



# YEAR IN REVIEW

## LIBRARY & INFORMATION SERVICES

2018 // 2019  
SERVICE REPORT



# INTRODUCTION

Library and Information Services have had an exciting year. We have continued to re-organise, focussing on a wider range of services that address the needs of a greater percentage of our customers. This specifically includes those for whom libraries are a critical support mechanism, particularly in relation to benefit claims, meeting online job search requirements and assisting with personal challenges as well as addressing digital literacy challenges.

Research carried out by The Reading Agency found that public libraries make a significant contribution to health and wellbeing in communities, particularly through reading groups and the other creative activities they offer. Other research has highlighted how reading for pleasure improves health and wellbeing

At a time when other authorities have been closing public libraries Dundee has continued to maintain the network of community libraries in response to the socio –economic profile of the city and are addressing the ongoing challenges which this brings against a reduction in resources.

In partnership with a number of key agencies we have implemented strategies which contribute to the health and wellbeing of our communities by diversifying the role libraries play.

Leisure & Culture Dundee is committed to delivering a dynamic and inclusive Library & Information Service for Dundee. We need to identify the best way of managing the library services in the years ahead.

In February the Libraries' consultation process began with the distribution of a questionnaire for users and non-users to provide their views on library provision in the future. Over 950 responses were received.

Work is continuing on the development of a Public Libraries Volunteer Accreditation Framework. Consultations have taken place with library services across Scotland and a Volunteer Toolkit is being created. Case studies are being gathered to illustrate the impact of volunteering.

## PERFORMANCE SNAPSHOT

	2016-2017	2017-2018	2018-2019
Visitors	1,156,819	1,078,974	1,077,809
Loans	492,119	458,237	458,127
Requests for library items	29,767	38,962	32,518
E-book and e-audio book downloads	9,633	14,641	15,186
E-magazine downloads	5,488	6,291	8,182
Digital assistance sessions	10,531	8,276	11,425
Volunteer hours	4,058	3,516	3,893
Class and playgroup visits (participants)	1,442 (15,429)	1,478 (15,814)	1,559 (16,681)
Reading group meetings	292 (1,927)	329 (2,105)	323 (2,100)
Children's activities	755 (9,060)	943 (11,551)	1244 (14,865)
Bookbug Rhyme time sessions	515 (13,544)	718 (18,668)	728 (19,219)
Storytelling sessions	709 (9,217)	767 (9,971)	792 (10,296)
Author events (adult)	10 (437)	13 (626)	21 (1,336)
Author events (children)	7 (395)	12 (384)	10 (333)

Loans fell by 1,165. However book loans (not including e-books) actually increased in 2018-2019 from 400,704 to 409,531, a 1% rise for adult books, and 5% for children's books. Talking books, CDs and DVDs all showed a drop in loan figures.



## DUNDEE AND LATVIA: AN EXHIBITION OF RIGA'S ART NOUVEAU HERITAGE

An exhibition depicting the wealth of Art Nouveau architecture in the Latvian capital Riga took place in Central Library from 7 to 28 February. Riga's mayor George Armitstead (1847-1912), whose family had strong Dundee connections, oversaw his city's important phase of modernisation and expansion in the early twentieth century. This left Riga with a rich artistic heritage which made it a centre of the Art Nouveau movement. The exhibition was opened by The Latvian Ambassador to the UK and attended by The Lord Provost, Sinclair Aiken, chair of L&CD and invited guests.

This was just one of 39 exhibitions hosted by Central Library this year, others featured the work of local photography groups from Menzieshill, The Hilltown and Dundee Photographic Society. There were also displays of historical artefacts from The Dundee Polish Society, the Brittle Bone Society and original Beano comics from DC Thomson. **Anne Frank + You** was a major touring exhibition that engaged with primary and secondary pupils from across the City.



## ROYAL VISIT

The Duke and Duchess of Cambridge met with staff from the Michelin Plant in Whitfield Library on Tuesday 29 January.



## "TELL US ONCE"

Libraries will be working in partnership with Dundee City Council Registrars and the Tell Us Once service which enables customers to report a death to several agencies in one contact. Library staff recently attended training prior to implementation of this new service.

## SCOTTISH COWORKING NETWORK

This is a new initiative funded by Scottish Library & Information Council to provide a network of business hubs within Scottish public libraries, offering dedicated spaces for start-ups and small businesses. A space has been identified in Central Library and is currently being set up to provide office accommodation at affordable prices, and a meeting space for people who want to start their own business ventures.

Dundee Libraries provide free Internet access & digital literacy support & training as well as accurate signposting to other agencies who provide health, wellbeing, financial support. We contribute to Dundee's economic wellbeing by supporting our community to improve digital skills, increase employability, access welfare reform support, giving access to new technologies & help to unlock new opportunities. We provide access to resources & support allowing people to achieve their potential as learners & contribute to the economic prosperity of Dundee.

