

M25 Consortium Development Plan 2002/03 to 2005/06

Interim report on progress of M25 Development Plan 2003/04 (January 2004)

In June 2002 the Consortium approved a new 5-year Development Plan¹ (which covered 2002/03 to 2005/06). This Development Plan was based on a positive review of past activity and outlined a number of key strategic drivers for change that provide the context and challenges for the future development and direction of the Consortium. The Development Plan 2002/03 to 2005/06 is subject to annual review and revision.

This interim report is designed to give members information progress toward the revised aims and objectives agreed for 2003/4 and should therefore be read in conjunction with it². It is in five sections, reflecting the goals and key areas of activity of the Consortium planned for 2003/4

It should also be noted that members will be given an annual report in June 2004 on progress against aims and objectives for 2003/4 and that more detailed information in relation to progress against objectives can be accessed via minutes of the Steering Group on the M25 Consortium web site³.

Suzanne Enright
Secretary, M25 Consortium
January 2004

¹ <http://www.m25lib.ac.uk/m25sec/docs/m25dp2002to6.pdf>

² <http://www.m25lib.ac.uk/m25sec/docs/M25FINALUpdateDevPlan2003-4.pdf>

³ <http://www.m25lib.ac.uk/m25sec/business/minutes.htm>

1. CONSORTIUM GOAL ONE : Resource discovery, sharing and co-ordination

| AIMS | OBJECTIVES | ACTION POINTS |
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| <p>To develop, promote and implement a coherent programme of resources discovery, resource sharing, resource management and co-ordination to support learning, teaching and research</p> | <p>The Resource Discovery Working Group will co-ordinate the Consortium's resource discovery work. It will</p> <ul style="list-style-type: none"> • identify development paths in relation to InforM25 • identify development paths in relation to value-added services (including AET, ULS and docdel services) • the extension and better integration of services such as AIM25, MASC25, FiiL within the Consortium's portfolio of resource discovery services | <p>Since June 2003, RDWG and the Steering Group have had a wide ranging discussion touching on the need to ensure VFM for members in the light of changes in the larger environment (LLDA/LMAL as well as JISC); the growing migration to other institution based products; the need for ever changing skills given the InforM25 product is now an established service; the need for Members to be more sufficient in supporting Z39.50 locally where possible; the need for more web work over the coming years; the diminishing likelihood of an LMAL systems support team despite the ICT strategy (as opposed to project funding).</p> <p>It was agreed that's subject to endorsement at the January Consortium meeting, there should be continuing financial support for the team for a period of two years to give stability and continuity for the team staffing levels. However, it was not agreed to underwrite the other costs which might be funded from external agencies. The two years of funding, which would be for the 2004-05 and 2005-06 academic years, would include an element for inflation at, say, 3% p.a.</p> <p>In return for the agreement, the Resource Discovery Working Group will draw up a work plan for service delivery over the next two years. It recognised that the Team was moving from project management to delivery of services. This revised workplan take into account changing Consortium priorities and balancing demands, e.g. several Working Groups needed web-work to support their activities; perhaps work on Z server matters could be reduced (the Team might be able to use Z expertise in member libraries to help support its more routine work, perhaps thereby releasing team effort for other matters) and there might be recognition that access to some catalogues was more important than others. This will drive the Team work plan for the funding period 2004/5 to 2005/6.</p> |

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| | | <p>In return for the agreement, the Resource Discovery Working Group will draw up a work plan for service delivery over the next two years. It recognised that the Team was moving from project management to delivery of services. This revised workplan take into account changing Consortium priorities and balancing demands, e.g. several Working Groups needed web-work to support their activities; perhaps work on Z server matters could be reduced (the Team might be able to use Z expertise in member libraries to help support its more routine work, perhaps thereby releasing team effort for other matters) and there might be recognition that access to some catalogues was more important than others. This will drive the Team work plan for the funding period 2004/5 to 2005/6.</p> <p>The RDWG was also asked to draw up an exit strategy with regard to Inform 25 services. This should cover succession planning, the future management of web-based services, a more secure way of providing systems support for M25 services and how services might integrate with VLEs.</p> |
| | <p>To maintain the InforM25 service with priority given to supporting existing members (as opposed to development work associated with adding new members)</p> | <p>Ongoing – new members added to Find a Library but are added to the Search catalogue depending on collection strength and as appropriate as some are easier to add than others and some have internal hardware requirements</p> |
| | <p>To maintain the ULS service</p> | <p>Ongoing</p> |

