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The Swimming Pool

Newsletter for the
SWIMS Network



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Editorial

Welcome to this very special edition of Swimming Pool as it focuses on the recent CILIP conference held in apparently not-so sunny Brighton where over 500 LIS professionals came together to share experiences on the three themes – Managing Information; Everyday Innovation; and Using Technology. Various people from around the region have put together their thoughts on the conference; and if you kept up with the conference on twitter via the #CILIPconf16 hashtag then you will know that there will have been hundreds, if not thousands, of tweets coming from the conference (including several that have commented on the wallpaper in the Brighton Pavilion)!

I have selected a few tweets and dotted them around Swimming Pool to give you a flavour of those tweets, but if you have the time do take a look at the #CILIPConf16 hashtag as I could only select a very tiny proportion! (There are also fabulous photos taken by the official photographer – do take a look at his website – <http://bit.ly/CILIP16photos> – can you spot your colleagues!?)

We also hope that people will be inspired to write about the HLG conference in September – perhaps we will have enough submissions to do another conference focused issue in October – do keep your submissions coming as they make Swimming Pool the wonderful newsletter that it is.

Sam Burgess
Editor in Chief
Hampshire Healthcare Library Service (HMLS)



@lauraclhessy “Sessions will begin in 5 minutes, please use this time to finish catching Pokemon” #CILIPConf16 #gottacatchemall



@tomroper Playing spot the librarian as I walk the streets of Brighton #CILIPConf16



@LisaKFlint Having that usual conference dilemma of which session to go to!!! #CILIPConf16

Your Swimming Pool needs you!

We are very sorry to be losing one our editorial group (good luck and safe travels Ruth!) and would like to recruit another member to maintain our group. The duties are not particularly onerous – perhaps one face to face meeting a year; seeking submissions; and editing incoming submissions.

Please get in touch with me via email (sam.burgess@southernhealth.nhs.uk) if you would like to know more or simply to put your name forward. It is a great way to get involved in the region and doesn't take up a great deal of time.

The Editorial Team

The changing KM landscape, the future of KM and our role in it as KM professionals

<http://cilipconference.org.uk/wp-content/uploads/Man-Info-weds-11.25-1.-Corney-Paul-reduced.pdf>

As a CILIP conference virgin, but having been to HLG several times, I felt that my options during this programme was much more of a pick and mix variety. A far more varied range of topics from across all sectors of our profession.

I was drawn equally to each of the morning's sessions, however the Managing Information thread offered an opportunity to gain some insight into a professional's view of the future of Knowledge Management (KM). Paul Corney, Managing Partner at *knowledge et al*, delivered a fast paced and engaging description of his extensive credentials and transition from the banking sector to author then onto international KM consultant. The slide showing the companies he had worked with was very impressive.

Paul then outlined some of the key drivers affecting change in the KM field, highlighting some recent political events in the UK and Europe, economic models and technological developments. Describing macro drivers and using a case study of the company Li & Fung, who many in the room had never heard of but who are one of the largest logistics companies in the world, Paul detailed how factors such as shorter product life cycles, increased partnerships, global supply chains, downsizing, outsourcing and flexibility not to mention increased pressure on costs have all lead to an increased focus on better understanding of knowledge within an organisation. These were pressures I think we could all relate to.

Paul described key areas of KM development with an overarching theme of governance and strategy using case studies:

- Quality standard compliance
 - The United Arab Emirates introduced excellence programs incorporating KM throughout, whereby all programs are judged and awarded with KM as standard to ensure quality compliance.
- Innovation
 - The capture of innovation with the use of Agile case management principles and a Wiki were applied to develop the Belgian Land Registry.
- Process/cost efficiency
 - An innovative 'peer assist' 4 day event which led to rapid and cost efficient development of the A350X aircraft.
- Risk
 - Sellafield introduced a knowledge capture mechanism for leavers to reduce the risk of key knowledge leaving the organisation.

There are very familiar themes and concepts here we experience in our day to day business such as excellence, quality standards, innovation, Wiki, cost efficient, knowledge capture and risk.

The third part of Paul's presentation focussed on the future of KM and a term he has coined the 'Knowledgeur', which is defined by Paul as:

'An entrepreneur who makes use of his/her/others' knowledge in one activity or market and applies it for beneficial use in another.

Originally inward facing the role is becoming more outward facing with the rise of communities and the need to collaborate outside of the firewall.'

In describing the role of the Knowledgeur he referred to the '7 ates':

Investigate - Are you putting a burning fire out / solving an immediate business need / addressing a risk (Operational KM) or is this driven by the vision from the top consistent with the organisation's business direction (Strategic KM)?

Navigate - Work out / Map the critical knowledge areas of your organisation and create a directory of the organisation's knowledge assets.

Negotiate - Agree the scope of your role with your sponsors and be tough negotiating what success will look like and how it's measured.

Facilitate - So much of what a KM Manager does involves facilitation. You will become a hub knowing who to go to to ask if you don't know yourself. You have to facilitate connections, meetings, interactions, events and communities. This requires resilience, a lot of social skills and a real understanding of cultural nuances.

Collaborate - You are in alliance with business areas and occasionally external suppliers or partners. You have to be capable of virtual cross border collaboration.

Communicate - Senior KM'ers tell you to devote 30% of your time to communicating what you do and getting feedback -it's not just about broadcasting. Have your KM Elevator pitch always with you. Let all your stakeholders know what you are doing and why.

Celebrate - The role can be a lonely one as reporting lines and sponsors change, yours is a cost not revenue line and the initial burst of enthusiasm fades. Collect stories, be prepared to acknowledge contributions and celebrate successes.

