

6.

<b>READER DEVELOPMENT STRATEGY</b>
<b>ACTION PLAN 2002/3-2005/6</b>

2002/3			
Objective	Timescale	Responsibility	Budget
<b>Focusing on the Reader</b>			
<b>Placing the reader at the centre</b>			
Review of job descriptions	<b>Sept 02</b>	BM	N/A
Implement reader development slot on meeting agendas	<b>March 2002</b>	BM in liaison with SL's	N/A
Identify financial resources	<b>April 02</b>	ECG: SH Stockfund: SL's & Libs	£3000 ££4.5k
Approach funders	<b>Mar 03</b>	SH/RDO	
Review of financial support available/forward planning	<b>Dec 02</b>	RDSG	N/A
Review structure and management of RDS Group	<b>Dec 02</b>	LSMT/RDSG	N/A
RDS Group to produce newsletter	<b>Quarterly from Jul 02</b>	RDSG	N/A
Establish RDS Group	<b>April 02</b>	BM/SH	N/A
<b>Responding to the reader</b>			
Promote and develop Adults and Children's Information Service	<b>July 02</b>	Web pages: ST/VL/CA	N/A
Identify information gaps, plan research strategy	<b>DEFER 03-04</b>	DEFER	DEFER

<b>2002/3</b>			
<b>Objective</b>	<b>Timescale</b>	<b>Responsibility</b>	<b>Budget</b>
<b>Building the audience</b>			
Begin the process of marketing reader services	<b>Sept 02</b>	MT/SH via Marketing strategy	N/A
Identify sites for Reader Groups and develop partnerships	<b>Mar 03</b>	SL's & Teams	Bid for additional resources in RALP
Target ethnic minority communities	<b>Mar 03</b>	BM/VL/	Within existing resources [£7k] For indic stock
Target teenagers	<b>Mar 03</b>	ZD	Within existing resources
<b>Creating a sense of ownership</b>			
Draw together existing evidence	<b>Dec 02</b>	Research officer	N/A
Refocus existing consultation strategies	<b>DEFER 03-04</b>	DEFER	DEFER
<b>Developing Resources</b>			
<b>Creating a skilled and confident staff</b>			
Planning partnership development and fundraising for full time post	<b>September 02</b>	MT/SH/Consultant	RDO post contribution to RALP Bid
Appointment of f/t RDO	<b>Jan 03</b>	MT/SH	RALP Bid
RDS training/ planning of training programme	<b>DEFER 03-04</b>	DEFER	DEFER
Strategies implemented to encourage staff to talk about their reading	<b>July 02</b>	BM –[3 line review from staff for Library Matters]	N/A
Develop resource bank	<b>DEFER 03-04</b>	DEFER	DEFER

<b>2002/3</b>			
<b>Objective</b>	<b>Timescale</b>	<b>Responsibility</b>	<b>Budget</b>
<b>Stock selection and management</b>			
Develop coherent stock selection and management policies	<b>Mar 03</b>	SDM/RDSG	N/A
<b>Accessible resources</b>			
Develop resources in line with target groups	<b>Dec 02</b>	Teenagers: PAD/ZD Ethnic minorities: PC/VL	Within existing resources
Build collections	<b>Ongoing</b>	SL's/teams	Within existing resources
Explore new ways to display stock	<b>Ongoing</b>	SL's/VC/BEM/teams	Within existing resources
<b>ICT/reader development</b>			
Develop web page	<b>July 02 Sept 02</b>	Reader Dev: ST/VL/CA Children's: AL	Within existing resources
Initial development work on Dynix	<b>March 03</b>	HB/AL	Within existing resources
Promote Forager	<b>August 02</b>	AL/VL/ST/CA	Within existing resources
<b>Developing Services</b>			
<b>Integrated reader services</b>			
Initial planning for Borough wide reader development programme	<b>April 02</b>	SL's/Team	Budget as per ECG/Stockfund listed above
Implementation of reader development programme/ future planning	<b>Sept-Mar 02 Oct-May 02</b>	Adult: PC/ Children's: PAD/ RDSG	Budget tba for 03
Market reader services to borrowers	<b>Mar 03</b>	SDM/RDSG/ Teams	Within existing resources
Market services to non users using local authority partnerships	<b>Ongoing</b>	SDM/RDSG/ Teams	Within existing resources

<b>2002/3</b>			
<b>Objective</b>	<b>Timescale</b>	<b>Responsibility</b>	<b>Budget</b>
<b>Raising the Profile</b>			
<b>Advocating reader development</b>			
Initial advocacy work with staff and members	<b>Ongoing</b>	RDSG	N/A
Advocacy within local authority	<b>DEFER 03-03</b>	DEFER[RDO]	DEFER
Create an advocacy map	<b>DEFER 03-03</b>	DEFER[RDO]	DEFER
<b>Strategic partnerships</b>			
Partnership development with RAB	<b>March 03</b>	RDO	N/A
Focus on local authority priorities	<b>Ongoing</b>	RDSG	N/A
Develop RAB relationship/prioritise other partnership	<b>DEFER 03-04</b>	DEFER[RDO]	DEFER
<b>Local and regional planning processes</b>			
Promote role of reader development in LIS's planning	<b>March 03</b>	MT/BM/SH	N/A
Promote reader development in LIS planning	<b>September 02</b>	ALP: RDSG/Teams	N/A
Profile reader development in Borough and regional planning	<b>DEFER 03-04</b>	DEFER[RDO]	Research budget tbc
<b>Stronger links with the media</b>			
Plan a reader focused approach to local media	<b>Ongoing</b>	SL's/Team BM/SH	Printing costs as necessary
Implement media campaign	<b>DEFER 03-04</b>	DEFER[RDO]	DEFER

<b>2002/3</b>			
<b>Objective</b>	<b>Timescale</b>	<b>Responsibility</b>	<b>Budget</b>
<b>Effective Monitoring and Evaluation</b>			
<b>Aims, objectives and outcomes</b>			
Review procedures for the evaluation of reader development	<b>July 02</b>	SH/VL/ST/CA/AG	N/A
Ensure evaluation accounts for relationship between aim and impact	<b>Ongoing</b>	RDSG and teams	N/A
Complete review of procedures	<b>Mar 03</b>	RDSg/Teams	N/A
Monitor impact on staff	<b>DEFER 03-04</b>	DEFER	DEFER
<b>Qualitative and quantitative evaluation</b>			
Review tools and identify gaps	<b>March 03</b>	RDSG	N/A
Complete review of existing tools	<b>Mar 03</b>	RDSG	N/A
Develop new tools	<b>DEFER 03-04</b>	RDSG/TEAMS	TBC
<b>Effective Evaluation</b>			
Ensure systematic and centralised evaluation	<b>Ongoing</b>	RDSG/TEAMS	N/A
Use evaluation to inform planning	<b>QUARTERLY 02- 03</b>	RDSG/Teams	N/A