

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 (2016-21)** are aligned to those of SaSH:

- Deliver high quality service that empowers staff and students to deliver safe services and to be recognised as being in the top 10% of LKS in the NHS in England
- Provide library and knowledge services that enhance the delivery of effective and sustainable clinical services within the local health economy.
- Provide NHS staff and students with resources and the environment that promotes their health and wellbeing, and therefore that of the patient and carers.
- Recognised as a library service that is responsive to the needs of individuals and the organisations in the local catchment area.
- A library service that recognises the development and skills of the library team, and is financially sustainable and relevant to our partner organisations.

**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 out 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

- Engagement of Trust Boards by using the KM Self-assessment tool
- Working with organisations to identify ways to target activity to where the priorities are
- Greater use of the data collected by the LKS to inform activities of the service ie to areas where there has been less take up and to raise awareness of what the service is already doing
- Collect more impact case studies to demonstrate the current use of the library service and to gain a better understanding of how people are using the service.
- Work with others to promote good quality Patient Information