT Library website interface. At the top, there is a navigation bar with links for 'Help', 'Contact Us', 'FAQ', 'Translate', and 'Cymraeg'. Below this is a header with the NPT Council logo and the text 'Welcome to Neath Port Talbot'. A search bar and a 'Go' button are also present. The main content area displays 'What's On Where?' with a list of categories on the left and details for an event on the right. The event is 'Introduction to Volunteering' on 25 January 2011 at 14:30. The venue is Neath Library, and the contact name is Jean Jones. The event is free of charge.

NPT council 'What's On' page

6. Marketing Materials

NPT libraries invested in several key marketing materials to aid in promotional activities:

- **Promotional library leaflet:** this leaflet provides general information e.g. items available for loan, facilities, internet facilities, events, reading groups/ song & rhyme and contact details.

Cost: £603.32

Use: the leaflet can be used at all promotional events and provides comprehensive information about NPT libraries. It is also a professionally produced leaflet which promotes the correct image of the library service.

Evaluation: the leaflet has been a very effective marketing tool as it can be used at any promotional event or it can be used by any library for workshops/new members/class visits etc.

- **Display boards:** A-Frame display boards that allow NPT libraries to produce promotional posters that can then be displayed outside library buildings.

Cost: £959.60

Use: the display boards have been distributed to several libraries throughout Neath Port Talbot. The boards have general promotional posters already provided but libraries can use them to promote their own activities.

Evaluation: libraries have only now started to use these A-Frames but they are proving to be a very adaptable promotional tool.

- **Pull-up banners:** promotional pull-up banners providing general information about NPT libraries.

Cost: £299.00

Use: the pull-up banners are used at all promotional events outside of libraries e.g. festivals, stalls, publicity events.

Evaluation: the banners are an excellent portable promotional tool and have been used by different staff at different events throughout 2010.

- **Posters:** general posters advertising the library service with the same aim as the library leaflet.

Cost: £90-£120

Use: have been created to display in alternative venues e.g. community centres, leisure centres etc and for use on the A-Frames.

Evaluation: distribution of the posters has only started in 2011 and we will have to monitor their effectiveness.

- **Pens:** promotional pens were produced that contain the NPT library logo and website address.

Cost: £285.00

Use: to be used at promotional events to be handed out to potential library members and to help attract people to our NPT library stand etc.

Evaluation: staff have used these pens at a variety of events and they are an excellent promotional tool as they allow us to give out library website details to both members and non-members. It is also a valuable means of increasing the profile of our library logo.

- **Radio Advert:** professional series of radio adverts on Swansea Bay radio station.

Cost: £950 + VAT

Use: a series of adverts to be broadcast during January at different times of the day to promote the library service in general and to help promote the 'New Year, New You' events.

Evaluation: feedback has been positive from staff members who have reported the acknowledgement of the adverts by members of the public and evaluation forms have shown that the advert was a useful promotional tool.

7. Social Networking

NPT libraries set up a Facebook and Twitter page to help advertise events to a different type of audience and this has proved to be a very efficient means of advertising.



<http://www.facebook.com/NPTLibraries>



<http://twitter.com/NPTLibraries>

Facebook has provided continuous updates regarding usage and this has proven that using Social Networking sites are a valuable asset, as you can see below there has been a progressive increase in visits to the NPT page with a very impressive 706 visits shown on the final entry.

However, increased promotion of the Facebook and Twitter pages needs to take place during 2011 to ensure the continued success of this medium as a marketing tool for NPT libraries.

Week	Active Users	People who like this page	Visits	Week	Active Users	People who like this page	Visits
1	56	82	27	12	16	60	33
2	65	78	39	13	19	60	33
3	69	76	72	14	27	60	26
4	66	74	53	15	28	59	49
5	57	72	23	16	33	59	52
6	53	73	39	17	34	58	92
7	46	68	26	18	55	56	49
8	29	67	16	19	64	55	79
9	25	65	40	20	59	50	161
10	22	62	57	21	52	43	278
11	15	60	47	22	29	43	706

8. Visitor Figures

Adult Learners Week

Library	May 2009	May 2010
Baglan	2078	2029
Blaengwynfi	312	338
Briton Ferry	2568	2776
Cwmafan	5468	5445
Cwmllynfell	368	388
Cymmer	1184	950
Glynneath	6714	8290
GCG	91	73
Mobiles	2220	1726
Neath	12354	11969
Pontardawe	5109	3425
Port Talbot	11238	8890
Resolven	2508	1908
Sandfields	5074	5443
Seven Sisters	39	65
Skewen	2674	2371
Taibach	4512	4185
Ystalyfera	360	315
Physical Visits	64871	60586
Website	16613	14993
Total	81484	75579