# ACCESS TO INFORMATION AND DIGITAL LITERACY

## OPPORTUNITIES PROJECT

The number of enquiries for assistance with full Universal Credit claims is now around 40 per month, though the time spent with each customer has decreased as volunteers become more familiar with the processes, and some clients are maintaining existing claims. More agencies including CAB and Housing Associations are referring clients to the service for support. An increase in the numbers is expected as more clients move over to full Universal Credit. Work towards achieving a Volunteer Friendly Award is ongoing.

Further funding has been secured from Dundee City Council Universal Credit Support Fund to continue the post of Opportunities Project Assistant for a further 12 month period. An application has been submitted to the DWP for a further project to provide support to people applying for public sector posts.



Dan with Kate Forbes MSP Minister for Public Finance and Digital Economy

## DIGITAL STORYTELLER

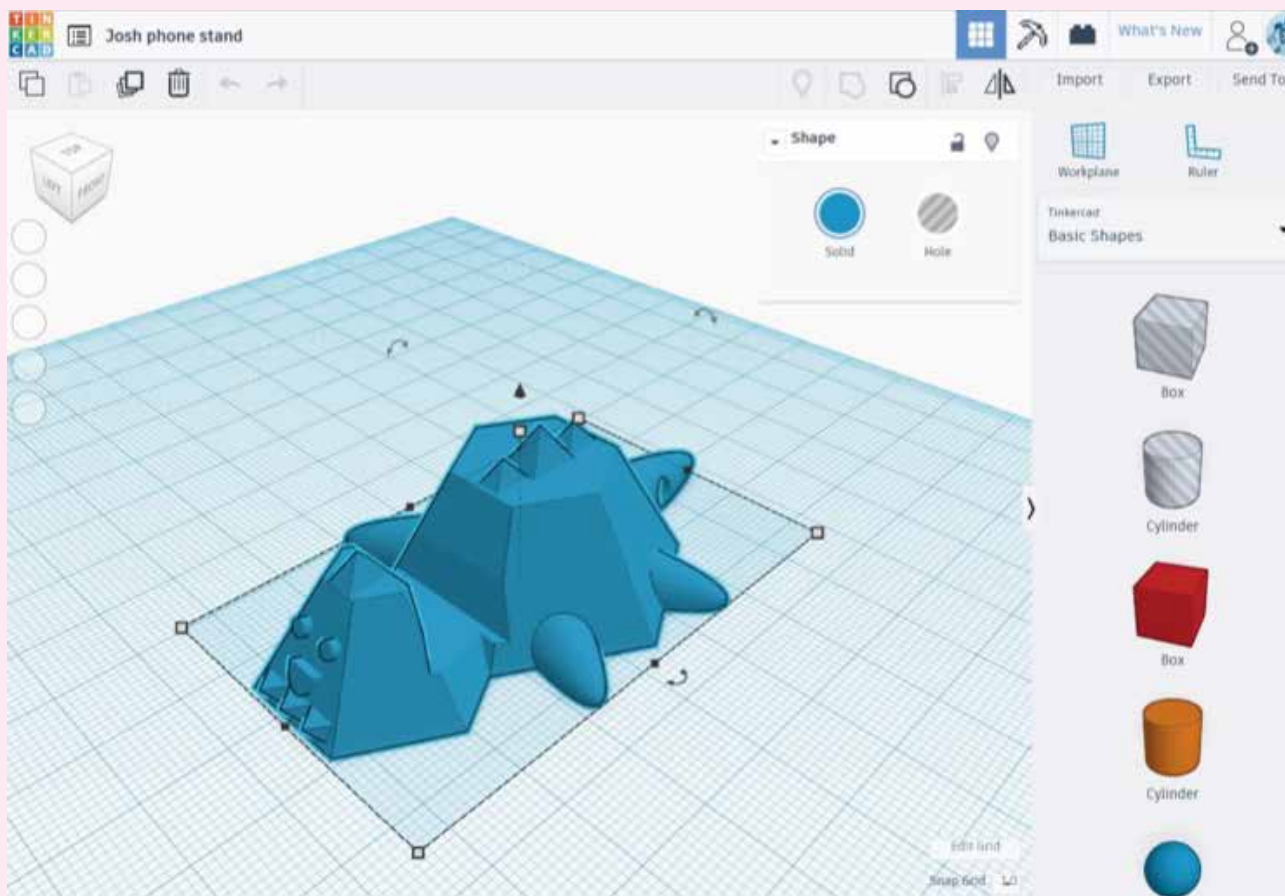
A digital storytelling project, coordinated by Scottish Book Trust in partnership with Leisure and Culture Dundee and run by Dan Brown, Dundee's appointed Digital Storyteller, worked with local groups across the city to tell their personal stories, whilst developing important digital skills.

Dan has inspired residents across Dundee to create digital stories and discover technology in a fun and meaningful way. He delivered digital storytelling sessions to a wide range of groups, including visually impaired participants, volunteers, mental health groups and local heritage organisations. Around 150 people have been involved in the We Are Dundee project.

Following a successful pilot of the project in 2017, in Ayrshire and Fife, Scottish Book Trust was funded by the Scottish Government to support Digital Storytelling residencies in five library locations: Leisure and Culture Dundee, East Ayrshire Leisure, Falkirk Community Trust, Inverclyde Libraries, and Orkney Library and Archive.

