

Cheshire and Mersey Health Libraries Group
Minutes of meeting held on 19th April 2016
The Brain Charity, Liverpool

		Actions
1	Present: Emma Cawley, Emma Child, Lorna Clarke, Stephen Edwards, Suzanne Ford, Zoe Gibbs-Monaghan, Janet Ireland, Stephen Molloy, Anne Roberts, Susan Smith	
2	Apologies: Vicky Bramwell, Lynda Cotterill, Virginia Jordan, Margaret-Mary O'Mahony, Jacqui Maung, Glenda Morris	
3	<p>Embedding your service</p> <p>The group discussed ideas on how the library can become embedded into the organisation.</p> <p>What does it mean to be embedded? Examples included:</p> <ul style="list-style-type: none"> • Being a member of groups/committees with key figures in the organisation. • Library being involved in processes and systems of organisation eg Procurement – any books and journals required by Trust departments must be purchased via the library so that duplication can be avoided. <p>Risks of not being embedded</p> <ul style="list-style-type: none"> • Libraries can be vulnerable in organisations with financial restraints and some have seen budgets being dramatically reduced. <p>What can we do?</p> <p>Discussion took place around the importance of raising the library profile and demonstrating its value to the organisation. Suggestions included:</p> <ul style="list-style-type: none"> • Networking - go to meetings, committees etc. Although they may not seem beneficial in themselves, the opportunity to become visible and the informal networking can be invaluable. • Align to the organisation's strategic aims - be prepared to move into areas that are important to the organisation eg e-learning. The MAP toolkit is a useful resource. • Tailor services to individuals eg targeted mailshots can produce new contacts. • Use non-traditional resources eg World Book Night, book swaps, promotions throughout year. • Social media can be valuable if used wisely to a target audience. Not always easy to be relevant if restricted to organisational Twitter accounts that go out to members of the public. <p>The University of Liverpool Library have a very successful Twitter following. They also use Instagram and Facebook.</p> <p>ZGM offered to arrange for some of the team to attend the C&M meeting on promotion.</p> <p>For those who were in attendance at yesterday's meeting and for others who are interested, this is the article written by my colleagues here at the University of Liverpool, outlining our experiences and our team approach to</p>	ZGM

	<p>social media. It's an interesting read; http://www.tandfonline.com/doi/full/10.1080/13614533.2016.1152985</p> <p>and for those of you who are interested in our very successful Twitter account, you can find us here; https://twitter.com/LivUniLibrary</p> <p>and follow us @LivUniLibrary</p> <p>or on Instagram; https://www.instagram.com/livunilibrary/</p> <p>or Facebook; https://www.facebook.com/livunilibrary</p> <p>Zoe</p>	
4	<p>Sustainability and Transformation Planning</p> <p>Trusts in the region are members of the Cheshire and Merseyside STP. Organisations need to submit 5-year plans to NHS England by 30th June for implementation in October. They may require evidence to support plans and it will be useful for libraries to be aware of STPs and collaborative initiatives across the region.</p>	
5	<p>Athens: Nothing to report.</p>	
6	<p>AOB:</p> <ul style="list-style-type: none"> • SS is still planning on meeting with Gil Young to discuss annual reports requirements for LQAF. • The LIHNN Committee is looking at branding and will be getting the support of an external consultant. • Thank you to Janet for including a tour of the Brain Charity and to the service user who came and spoke to the group about the help she has received from the library. 	SS
7	<p>DoNM:</p> <p>21st July 10am Show & Tell: Knowledge management Location: Mid Cheshire Hospitals NHS FT http://www.mcht.nhs.uk/research/jetlibrary/ Chair: TBC</p> <p>11th Oct 10am Show & Tell: Library promotion that works Location: Wirral University Teaching Hospital NHS FT http://www.wuth.nhs.uk/patients-and-visitors/hospitals/arrowe-park-hospital/getting-here/ Chair: Victoria Treadway</p>	