Summer events/activities

	June 2009	June 2010	July 2009	July 2010	August 09	August 10
Baglan	2196	2322	2170	2246	1846	2216
Blaengwynfi	312	338	312	338	312	338
Briton Ferry	2033	2133	2304	2896	3096	2123
Cwmafan	6564	4456	5849	5548	3515	4474
Cwmllynfell	355	325	385	376	429	478
Cymmer	1187	1202	1466	1347	1245	1442
Glynneath	5636	6925	5757	7458	6711	6696
GCG	91	73	91	73	91	73
Mobiles	1799	1673	2157	2079	1268	1291
Neath	12717	12857	14743	14676	14024	14904
Pontardawe	4767	4145	5606	4015	5825	4249
Port Talbot	10789	10011	14558	13056	11702	10925
Resolven	2710	1568	3051	2313	2637	1435
Sandfields	4753	5389	6967	5648	6254	6317
Seven Sisters	39	65	39	65	39	65
Skewen	2802	2523	2865	2803	2826	2550
Taibach	4323	3974	4392	4379	5279	3636
Ystalyfera	370	358	418	385	398	385
Physical Visits	63443	60337	73130	69700	67497	63178
Website	17636	15825	15796	16842	19626	16233
Total	81079	76162	88926	86542	87123	79411

'Meet the Author'

Library	September 2009	September 2010	October 2009	October 2010
Baglan	1992	2125	2728	2271
Blaengwynfi	312	338	312	338
Briton Ferry	2260	2209	3005	2978
Cwmafan	4058	4834	5892	5920
Cwmllynfell	358	387	369	351
Cymmer	1343	1167	1334	1204
Glynneath	6326	6696	7564	4478
GCG	91	73	91	73
Mobiles	1721	1291	2244	1668
Neath	14042	15018	14425	14289
Pontardawe	6925	4542	7992	4188
Port Talbot	11436	9566	15157	13085
Resolven	2621	2559	3081	2011
Sandfields	5171	6175	5867	6287
Seven Sisters	39	65	39	65
Skewen	2654	2484	3029	2565
Taibach	4491	3629	4446	4007
Ystalyfera	341	352	369	424
Physical Visits	66181	63510	77944	66202
Website	19393	15428	20462	16339
Total	85574	78938	98406	82541

Children's Month

Library	November 2009	November 2010
Baglan	1766	2145
Blaengwynfi	312	338
Briton Ferry	2395	2486
Cwmafan	6154	4595
Cwmllynfell	421	393
Cymmer	1285	1151
Glynneath	5866	3417
GCG	91	73
Mobiles	1677	2001
Neath	13178	14297
Pontardawe	6219	5913
Port Talbot	11516	10122
Resolven	2575	1971
Sandfields	5023	6520
Seven Sisters	39	65
Skewen	2680	2610
Taibach	3680	3610
Ystalyfera	410	335
Physical Visits	65247	62042
Website	18767	15998
Total	84014	78040

As the figures above show there was not the considerable increase that NPT libraries had hoped would occur, however as highlighted above (in red) there were some increases in specific libraries which is a positive step in the right direction. We believe that the increased provision of activities in NPT libraries and the participation by NPT libraries in promotional events outside of libraries will have significant long term effects on visitor figures in the future.

9. Issue & membership figures

Issue figures

Library	May 2009-January 2010	May 2010-January 2011
Baglan	14408	14667
Blaengwynfi	1957	1752
Briton Ferry	13709	11668
Cwmafan	12692	15852
Cwmllynfell	4079	3664
Cymmer	7844	7685
Glynneath	23088	16599
GCG	869	1043
Mobiles	13316	61582
Neath	105812	99225
Pontardawe	30576	30281
Port Talbot	48357	44958
Resolven	15906	13071
Sandfields	36604	34998
Seven Sisters	1052	895
Skewen	27146	25230
Taibach	19130	17357
Ystalyfera	6488	6398
TOTALS	383033	406925

<u>Comparison for total figures</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>
May 2009- Jan 2010	40239	41687	44831	44471	42719	45945	42412	35558	45171
May 2010- Jan 2011	42077	46411	49264	50790	48162	47292	45021	31238	46670

Newly registered borrowers

Library	May 2009-Jan 2010	May 2010-Jan 2011
Baglan	106	111
Blaengwynfi	28	14
Briton Ferry	135	115
Cwmafan	133	172
Cwmllynfell	19	20
Cymmer	70	48
Glynneath	31	30
GCG	138	120
Mobiles	533	100
Neath	976	975
Pontardawe	397	453
Port Talbot	778	758
Resolven	83	75
Sandfields	193	209
Seven Sisters	2	6
Skewen	208	188
Taibach	75	101
Ystalyfera	34	40
Total	3939	3535

10. Conclusion

The programme of events for Adult Learners Week allowed NPT libraries to work with other agencies and this had considerable benefits with regards to the opportunities to publicise events outside of the confines of a library and in conjunction with a national campaign.