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| <p>To test the AET test version 0 in the live environment; To develop and launch AET version 1 (and to seek a new name!)</p> | <p>A pilot version of 'Visit a Library' has been launched; this has some limitations and Members have been asked to update their complementary visitor information on library websites to which users are referred from 'Visit a Library'.</p> <p>A funding bid to JISC (under call 1/04) will be prepared to build on work done to date for an XML-based access definition scheme for national use to parallel the collection description schema. The bid will be submitted in February 2004.</p> |
| <p>To carry out a survey amongst Consortium members to identify resource discovery priorities, user expectations, MLE/VLE developments, etc to inform forward Consortium RD developments.</p> | <p>Ongoing. The Group will see definition of future scenarios over the next 3-5 years</p> |
| <p>To consider the implications for Consortium RD developments of national developments agreed in the light of the RSLG recommendations and vice versa.</p> | <p>Awaiting announcement of RLN and its priorities but the Group will undertake a significant revision and updating of existing plans to ensure M25 resource discovery services are appropriately plugged into relevant national developments</p> <p>ULC has been successful in getting £54.5K from the Vice Chancellor's Development Fund for Phase 2 of the MASC project (Mapping Access to Special Collections in the London Region). UCL will lead the project which will produce a web-enabled database covering all special collections material in the M25 Consortium (Phase 1 covered material in the University of London Libraries).</p> |
| <p>To evaluate the implications of the recommendations arising from the JISC funded CC-Interop project.</p> | <p>Ongoing. Workshop planned for February 2004 (with parallel one in Glasgow the following month) to explore issues around cataloguing and indexing guidelines for use of records in union catalogues.</p> |
| <p>To work, and report, on the key objectives for the Group.</p> | <p>Resource Discovery Working Group web pages are now live and used to store minutes and reports</p> |

2. CONSORTIUM GOAL TWO : Access

| AIMS | OBJECTIVES | ACTION POINTS |
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| <p>To develop, promote and implement a coherent programme of access arrangements, managed and co-ordinated to support learning, teaching and research</p> | <p>The M25 Access Working Group will have a new Chair for 2003/4. It is proposed to review Group membership and ways of working after the June 2003 AGM. But it is expected that the Group will continue to:</p> <ul style="list-style-type: none"> ○ identify areas of collaboration and pan-London access activities of benefit to the Consortium ○ maintain a watching brief in respect of national schemes such as INSPIRE in order to ensure the Consortium's continuing role in influencing their development ○ provide appropriate training support events ○ review access needs, including taught course students in light of the Consortium's move towards a student-centred approach to services | <p>The Steering Group have stood the Access Working Group with thanks for their efforts in setting up and embedding a range of access schemes, which have now been incorporated into national schemes under SCONUL Research Extra and INSPIRE. Work by Caroline Lloyd (Birkbeck) and Vivien Robertson (KCL) to mesh the Consortium scheme into SCONUL Research Extra is on going. Concerns remain about M25 institutions not in SCONUL and so not in SRX..</p> <p>A report on access activity for 2002/3 will be reported to the Members meeting in January 2004.</p> <p>Future access activities will be considered by the Student-centred Support Working Group.</p> |