We Are Dundee is part of Scottish Book Trust's national Digital Storytellers in Residence project. All of the stories from the project are available to watch at [digital-stories.scot](http://digital-stories.scot).





## 3D PRINTING OUTREACH VISITS

The 3D printer visited a number of library and community based organisations. Over 200 individuals engaged in the demonstrations across the City helping to promote digital skills to adults and children in the community and allowing them the opportunity to participate in new technology.

## EU SETTLEMENT SCHEME

Central Library is a delivery partner providing an assisted digital support service to EU citizens who are required to submit online applications to stay in the UK. For each application submitted, we will receive a payment from We Are Digital, the digital inclusion education provider appointed by Government to provide this service.



## LEARN AT WORK DAY

Library staff attended HMRC Learn at Work Day on 13th November. They engaged with over 100 staff and promoted library services. This resulted in new members and raised awareness of the range of services.

# CHILDREN AND FAMILIES



## ENGAGING LIBRARIES PROJECT 'TALKING 'BOUT TEDDIES'

Teddies event in The Steps theatre 16th May official launch of Talking 'bout Teddies. The Carnegie UK Trust Engaging with Libraries funded project funded Suzanne Zeedyk to introduce films of local folk talking about the part their teddy has played in their life. Representatives from the Fire Service and Police Scotland and local law firms told the audience of how they appreciate the help a teddy can give to a child who has been involved in a traumatic event. The films were shown in libraries across the city.

On 16th June children were encouraged to bring their teddy along, rhymes stories games and the film of the talkin about teddies was shown.

## ANNE FRANK YOU

Anne Frank exhibition and pupil engagement took place through June. This was a large interactive exhibition in the Central Library. The opening event was held in the Steps Theatre. Over 850 primary pupils attended the exhibition and associated workshops over the four weeks. Anne's story and use her experience to challenge prejudice within their schools and communities. Shona Donaldson represented L&CD at a celebratory event at the Scottish Parliament.



## MENZIESHILL AUTHOR EVENT

Children's author Matthew Fitt met 55 children from St Ninian's Primary school in Menzieshill Library on 18th April, a visit re scheduled from the snowy 28th February. Matthew writes in Scots and Dundonian and is well known for his translations of Roald Dahl and Potter as well as original works. The children and teachers really appreciate the opportunity to meet an author who encourages them to write and speak in their vernacular.

## DUNDEE PICTURE BOOK AWARD

This annual award is judged by local primary schools. The votes were cast and children from Primary Schools across the city came together at the Whitehall Theatre to announce the winner of the Dundee Picture book Award 2018. The ceremony was hosted by Our Lady's RC Primary School. The winner was School for Little Monsters by Michelle Robinson and Sarah Horne. This popular event supports and encourages children to make reading choices to promote children's enjoyment and relevance of reading.

## SUMMER READING CHALLENGE 2018

This year the Beano linked up with libraries across the UK to mark the comic's 80th Birthday with Mischief Makers. Events to engage with children across the city were delivered in what has proved to be a very successful campaign due to the Dundee connection. Archive copies of The Beano were displayed in Central Library. This event engages with children in the community to ensure they have the opportunity to experience the enjoyment of reading in a fun way and helps children develop language, reading skills and confidence. 852 children took part, 44% boys and 56% girls. 531 completed the challenge. 140 events were held across the city in support of the challenge which were attended by 2632 children. These included comic workshops at Blackness and Douglas delivered by Dundee Comics Creative Space.



## BRAEVIEW ACADEMY

Support was provided to pupils displaced by the fire at their school. This included library staff supporting lunchtime activities at Baldragon Academy as well as a temporary extension to Fintry, The Hub and Whitfield Community Library opening hours to provide study space and pc access.



## BURNS DAY

To celebrate Burns day, children from St Pius Primary School and Nursery were invited to Douglas Library over the course of a week for Scottish storytelling, Scottish songs and other activities. The children from the Douglas Bear's Book Group weaved a fantastic tartan picture of Robert Burns. The activities featured in the SLIC social media campaign #photofriday which showcases a different Scottish Library each week.



## WORLD BOOK DAY

Children from Our Lady's Primary School were invited to The Steps Theatre to celebrate World Book Day with Central Library and book performers Macastory. 90 children from P1-3 dressed up in costumes of their favourite book character and enjoyed a performance of stories and songs. Feedback from the teachers was very positive.





## TWO MOONS FESTIVAL

Two Moons, a festival for young adults linking themes of literacy to life and work took place in Dundee schools in February and March. Delivered in partnership with Dundee Schools Library Service and Dundee City Council the festival included author visits, comic workshops, journalism workshops and Pecha Kucha events in the Steps Theatre as well as events in the Whitehall Theatre to celebrate World Book Day. The festival was a result of a successful bid to the School Library Improvement Fund. This programme of events encouraged children to engage with various aspects of literacy and language which allows them to expand their reading choices.