Key take home points for me were:

- 1) Consider what success looks like.
- 2) Tell your KM story and keep telling it.
- 3) **HIPPO**—Highest Paid Person's Opinion - make them interested by telling them:
 - in a way they would understand
 - in the limited time they have available

Chris Johns
Systems Librarian
Royal Cornwall Hospitals NHS Trust (RCH)



@CILIPHLG Observation and hot tip from @SueLaceybryant make sure KM initiatives are linked with quality improvement #CILIPConf16



@misterja Failures in monitoring of information led to 2006 Nimrod crash – having information no help if it's not managed & interpreted #CILIPConf16



@DanLive "Evidence does not speak for itself! It needs to be mobilised by people" - @SueLaceybryant #heelks #CILIPConf16

Thoughts from the CILIP conference

Everyday Innovation – “There were no suitable easy read books for our students so we decided to create our own” Easy Read Project: Developing literacies through bespoke library resources

One of the joys of attending a conference such as CILIP is the diversity of content on offer and being able to see opportunities for collaboration and cross over between different sectors. As I took my seat in the Studio Theatre I wasn't sure what to expect from this session delivered by Kate Grigsby, Librarian and Rebecca Davison, LRC Assistant from Bolton College. They explained how difficult it was to find suitable books and resources to support students with low literacy levels or who speak English as a second language. Their innovative solution was to [create their own books and ebooks](#) with subtitles, voice-overs and real life images to aid reading and cultural development. I was captivated by their enthusiasm and success at getting students and staff involved in the whole process of producing their own books, including story-boarding through to production. The additional benefit was to introduce this group of students to the library and to build their self-esteem and pride at producing a resource to be used by others.

The session was timely following a question raised during the earlier healthcare plenary about collaborating with our FE College colleagues to encourage health literacy for students. The Easy Read Project would seem a perfect vehicle to deliver health literacy messages to this hard to reach group.

Unscheduled unconference experience

One of the sessions I chose to attend was cancelled due to the speaker being unwell and in its place an interesting discussion was held about *What is meant by innovation?* The audience was mixed with representatives from a wide range of sectors. We started by discussing the difficulty of defining innovation and continued to establish a working definition. We decided it describes a new and creative way to do something that is then adopted by others. However it was questioned if the concept always needs to be new as innovation can also be about adaptation. “Innovation helps us to achieve a purpose for more people or in a more efficient way” was one definition and the point was also made that it can be about responding to actual needs but can also be serendipitous. There was agreement that innovation does not always have to be related to technological change although it was recognised that this is often the case and one delegate described his work on developing holograms for use in a library setting. Other examples of innovation from the audience included production of coloured bunting decorated by children for a school library, introduction of a clinical librarian service in an NHS Trust and developing a telephone reading group for the lonely housebound. The variety of these innovations indicated that little changes can often have the biggest impact.

An exhibition to please all

I took off my day-job hat when wandering around the exhibition as I realised I had at my fingertips experts who could help with some other projects I am involved with. I am currently involved in preparing a bid to refurbish our local junior school library and there were plenty of library design companies willing to suggest some interesting furniture and display solutions. I was also able to sample the fabulous FG Library sound booth and would love one for home. The Oxford University Press competition to win a hamper of books including the Roald Dahl Dictionary was also a must – unfortunately I didn't win ☹️. Talking to Downie Allison Downie Bookbinding reps was fascinating and I will hang onto their details for whenever I am in Glasgow as a free tour looks great plus if I ever get a bid accepted I may need their services

for the Trust archive. I will also be getting back in touch with the Internet Archive about their digitisation services and hope to do this in collaboration with our local history society. I was also pleased to pick up a flyer from the Health Libraries Group about the newly launched PKSB for Health and a flyer from CILIP about the newly formed Knowledge and Information Management Group.

Meeting up with old friends and new

It was lovely to see so many colleagues from other SWIMS libraries at the conference and it was also great to meet up with some of the people on the Knowledge for Healthcare and CILIP Leadership Programmes. I met people working in a diverse range of information services and libraries at the House of Lords, Liverpool John Moores University, St Peter's School, The Horticultural Society and a friend from Poole Public Libraries – who I was able to share breakfast with as we had, unknown to each other, booked into the same bed and breakfast.

Alison Day

Lead for NHS East Dorset Library & Knowledge Service (D01/D02)



@ninfield Successful librarians need to be stubborn and enjoy proving people wrong. #CILIPConf16



@LibraryUnedited Business approach to libraries...What do people ask for? How can we deliver that? Customer driven libraries #CILIPConf16



@NickPoole1 Judging by twitter dodgems + fish & chips = excellent high-level networking & CPD for #librarians...#CILIPConf16



Marketing and user engagement in a library mutual

Suffolk Public Libraries have undergone a huge transformation over the last 5 years, as Krystal Vittles, Development Manager at Suffolk Libraries, explained. In 2011, when a number of Suffolk public libraries were threatened with closure, a new body was created to take over the entire service. As part of their remit to reverse the service's downward spiral, it was essential to tackle the negative publicity it had received in local press and to challenge public perception of the service as failing.

Suffolk Libraries decided the best strategy for this was to play a more active role in re-creating their public image by producing their own publicity. They focused largely on their digital presence: they created a new website, established a presence on a range of social media platforms (Facebook, Twitter, Instagram), started up an e-newsletter, and got their details on Google Business Listings.

They also took the decision to start directly approaching the local press with their own articles and photos, rather than just waiting for articles about the service to be published. This meant more fact-based, informed reporting of Library developments and events, a more positive portrayal of their service, and another avenue for communication with users.

Drawing on this experience, Krystal presented some useful tips for other Libraries to use in their marketing:

- **Aim high with PR:** make senior stakeholders aware of what you are doing.
- **Keep up a barrage of messages:** use as many different avenues of communication as possible, and use them regularly.
- **Publicise all positive stories:** Krystal gave some examples of 'quick win' stories they had posted on their social media sites: a cat that had been missing from the local area found at the library; a talented sketch of a local sea front drawn over a library book's date stamp page...
- **Think about content:** don't write too much, and get straight to the point. Also, avoid using too much library jargon.

The result of this marketing push was a notable change in how the Library service was presented by the media and seen by the public: from a failing service to a thriving community asset. Incidentally, all the libraries in the service have remained open.