3. CONSORTIUM GOAL THREE : Mutual support

| AIMS | OBJECTIVES | ACTION POINTS |
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| <p>3.1. Develop the Consortium's disaster preparedness support to members</p> | <p>To raise DMG profile and increase involvement of members</p> | <p>The Group is working to deliver an ambitious programme for the benefit of the Consortium members. Some elements of the current workplan, notably the objective to create a business and service continuity plan based on a sister template to the disaster control plan template will be further developed in 2004/5.</p> <p>The initial review of strategy and activities has been completed and the DMG's re-launch is now well-publicised via the web pages, the Disaster Control Plan template and training events. The DMG keeps the Advocacy Group informed to ensure that publicity is targeted and effective. Two further invitations to potential new members to join the DMG have recently been issued.</p> <p>Speakers from sister organisations such as the National Preservation Office and the Blue Shield will be invited to address the Group in the course of 2003-2004, to foster links and partnerships. The Group will work with the Collaboration and Partnership Group to ensure a mutual exchange of information.</p> |
| | <p>To provide more comprehensive web based DMG product</p> | <p>The Disaster Control Plan template website is now incorporated with the main M25 web pages and hosted at LSE. The future technical structure of the template is under consideration at the moment, particularly as new content is scheduled to be added during 2003-2004 and beyond.</p> <p>IT preparedness content for the Disaster Control Plan template has been identified as a high priority, and new content is currently being researched. A scoping study will be produced for the DMG to consider at its February 2004 meeting, prior to writing the text.</p> |

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| | | <p>Another key area for further content creation is special collections. A scoping study on this area has already been produced and content is currently being written. The draft text will be considered by the DMG at its February 2004 meeting. The areas to be covered by this heading include archival collections, manuscripts, artefacts, benchmarks in collection care, conservation and preservation, handling issues, generic advice on in-house disaster preparedness training and scenario planning.</p> <p>The pages of the M25 Consortium Development Plan relating to the DMG have now been made available via the M25 DMG pages.</p> |
| | <p>To provide appropriate training and support events</p> | <p>The Chair of the M25 DMG gave a paper on disaster planning at the CILIP Rare Books Group conference on 11 September 2003. This highlighted the work of the M25 DMG. The PowerPoint accompanying this paper has been made available via the M25 DMG web pages.</p> <p>Three seminars have been planned in collaboration with CPD25 during 2003-2004:</p> <ul style="list-style-type: none"> • Writing a disaster control plan – 2 December 2003 • Dealing with damaged stock – 17 March 2004 • Running a disaster scenario training events in your library – 21 April 2004 (1/2 day) <p>These three events will provide training, either as singleton occasions, or an integrated package. The good response to the first event, held 2 December 2003, suggests that there may be scope for an early re-run.</p> |

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| | | <p>Planning for an IT preparedness event, to be run with CPD25, will commence in the latter part of 2003-2004, tied in with the enhanced content for the disaster control plan template and bearing in mind the training event on 30 January 2004 which CPD25 is presenting on technical disaster recovery.</p> <p>Feedback from the Exchange of Information session held with disaster control planning representatives on 26 June 2003 has been used to inform the programme of training events above. It is hoped to run a further and follow-up event at the end of the academic session 2003-2004.</p> |
| | To identify shared institutional priorities | M25 Consortium members will be regularly surveyed to identify emergency issues which will then be followed up through exchange of information fora and the M25 DMG mailing lists. |
| | To identify ways to extend Consortium Mutual Support Agreements | In response to feedback from the Creative Arts Group, the DMG has recently been considering how the concept of the M25 global Mutual Support Agreement may best be developed for the benefit of all M25 Consortium members. A new model, using the subject strengths reported by member libraries on InforM25, will be proposed at the M25 Consortium Meeting on 29 January 2004. |
| | To consider business and service continuity planning issues | A literature review is now underway in business and service continuity planning to inform this new area of DMG work. A scoping study will be carried out in January 2004, with a view to further discussion at the DMG meeting in February 2004. The end result will be a sister template to the Disaster Control Plan template, accompanied by future training events and appropriate publicity. |

