



## The Treasure Chest of Tales

*An every classroom corner  
shall be a treasure chest of books,  
On the shelves, on desks,  
or in story bags or books.  
They're waiting to be opened, to have their pages turned.*

*So join the search, enjoy the share, and tell us what you've found!*

*Once you've turned the keys, more!  
So share magical words first, more!  
You'll share what's true, fantasy, more,  
As the treasure chest of Wales.*

*With men and magic from history, and birds and beasts of mystery,  
From Chaucer and Shakespeare, from King to Mary Queen -  
You'll meet pirates, robbers, witches, and people chosen in the best,  
Can this treasure chest be more than pirates' loot?  
At a gallop the Pylipth Pig - the fairy folk, legends of songs and stories,  
From cat and quest, you, books have magic enough to fill your dreams.*

*So why don't you...*

*And fill your days with dreams, more!  
With words and pictures beyond measure, more!  
Reading can be a pleasure, more,  
As the treasure chest of Wales,  
You'll find stories for a pleasure, more,  
As the treasure chest of Wales.*

*Chris J. Hughes 2007*





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## Clawr

Daw delwedd y clawr oddi ar boster a grewyd ar gyfer Diwrnod y Llyfr 2008 ac a ddosbarthwyd i bob ysgol gynradd yng Nghymru. Comisiynwyd Chris S. Stephens i gyfansoddi'r gerdd, a chomisiynwyd Brett Breckon i greu'r gwaith celf, gydag Olwen Fowler yn gyfrifol am y gwaith cysodi.

## Cover

The cover image is from a poster created for World Book Day 2008 and distributed to all primary schools in Wales. Chris S. Stephens was commissioned to write the poem and Brett Breckon was commissioned to create the artwork. Olwen Fowler did the typesetting.

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### Y Ddolen

Cylchgrawn Sefydliad Siartredig Llyfrgellwyr a Gweithwyr Gwybodaeth Cymru yn cynnwys **Gwybodaeth Cymru**

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## Newyddion CILIP Cymru

Cynhaliwyd Cynhadledd Llyfrgelloedd, Amgueddfeydd ac Archifau Cymru ym mis Mai 2008 gyda thros 300 o fynychwyr yn mwynhau cynhadledd gyffrous a llwyddiannus ar draws y gwahanol sectorau.

Ewch i wefan CILIP Cymru i weld papurau a delweddau o'r Gynhadledd:

[www.cilip.org.uk/branches/byregion/wales/conference](http://www.cilip.org.uk/branches/byregion/wales/conference)

## Dyddiad ar gyfer eich dyddiadur

Cynhelir Cynhadledd Llyfrgelloedd, Amgueddfeydd ac Archifau Cymru 2009 ar 21 a 22 Mai 2009 yng Ngwesty'r Metropole, Llandrindod.

## Plant yn dathlu Blwyddyn Darllen Genedlaethol gyda Llyfrgelloedd Sir y Fflint

Yn 2008 gwelwyd y nifer uchaf erioed o blant yn cymryd rhan yn Sialens Ddarllen yr Haf yn Llyfrgelloedd Sir y Fflint. Cymerwyd rhan gan 3136 o blant, a chwblhaodd 1086 ohonynt y sialens, gan ddarllen 6 o lyfrau yr un, a chyflwynwyd medalau iddynt. Eleni, trefnwyd *Pencampwyr Tim Darllen* i adeiladu ar y llwyddiant hwn gan annog plant i ddal ymlaen i ddarllen ac i ymweld â llyfrgelloedd ar ôl i wyliau'r ysgol ddod i ben. Cynhaliwyd digwyddiad *Pencampwyr Tim Darllen* ar 17 Medi, gyda 193 o blant yn bresennol, ynghyd â rhieni a brodyr a chwiorydd iau – cynulleidfia o bron i 400. Roedd y digwyddiad yn cynnwys y sioe *Mad Myths*, gan Steve Barlow a Steve Skidmore ('Y 2 Steve') a chafodd llawer o'r plant gyfle i gymryd rhan ynddi. Derbyniodd pob plentyn fag o bethau da yn cynnwys, ymhlith pethau eraill, gopi o *Stone Me* wedi'i arwyddo gan yr awduron.

Arianwyd y digwyddiad gan grant o CyMAL ar ran y Flwyddyn Darllen Genedlaethol. Derbyniwyd adborth gan blant, rhieni a neiniau a theidiau ym mhob llyfrgell, ac roedd hwnnw'n dangos cefnogaeth anhygoel o frwd i'r cynllun.