## DUKE OF EDINBURGH PLACEMENTS

There are currently 7 young people working in libraries across the city towards their Duke of Edinburgh Awards, 6 silver and one bronze. They are doing a range of duties including helping at craft and code clubs, general library duties and display work. This encourages young people to become involved in their local community and increases the confidence and skills of the young person participating.

# HEALTH, CARE & WELLBEING



## THERAPETS

Hub Library worked in partnership with Therapet to offer Reading Dogs sessions to pupils from Rowantree Primary School. Children had the opportunity to choose and share stories with Pearl, a registered Therapet border collie. This reading strategy has been proven to build confidence and self-esteem in even the most reluctant readers, as the children are not being judged by the dogs and feel relaxed and motivated to read in a fun environment.

## BRICK CITY LEGO FESTIVAL

Library staff delivered events for the Brick City Lego festival at Verdant Works in November and held a Lego Digital Animation Taster Session at the Hub Library. This event proved so popular that there is now a regular Saturday morning club. These clubs bring together families in a fun environment and offers the opportunity for children to be away from digital or video technology and parents a chance to interact in a creative environment with their children.

## DRAG QUEEN STORYTELLING

Central Children's Library held their first Drag Queen story featuring volunteers Niko and Amy. Our Libraries are a place where everyone can feel welcome, so it was appropriate that we were a venue for the first Drag Queen story time in the city. This was an opportunity for parents and carers to open up themes of acceptance and understanding but also have fantastic fun with songs, games and storytelling. This event attracted a predictable response from some national newspapers, local media was supportive.



## MINECRAFT MONDAYS

As part of Dundee Design Month every Monday in May, Libraries held events to encourage young people to design and build a library of the future using Minecraft on pc and ipad. Over the 4 weeks they learned how to plan, sketch and build models using different materials. Those who took part were all new visitors and wanted to continue with a club which now meets regularly.



## DEMENTIA LIBRARY

As part of Central Library's Dementia offer Alzheimer Scotland are now providing a monthly advice and support service. The Library is also used by a group of people with a dementia diagnosis and their carers who meet every Wednesday for a chat, short activity and a cup of tea. The group has been supported by Leisure Reading Staff. We participated in Dementia Awareness Week by holding a cake and coffee morning. These events help towards tackling social isolation as well as providing information of health and wellbeing.

## MACMILLAN AND DUNDEE LIBRARIES

The launch of the new area in the Opportunities Room took place in September. Macmillan will provide additional funding for further service development. Plans are underway for similar Macmillan spaces in Lochee and Coldsides libraries, and information stands are now in place in a further 6 locations. Working with Macmillan allows libraries to develop and implement a programme of services which promote and support health and wellbeing.

## MOBILE LIBRARY NURSERY VISITS

A revised timetable supports a children's week where the focus for the Mobile Library is to visit nurseries and playgroups across Dundee. We held an author event, Bookbug and story-telling sessions during these visits. The staff at the nurseries and playgroups have welcomed this new development. This service responds to the needs in the community to promote lifelong learning.



## ADULT SERVICES

Various libraries provided the venues for Dundee Women's Festival Events. Including a film from Glasgow Women's Library and Royal Conservatoire of Scotland an exhibition on Suffrage in Scotland author events and talks. 124 people attended the talks and the exhibition in Central Library's foyer attracted a lot of attention.

Professor Dame Sue Black appeared at the Steps Theatre in April to talk about her new book. The event was sold out in a couple of days and we asked the publishers if Sue would consider repeating her book talk which she agreed to do in May and again the event was sold out. An amazing response.

Sally Magnusson launched the paperback of her recent book, *The Sealwoman's Gift* at an event with author and journalist Sue Lawrence in Central Library in July. 97 people attended her entertaining talk about her Icelandic influences and her research for this novel based on true events.

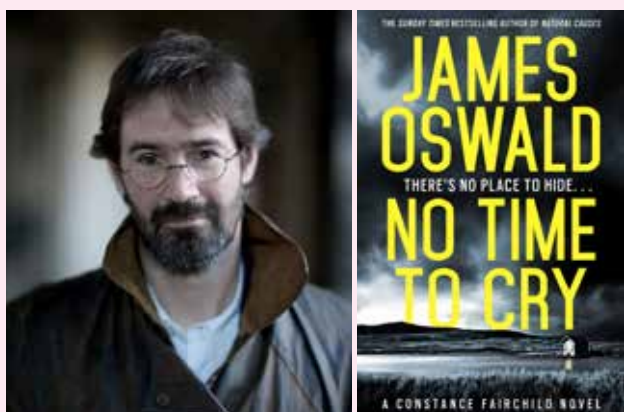
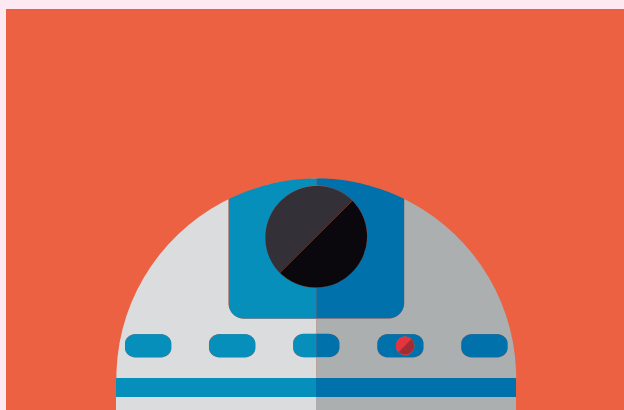


Robbie Murray gave an entertaining talk about his life as a grocer's boy in Carnoustie and latterly as a manager in Dundee for William Low. Author and broadcaster Jim Crumley visited Blackness Community Library to talk about his books. Jim talked about how the changing seasons impact the wildlife and landscapes around Scotland and reflected on the changes he experienced in his own life.

