



# **Using a regional contacts approach to outreach**

# Background



# Library and Archive Service

Responsible for England library services, as well as UK wide services:

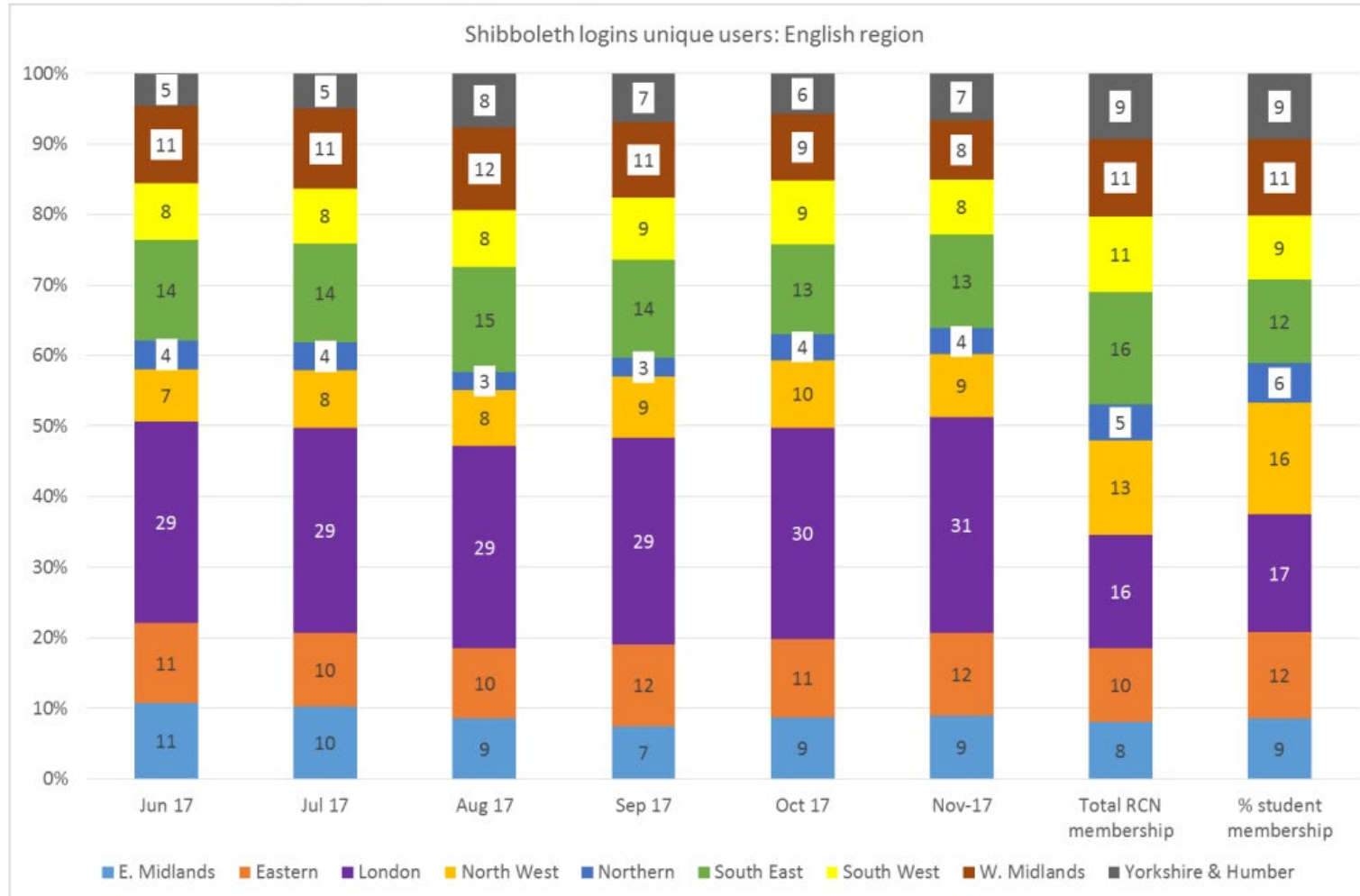
- eLibrary
- Online information literacy offer
- Management of library systems
- Remote user enquiries – webchat, phone etc.