## CILIP Cymru / Wales News

The Welsh Libraries, Archives and Museums Conference took place in May 2008 with over 300 delegates attending a stimulating and successful cross sector conference.

Visit the CILIP Cymru / Wales website to view papers and see images from the Conference:

[www.cilip.org.uk/branches/byregion/wales/conference](http://www.cilip.org.uk/branches/byregion/wales/conference)

## Date for your diary

The Welsh Libraries, Archives and Museums Conference 2009 will take place on 21st and 22nd May 2009 at the Hotel Metropole, Llandrindod Wells.

## Children celebrate National Year of Reading with Flintshire Libraries

2008 has seen the highest number of children ever taking part in the Summer Reading Challenge in Flintshire Libraries. 3136 children took part and 1086 completed the challenge, read 6 books and were awarded their medals. This year *Team Read Champions* was arranged to build on this success and keep children keen on reading and visiting libraries after the holidays. *Team Read Champions* was an event held on 17th September, attended by 193 children plus parents and younger siblings – an audience of nearly 400. The event consisted of a show by Steve Barlow and Steve Skidmore ("The 2 Steves") called *Mad Myths* in which many of the children participated. Every child received a goody bag containing (among other goodies), a signed copy of *Stone Me* by the authors.

The event was funded by a CyMAL grant for National Year of Reading. Feedback from children, parents and grandparents was received at all libraries and was overwhelmingly enthusiastic.



## National Library of Wales stakes its claim to be 'one of the great libraries of the world'

The National Library of Wales will claim its place alongside some of the great libraries of the world with the unveiling of a new three-year strategy *Shaping the Future*.

As part of its aim to increase access, staff will be embarking on a ten-year digitisation project aimed at placing as much of the Library's collection online as possible, for everyone to explore and enjoy, wherever they are in the world.

The material will be available for a wide range of purposes, whether as an aid to the education sector at all levels or as a point of reference for someone who wants to know more about their family history.

Commenting on the Library's ambition for the future, its President, The Rt Hon Dafydd Wigley, said: 'We want to be a window into Wales, publicising the Wales of the past, the present and, as new material is added, the Wales of the future. This will help to boost the economy of Wales, encourage people to visit and/or use its services and also help it to become a top-league cultural and intellectual player.'

Heritage Minister Alun Ffred Jones said:

'I am very encouraged to see the National Library fully embracing the challenges and opportunities presented by developments in electronic media. This strategy will ensure that resources produced electronically will take their place alongside books, manuscripts and photographs in the Library's collections. It also builds on what has already been achieved to open up the vast and fascinating resources of this great national institution to new audiences both at home and abroad, free of charge via the Internet.'



## Jerry Hurst

Freelance practitioner, trainer and consultant Jerry Hurst delivered an exciting programme to 30 school librarians in Neath Port Talbot on the 22nd October. The event was organized by Lloyd Evans (Chair) and Liz Smith (Secretary) of the Schools Library Group (Wales Steering Committee) of CILIP and was supported by CILIP Cymru / Wales with a grant from the Kathleen Cooks Fund.

Delegates were given lots of opportunities to use the practical techniques Jerry demonstrated to encourage children and adults to get more involved with reading.

You can keep up to date with the School Library Group by reading the online journal *School Libraries in View*

[www.cilip.org.uk/specialinterestgroups/bysubject/school/publications/journal](http://www.cilip.org.uk/specialinterestgroups/bysubject/school/publications/journal)

Interested in joining the Steering Committee? Contact Lloyd Evans [lloyd@evans1435.freemove.co.uk](mailto:lloyd@evans1435.freemove.co.uk) or [Lloyd\\_Evans@flintshire.gov.uk](mailto:Lloyd_Evans@flintshire.gov.uk)

## Youth Libraries Group Wales

Youth Libraries Group Wales hosted a Carnegie Kate Greenaway Day at the National Library of Wales on 17th October. Members of YLG Wales were invited to discuss and vote for their nominations for the book awards for 2009. Author Jenny Valentine and Vice Chair of CILIP Cymru / Wales Lloyd Ellis took part in a lively discussion about the book awards. The event was supported by CILIP Cymru / Wales with a grant from the Kathleen Cooks Fund.