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| 3.2. Review progress of CPD25 and prepare longer term business plan if appropriate | To provide high quality staff training and development for all staff in all of London's HE libraries based on cost effective and value for money events which provide networking opportunities for all levels of HE library staff | New programme for 2003/4 launched with a bigger portfolio. Popular events will be run more than once to accommodate demand. Launched new website design for cpd25.ac.uk . Updating now done by Administrator directly |
| | Support the development plan of the Consortium (and ULC) | CPD25 Steering Group has evaluated initial programme in the light of the Consortium's Development Plan and prepared a draft Business Plan for 2004/5 to 2005/6 for consideration by Members at the January 2004 meeting |
| | To foster good practice and facilitate exchanges of experience between participating member | Ongoing |
| | To provide an overview of staff development and training issues on behalf of the Consortium | CPD25 Steering Group will continue to advise the Consortium on the potential for cross-sectoral and cross domain links within the region and beyond. Liaison with other agencies and groups is underway The London Metropolitan Network now provides a range of events on technical topics through CPD25. Plans to conduct an online survey on academic staff development within M25 are advancing. This has been done in collaboration with NoWAL, SALCPG, Oxford and Cambridge libraries and is based on a design from La Trobe University Library, Australia |
| 3.3. Undertake an initial assessment of the potential to develop services to support students | New Working Group has been set up to consider the potential development for the Consortium to develop student-centred services, including the possibility of shared services, within the context of the learning and teaching agendas of member institutions and government policy and students as paying customers. | The Group is now chaired by Graham Bulpitt (Kingston University). Terms of reference have been agreed and it has been further agreed that students are taken to mean students on taught courses in this context. A number of projects are currently under discussion. It is expected this work will compliment the work of a number of Consortium Working Groups in respect of sharing services in support of library staff and in meeting student expectations. |

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| 3.4. Support Consortium members in relation to Disability and Special Needs issues | The Group will monitor practice in member libraries in support of users with disabilities or special needs. Good practice will be identified and disseminated amongst member libraries and beyond the Consortium. HE practice in other regions and at national level will also be checked, along with experience in other sectors, for its relevance to the M25 Consortium. | The Disability and Special Needs WG website is now much improved and will be used to maintain an up-to-date listing of information resources and websites for members' use and to provide promotional information about the Working Group and its activities |
| | Members will be kept up-to-date with government and HEFCE policies, particularly in relation to SENDA (Special Needs and Disability Act). | Maintaining watching brief |
| | Collaborative activities will be identified and developed. | <p>The Group continues to foster collaboration with other organisations and regions active in disability support, in particular with CLAUD</p> <p>It has been established that the BL has no plans for a transcription centre within their operations. Alternative approaches are under discussion (e.g. a transcription network within the Consortium).</p> |
| | In the immediate future, the emphasis will be on delivering specialist training for disability support, and associated information of value to the membership at all levels. | <p>Events have been organised or are planned during 2003/4 on</p> <ul style="list-style-type: none"> • Dyslexia awareness • Visual impairment • Mental health <p>The Group is collaborating with CPD25 in delivery of generic training on disability legislation</p> <p>It is hoped to provide an exhibition of assistive technology at the June 2004 AGM</p> |
| | To make recommendations to the M25 Steering Group on policy matters and special initiatives | The legal liabilities of offering advice and guidance are being taken account of in developing M25 activity. Group will seek independent legal advice on this issue |

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| <p>3.5. Undertake an initial assessment of the potential to develop services to support nurses on placement</p> | <p>To run a small pilot service to test the demand and resource requirements for access and borrowing.</p> <p>To monitor practices in member libraries in support of nurses on placement. HE practice in other regions and at national level will also be checked, along with experience in other sectors, for its relevance to the M25 Consortium</p> <p>Good practice will be identified and disseminated amongst member libraries and beyond the Consortium.</p> <p>To discuss needs of nurses on placement with UK Libraries Plus</p> | <p>A small Task Force was set up, convened by John Wolstenholme to consider the potential development for the Consortium to develop access arrangements in support of nurses on placement.</p> <p>The issue has been referred to UK Libraries Plus for consideration as related to time restrictions within the scheme.</p> |
| <p>3.6 Support Consortium members in relation to Creative Arts</p> | <p>The Creative Arts Working Group will identify and develop collaborative activities, and monitor practice in member libraries in support of this subject area.</p> <p>Good practice will be identified and disseminated amongst member libraries and beyond the Consortium.</p> <p>HE practice in other regions and at national level will also be checked, along with experience in other sectors, for its relevance to the M25 Consortium.</p> | <p>The Group is to consider an up-to-date listing of information resources and websites for members' use and to develop promotional information about the Working Group and its activities</p> |
| | <p>Work with arlis.net to ensure the directory entries for M25 Consortium libraries are accurate</p> | <p>Now the arlis.net directory of art library resources is up and running, members are being encouraged to use it for resource discovery and, where relevant, for helping with collection development issues. Among other things, the service attempts to map the subjects coverage of individual collections, and members are currently reviewing their declared strengths.</p> |
| | <p>Investigate the feasibility for collaborative purchasing and/or retention within the creative arts</p> | <p>Ongoing</p> |