## GO FOR GOLD

The library Outreach team worked with L&CD Sports colleagues to present a day of activity and engagement for residents from selected care homes. This year's event theme was Street Parties and was held in Menzieshill Community Centre. Library reminiscence packs were used to engage with the residents and make links with care home activity coordinates to promote our Outreach service.





## BOOK WEEK SCOTLAND

During Book Week Scotland, people of all ages and walks of life came together in libraries, schools, community venues and workplaces to share and enjoy books and reading. Dundee Libraries delivered a packed programme of events on the theme 'Rebel' for this year's Book Week Scotland. Beginning on 19th and continuing until Saturday 24th November events took place in Libraries across the City. Featuring James Oswald, Russel D McLean, Wendy H Jones, Robert, J Harris, Alastair McIntosh and Robin Crawford. Illustrator Laura Darling and artist Isabell Buenz





## MURIEL SPARK CENTENARY

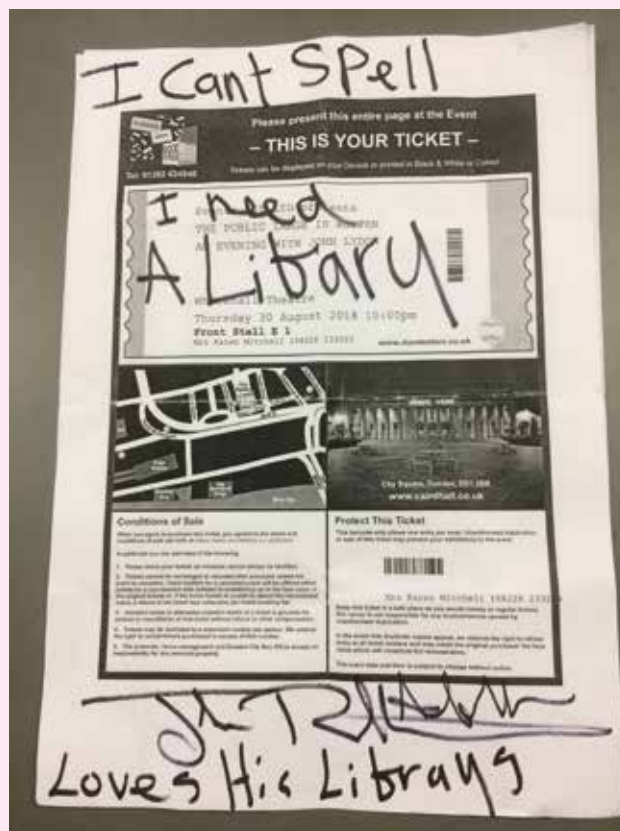
The Scottish Government, Creative Scotland, and The Postcode Lottery Culture Trust wish to build on the outstanding success of the Muriel Spark 100 programme by supporting the supply of a complete set of Muriel Spark Centenary Editions to every public library in Scotland. Working with The Scottish Library and Information Council, and Birlinn/Polygon publishing, Scottish Book Trust has arranged for the distribution of the Centenary Edition sets to every public library in Scotland.

## 40 WEEKS OF DUNDEE LAW POETRY BOOK LAUNCH

The launch of Forty views of the Dundee Law took place in January. Copies of this booklet of poems and photos about The Law have been given to all libraries to distribute, and also to be added to library stock. The launch exhibition took place in Central Library in the main foyer until the end of January and then in the Local History department.

## LIBRARIAN ON PRESCRIPTION

In partnership with NHS Social Prescribing Team, a Librarian on Prescription Service is now established in Central Library Opportunities Department. The NHS Social Prescribing Team refer clients to the Librarian on Prescription Service who will meet with them in the library for a general chat about their interests and what the library can offer. This service to the community helps combat social isolation and helps people to make informed