To find out more about Youth Libraries Group Wales contact [AngelaNoble@monmouthshire.gov.uk](mailto:AngelaNoble@monmouthshire.gov.uk)

### CILIP Cymru / Wales new Hon. Secretary

Sally Wilkinson, Director of Learning Resources, Trinity College, Carmarthen has taken on the role of Hon Secretary for CILIP Cymru / Wales.

## Wales gets happy!

Gavin & Stacey's Ruth Jones has become one of the first celebrities to pledge her support to the 'Happy Days' national campaign which demonstrates how libraries can make you happy!

Launched on 2nd October by Alun Ffred Jones, Welsh Assembly Government Heritage Minister, and Ruth Jones at Barry Library, the campaign encourages people to take a fresh look at their library during October and November.

Speaking at the launch, Ruth Jones said: "I'm thrilled to be supporting the Happy Days campaign – especially as I am such a big fan of libraries. You can save a few quid, you can save yourself loads of time because the staff are always on hand to answer any questions, you're doing your bit to help the planet – why wouldn't that make you happy!"



Ruth Jones pictured with Senior Library Assistant Danielle Fox at Barry Library

"I support Happy Days 100% because not enough people realise the potential of libraries and what they can do for them. I challenge all of you to pop in next time you're passing and I bet you'll be pleasantly surprised!"

The Minister commented: "Our libraries are fantastic resources for the whole community, offering something for every member of the family. This campaign really demonstrates the positive impact libraries can have on people's lives – from learning a new skill to having a 5-minute chat with the librarian. I would encourage people of all ages to discover what's on offer at their local library this autumn."

Famous faces from across Wales are taking part in events being held at various libraries across Wales. With Cerys Matthews and Stuart Cable at Swansea Central Library, Gethin Jones in Colwyn Bay and another event planned for Newtown, the happiness is spreading across the country!

Lots of research has been done into 'happiness' over recent years and the Libraries for Life marketing team realised that

many of the criteria mentioned in these surveys were met by the library service, including getting things for free, trustworthy service, learning new skills, friendly people – hence the name of the campaign!

The key messages of the campaign focus on the positive impact of libraries on people's lives, the value of the staff and the aspect of saving money – particularly relevant during the current economic climate.

A survey was undertaken with library users during August and September to establish the top ten reasons why libraries make people happy – results will be announced during the campaign. This survey also gave library users the opportunity to tell us what positive effects the library has had on their lives and has generated some wonderful stories from all sectors of the community – from children taking part in fun activities, to friendly staff who have made a difference to people's lives by showing them how to access the internet, helping organise book clubs or just being there to listen.

*"My local library has given me a new lease of life from boredom and unhappiness, unable to write and spell correctly I was encouraged to write poetry with the help of books and my local librarian, Allyson Roberts and staff. I have since had two poems published in books nationally. From retired bricklayer to poet has made my life so much brighter and worthwhile. Thanks to all."*

*"As a working mum with two very young children, I find I can escape for a little 'me time' and regain my sanity. I also bring my daughter who loves choosing books and playing with the building blocks. We could have all the books in the world at home and she would still insist on coming to our local library!"*

*"If I didn't go to the library I wouldn't have as many friends as I do now and wouldn't have read as many books as I have and wouldn't have done so well at lessons in school."*

The Happy Days campaign coincides with the launch of the first five of the public library entitlements. Secondary school children across Wales have received a Happy Days 'library card' outlining these entitlements and giving them the opportunity to enter a competition to win a top of the range laptop via the [library.wales.org](http://library.wales.org) website.

Happy Days is one element of the Libraries for Life marketing campaign which is funded by the Welsh Assembly Government through its CyMAL: Museums Archives and Libraries division. This campaign is part of the Welsh Assembly Government's commitment to deliver a thriving library network for the 21st century.

For more information please visit [www.library.wales.org/happy-days/](http://www.library.wales.org/happy-days/)

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## Llyfrgellydd o Gaerdydd yn Ennill Prif Wobr