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| | Consider the appropriateness of a Mutual Subject Support Agreement for the Creative Arts Work, in collaboration with the Disaster Management Group | The Group is working with DPG to extend Consortium Mutual Support Agreements for disaster planning into the thematic area of Creative Arts – this has led to a new model being considered overall. |
| | Organise an exchange of experience session(s) for librarians working within the creative arts, perhaps in collaboration with the CPD25 Group. | Ongoing |
| 3.7 Support Consortium members in relation to quality issues | <p>To consider the potential development for the Consortium of investigating and monitoring quality related issues, and specifically qualitative measurement processes, within the context of changing environment.</p> <p>HE practice in other regions and at national level will also be checked, along with experience in other sectors, for its relevance to the M25 Consortium.</p> | <p>A new Working Group on quality related issues is to be set up, specifically to look at</p> <ul style="list-style-type: none"> • SLA monitoring and other qualitative measurement processes • Practical aspects of qualitative measurement processes • Promoting staff development in relation to qualitative measurement processes • Identifying partnerships in relation to benchmarking for particular qualitative measurement • Advise on issue of surveys undertaken by the various Working Groups in relation to design, analysis and co-ordination. <p>A report on progress will be presented to the June 2004 AGM</p> |
| 3.8 Review subject and functional interest groups | To consider whether other subject and functional groups can effectively support the Consortium's agenda | The Consortium will need to assess implications arising from the RSLG report |

CONSORTIUM GOAL FOUR : Collaboration and partnership

| AIMS | OBJECTIVES | ACTION POINTS |
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| <p>4.1 Continue to develop links and partnerships with appropriate regional agencies</p> | <p>To continue collaborative links which are mutually beneficial and supportive of the Consortium's agenda, particularly LLDA, ALCL, LMAL, LHEC, SEUL and SEMLAC</p> <ul style="list-style-type: none"> • To promote activities • To promote engagement / events / participation of M25 Consortium members in their events • To consider what projects jointly undertaken | <p>Continued close working with following partners with following; M25 representatives attending partners' meetings</p> <ul style="list-style-type: none"> • LLDA • LMAL • ALCL • SEMLAC • SEUL <p>Liaison with new M25 Advocacy representative will begin now new link person identified</p> <p>The new Regional Agency, ALM London, becomes operational from 1st April 2004 with a new company and Trustees. The three separate domains will continue to exist. The Chair of Collaboration and Partnership Working Group is to take up position on the LLDA Board and as ALM London Trustee. The Consortium has been invited to comment on ALM's new Strategic Plan</p> <p>The Consortium Secretary has been invited to attend meetings of the University (of London) Libraries Committee to formally update ULC members on Consortium issues.</p> |

