

MARKETING STRATEGY FOR KINGSTON LIBRARIES

For 2007-2008.

Proposed	How to achieve	Timescale	Resources Needed	Outcomes
Introduce a scheme of distributing books to bus passengers along lines of scheme run in Cambridgeshire	Need to approach bus companies to ascertain if possible. IR to e-mail to branches to ask to keep withdrawn decent books to one side	Achieve within next 6 months	Withdrawn books. Staff time	People will be made aware of the library service.
Put information poster and leaflets promoting basic skills and other training available in libraries. In the local Job Centre.	Poster and leaflets to be drafted by appropriate library staff	Achieve within next 6 months	Posters and leaflet need to be produced but could be done in house Cost around £? Staff time.	Target groups would be made aware of training on offer at the libraries.
Have a presence at local fairs and fetes.	Hire a stall at events such as Surbiton Festival, Malden Fortnight, scout fairs etc. Provide leaflets and information on library service, include a book sale and other small	Achieve within next 12 months	Staff time Cost of hiring stall Cost of purchasing small items for resale Sponsorship from local businesses. Branded carrier bags/handouts.	Opportunity to promote local library at local events.

	items			
Leaflets drop to immediate local vicinity to each branch library.	Staff could leaflet household within immediate local vicinity.	Achieve within next 6 months	Staff time.	Ensure local residents are aware of their local library.
Bring back lapsed members to the library.	Identify members who have not been to the library for a few years. Write or e-mail letter from relevant branch managers and include incentive such as free AV item.	Achieve within 12 months	Staff time Postage. Cost of giving free item£,	Make lapsed members aware of what the library can now offer them
Hold open days for target groups and invite other agencies to attend.	Hold an event aimed at specific groups e.g. mums and toddlers, teenagers, ethnic minorities etc. Have relevant staff on hand to give information and advice. Offer refreshments. Hold an activity relevant to that group.	Achieve within next 12 months.	Staff time Cost of refreshments £ Cost of activity£	Target groups could see what the library service can specifically do for them.
Purchase banners and or A boards to go on the outside of libraries	Investigate possibilities and cost.	Achieve when budget allows.	Cost of banner £	People passing the library would be aware of its location and what is on offer.

				A boards could be used to promote different activities etc.
Re-introduce newsletter for our members	Ask staff to volunteer to undertake this and set up a task force.	Achieve within next 6 months	Staff time Cost of printing £	Would keep users informed of what is going on in the library and that they are valued as members.
Promote libraries to large businesses/organisations starting with RBK	Staff to go to organisation to promote library and enrol members	Achieve within next 12 months	Staff time IT equipment Leaflets & Poster	Increase membership of libraries.