Mae Nigel Morgan, Llyfrgellydd Pwnc y Gwyddorau Biolegol yn yr Adran Gwasanaethau Gwybodaeth, Prifysgol Caerdydd, wedi ennill Gwobr Ymarferydd Llythrennedd Gwybodaeth y Flwyddyn. Mae'r wobwr yn cydnabod ymarferwyr Llythrennedd Gwybodaeth (IL) sy'n codi proffil y maes o fewn eu sefydliad ac sy'n gallu dangos arloesedd, blaengaredd a gwreiddioldeb, yn ogystal ag effaith y cyrsiau a ddatblygir ganddynt. Ac mae Nigel yn sicr wedi gwneud hynny! Yn ogystal â bod yn rhan o'r grŵp gweithgar fu'n gyfrifol am ddatblygu'r Llawlyfr Dysgu Llythrennedd Gwybodaeth (HILT) – ffynhonnell ysbrydoliaeth ac arweiniad i arfer dda ymhlith ymarferwyr LIG – a helpu i ailddrafftio Nodiadau Llythrennedd Gwybodaeth y Brifysgol, mae'n debyg y caiff ei adnabod orau yng Nghaerdydd ar tu allan am hybu'r dull arloesol hwnnw, y 'Cephalonian Method of Library Induction'. Datblygodd y dull ar y cyd gyda'i gyd-weithreg Linda Davies (Llyfrgellydd y Gwyddorau Biolegol a Gwyddoniaeth) ac mae Nigel yn disgrifio'r dull fel "cyfuniad gogoneddus o gerddoriaeth, lliw a chyfraniad y gynulleidfa sy'n ymosod ar y synhwyrau tra ar yr un pryd yn cadw'r meddwl yn brysur".

## Cardiff Librarian Wins Major Award

Nigel Morgan, Biosciences Subject Librarian in Information Services at Cardiff University, has won the Information Literacy Practitioner of the Year Award. The award recognizes Information Literacy (IL) practitioners who raise the profile of IL within their organisation and can demonstrate innovation, initiative and originality as well as the impact of the courses they develop. And Nigel has certainly done that! As well as being part of the hard-working group which has developed the Handbook for Information Literacy Teaching (HILT) – a source of inspiration and a guide to good practice for IL practitioners – and helping redraft the University's Information Literacy Guidance Note, he is probably best known within and outside Cardiff for his promotion of the innovative 'Cephalonian Method of Library Induction'. Co-developed with his colleague Linda Davies (Biomedical Sciences and Science Librarian), Nigel describes the method as "a glorious fusion of music, colour and audience participation which assails the senses whilst engaging the mind".



*Nigel yn cael ei longyfarch gan yr Athro Sheila Corroll ar ennill y wobwr/Nigel is congratulated by Prof. Sheila Corroll on winning the award*

## Rhondda Cynon Taf

### Cyhoedduswydd Newydd i'r Llyfrgell

Gofynnwyd i mi ymgymryd â'r dasg o roi golwg newydd, mwy modern, i bamffled cyhoedduswydd Gwasanaeth Llyfrgell Rhondda Cynon Taf am 2008. Wedi cyfnewid ychydig o syniadau gydag aelodau Tîm Rheoli'r Llyfrgell, roeddem i gyd o'r farn y dylai gynnwys nodwedd i ddal y llygad, a rhywbeth gwahanol i'r ffordd y mae'r cyhoedd yn gyffredinol yn ystyried llyfrgelloedd heddiw.

Bûm yn syrffio'r we i chwilio am ddelweddau a allai helpu i danio syniadau, a dod ar draws delwedd o feiciwr modur, yn datw's drosto i gyd, yn sefyll ger ei feic Harley Davidson. Mae aelodau o'r llyfrgell yn aml yn gofyn i ni am lawlyfrau cynnal a chadw beiciau, felly roedd yn ymddangos yn syniad da i ddefnyddio delwedd fel hon fel rhan o glawr y pamffled newydd.

Ar ôl arbrofi gyda sawl cynllun gwahanol, cytunwyd ar gynllun cyffredinol y clawr. Byddai'n cynnwys delwedd debyg i'r un y deuthum o hyd iddi ar y we, a hefyd llun o'i 'gariad' – heb rhyw lawer o ddillad amdani – yn dangos ei thatw's hithau. Doedd delwedd y 'cariad' ddim yn broblem, gan bod un o aelodau staff y llyfrgell wedi cynnig ei gariad ef ei hun fel model. Tynnwyd llun ohoni, ac ychwanegwyd tatw's trwy ddefnyddio Adobe Photoshop.

Roedd popeth yn mynd yn dda, felly y cam nesaf oedd dod o hyd i feiciwr tebyg i'r un y deuthum o hyd iddo ar y we. Profodd hon yn dasg anodd iawn, ac roedd y dedlein cyhoeddi'n agosáu. Dyna pryd y meddyliais y byddai'n syniad gwych petawn yn cysylltu â'r beiciwr ei hun, neu'r person a dynnodd y llun, i ofyn a gawn ei ddefnyddio gyda'u caniatâd. Tasg hawdd pe bawn wedi nodi'r wefan lle gwelais y ddelwedd, ond gan nad oedd gennym unrhyw fwrriad o'i defnyddio'n syth o'r we – DO'N I DDIM!!!