Katie Barnard
Clinical Librarian
North Bristol NHS Trust (SMD)



@Jemoula Great point that libraries have rich data on digital & social inclusion & can provide behavioural insights #CILIPConf16



@dawnafinch As librarians we know how libraries improve our lives and our communities. No matter our sector, we're in this together. #CILIPConf16



@LibraryJo1 Libraries are places of trust – they're welcoming and people know you have the knowledge and skills that they need #CILIPConf16

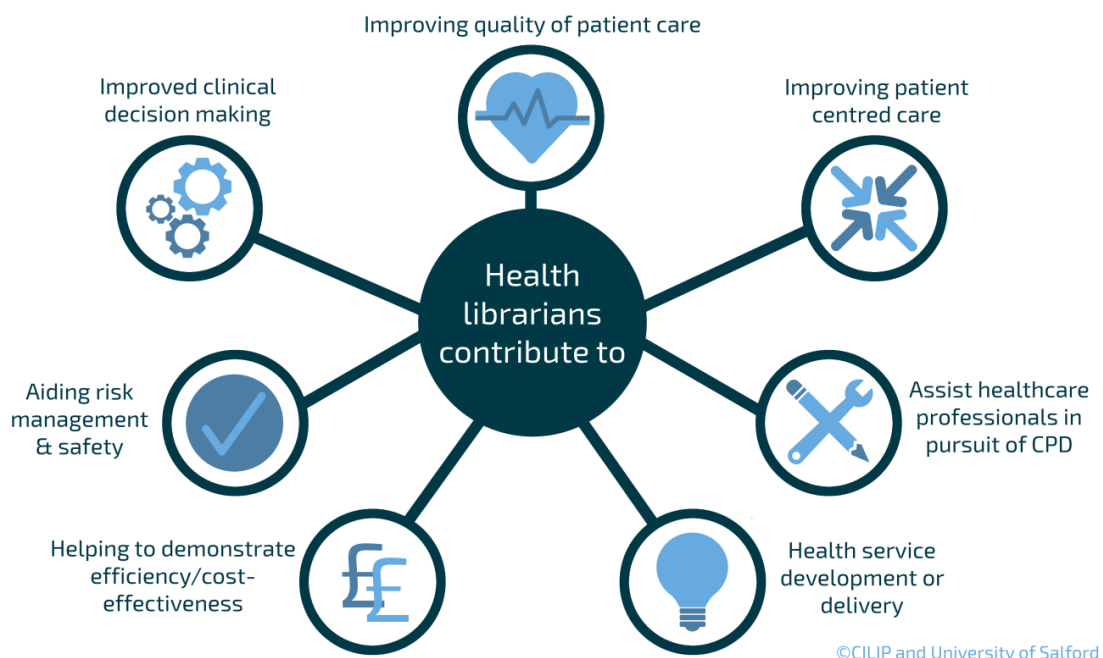
How to make an impact

The value, effectiveness, and impact of professionally trained library, information and knowledge workers.

I attended a session by Alison Brettle who was discussing the outcome of her recent research; a systematic scoping review entitled *What evidence is there to support the employment of professionally trained library, information, and knowledge workers?* and available here: www.cilip.org.uk/valueofLIKworkers.

It was commissioned by CILIP to identify the evidence from the current literature which demonstrates value that trained information professionals deliver to their organisations. All too often our skills set is often over-looked and our contribution under-valued. It focused on academic, school, public, and the health sectors. I think that we are living through an age where we do have to ensure that we are shouting about the work that we and how we have an impact on not only our users but our organisations as well.

The report focuses on the effectiveness and impact of the work in which libraries and librarians do, as she put it simply, does it work? Does it make a difference? We can use the information contained within its pages to help us argue how we are making the difference, as we can use the examples provided. CILIP have created the diagram below which is freely available to download and use in promotional material, <http://www.cilip.org.uk/about/projects-reviews/value-trained-information-professionals>



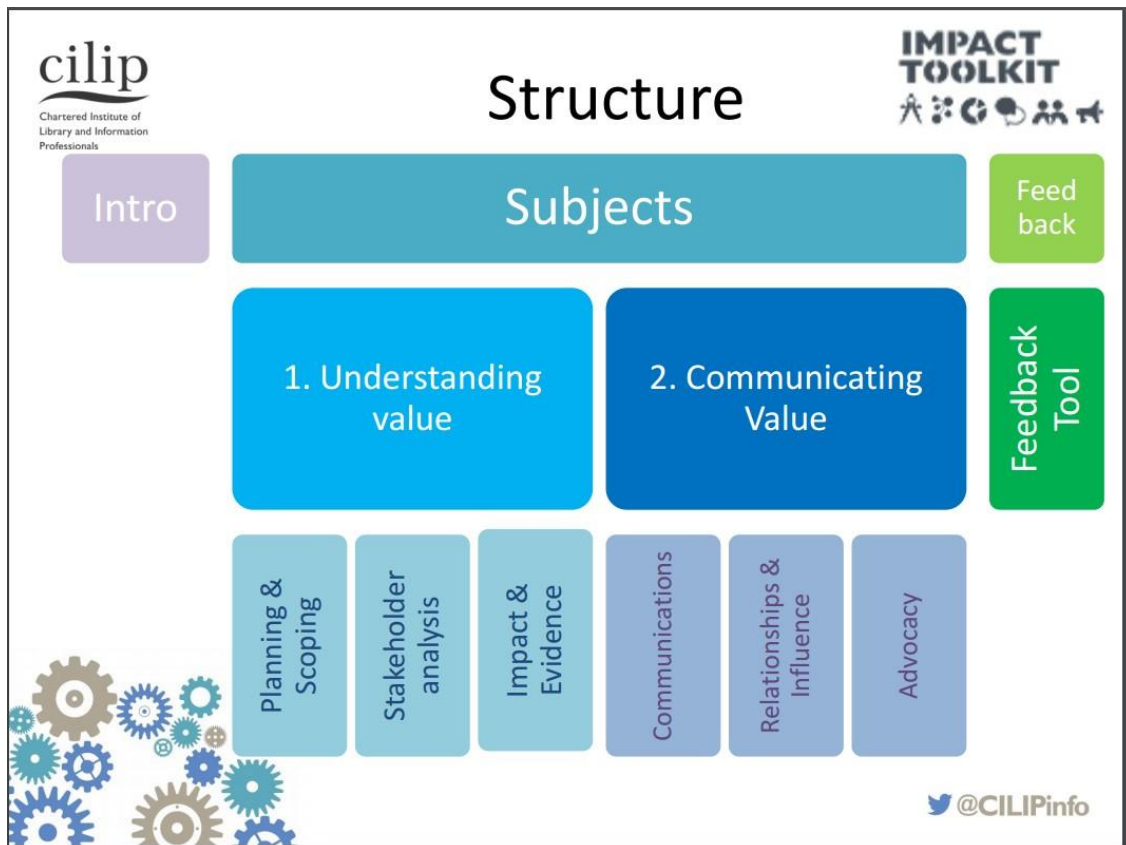
If you would like to see a copy of her presentation it is available at: <http://cilipconference.org.uk/wp-content/uploads/Brettle-Alison-session-1.pdf>

