

# AN INTRODUCTION TO THE PROJECT

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# 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



- 1: London Boroughs successful in bid to Team London Love Libraries Project
- 2. Lead Borough

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