UK wide archive

Events and exhibitions

# The geographical challenge

eLibrary logins by English region as percentages



Data from June – November 2017

# Regional contacts approach

Launched in 2016

Aim of the project:

*‘To ensure that RCN staff and members based in the English Regions are more aware of Library and Archives Services (LAS) and make more use of them.’*

# Key indicators



An increase in the use of eLibrary



An increase in the use of the literature search service



The number of events and student recruitment activities we attended

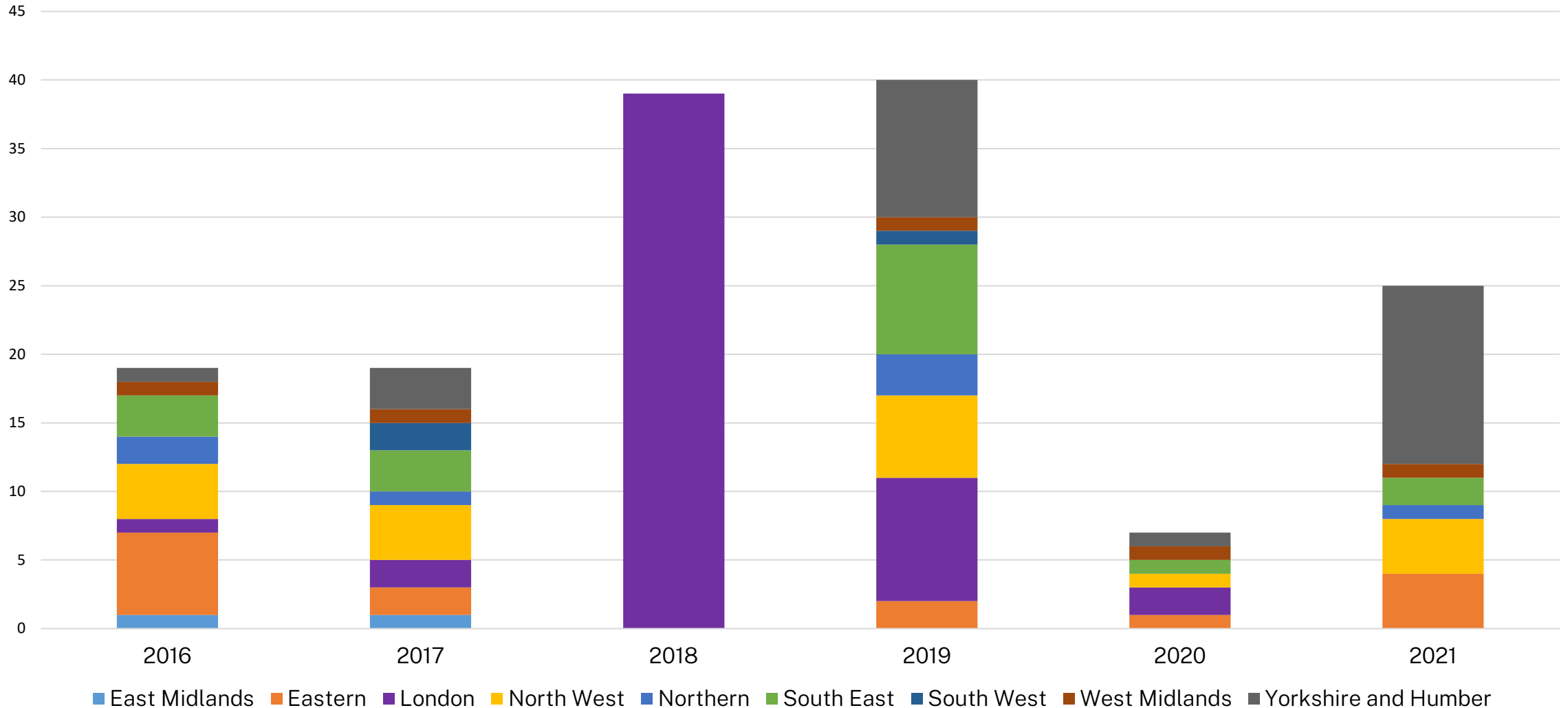


Feedback through regular team meetings



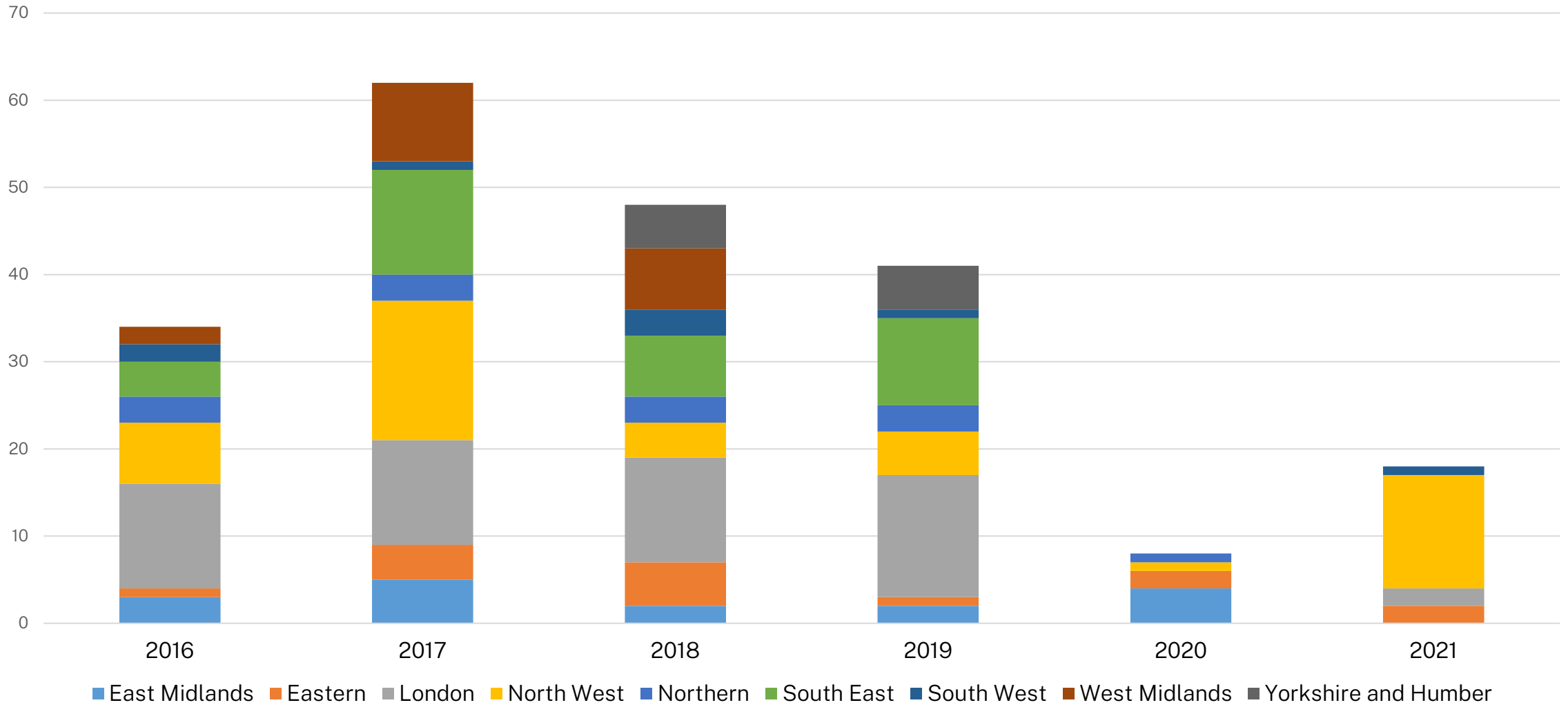