Using the Impact Toolkit to advocate for your service or skills

This session was given by CILIP and its aim was help attendees demonstrate and evidence the impact their services and skills have on the organisation. CILIP have produced an Impact Toolkit which is available to members in the VLE area of their website. It is important to remember that as health librarians we also have access to the Impact Toolkit on the Knowledge for Healthcare blog:

<http://kfh.libraryservices.nhs.uk/tag/impact-toolkit/>

CILIP's toolkit allows you to either work your way through it from start to finish or you can dip in and out as you would like. Each section (there are 6 in total) contains activities, readings videos and worksheets. The toolkit is arranged as shown below:



This was an interactive session, and we were grouped into sectors and asked to undertake a stakeholder analysis and identify which stakeholder held the most power or interest to make a difference and help champion our cause. A copy of the presentation can be found <http://cilipconference.org.uk/wp-content/uploads/Impact-Toolkit-Workshop.pdf>

Action Points for me from these sessions

- Read through the research and try and create a 1 side A4 side of the impact of health librarians
- Downloaded the image and use it on promotional material.
- Investigate the impact toolkits further

Nicola Healey
Library Manager
Weston Area Health NHS Trust (WSM)



@BrettleAli At the sharp end clinical librarians are there helping medics to make a difference #CILIPConf16



@isrennie The bottom line: patient outcomes. Everything we do is about making sure patients do better. #CILIPConf16



@isrennie We need to share what we believe in as librarians. Together as a profession we're stronger #CILIPConf16

The opportunities and challenges of open data

The first keynote speech on the second day was by Professor Sir Nigel Shadbolt, Professor of Computer Science at the University of Oxford. He gave an introduction to the concept of open data – data that can be freely accessed, used and redistributed by anyone – and how the open data landscape is rapidly transforming, driven by huge exponential growth in data creation.

Professor Shadbolt demonstrated that open data leads to innovation. Drawing largely on the work of the Open Data Institute (ODI), for which he is both Chairman and Co-Founder (along with Tim Berners-Lee), he gave some interesting examples of how businesses – often start-up companies – had used open data to create innovative products and analyse the bigger picture. Two interesting examples are:

- **Transport for London:** By making their transport data open, TfL spawned the creation of a number of third-party transport apps, such as Citymapper (<https://citymapper.com/london>). Not only did this mean less need for investment in their own in-house products, but it also enabled the development of new businesses.
- **Prescribing Analytics:** Using publicly available NHS prescriptions data, the team behind Prescribing Analytics (<http://www.prescribinganalytics.com/>) found huge national variation in statin prescriptions, particularly regarding expensive versus cheaper versions of drugs. They calculated that a potential saving of £200m could have been made in the year 2011/12 if, in two-thirds of cases, generic versions of statins had been prescribed instead of branded versions.

However, many see open data as dangerous, fearing the outcomes of releasing arguably sensitive data sets, such as government data, to the general public. Professor Shadbolt proved that this fear was largely unfounded. For example, the release of crime location data did not lead to any drops in house prices, as predicted. He did, however, use the example of misinformation during the EU referendum to argue there should be greater emphasis on data literacy, and that this is a new skill librarians need to develop and impart.

Having gone into the talk believing open data to be a dry topic of little relevance to me, I came out enthused about the great value of open data and its power to transform and improve our society. It leads to political transparency, economic growth, social inclusion, greater research, and a better informed media. We, as Library staff, need to start doing more to assist with the expansion and protection of open data, and to provide greater data literacy support.

Katie Barnard
Clinical Librarian
North Bristol NHS Trust (SMD)



@suzyredrec #CILIPConf16 @Nigel_Shadbolt Releasing health data is uncomfortable and controversial but inevitably leads to discussion #power #impact



@GoswamiLouise Greater analysis and use of open data could and does save NHS millions @Nigel_Shadbolt #CILIPConf16 #heelks



@LibraryUnedited Sometimes opendata results in generic treatment for patients, not necessarily the tailored care they might need #CILIPConf16 pause for thought

How we measure digital engagement

Douglas White, from the Carnegie Foundation, delivered a lecture on how we measure digital engagement. He started off talking about the advantages of digital engagement within the populace – better educational outcomes, healthier lifestyles, better employment, civic engagement, saving money etc. But, and this is a big but, he pointed out that digital services can actually exacerbate barriers rather than bring them down. At least 20% of the population do not have digital competencies.

To encourage the population to engage digitally, there needs to be some sort of hook to draw them in, for instance, encouraging those without digital competencies to start using the internet to find out more about their hobbies and interests, or use it as a medium to keep in touch with family and friends. There is currently no consistent measure of digital exclusion. [Editor's note: although Bob Gann might have some idea as he recently presented at EAHIL on this very subject - <http://www.bvsspa.es/eahil2016/wp-content/uploads/2016/06/B3p.pdf>]

The Carnegie Foundation recently partnered with MORI Poll to try to understand the factors and barriers to digital engagement in Glasgow, which has one of the lowest rates of digital take-up in the UK. An outcome of this project is the Digital Inclusion Outcomes Framework (<http://bit.ly/2ah8KRG>), which aims to provide a model that can be used at both local and national level to provide consistent measurement of digital exclusion. The Framework lists:

- 13 outcomes:
 - all citizens access the internet
 - all citizens make use of the internet regularly
 - everyone has the skills and confidence to use the internet
 - everyone feels motivated to use the internet
 - help people to improve their employment prospects
 - help people to improve their level of educational attainment
 - help people to manage and save money
 - help to support creativity and entrepreneurialism
 - enable people to live healthier lifestyles
 - enable people to communicate and connect with others
 - help people in their leisure pursuits and entertainment
 - make it easier for people to access public services
 - support greater democratic and civic engagement

- 54 indicators e.g.
 - increase % internet users making an online appointment with a doctor or other health practitioner
 - increase % of internet users seeking health information online
 - increase % of internet users making or receiving telephone or video calls using services like Skype or FaceTime
 - increase % of internet users finding out about news/events in a local area or community

There are a range of indicators against each outcome, and each indicator is a data point of nationally captured statistics.