A dyma ddechrau chwilio – y cyfan y gallwn ei gofio oedd bod y safle'n ymwneud mewn rhyw ffordd â thatw'io, felly chwiliais Google am y gair 'tattooing'. Sawl 'hit' a ddangoswyd, meddech chi? Wel, dim ond 3,230,000 ohonyn nhw! Roedd yn ymddangos fel tasg amhosibl, ond ar ôl chwilio drwy safleoedd di-ben-draw (fe synnech chi beth yw cynnwys rhai ohonynt!) fe ddois i o hyd i'r ddelwedd o'r diwedd.

Bedwar diwrnod ar ôl i mi anfon neges e-bost gyflym ato, doedd dim ateb wedi dod i law, felly edrychais eto a sylwi ei fod yn defnyddio 'My Space'. Nawr, dydw i ddim yn gyfarwydd â My Space ond mae gen i ŵr ifanc dan hyfforddiant, Daryl (Daz), sy'n 'dallt y dalltings', felly gofynnais am ei help. Gallai ddweud wrthyf ar unwaith nad oedd y boi ond wedi logio ymlaen y diwrnod cynt, felly anfonodd Daz fy neges ato'n gofyn am ganiatâd i ddefnyddio'r ddelwedd. O fewn ychydig oriau fe ddaeth yr ateb – POPETH YN IAWN!!! Dywedodd y byddai'n anrhydedd pe baem yn defnyddio'r ffotograff yn ein pamffled, cyn belled â'n bod yn cynnwys cydnabyddiaeth yn rhywle.

Ac o'r diwedd, wedi colli gwaed, chwys a dagrau, daeth y cyfan at ei gilydd.

**John White**

Swyddog Digido, Gwasanaeth Llyfrgell Rhondda Cynon Taf

## Rhondda Cynon Taf

### New Library Publicity

I was given the task of producing a new, more modern look for Rhondda Cynon Taf Library Service publicity brochure for 2008. After throwing a few ideas around with the Library Management Team, we all agreed that it should feature something quite eye catching and different to how the general public perceive the libraries of today.

I browsed the Internet for images that could help spark ideas and fell across an image of a biker who was covered in tattoos standing alongside his Harley Davidson. Library members quite often ask us for bike maintenance manuals, so it seemed a good idea to use an image like this as part of the cover for the new brochure.

After doing quite a few different mock-ups we finalised the general cover design layout. The design would include an image like the one I had found on the Internet and also a photograph of his 'girlfriend' with not an awful lot of clothes on, showing off her tattoos. The 'girlfriend' image wasn't too difficult, as a member of library staff volunteered his girlfriend as a model for the shot. The photograph was taken and the tattoos added in Adobe Photoshop.

All seemed to be going well, so the next stage was to find a biker similar to the one I had found on the web. This proved far more difficult, and time was rolling on for our publishing deadline. It was then I thought it would be a great idea to contact the biker or the person that took the photograph to see if I could use it with their permission. That would have been easy if I had made a note of the website that the image came from, but as we had no intention of using the image from the web – I HADN'T!!!

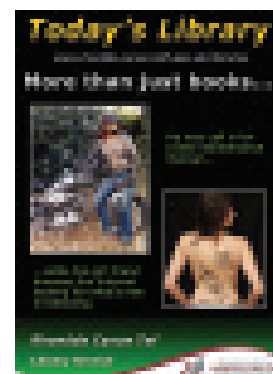
The search was now on – all I could remember was that the site had something to do with tattooing. I Googled 'tattooing'. The search only came up with 3,230,000 hits! This looked like an impossible task, but after trawling through endless sites (you have no idea what some of them contain!) I finally found the image.

A quick e-mail got no response after 4 days so I looked again and noticed he used 'My Space'. Now I don't do My Space but I have a young trainee, Daryl (Daz) who is really into all that stuff so I asked for his help. Straight away he informed me that this guy had logged on only the previous day so Daz sent him a message that I had composed asking if we could use the image. Within hours we had a reply – YES!!! He said he would be honoured if we used his photograph as long as we gave him credit for the shot in the brochure somewhere.

After some blood, sweat and tears – it all came together.