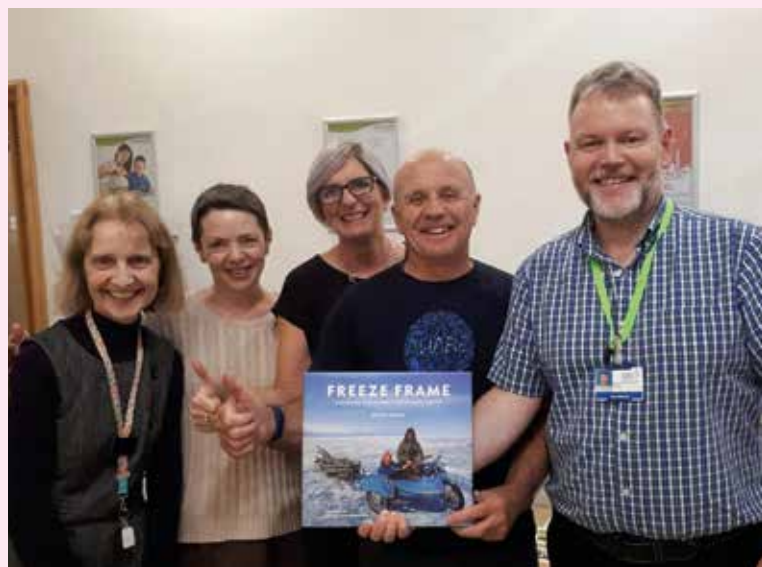
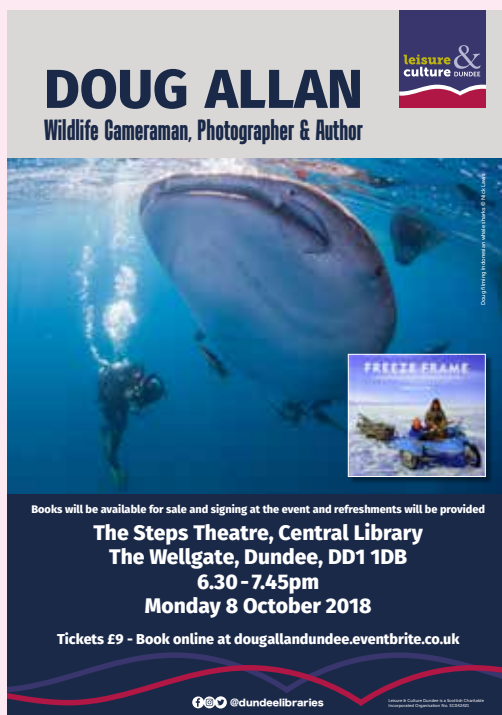


choices about health and wellbeing.

## SEX PISTOLS LIBRARY

Karen Mitchell, a library assistant at Kirkton and Ardler attended an evening with John Lydon (Johnny Rotten) event. During the session and he spoke about how libraries had been a big part of his life, and how he thinks they should be better used. Karen then had the opportunity to meet him afterwards, when he signed her ticket and this is what he wrote!





## DOUG ALLAN

Celebrated wildlife film cameraman Doug Allan appeared at the Steps Theatre in October. This proved an especially popular evening resulting in a sell-out event.

"THIS WAS A SUPER EVENING, GREAT TO SEE SO MANY IN ATTENDANCE WHICH RATHER REFLECTS WHAT APPEALS TO MANY. AND NICE TO SEE MANY YOUNG PEOPLE THERE."

"THIS WAS SUPERB, WONDERFUL PHOTOGRAPHS PRESENTED WITH PASSION AND VERVE."

"COULD HAVE LISTENED TO DOUG ALLAN ALL NIGHT."

## ELLEN MHOR 3D PRINTING GROUP

Residents from Ellen Mhor, residential care home for adults living with a learning disability, undertook a 3D design class running from May to June in the Connections Department of the Central Library. The purpose was to introduce them to 3D technology and develop their digital skills. The group were fully engaged and enjoyed the experience.



## HERITAGE FILM SCREENING

Friends of Dundee City Archives in partnership with Central Library have shown heritage films sourced from the National Library of Scotland's screen archive in the Steps Theatre. Films have ranged from amateur home movies of Civil Defence training, Polish forces in Tayport in WW2 and scenes of the Coronation to publicity films to promote Dundee University and the City's Industrial landscape. These lunchtime screenings have proved extremely popular. These screenings have encouraged people to actively engage with their history and heritage.

## MAGGIES PENGUIN PARADE

Libraries across the city played host to 97 baby penguins last summer. The penguins had been decorated by schools and community groups nearby their host library. Libraries experienced an increase in visitors in 2016 when we hosted the Wee Wullies and the baby penguins proved to be just as attractive.



## BIRTHDAY CELEBRATIONS

Blackness Library and Coldside Libraries celebrated their 110th birthday in October. Customers were invited to join in the celebration.. Broughty Ferry Library hosted a sell out 90th birthday party supported by the Friends of Broughty Ferry Library, with entertainment from the Deeukes, a talk about the history of the library and a fantastic birthday cake in the shape of the building made by one of our talented staff.

December 2018 marked the 40th anniversary of the Wellgate Centre's opening, as well as the Central Library's move from the McManus into a new purpose-built home in the Centre.

To mark this occasion, Dundee Central Library hosted a reminiscence session. Our resident Digital Storyteller Dan Brown and Local History's Erin Farley arranged a drop-in session to browse photographs and articles of the Wellgate before and after 1978.