To use the framework locally, the list of outcomes and indicators should be viewed as a “menu” of options we can pick and choose from. Using these indicators, Douglas believes we

should be able to assess the impact of each Trust locally. He asks us to encourage our Trusts to use the framework and report any feedback to him on douglas@carnegieuk.org.

Catherine Mickelthwaite
Library and Information Services Manager
Torbay and South Devon NHS Foundation Trust (TOR)



@janholmquist Lots of interesting stuff coming from #CILIPConf16
Glad to follow from afar. Thanks for the tweets.



@CILIPPMLG #CILIPConf16 Lara Dodd warns that digital natives don't really exist – don't confuse fondness for digital with digital literacy!

[public] Libraries & NHS Foundation Trust – working in partnership

<http://cilipconference.org.uk/wp-content/uploads/Everyday-Innovation-weds-11.25-2.-Mann-Catherine.pdf>

Now here's an interesting development, which I must admit I didn't see coming. We will all have read about the real challenges faced by public libraries, as budgets are cut and councils struggle to keep branches open. Volunteers running libraries, is nothing new, but in Staffordshire from April of this year the volunteers in 8 of the public libraries are now managed by South Staffordshire & Shropshire Healthcare NHS Foundation Trust (SSSFT)

When the libraries were put out to tender SSSFT saw this an opportunity to really improve the health offer available via public libraries, and improving mental wellbeing is very much part of the trust's business strategy. Of course it's not just people using the library who benefit, as we all know libraries are great places to work so those who volunteer feel their lives are enhanced too. The stock is bought and maintained by the council, while the trust manages the volunteers and focusses on the community engagement side of things.

Seem like a win-win scenario? Well, in 2016 saving public money is always major factor, and the council has been able to cut 41 posts saving around £1.7m from its annual budget. The downside is that the libraries are no longer being run by librarians, as the professionally qualified staff are very much at arm's length, managing from a distance.

The Guardian cannily timed publication of an article to coincide with the conference-
<https://www.theguardian.com/healthcare-network/2016/jul/13/nhs-libraries-wellbeing-health-promotion-community>

John Loy
Library and Knowledge Services Manager
North Bristol NHS Trust (NBT)



@schammond as libraries we shouldn't always try to speak the same language as the bean counters, you can't reduce what we do to just money #CILIPConf16



@Bibliobeccaria Really pleased change to volunteer-led libs led to community benefits but v. displeased that the librarians had to be let go #CILIPConf16



@Alto_Cat I couldn't find a pen despite all the freebies in my bag....#CILIPConf16

Normal in libraryland is pretty darn awesome

One of the keynote speakers at the CILIP Conference this year was Scott Bonner, director of the Municipal Public Library in Ferguson, a suburb of St Louis. Founded in 1930 the library serves a population of 21,000 and is located in the centre of Ferguson.

Scott's tone was humble and modest as he recounted the events which unfolded in Ferguson in the autumn of 2014.

Firstly, Scott gave us some guiding principles which he manages his library by:

- 1) Define your library's mission both broadly and narrowly
- 2) Who are you serving?
- 3) What are the competing ethical concerns involved?
- 4) What principles of librarianship are involved?

He then gave us a timeline of the events leading up to the autumn of 2014:

August 9th – Michael Brown killed by a white police officer

August 10-12th – Protests

August 14th-22nd – Ferguson School closed

August 15th – Name of police officer revealed

August 20th – date of the grand jury announced

November 17th – state of emergency revived

November 24th – grand jury decision announced

November 25th – riots

Scott shared with us the agonising decision-making processes which went through his mind on the 11th August. What he knew was:

- this is a new kind of protest;
- Ferguson was the centre of a new era of protest
- 10,000 people had gathered in the centre of Ferguson
- police say everything is closed

With everything closed, Scott asked himself what could the library do? He decided to stay open and from that day it was a "changed library"; he decided, with his staff, to open the library for the school children and it became a "school for peace". On Monday there were 30-40 children; by Wednesday there were 150!

Scott's decision to stay open throughout the summer and autumn of 2014 meant that the library became the centre of the community; it was safe; it was "politically neutral"; the library had no agenda – it wasn't selling or buying anything; it was not pushing a religion and it had resources aplenty! "Who else can do this?" Scott asked himself. The library was an oasis in a time of social unrest and crisis.

Riots started again on 24th November when the grand jury publicly announced that it had decided not to charge the police officer for shooting Michael Brown. Scott recounted how the protesters almost knocked the library doors down as they moved through the town. It was a vivid description and understandably terrifying.

Scott's talk was interesting and insightful, he was full of humility, he said he didn't do anything extraordinary, he was just there at the right time and the right place and the media caught

hold of the story. Central to Scott's talk was that libraries are central to community life and even more so when there is civil or social unrest. "Libraries kick ass" and "no one else can do what we do" became the buzzwords of the day.

The applause which followed Scott's talk was incredible!

Morag Evans
Trainee Librarian
Dorset County Hospital NHS Foundation Trust (D01)

Other comments from regional people attending the conference were:

- It's much better to try and fail, than not to try at all.
- Librarians should focus more on what can we do, not what we cannot do.
- "if safe, open"
- In a crisis, just be a library, only more so because "when your community needs a hero....remember that you already have the tights and cape"!
- "if people ask for help, then accept it – as they want to do something in times of crisis"
- "A book warehouse is not what the community needs" and library did normal library stuff in a crisis - librarians stepping up when the community needs us - "This is a profession of the heart"
- And following the keynote Nick Poole's observation "A leader is expressed in the actions they take"

Editor's note: If you would like to read more about the role Scott and his library played in the Ferguson riots, there was an article in the June 2016 Update when Scott Bonner was interviewed by Rob Green – see pages 18-20. CILIP members have online access, but do speak to your friendly library staff who can do interlibrary requests for you. ;-)



@ScottyBonner British librarians really know how to work their social media! I spoke at #CILIPConf16 this morning and now my mentions are FLOODED



@joeyanne Such a powerful opening keynote at #CILIPConf16 – main message I'm taking from this is to get stuck in and don't be afraid of failure.