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| | <p>To develop key partners in developing regional agenda</p> <ul style="list-style-type: none"> • To promote engagement • To identify possible projects <p>To assign roles & timescales after mapping completed</p> | <p>Progressing links with the following key partners is underway:</p> <ul style="list-style-type: none"> • ALCL, FE Colleges, LSC & LearnDirect <p>There have been several meetings with Margaret Snook and Graham Fisher (re LLDA's FE contacts) concerning possible joint initiatives. ALCL are interested in sharing good practice via the M25 WGs – particularly CPD25 (programmes sent to ALCL members), Disaster Planning and Disabilities.</p> <p>It has also been agreed that LLDA, ALCL & M25 will sponsor a joint seminar of interest to public, FE & HE libraries, with strong encouragement for cross-sectoral networking during the event.</p> <ul style="list-style-type: none"> • NHS <p>We have had several meetings with Richard Osborn from NWLWDC. Following the successful event organised to launch London Health Libraries (LHL) to the HE community in July 2003, a new Joint LHL/M25 Working Group to facilitate pan-London working between M25 Consortium libraries and Workforce Development Confederation libraries has been set up. The first meeting is to be held in January 2004.</p> <ul style="list-style-type: none"> • Government Libraries <p>Chair of M25 Collaboration & Partnership Working Group has spoken at a CDL meeting and has had several meetings/dialogues with Peter Griffiths (Chair of CDL). Following WG discussions, they will meet again to take forward agreed priorities, namely, a joint CDL catalogue and link ups with M25 WGs on disaster management and staff training.</p> <p>The Collaboration & Partnership Group continues to refer onto other M25 Working Groups areas for development within their remit (via Steering Group)</p> |
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| | <p>To identify strategic areas for collaboration arising from mapping of :</p> <p>a) <i>business plans of main partners against M25 plan to identify potential gaps and new partners</i></p> <p>b) <i>current collaborative practice across Consortium</i></p> | <p>Continued consideration of potential strategic areas for collaboration in discussion with representatives from LLDA, LMAL, ALCL and SEMLAC respectively.</p> <p>Building on the mapping of the Consortium's business plan with those of its main strategic partners, the Group are considering potential strategic areas for collaboration in discussion with: Graham Fisher (LLDA), Jemima Johnstone (LMAL), Margaret Snook (ALCL) and Margaret Coutts (SEMLAC). The WG decided that business plan mapping with key partners would take place from time to time in future, when deemed necessary.</p> <p>Since July 2003, the Working Group has held four meetings. Geoff Smith spoke on BL & M25 collaboration on 14th July, Richard Osborn from the NWLWDC and London Health Libraries addressed the WG on 17th September, Andrew Stevens spoke to the WG about WILIP on 28th October, and Graham Fisher updated the WG on LLDA and the new single Regional Agency (ALM London) developments on 9th December.</p> |
| | <p>To review the Consortium's engagement with LHEC (especially within the context of the proposed new HEFCE funding model) and identify possible means by which to improve the frequency and extent of engagement</p> | <p>A copy of LHEC's Business Plan is currently being considered by the WG and LHEC's Director is being invited to address a WG meeting in Spring 2004.</p> <p>Jane Glanville from LHEC will attend the C&P WG meeting in February 2004</p> |
| | <p>To explore with BL opportunities for further collaboration now that they are full Consortium members</p> | <p>Continuing to liaise with Geoff Smith</p> <p>Help organise the proposed annual open meeting for staff of M25 member libraries and the BL (this proposed meeting has been postponed until summer/autumn 2004).</p> |

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| 4.2 Identify appropriate national or international opportunities on an ongoing basis | To continue to provide input to national initiatives and consultative exercises, as appropriate (LLiL, INSPIRE, WILIP etc.) | <p>Maintaining a watching brief.</p> <p>WILIP – Sue Howley from Resource will speak at the January 2004 Consortium members’ meeting. In addition, an M25 Steering Group representative will speak from the HE perspective at the WILIP Seminar planned for February 2004. Andrew Stevens (Resource) is keeping in touch with WG concerning M25 input to developments.</p> <p>LLiL – LLDA is currently reviewing LLiL because of concern over low take-up.</p> |
| | To scope the Consortium’s agreed aims and objectives for the coming year against other academic library consortia to identify best practice and new opportunities for collaboration | Continued mapping exercises and identification of key themes and partners for future collaborative efforts. This will be discussed at the February 2004 WG meeting |
| | To identify required action arising from the RSLP Barriers to collaboration study and RSLG report | <p>Still awaiting outcome of discussions at national level.</p> <p>The Consortium is involved in, and being supportive of, three proposals put forward by the University of London’s University Libraries Committee to prepare the region for possible areas of development (collaborative collection management, collaborative journals store and online training in research methods).</p> |

