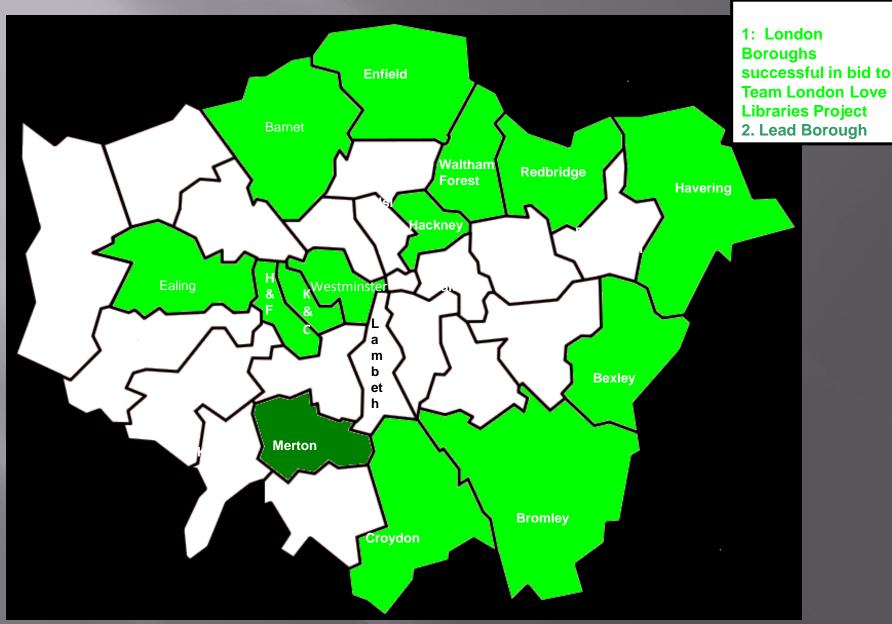
AN INTRODUCTION TO THE PROJECT

Sue Thiedeman

Why this project?

- Sector led Improvement
 - Library Services in London leading the way
 - Working collaboratively
- Volunteering a key issue for many
 - Raised at LCIP Accessing Funds Seminar
- Opportunity to work together
- ALCL and CLOA approach to GLA
- The opportunity comes at a price

Engagement: Team London Love Libraries January 2012



Key Messages

- Libraries supporting local people and local people supporting libraries.
 - libraries at the heart of the community
 - Involving people with libraries
- Volunteering is a tool to achieve outcomes
- Sustainability and lasting legacy
- Ensure a best practice approach
- Work collaboratively
- The project is NOT a cost cutting exercise

Marketing and PR

- Love Libraries
- Aim of marketing is to recruit volunteers
- Generic marketing products to share
 - Pop up banners
 - Downloadable products
 - Posters / leaflets
- PR
 - Managing messages and promote
- We all have a part to play in this

How we will work together

- The Project Steering Group will oversee
- Outline Programme Developed
- Volunteer Centres will work with boroughs
- Boroughs will work together to learn and share
- And volunteer centres will do the same
- Boroughs will cascade training and information to staff
- Formal peer to peer element
 - Continue to share and learn
 - Sustainable legacy through sector led improvement

Team London Libraries Project Framework

| Engage and | January | | Engage Library Staff |
|------------|------------|---------------------------|------------------------------|
| develop | | Engagement | Develop core roles |
| | | Workshop | Train and inform staff |
| | | Facilitated session | Work closely with V C's |
| Practical | February | Getting the Basics | Set up monitoring systems |
| Training | | Right | Set up local infrastructure |
| | | Practicalities and | Begin to recruit volunteers |
| | | reflective learning | Undertake Local Campaigns |
| Specialist | April /May | Series optional | Share and learn |
| Support | | Master classes / | Provide new opportunities |
| | | specialist | Expand the programme |
| | | workshops | |
| Review | June/July | Project Conference | Reflect, share and learn |
| | | | Launch toolkits and guidance |
| | | | Develop Legacy and |
| | | | sustainability |
| | | | Celebrate achievements |