

This strategy sets out the context in which the marketing and promotion of Surrey & Sussex Library & Knowledge Services (LKS) takes place and what steps we need to take to market the service more effectively.

1. Service Priorities Now & in the Future

The LKS is available to all NHS staff and students on placement in the East Surrey and north West Surrey local health economy. The service is managed by SaSH. **LKS strategic objectives (2011-16)** are aligned to those of SaSH:

- Deliver a high quality Library & Knowledge Service
- Work in partnership and collaboration
- Supporting and engaging with others in the development of an effective organisation

External Influences such as: other local organisations' priorities (most receive services from more than one NHS library service), Clinical Commissioning Groups, students & universities, Health Education KSS, **all impact on the LKS** in terms of what is possible and what may be required. Current and emerging **technology has an impact** on what is possible and what users expect. **See appendices 1 & 2**

4. Current Marketing Activities

The LKS carries out **a wide range of marketing and promotional activities**. To have the **greatest impact** the promotional activities need to be **coordinated**, carried out in a **joined-up way** and the main audience (user group(s) or stakeholder) for the specific promotional activity needs to be identified and focused. This will be carried out by the **LKS Marketing Group**. The LKS collects **data about the service** (e.g. activity data) and feedback from users (e.g. annual survey, literature search feedback) this should be used to inform marketing activities. **See appendix 7**

3. Who Are Our Users?

Different types of users and potential users of the LKS have been identified; both by role and by other factors e.g. location. A **brief profile** of each **segment** has been drawn up, covering: their main **characteristics**, information **needs, obstacles** to engagement and service **opportunities**. Using these **profiles** it is now **possible to identify**: which existing and future **services** will be of **most benefit** to which users; **gaps** in service delivery and how **best to promote** services to specific groups of users. These profiles were developed by the library team.

To get a **clearer picture of each segment further work needs to be carried with input from users themselves** e.g. through focus group. This work will be shared out with other KSS LKSs.

See appendix 6

2. Service Offer

The services provided by the LKS can be categorized by **physical resources, electronic & online, library expertise and access** (some are in more than one group). Some people make good use of these services, but many are not aware of what is possible and how to access the services.

A number of areas have been identified for **potential development**. When developing a new service, the profile and **service need of current and potential users** will be taken into account to ensure that the service is needed and promoted in the right way to **reach the target audience**.

The **strengths, weaknesses, opportunities and threats** to the LKS have been considered. The SWOT analysis helps to identify where the LKS can have the **most impact** and where it is less likely to have an **impact**.

See appendices 3, 4 & 5

5. Next Steps

A **Marketing Group** will be established to:

- **Coordinate** and lead marketing and promotional activities
- Draw up and deliver an **annual marketing plan**
- Work with the KSS wide marketing group to **profile segments**
- **Update** and develop new library promotional materials & leaflets,
- **Re-brand** all leaflets, forms etc using branding style using the Surrey and Sussex LKS style developed by KSS LKS

Membership of group is open to all LKS team.