## BOOKSELLER LIBRARY OF THE YEAR

Lochee Community Library narrowly missed out on becoming on The Bookseller Library of the Year in 2018 to Liverpool Central Library after making the shortlist for the prestigious prize. The judges commended the library as an example of a local library that has put itself at the heart of its community. Lochee Library, which opened in 1896 and was the first library in Dundee, is still at the heart of the community 122 years later. Joan Rodger, Library & Information Worker has worked there for the past 45 years, and is such a key part of the community that she has been asked to switch on the Christmas Lights, present school prizes and open new buildings. Joan is very proud of the "highly interactive" story sessions that the library hosts. One recent session involved fruit and veg brought in by staff, with children encouraged to try something they had never eaten. Joan often adds a Scottish twist to old favourites, such as

|| " HEIDS, SHUDDERS,  
KNEES AND TAEs".

Visitors to the library are increasingly interested in using computers and the library's free wi-fi, but adds that the most important thing is getting people, and especially youngsters, through the doors and using the library. In the past year, more than 740 events were held, including storytimes, craft sessions and reading groups, an increase of over 150 year on year.





## COLDSIDE LIBRARY CAPITAL PROJECT

Coldside Library closed in March for approximately 6 months for a major refurbishment programme which will involve the installation of a lift, accessible toilets, kitchen facilities and complete redecoration. The library is scheduled to reopen by October 2019.

## IAN TAYAC GRAFFITI PROJECT

Library and Information Worker Alistair Wilson approached several artists with the idea of offering a free curated space for street artists within the Central Library. Ian Tayac, aka Paco Graff agreed to donate his time to paint in the foyer of Central Library with a piece chosen from his portfolio, a Kingfisher drawn in the Trash Polka style. The library hopes to invite other artists with the chance to showcase similar work and is exploring funding sources to expand the project and offer workshops to the public.

## BROUGHTY FERRY FRIENDS GROUP

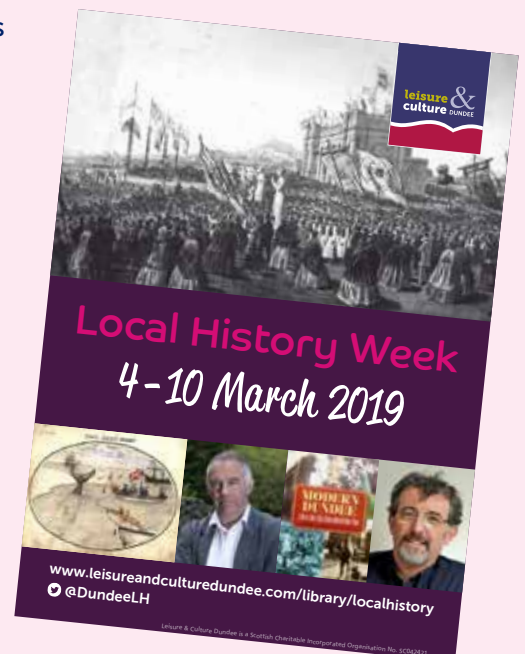
The Friends of Broughty Ferry Library now has over 200 members and continues to plan annual programmes of events. So far this year they have held an art competition, talks on space, climate

change, WW1 and hosted a coffee morning raising money toward the library extension.

## LOCAL HISTORY WEEK

This March, Dundee Libraries celebrated some of the many aspects of Dundee's heritage through a weeklong celebration incorporating contributions from the Dundee Women's Festival as well as Dundee City Archives and the McManus Collections Unit. Adult Reading and Local History teams collaborated to put on a programme of talks, films and events which aimed to open up the wide range of books, archive material and resources available through the libraries to wider audiences. These events included hosting talks and presentations in various locations throughout the City with local popular authors such as Andrew Murray Scott and Malcolm Archibald with Dundee Libraries' own Anna Stewart reading works from Dundee writers. Working

with partner organisations these events promoted Dundee's rich heritage and culture and raised awareness of libraries local history collections.



## MCMANUS SHOP AT CENTRAL LIBRARY

A new pop up shop opened in Central Library featuring selected products from The McManus Shop. Visitors can treat themselves to jute bags, mugs, notebooks and a range of other goodies.



## THE HIDDEN

In November the Central Library presented a new experience called The Hidden, a dramatic, interactive experience for small groups of adults and teenagers. The participants worked as a team to make sense of clues and come up with their own theory to solve the mystery. With a series of complex clues, codes and puzzles it was a dramatic, participatory event designed to take the audience on a journey of discovery.



## WW1 COMMEMORATION

To mark the centenary of the end of the first world war, local children in Blackness Library remembered people from the community who lost their lives by making a poppy for each person and adding their name which was then read aloud. Kirkton Library created a display wall to commemorate the war which was highlighted by SLIC as a great example.



## UNESCO CITY OF DESIGN PARADE

To celebrate the Year of Young People in Scotland, members of the Douglas Bear Book Group took part in this event which involved creating art work inspired by other UNESCO Cities of Design. The artwork was then displayed during the parade. They chose Mexico City and took inspiration from the Day of the Dead festival.