4. OTHER CONSORTIUM CONCERNS : Organisational developments

| AIMS | OBJECTIVES | ACTION POINTS |
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| 5.1. Ensure appropriate Consortium governance and organisational arrangements are implemented | To conclude arrangements for the new governance arrangements in relation to incorporation and charitable status | Achieve incorporation and charitable status as soon as practicable. The latter has been re-applied for. |
| 5.2 Enable the Consortium to meet an appropriate level of financial reserves | To review, develop and implement a strategy | <p>During late 2003 there was a changeover in the post of Treasurer. Nick Bevan (Brunel University) has taken on the role in the period prior to an election at the June 2004 AGM.</p> <p>Task Force set up under Robert Hall to examine the issues around possible future financial models for the Consortium will present a report to the January 2004 Consortium meeting. The report will focus on a proposed new subscription model for 2004/5, including CPD25 financial model.</p> <p>The Steering Group has reviewed progress on funding the InforM25 service (as the largest expenditure item) and the Systems Team. It was agreed that's subject to endorsement at the January Consortium meeting, there should be continuing financial support for the team for a period of two years to give stability and continuity for the team staffing levels. However, it was not agreed to underwrite the other costs which might be funded from external agencies. The two years of funding, which would be for the 2004-05 and 2005-06 academic years, would include an element for inflation at, say, 3% p.a.</p> |

The Task Force will meet annually to identify any threats to financial stability and sustainability, to follow up ideas for income generation, including sponsorship, project funding and vendor exhibitions at meetings, and the development of consultancy services.

The Consortium has still to identify a new project with a significant IT element to attract new funding.

5. OTHER CONSORTIUM CONCERNS : Advocacy, marketing and communication

| AIMS | OBJECTIVES | ACTION POINTS |
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| <p>Extend the range of Consortium advocacy, marketing and communication arrangements</p> | <p>To promote the Consortium to appropriate regional and national agencies (including LLDA, ALCL, LMAL, SCONUL)</p> | <p>Engage with Collaboration and Partnership Working Party to define way forward – new link person has been identified</p> <p>Define advocacy strategy - a new joint leaflet has been produced with LLDA</p> <p>Targeting Library Schools within London as a way of raising awareness of the Consortium as been discussed</p> <p>Updating 'top 10 facts' is underway.</p> |
| | <p>To improve the Consortium's role in influencing/lobbying key groups in relation to Members' activities</p> | <p>Defining an advocacy strategy remains a priority</p> <p>The Consortium has invested £1000 in a new general London libraries website.</p> <p>The Consortium was invited to present at a London Connects conference workshop in July 2004 and highlighted issues in relation to Consortium services and UK Computing Plus.</p> |

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| | <p>Improve internal advocacy, communication and marketing of Consortium services, activities and projects</p> | <p>The Group continues to assist with rollout of new services as appropriate (SCONUL Research Extra, Inspire, Visit a Library, linkage InforM25 & AIM25)</p> <p>A new publicity campaign for InforM25 has been discussed and branded PR materials (e.g. pens and updated leaflets) are being prepared</p> <p>Promoting the revamped name and strap-line, used both in re-design publicity materials with set style and colour palette is ongoing</p> <p>Preparation of a new induction pack for new members and new service directors has commenced.</p> <p>Internal communications strategy needs to be refined; implementation has commenced.</p> <p>Encouraging Members' awareness raising though their internal meetings, newsletter etc is ongoing; we will use Steering Group members in particular to promote Consortium services, activities, projects etc</p> |
| | <p>To review and evaluate the Consortium's website</p> | <p>Completed 2002/3 update and redesign based on new name/strap-line</p> <p>Total review of design, hosting, accessibility and compliance with SENDA etc should be undertaken in 2004/5 as the next stage in the medium term development strategy</p> <p>The Group will oversee the population of Steering Group pages</p> <p>Improvements have been made to CPD25 site and navigability. Development of an online booking form and feedback forms remain outstanding.</p> <p>Review archiving policy (possibly moving SG material over 3 years old and WG material over 2 years old)</p> |

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| | To improve Consortium understanding of its various stakeholders so as to improve its lobbying/influencing role | Issuing a second general survey during 2003/4 is under consideration |
| | Continue to interact with and underpin services, activities and projects of other Working Groups | Continued use of AWP named contacts to advise WGs on advocacy/communication and marketing of services and evaluation strategies has proved beneficial |
| | To carry out other relevant work as requested by the Consortium or Steering Group | As required |