@SamClewsLibrary Biggest round of applause I've ever heard for @ScottyBonner super inspiring talk proving the power and importance of libraries #CILIPConf16



@dawnafinch Libraries are there for people, have faith in yourself. No one else can do what you do. #CILIPConf16 @ScottyBonner

Shared virtual enquiry service for universities

The Northern Collaboration is a group of 25 university libraries in the north of England collaborating on service delivery. Most of their university libraries didn't previously offer student support beyond opening hours, normally finishing at around 10pm at night on weekdays, and no support during weekends. They needed to find a method of enhancing the student experience by providing a cost-effective, real time, out-of-hours enquiry service.

The consortia looked at a number of options, including providing in-house support, hosted by just one university or across several universities on their patch. The option they settled on to pilot involved a partnership with OCLC, who already does similar collaborative project work in the USA and with public libraries in the UK. The main incentive for going with this model is that the software, OCLC's QuestionPoint, was already available and there was an existing enquiry service they could tag onto based in the USA, rather than having to develop their own from scratch. In terms of value for money, this worked out much cheaper than putting on staff in-house – a single enquiry would cost around £8 a head, rather than over £300 per head with in-house staff.


The pilot project involved 8 universities. The OCLC team already had skills in answering reference-type enquiries from students, so the libraries only needed to provide information on their local policies and procedures to OCLC. The initial feedback from students was mixed – there were problems with the quality of information being provided to students. The pilot libraries initially thought the blame lay with OCLC, until they looked hard at the information they had provided, and discovered that this was where most of the issues lay, although there were some issues with terminology and company culture at OCLC. The pilot libraries put a lot of effort into re-writing their local policies and procedures, and have since found a good increase in the satisfaction ratings and quality of information provided.


Each pilot library produced a case study report to share learning and lessons. The service was rolled out to all 25 of the university libraries at the end of the pilot and is proving very popular, especially with part-time and distance-learning students.


Lessons learnt: the pilot libraries tried a soft launch approach with their students and found that take-up was initially very low. They acknowledged that beating the drum would have been far more effective. There is also a recognition that students need to be much more heavily involved in any future developments.

There was scepticism amongst the audience, if the audience questions were anything to go by, on the utility of using an enquiry service based in the USA and the cost savings. On a personal note, I found their presentation fascinating, and was convinced that this service was working and was the cheaper method. [**Editor's note** – it seems that we were ahead of the game with 'Chasing the Sun' in the South West a few years back - time to revive it??]

Catherine Mickelthwaite
Library and Information Services Manager
Torbay and South Devon NHS Foundation Trust (TOR)

 @ces43 75% of students were satisfied with the answer they got and 81% would use it again #CILIPConf16

 @Hollingtonn Jealous of the candy floss at #CILIPConf16 and the learning/networking/engagement of course...

 @misterjta No "one size fits all" model. Communities deserve & require the right support to ensure community libraries are fit for purpose #CILIPConf16#

Systematising Shakespeare: The Royal Shakespeare Company's journey from image management darkness to DAM enlightenment

<http://cilipconference.org.uk/wp-content/uploads/Man-Info-tues-14.50-2.-Morton-Towell.pdf>

Back in my undergraduate days I spent a very happy week at the Shakespeare Institute in Stratford-upon-Avon, and have had a soft spot for the RSC ever since. So it was a bit of a treat to learn about how the organisation is starting to get to grips with turning its image archive – which could be as rudimentary as a huge pile of photographs behind a secretary's desk – into a valuable asset.

It is comparatively recently that the organisation has undergone a major shift towards viewing its images as assets and considering how they can really make use of their creative, social and commercial value. Ah yes, that very familiar mantra of doing more with less, and repurposing what we have for an improved outcome. Thankfully the RSC does have a very good archive detailing all of the productions it has staged over the years, and each one has a unique identifying number. This proved an unforeseen godsend in getting to grips with structuring its image archive, and helped shape the metadata underpinning the system.

Do have a look a slide no 3 – “The Problem” where Michelle Morton, the RSC's Image Manager presented the results of a scoping survey. It's complicated stuff, and will likely make you realise that copyright in the NHS is comparatively easy. What of the layers of copyright within an image? There is the copyright of the image itself, but also the rights of the content of the image eg the costume designer, set designer, actors' images, and on it goes. There is a bus driving around with a huge image of David Tennant as Hamlet holding Yorrick's skull – you'll see it toward the end the presentation – which has never been licenced for use in that way.

One of the key messages which shone through is that while the RSC does now have an image management system this has been achieved through cultural change and getting key people on board, simply throwing money at some whizzy technology is not the answer.

John Loy
Library and Knowledge Services Manager
North Bristol NHS Trust (NBT)



@bibliojenni Library work is transformative - it changes perspectives, lives, careers. @chrisriddell50 #CILIPConf16



@johnrdolan Vision without execution is hallucination. Must know what, how, and especially *why* you're doing. Stephen Phillips #CILIPConf16



@SimonXIX “Waterloo” by ABBA playing at #CILIPConf16, eh? “And now it seems my only chance is giving up the fight...”

The Bodleian Libraries and social media: how we succeed with our strategy

Presentation [Part 1](#) and [Part 2](#)

Anyone who has ever attended a CILIP conference will be aware of the rich variety of novel topics on offer in the a la carte menu for each year's program. So when it came to choosing a session to round off the first day's fayre my attention was grabbed by the words 'Social Media', 'succeed' and 'strategy' in the title of Adam Koszary's slot.

Adam, Communications and Social Media Officer at Bodleian Libraries, started with an array of colourful and interesting pictures. From Morris dancers to a poor mouse, whom had caused much concern in one of the oldest collections of the Bodleian libraries but became a social media superstar via [Buzzfeed](#) when it got caught in one of the oldest mousetraps.

Adam described how The Bodleian Libraries are a collection of 30 libraries that include the historic Bodleian Library itself. As a vast and important archive of diverse artefacts, also as an academic repository serving many groups of students, academics, businesses and members of the public across the world, then a strategy was required to reach all of the people whom the libraries serve.

Why use social media?

Many of the library's users are already on social media, it's where the people are, making it a good place to promote the service and resources. More of the work the Bodleian does is increasingly electronic with the proliferation of digitization projects. An example of this being the 12 millionth book in the collection [Shelley's Poetical Essay in The Existing State of Things](#).

