

**REPORT TO: CHILDREN'S & YOUNG PEOPLE'S SERVICES COMMITTEE ON
14 APRIL 2010**

SUBJECT: LOCAL HERITAGE CENTRE: PUBLICITY & PROMOTION

BY: DIRECTOR OF EDUCATIONAL SERVICES

1. REASON FOR REPORT

- 1.1 Committee is invited to approve the publicity and promotions campaign for the Local Heritage Centre, Elgin which seeks to raise the profile of the Centre, and to attract and involve more visitors.
- 1.2 This report is submitted to Committee in terms of Section D(21) of the Council's Administrative Scheme relating to the statutory duties of the council to deal with matters relating to the provision of library and information services.

2. RECOMMENDATION

2.1 That in identifying the need to raise the profile of the Local Heritage Centre and to attract and involve more visitors, Committee:

- a) **notes the effective involvement of the Centre in the Moray Connections Family History initiative in para 3.5 of the report;**
- b) **notes the initiative being carried out to improve signposting to the Centre in para 3.6 of the report;**
- c) **approves the Publicity and Outreach Programme for 2010-2011 set out in para 3.7 which seeks to increase visitors by at least 5% and widen community involvement;**
- d) **notes that a Visitor Development Strategy will be prepared during 2010-2011.**

3. BACKGROUND

- 3.1 The Local Heritage Centre is based at old East End School, Elgin. The collection offers an invaluable record of Moray's history and forms one of the most comprehensive collections in Scotland. The collections give Moray Council a greater opportunity to develop heritage and ancestral tourism than most other areas of Scotland. At the meeting of this Committee held on 17 February 2010 (para 23 refers) Committee agreed that the Centre should continue to be located at the old East End School premises, with the premises being appropriately developed.
- 3.2 The Local Heritage Centre has a dedicated website, has developed Libindx the online index to people, subjects and places in Moray, has a key presence on the Council's e-shop and carries out searches for enquirers on a chargeable basis. It handles 7,000 enquiries, generates £1,500 in copying charges and c.£1,000 in search fee income annually. It involves 10 volunteers. The total number of physical visits to the centre is 3,400 per annum, but the number of individual visitors is appreciably less.

- 3.3 There is now an urgent need to more effectively promote the riches and relevance of the collections, the service and the Local Heritage Centre, not only to visitors to Moray but also to the people of Moray.
- 3.4 Crucially, the service requires to engage more effectively with a far wider range of groups. The potential market is far greater than the 3,400 that currently visit the centre. This will be addressed by a visitor development strategy during 2010-2011. Details of the promotional activity for 2010-2011 are listed in section 3.7 of this report.
- 3.5 In addition, following the success of its Year of Homecoming initiatives, the service is already working with other family history organisations within Moray Connections to develop integrated approaches to Family History. These include the Moray Connections website, banners and leaflet, agreed charging and referral policies, joint training and marketing activities and joint liaison with accommodation providers. The Centre therefore has a key role to play in the Ancestral Tourism Strategy for Moray.
- 3.6 Signposting to the Local Heritage Centre is a major problem and a recurring complaint. The Centre will seek to secure VisitScotland visitor attraction accreditation by the end of May, thereby allowing for the provision of road signage and inclusion in VisitScotland's publicity, including its website. Improved pedestrian signage is being pursued as part of the Elgin Town Centre initiative.
- 3.7 In ensuring appropriate publicity and outreach, the programme during 2010-2011 will include the following actions which form a core part of the Libraries and Museums Service Plan:
- Travelling display in libraries and non-library environments, eg supermarkets, leisure centres etc, using display created for Homecoming year.
 - Local Heritage Centre Open Day on 11 September promoting the services available and including taster sessions, children's activities, reminiscence events, talks and workshops.
 - Updating of leaflet and website - Assuming VisitScotland accreditation the leaflet and website will be updated. The popular series of leaflets on Exploring Moray's History, Discovering Family History and Tracing the History of a House will be reprinted, with leaflet distribution targeted at key community and visitor outlets, including accommodation providers.
 - Attendance at principal and community events - The Local Heritage Centre will be promoted at Motorfun, the Keith Show, the RNLI 150th Anniversary Week, Aberlour Games, Dufftown Games and local galas as part of the wider libraries and museums promotional programme.
 - Group visits - The Centre, within a planned programme, will invite local organisations to visit and find out about the collections, services and courses available. Schools will also be invited. In parallel staff will contact local organisations, offering their services as speakers at their meetings.

- Talks - A series of 4 talks or events reflecting local studies will be organised at the Centre during the winter months.
 - Courses - The recently introduced Family History Course delivered by the Libraries Learning Centre staff and which has already attracted over 80 learners will continue to include a visit to the Local Heritage Centre and the promotion of the Centre as a key resource. It is anticipated that increased publicity for this course will lead to significant uptake and consequent usage of the Centre.
 - Use of the media - The Centre will be promoted through a planned campaign of press releases, photo opportunities and through local radio.
 - Displays - The Centre will run a programme of exhibitions, based on key themes and featuring key items from the collections, with each exhibition lasting 2 months.
 - Reminiscence Events - The Centre will run a series of drop in reminiscence sessions as part of the Libraries Services' Strategy for Services to Older People.
 - Library Open Days - The service will also be involved in relevant library open days in the principal libraries in Moray.
 - Elgin Library - Given the presence of VisitScotland within Elgin Library and the library's footfall of 350,000 per annum the Centre will be permanently promoted at Elgin Library through posters, displays and inclusion on the public TV screens.
 - Volunteers - The Centre will continue to seek to recruit volunteers and seek to involve them within its publicity and promotional programmes.
- 3.8 Hence through a co-ordinated, targeted programme of publicity and outreach and future promotion as part of the Moray Connections initiative, the profile of the Local Heritage Centre will be improved within Moray and outwith Moray, with the effectiveness of the various methods being monitored and informing the Visitor Development Strategy being prepared in 2010/11.
- 3.9 Success will be measured in terms of increased number of visitors, increased income, increased number of volunteers and user feedback. In addition usage will be analysed to identify from where visitors come, how they heard about the Centre and how often they visit. It is anticipated that visitor numbers should increase by at least 5%.

4. **SUMMARY OF IMPLICATIONS**

- (a) **Single Outcome Agreement/Service Improvement Plan**
The proposals form a key part of the longer term Ancestral & Heritage Tourism Strategy supporting Priority 9. An effective Local Heritage Service should contribute to the social, cultural and economic regeneration of Moray.
- (b) **Policy and Legal**
Section 163(2) of the Local Government (Scotland) Act 1973 places a duty on local authorities to make adequate provision of library services.
- (c) **Resources (Financial, Risks, Staffing and Property)**
- i. Finance

The costs of the publicity and promotional programmes will be met from the existing marketing and outreach budgets.

ii. Risks

Should the service not be promoted effectively there is significant risk to the fulfilment of the Ancestral Tourism Strategy, to involving the community in its heritage and to generating appropriate levels of income and to meeting the requirements of PLQIM (The Public Library Quality Improvement Matrix for Scotland).

iii. Staffing

There are no additional staffing implications.

iv. Property

There are no property implications.

(d) Consultations

The Educational Services Senior Management Team has been consulted and supports the recommendations within the report

5. CONCLUSION

5.1 That the Committee considers the recommendations in respect of the need to raise the profile of the Local Heritage Centre and to attract and involve more visitors.

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Background Papers:

Ref: DMD/JR/Reports/Children and Young People's Services
Committee/14 April 2010/Local Heritage Centre: Publicity &
Promotion