# Attendance at regional events

## Regional events



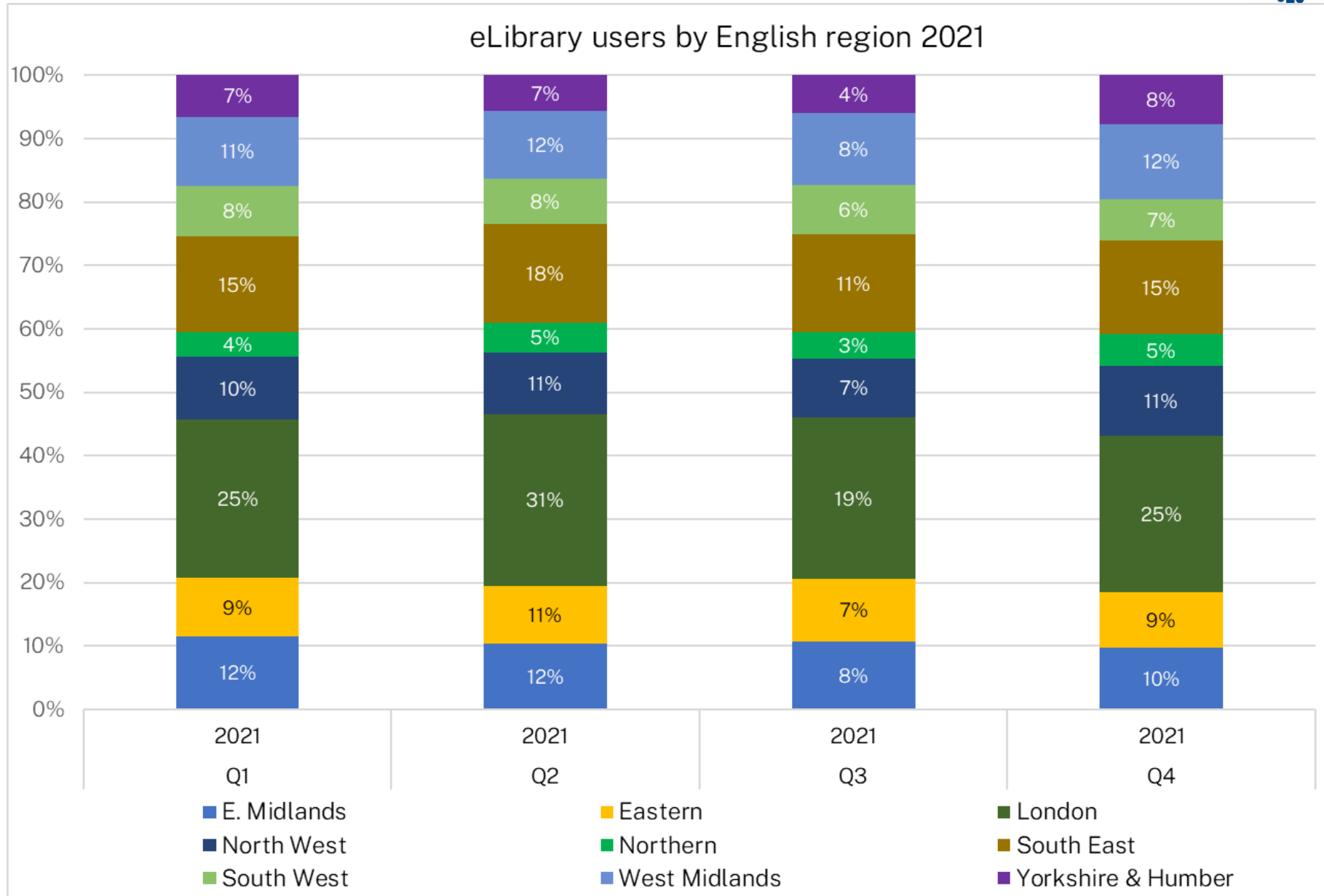
# Attendance at student recruitment

## Student recruitment





# eLibrary usage



# Regional contacts +



Extension of the project targeted at regions with lower engagement



Trialled as a pilot



Contact given an increased remit

# Regional Contacts +

## Unique eLibrary Logins by region and % increase

	2018	2019	% increase
E. Midlands	2285	2764	21%
Eastern	2655	2978	12%
London	7079	8141	15%
North West	2201	2717	23%
Northern	857	1109	29%
South East	3299	4102	24%
South West	2002	2317	16%
West Midlands	2343	2634	12%
Yorkshire & Humber	1388	1763	27%
All England	24109	28525	18%

# Regional Contacts+

Literature Search Requests			
	2018 Total	2019 Total	% change
Northern	6	6	0
Y&H	13	20	53%
England Regions total	254	301	18%

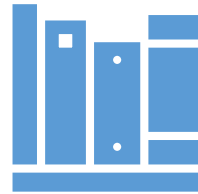
# What we've learnt

- Be persistent
- Keep conversations going
- Make the benefits explicit
- Take every opportunity
- It takes time to build, it's a long term investment

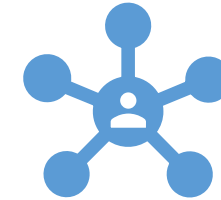
# Ideas and takeaways



Think about key communities – internal or external. These are your ‘regions’



Be prepared to invest in events that might not seem very ‘library’



Who has the time?  
Spread the contacts out among a team

# Contact us



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