# CREATIVE SERVICES

Creative Services entered their second year looking to build upon the solid foundations established in year one. With over 400 individual Design & Marketing requests successfully completed during 2018/19, Creative Services continues to be an integral part in the success of the offerings across all service areas, adopting cross-promotion opportunities, to help further showcase the diversity of services available, across Leisure & Culture Dundee.

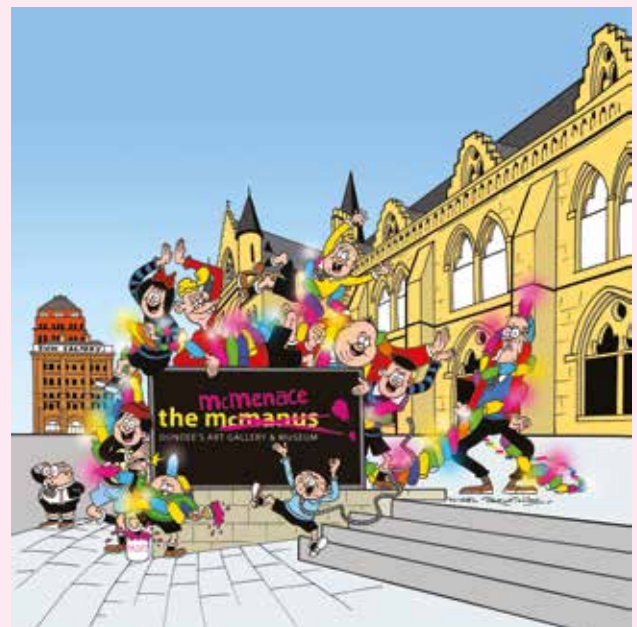
The Creative Services implemented several strategies to increase digital engagement with customers, including the filming of 'Object of the Month' with Cultural Services. These videos feature objects from the City's Cultural collections, from Winkie the Pigeon to The Tay Whale. Each one is expertly narrated by curators and guest contributors. After refining and editing, these videos are shared across multiple digital platforms, proving extremely popular, amassing over 2000 views. This has contributed greatly to the increased Digital Engagement figures of over 326,000 in 2018/19.

Marketing & PR came to the fore in 2018 when Cultural Services highly successful Bash Street's Back at the McMenace exhibition was shortlisted for two awards. The Creative Services Team's submission was shortlisted alongside some of the UK's leading attractions at the Museum + Heritage Awards, in the Marketing Campaign of the Year Category. This was judged on creativity, originality and the impact on visitor numbers, in scale and reach. Although unsuccessful in winning the award, the Marketing Campaign was highly commended. The team were also shortlisted for a prestigious PR Award after renaming the museum 'The McMenace' for the collaborative Bash Street's Back exhibition. The publicity stunt took place in Summer 2018. All signage, website and social profiles were adapted to reflect the name change. Making the shortlist for this award is recognition of how the Creative Services Team are developing and rising to new challenges.

The development and implementation of new Library branding across library related materials has helped boost the profile of Library Services. The introduction of ticketed Library events has proved successful and a welcome source of income generation. Income has also been generated by the team from working with funding partners in Libraries.

The new Leisureactive app has been launched as a platform to receive up-to-date information, news, fitness class timetables, public swim timetables, offers and events. Push notifications for important news, along with quick and easy access to booking fitness classes and activities are also key features.

Creative Services provided assistance with creating a professional and user-friendly design and layout, which helped in the success of this app. Creative Services also provided the new RPC Dundee with a new high quality brand identity, to be used across signage and throughout the facility.



**mcmenace**  
**the mcmanus**  
DUNDEE'S ART GALLERY & MUSEUM



# FORTHCOMING

## PUBLIC SECTOR RECRUITMENT

Following a successful bid to the Department of Work & Pensions we have been awarded funding to deliver a project which will provide training to jobseekers applying for public sector posts. Two fulltime Recruitment Support Workers have been seconded from library staff for a 12 month fixed term to deliver this project from the Central Library.



## WE ARE DUNDEE

Dan Brown, the Digital Storyteller in Residence continues to work with groups and individuals across the city. He will also deliver Digital Storytelling training for Library staff as part of the project's legacy A celebration event and screening of the participants stories will take place in The Steps Theatre on 27th June.



## WELLBEING GARDEN

The indoor garden was created to provide a relaxing space for all to use and was funded by Macmillan Cancer Support and the Maple Trust (artificial grass installed by EaziLawn). We have already received lots of positive feedback about the garden and we will continue to add new plants throughout the year.

The garden is already being well used - 'We are Dundee' digital story-telling project films have been playing in the garden as part of the Dundee Women's Festival, groups have been using it as a meeting space, and library customers have been using the space to relax, use our free Wi-Fi etc. The Health and Wellbeing Team is preparing a launch in May 2019 including space for stalls for outside health agencies, pre-booked workshops and activities such as Move More demos and ParkLives yoga.

## PUBLIC LIBRARY IMPROVEMENT FUND

Following a successful bid to PLIF, we have been awarded £19,850 to develop a Public Libraries Volunteer Accreditation Framework. We will be working with colleagues from Moray and Falkirk to create a Volunteer Toolkit as part of this project.





