# Minutes of the Cheshire & Mersey Patch Meeting – 8th June 2023

## **Present:** Adam Ballinger (Countess of Chester); Kathryn Bennett (Mid Cheshire); Graham Breckon (Countess of Chester); Fabriba Bannerman (Edge Hill); Debbie Spencer (University of Chester); Sally Gilligan (Wirral University Teaching Hospital ); Natalie Hall (Royal Liverpool); Maureen Horrigan (Liverpool Heart & Chest Hospital); Jan Moore(Liverpool); Susan Smith (Mid Cheshire – Chair); Stephen Molloy(Liverpool Women's NHS Foundation Trust ); Tracy Owen (Mersey Care); Yvonne Stubbington (St Helens and Knowsley); Graham Breckon (Countess of Chester).

**Apologies:** Mary Barden(University of Bolton); Carolyn Benny (Liverpool John Moores University); Victoria Ferri (Royal Liverpool); Samantha Gillies (University of Liverpool); Trudy Jones(Halton Libraries ); Razia Nazir (Bridgewater); Alison Thornley(East Chehsire); Gemma wright (Liverpool John Moores University);

**Marketing and Promotion:**

* YS shared that an action plan is done at the start of the year, and there is consideration into what resources should be promoted. The team looks at national days/events that they can link it with.
* JM – using the communications team, web team and marketing team. Also does the summer reading challenge through external sources.
* DS –the marketing team at the University of Chester is for the wider university, so the library team does the marketing themselves. It is ad hoc, they promote things as they happen (promoting things on Instagram, arranging graphics and comms for things like pop-up libraries on the campus).
* GB has a draft comms and engagement marketing plan which is being used to pilot marketing campaigns.
* YS has a marketing calendar that is used throughout the year to plan and record what has been done and what will be done.
* MH – the communications team helped with rebranding.
* SS – MCHT has a health and wellbeing calendar within the health and wellbeing committee. Lots of what the library team do is marketed through health and wellbeing. (E.g. national men’s week involved joint work with occupational health to get resources together for sign posting).
* SS – during carers week, JG went to the hospital crossroad events to support resources for carers.
* SS mentioned the summer reading challenge.
* FB – marketing and promotion of resources are built into daily tasks. FB’s role involves monitoring the usage of resources. Underused resources are flagged.
* FB writes blog posts, sends emails to programme leaders, and uses the library’s social media accounts.
* FB also hands out publicity material to new starters during inductions.
* YS has a library blog, Twitter and Facebook account. <https://twitter.com/STHKNHSLibrary>
* SM – the library has not been allowed its own account. Comms must be relied on to do it on their behalf.
* DS – only have Instagram. It is used to advertise things and provide guidance on how to return items or use the self-issue machine.
* MH – have asked about social media, but the communications team are reluctant.
* MH – the Trust has an app that can be used to send alerts.
* JM – Facebook page to show new books that have come in. Also does polls to create discussion (e.g. a poll with popular authors and asking who people’s favourite is). It has been quite successful.
* The library team at Mid Cheshire has its own social media account because SS used articles about the positive impact of using social media for communication as evidence.
* DS – has a book display team. They meet every month and decide what theme to focus on for the next month. Photos of the displays are put o Instagram.
* Mid Cheshire ran divisional championships and a divisional quiz, as well as an ‘It’s a Knockout’ event. It involved activities where everyone should be able to do at least one thing (being inclusive).
* JM – including what people are currently reading in their email signature.
* SM raised the idea of segmenting the audience. Should the audience be segmented in terms of staff groups, departments, or students?
* YS did this. The audience was broken down into main groups, then the team looked at what each group used the most.
* GB found bog post while drafting a plan and thought it may be useful: <https://blog.hubspot.com/service/customer-segmentation>

**Next meeting:** 13th July 2023 10-11 Topic: Health & Wellbeing.