Social media is also a good way of promoting outside of the Bodleian's existing user groups and stakeholders. As a marketing tool then it seemed ridiculous not to exploit the technology being used by the target audience. Adam was very clear to point out a disclaimer. They were LUCKY TO BE THE BODLEIAN!!

The main aims of the strategy were to:

1. Use social media to encourage strong association with and affection for the Bodleian Libraries brand.
2. Tell the Bodleian Libraries' stories more effectively.
3. Ensure that social media channels are being used optimally both strategically and tactically to maximise reach, engagement and impact.
4. Increase audience size and participation OR The catch-all.
5. Make Oxford University more of a social business.

The main platforms used are Facebook, Twitter, Instagram, Tumblr. Others like Pinterest, LinkedIn and Google+ were used but not so much due to limitations in functionality or lack of uptake with the platforms. The presentation offered several dynamic and innovative cases where use of social media has provided the Bodleian with a wider audience, greater engagement from its community, active participation from many corners of the globe.

Examples illustrated included hosting a Twitter chat on favourite subject headings on the catalogue, using GIF's to apologise for the catalogue being unavailable, a challenge to decipher ancient Hebrew text on an image was successful, an initiative #ColorOurCollections

encouraged people to download black and white historical images which they could colour in and upload.

Reviewing statistics is a large part of exploiting social media. Google analytics provided some useful tools to review activity and engagement from the various platforms. One interesting demographic observation from statistics was that teenagers appear to use Tumblr more than Facebook or Twitter.

Adam's top tips to social media were:

- Why should I care? or Try not to be boring
- Know your audience
- Post every day
- Proof, proof, proof
- Take risks and experiment
- Know your audience
- If you don't have the skills, find someone who does
- Post every day

As a historic brand with influence and with a rich source of content I could see how the Bodleian might have an advantage using social media. Couple that to Adam and his team's knowledge, time and support from the organisation all of which were cornerstones to the success of this work.

Social media and it's exploitation in our field is not a new concept but from previous reviews and presentations I have seen, success in NHS Library use of social media has been limited. However, the 'take home' points for me, besides Adam's tips, were that the aims for the Bodleian were not so different to those we encounter in NHS Libraries.

Issues around creating a recognisable brand, telling our story or mission, two way communication and engagement, achieving greater potential user awareness and generating greater stakeholder support whilst looking beyond the status quo.

This engaging presentation resonated loudly with my own experiences. Now where can I sign up for a course on creating GIF's...?

Chris Johns
Systems Librarian
Royal Cornwall Hospitals NHS Trust (RCH)



@GilesLloydBrown Bodleian Libraries use humour to show a human side on social media. Being silly occasionally is not a problem #CILIPConf16



@c_m_gilbert Dips in statistics are not failures if they can be explained, which they almost always can be #CILIPConf16



@pyewacket1970 Hilarity at work as colleague can't get over that #CILIPConf16 has been trending today #golisccommunity #debate #exchange #learn

The CILIP conference via Storify

Last year I visited the CILIP Conference in Liverpool on an HLG bursary with the obligation to write a piece for their newsletter, so it was nice this year to be able to take the brakes off a bit and enjoy the atmosphere more. I wasn't expecting to be engaged by the speakers quite as much this year but found that the opposite was the case, particularly being able to watch the Children's Laureate, Chris Riddell at work. I've compiled a [Storify](#) of my tweets which includes some photos and a video of said illustrator at work, so hope that if it's accessible to you it will give a flavour of the event...along with this one of Librarians on a rollercoaster!



Angie Drayton
Assistant Librarian
Yeovil District Hospital NHS Foundation Trust (YDH)



@CILIP info Thanks to everyone who attended #CILIPConf16 – catch up on any presentations you missed here – www.cilipconference.org.uk



@ces43 I really want to have a conference where we don't brag about successes but highlight (& learn from) failure #CILIPConf16



@JennyP_Carnegie Thank you to all the people who made #CILIPConf16 so wonderful & for all their hard work!

And a few more #CILIPConf16 tweets that should be shared...

@philbgorman Still feeling invigorated from @walkyouhome's closing keynote – “We have never been neutral. We have been lazy”. Hit home hard. #CILIPConf16

@Bibliobeccaria We have to help those below us instead of drawing up the ladder behind us. #CILIPConf16

@abombolo We have to prove that libraries are valuable but not forget what our true aim is. Helping people #CILIPConf16 @walkyouhome

@library_lizzie Lauren Smith: “The professional is political”...”we’re just not trained and geared up to deal with this stuff” #CILIPConf16

@calire “Buying a 3D printer and putting it in the corner doesn’t create a makerspace” #CILIPConf16

@LibraryUnedited How can we increase recreational reading in an NHS library #CILIPConf16

@LisaMcLaren66 Spotting a fair few Health Librarians in the Knowledge Management breakout session. #CILIPConf16

@ScottyBonner Had a lot of fun at the #CILIPConf16 party last night. The ladies from Sheffield are trouble. :)

@W1Librarian Brighton Pier is about to be invaded by happy (and inspired!) librarians #CILIPConf16 is ROCKING

@c_m_gilbert 21% of parents thought children weren't on any of social media site: 100% were #CILIPConf16

@helenalex #cilileadership participants saying you don't have to be a manager to be a leader #CILIPConf16

@Marfijeeka Can we use our small branch libraries in Kent as touchstones for tackling mental health in the community? #CILIPConf16

@Bibliobeccaria I'd imagine those who are not online find it significantly harder to access high quality health information too #CILIPConf16

@lyn_denny A thought provoking and passionate session about mental health by Becci Louise. The library as a safe place again...#CILIPConf16

@SASHlibs Prof Graeme Dewhurst (in charge of junior doctors across SE) talking about “outstanding” contribution of clinical librarians #CILIPConf16

@tss502 Bringing together communities who are physically close but segregated by social class. THIS is why libraries matter #CILIPConf16

Network News

Welcome to Carol Giles!



We are very glad to welcome Carol as our new Library & Knowledge Services Manager after a five month wait. Originally from Hampshire, Carol spent 10 years in the Royal Navy as a Radio Operator during which time she traversed the UK and Hong Kong (see photo!). She then decided to stay on land and attended Strathclyde University where she read a degree in European Studies and History. This was swiftly followed by a PG Diploma in Information & Library Studies.

