

**M25 Consortium of Academic Libraries
Strategic Plan 2005/06 – 2008/09**

Introduction

This Strategic Plan sets the Consortium's key objectives within a new planning framework that will run from 2005/6 until 2008/9. The plan will be implemented through annual Action Plans that provide details of projects to be delivered by the Consortium's working groups and Steering Group.

Mission of the M25 Consortium

To develop and improve access to library and information services across the region in support of learning and research, by facilitating co-operation amongst Consortium members and by collaborating with relevant regional and national organisations.

The Consortium will seek to achieve this mission through strategic aims relating to:

Services to
learners and
researchers

Mutual support

Collaboration
and influence

Underpinning these are cross-cutting supporting aims relating to:

Governance and financial management

Advocacy and communication

Strategic aims

1. To facilitate access to London's diverse and complex range of library resources for learners and researchers, through the development and delivery of collaborative services.

Objectives

- 1.1 To develop collaborative resource discovery, resource sharing and coordination strategies to support learning, teaching and research
- 1.2 To ensure that existing national and regional reciprocal access schemes meet the needs of learners and researchers in Consortium institutions
- 1.3 To identify opportunities for further pan-London collaboration in access arrangements of benefit to Consortium members.
- 1.4 To identify opportunities for further collaborative services of benefit to learners and researchers in Member institutions.

2. To encourage and enable mutual support of member libraries in improving services to their users.

Objectives

- 2.1 To develop and promote the Consortium's support for Members in the area of disaster preparedness.
- 2.2 To provide, via CPD25, high quality training and development for staff in Member institutions.
- 2.3 To assist Consortium Members in providing support to library users with disabilities
- 2.4 To support Consortium Members in relation to service quality monitoring and measurement activities.
- 2.5 To investigate further ways in which the Consortium can support Members in supporting students.
- 2.6 To support Consortium Members in Cross sector collaboration.

3. To represent the Consortium's best interests and to influence policy-making through collaboration with appropriate regional and national organisations; this will include taking the lead on relevant strategic issues.

- 3.1 To continue to develop links and partnerships with appropriate regional and national agencies
- 3.2 To provide input to national initiatives and consultation exercises as appropriate
- 3.3. To take a lead on relevant strategic issues, in particular those with a regional aspect and to lobby on behalf of Consortium Members as required.
- 3.4 To ensure, via effective marketing and advocacy, that the Consortium's profile is raised in relevant regional, national and government circles.

Supporting aims

4. To ensure appropriate and effective governance and financial management arrangements are in place for the conduct of Consortium business

Objectives

- 4.1 To ensure appropriate governance structures for the Consortium.
- 4.2 To keep the organisational structure of the Consortium under review, to ensure effective delivery of services and collaborative activities for the benefit of Members
- 4.2 To keep the financial strategy for the Consortium under regular review
- 4.3 To maintain robust and transparent financial management and auditing procedures

5. To develop and implement a robust advocacy and marketing strategy, to raise the profile of the Consortium externally and to communicate effectively with Members

Objectives

- 5.1 To review the Consortium's publications and other print communications to ensure a positive and consistent brand.
- 5.2 To ensure that the website is regularly reviewed and updated to promote the work of the Consortium to internal and external audiences and to provide effective access to Consortium services and products.
- 5.3 To improve communication with staff in Member libraries and to raise their awareness of Consortium services, activities and projects
- 5.4 To improve marketing of end-user services to learners and researchers in Member institutions
- 5.5 To promote the Consortium to relevant regional and national organisations, through better understanding of the various stakeholders and more effective advocacy and marketing.

MW/MR

April 2005