The variety events appeal to a large spectrum of the community and a similar programme will be organised next to year. The positive feedback received from those who attended events has shown the effectiveness of using different types of activities/talks to attract members of the public to NPT libraries.

Staff involvement in the ALW launch at Aberafan Shopping Centre was very rewarding and provided many opportunities to try to promote the library service (and ALW events) to non-members. These events are always beneficial and we will continue to use them in the future.

There is an obvious need to use an evaluation form that is created for our specific information needs as the information provided by the Niace evaluation forms did not allow us to establish key data e.g. how many people were members/non-members, had they attended events in the libraries previously. Our own evaluation form will provide an opportunity to evaluate events from a library perspective.

The summer activities have highlighted the importance of library staff reaching out to non-members whether that is in the form of class visits or promotional stands. Class visits have always been a significant aspect of the library service but it is crucial that staff use the opportunity of a 'captive audience' to provide information about NPT libraries for children (e.g. provide promotional leaflets/membership forms to take home).

The competitions helped to get children actively involved in the library during term time and the summer holidays. They provided an opportunity for staff to talk to junior borrowers about their entries and make a connection with the children which will hopefully create a positive image of libraries among a higher percentage of children in the local community.

The 'Meet the Author' programme of events have always been popular throughout Neath Port Talbot, however this time the programme was altered to include a variety of diverse authors from Clare Dudman and Zilah Bethell to Stephen Booth. The inclusion of a storyteller and a theatre company to appeal to younger members of the community was also a move in a new and encouraging direction. The very positive response from those who were present at the author events reinforced the library's commitment to future visiting author programmes.

The 'Children's Month' was a very enjoyable and successful programme of events. It was very productive as it allowed libraries to attract 30 children at a time to events and to

promote a positive image of the library service. It may not be financially possible in 2011 to invite as many storytellers/dance tutors into the libraries but all NPT libraries can invite school classes to visit/introduce them to the library during this month and provide all classes with introductory packs.

The 'Junior Top Ten' was created for this month and we now plan to create a new top ten every year as it is a wonderful opportunity to promote our junior stock.

The 'New Year, New You' promotion allowed NPT libraries to try organising events at a different time of year and capitalise on the tendency for people to want to start new hobbies/keep fit during January. The Healthy Hearts talks were completely new for NPT libraries and they proved to be very popular. As a result of the talks several people were diagnosed with high blood pressure and cholesterol. NPT libraries hope to employ Insight Health Screening in the future.

The local history talks proved to be as popular as ever and NPT libraries did invite two new speakers. The family history research sessions have once again proved to be popular and have initiated monthly sessions at one of the libraries. The flower arranging and cake decorating workshops attracted several non-members to the libraries which was very encouraging.

The 'New Year, New You' campaign was developed to coincide with the 'Fancy that...' national campaign. Once again working in collaboration with outside agencies provided NPT libraries with increased opportunities to publicise events to a wider audience.

There were some problems with regards to organising events during December for January e.g. trying to contact prospective speakers and trying to arrange distribution of promotional materials over the Christmas period. Staff also commented that during the first week of events it was hard to publicise events among their borrowers.

The radio campaign that was used during January was successful and the positive feedback was very encouraging, this may be an avenue that we may employ again (finances permitting) as it did attract people to events and the library in general.

Overall, the Opportunities Grant has provided NPT libraries with an unique opportunity to provide a series of events that have been aimed at different types of people (borrowers/non-borrowers/young/older). The events may not have increased the visitor figures as much as we had hoped but we firmly believe that the year long programme of events have dramatically improved the positive image of the libraries within the community. Staff have consistently attended events within the community and this has made an impact, as we have discovered via the feedback during and after these events.

The Opportunities Grant has also provided the opportunity to produce marketing materials that can and will be used in the forthcoming year and therefore will continue to have an

impact e.g. library leaflet, posters, promotional pens. These tools will continue to help NPT libraries to promote the service throughout the community.

We believe that the events during 2010 allowed NPT libraries to experiment with alternative types of events and marketing tools and this will allow us to move forward in 2011 by adapting and improving on the knowledge we have gained.