Carol moved to Devon in 2003 and after working for various organisations finally arrived at the University of Exeter Library. She tarried there as Library Manager from 2005-2015 and took voluntary redundancy while assessing her life/work balance.



She initially joined us as a part time Library Assistant last June but was able to step in and cover the temporary staff shortage while Pam acted up. She is already giving helpful suggestions and encouraging us with her cheerful disposition and sunny smiles.

Carol is nearly qualified as a Qigong teacher, but also loves Pilates and cycling; a very good role model for the team! She is currently studying a PG course in Family & Local History with Dundee University; along with her predecessor she is an avid cat lover and volunteers at her local RSPCA.

Pam Geldenhuys
E-Resources Librarian
Royal Devon & Exeter NHS Foundation Trust (EXE)

News from I01

Greetings! My name is Sarah Harrison and I just wanted to extend a quick hello to the SWIMS network as I have just started work in my new position as Graduate Trainee Library Assistant at the Oliveira Library here on the sunny Isle of Wight. My first week has been busy but equally very exciting as I begin to learn the ropes! I'd also like to say a big thank you to the whole team for giving me such a warm welcome, and I very much look forward to developing my librarianship skills over the coming months!

Sarah Harrison
Graduate Trainee
Isle of Wight NHS Trust (I01)

PS: We are delighted (and very relieved) to have Sarah here after nearly 9 months since Sue left...! Sarah is already up and running with ILLs, and I hope you will meet her in person at a SWIMS network event soon.

Anne Lancey
Library & Knowledge Services Manager
Isle of Wight NHS Trust (I01)

Circulations Group update

For those of you not lolling by a beach sipping a long drink (or sitting in a tent with rain lashing down on the canvas) summer means Catalogue Tidying Time! As libraries often get a little quieter over the summer we thought it would be a good time for everyone to spring clean their parts of the catalogue. Deleting old data helps us comply with data protection, helps users and library staff find things more easily, and saves space on the system.

Maximum loan length – new policy

Please ensure your books are not loaned continuously to the same user (including renewals) for more than 3 years. It's fine to loan a book on the system for longer than this if you wish but please return the book and reissue every couple of years. This is to ensure we can tidy other bits of the catalogue such as calendar entries. For more info

<http://www.swimsnetwork.nhs.uk/modules/circulation/issue-return-renew/#maxloanlength>

Long Overdue items – new policy

The longest a book should be on the system as 'Long Overdue' is 2 years from issue. Long Overdue books mean nothing to users so should be dealt with as soon as possible.

For more info on how to get a list of these for your location go to

<http://www.swimsnetwork.nhs.uk/modules/circulation/overdues-fines-calendar/#longoverdue>

Claims Lost and Unreturned status books – new policy

These should be deleted after 5 years from return and I will be contacting libraries with large numbers of these to encourage weeding of these titles.

For more info see <http://www.swimsnetwork.nhs.uk/modules/circulation/issue-return-renew/#claimslost> and <http://www.swimsnetwork.nhs.uk/modules/circulation/overdues-fines-calendar/#defaulting>

More housekeeping

If you still have enough energy after doing all the above please see the full Circulation Housekeeping list of tasks <http://www.swimsnetwork.nhs.uk/modules/circulation/>

New chair

The Circulations Group has a new Chair – Andrew Brown from WXM. Thanks Andrew and over to you...

Happy summer everyone!

Claire O'Connor

Deputy Library Services Manager

Gloucestershire Hospitals NHS Trust (CGH/GRH)



#UKMedLibs

The next #UKmedlibs chat on Tuesday 16th August (at the usual time of 8pm) focuses on leadership – both in general and on the work of the first cohort of the KfH leadership programme. Jo Alcock (programme co-ordinator) and Michael Cook (programme participant) will lead the chat and will cover such topics as – can anyone be a leader? How can leadership skills be developed? Come and join us!

Olympics Competition

A serendipitous twitter conversation between Nicki Healey and Sam Burgess whilst exclaiming about the awesome gymnastics has led to a challenge for you all! There are 28 Olympic words hidden in the text below – and two bonus words! Can you find them all?

Email the answers by 31st August to sam.burgess@southernhealth.nhs.uk – all welcome – editorial team too as Nicki and Sam are the only ones with the answers.

Suitable prizes will be on offer to the sharp-eyed amongst you.

The challenge of Rio - how librarians can achieve gold

I recently attended a day conference at Copacabana beach, it was very busy packed with both tourists and fellow librarians, and indeed it was a slalom to get into the venue. The conference centre was newly built and was a total of 20KM from end to end. I therefore had to sprint from a couple of sessions in order to get to the next.

The first session took place in the “Greco-roman” room; its theme was on the impact which librarians can have on its users in the 21st century. Librarian’s knowledge and skills have to be wide ranging, indeed, trampolining from one topic to the next. We have moved away from our daily weightlifting sessions with piles of books, instead we now have to navigate the open water of e-resources with laser accuracy.

The session which focused on the practicalities of literature searching, was really interesting. Chris spoke about a time trial which they undertook around literature searching, as we are all aware this can be done in either a systematic or a freestyling way (aka shooting in the dark!), indeed the average librarian looks at over seven databases during one search. The trial centred on watching two users undertaking a synchronized literature search on google. It was not plain sailing as there was a large golf between the two users which highlighted the difference in experience levels. The main findings were that users should not be jumping around the databases, and should walk a straight path rather than going cross-country nor cycling through each of the databases in order to net the answers that they require.

The last session of the day focused on the statistical management, it might surprise you to hear that this was the most popular session of the day – I had to wrestle to get myself a seat. The presenter, Steve, rowed over the main points, and in my opinion he was fencing around the topic instead of focusing on how you could use statistics to show the impact which your service was having he just should us how the stats he collected had being diving down over the last couple of months.

There was a conference meal and it was important to ensure that I had checked the eventing invitation to ensure that my dressage was up to the required standard, indeed, we were all expected to wear silver outfits!

System Administrator Day



**Barbara Peirce (D01) celebrating System Administrator Day on Friday 29th July with a cake or two!
Thank you to all of our System Administrators.**

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