**John White**

Rhondda Cynon Taf Library Service, Digitisation Officer



## Gweinidog yn cefnogi llyfrau o Gymru yn ystod y Flwyddyn Darllen Genedlaethol yn y Gelli

Dangosodd y Dirprwy Weinidog dros Sgiliau, John Griffiths, ei gefnogaeth i'r Flwyddyn Darllen Genedlaethol yng Nghymru yng Ngŵyl y Gelli eleni. Yn ystod ei ymweliad â stonin Llên Cymru yn yr Ŵyl lenyddol, mynegodd y Gweinidog ei bleser gwirioneddol o weld yr ystod eang o lyfrau o Gymru a gyhoeddwyd yn ddiweddar ac a oedd ar gael yn yr ŵyl hon o bwysigrwydd rhyngwladol, yn enwedig gan fod Llywodraeth Cynulliad Cymru wedi dynodi 2008 yn Flwyddyn Darllen Genedlaethol yng Nghymru.

Dyweddodd John Griffiths, "Mae'r Flwyddyn Darllen Genedlaethol yng Nghymru yn gyfle i bobl o bob oedran i gyfranogi a dathlu'r pleser o ddarllen. Hyd yn hyn bu ymateb Cymru gyfan yn aruthrol ac rwyf yn hyderus y byddwn yn cyrraedd ein nod o gynnal 2008 o weithgareddau yn ystod y flwyddyn."

Dyweddodd Geraint Lewis, Hyrwyddwr y Flwyddyn Darllen Genedlaethol, "Rydym yn ffodus yng Nghymru bod gennym lu o awduron sydd yn cyhoeddi llyfrau ffuglen a ffeithiol rhagorol yn y Gymraeg a'r Saesneg yn rheolaidd. Mae'r Flwyddyn Darllen Genedlaethol yng Nghymru yn gyfle gwych i dynnu sylw pellach at amrediad ac ansawdd y llyfrau sydd ar gael, ac rydym wedi cael ymateb gwych i'r gweithgareddau a gynlluniwyd ar gyfer yr Ŵyl."

Lansiwyd y Flwyddyn Darllen Genedlaethol yng Nghymru yn ystod mis Mawrth 2008 a bu'n datblygu ochr yn ochr â phrosiectau lleol a chenedlaethol i annog pobl o bob oedran a chefnidir i ymgolli mewn llyfr.

Aiff Geraint ymlaen, "Dangosodd yr ymwelwyr â Gŵyl y Gelli ddiddordeb neilltuol yn yr ymgyrch Rhoi Llyfr yn Anrheg a gynhelir rhwng 7-12 Gorffennaf i annog y cyhoeddi i roi llyfr yn anrheg i'w ffrindiau a'u teuluoedd."

## Minister backs Welsh books during the National Year of Reading at Hay

Deputy Minister for Skills John Griffiths lent his support to the National Year of Reading in Wales at this year's Hay Festival. Visiting the Literature in Wales stand at the literary festival, the Minister was delighted to see the vast range of books from Wales recently published and available at the internationally acclaimed event, particularly as 2008 has been designated by the Welsh Assembly Government as the National Year of Reading in Wales.

Commenting, John Griffiths, said "National Year of Reading in Wales provides people of all ages with the opportunity to get involved and celebrate the joy of reading. The response to date from across Wales has been tremendous and I am confident that we will reach our goal of holding 2008 activities throughout the year."

Geraint Lewis, Reading Champion for the National Year of Reading, commented, "We're lucky in Wales to have a wealth of authors who regularly publish excellent books, both fictional and non-fictional in Welsh and English. The National Year of Reading in Wales is a fantastic opportunity to further highlight the range and quality of the books available and we've had a fantastic response to the Year's planned activities at the festival."

The National Year of Reading in Wales was launched during March 2008 and has been developing apace with local and national projects organised to encourage people of all ages and backgrounds to bury their nose in a book.

Geraint continues, "Visitors to the Hay Festival were particularly interested in the Give a Book campaign organised for 7-12 July to encourage the public to give a book to friends and family."



Geraint Lewis (left), Reading Champion for the National Year of Reading in Wales, together with Deputy Minister for Skills John Griffiths (right). Gweler Geraint Lewis (chwith), Hyrwyddwr Darllen y Flwyddyn Darllen Genedlaethol yng Nghymru, ynghyd â'r Dirprwy Weinidog dros Sgiliau John Griffiths (ar y dde).

## Dr Rhidian Griffiths

Dr Rhidian Griffiths retired earlier this year from his post as Director of Reader Services at the National Library of Wales.

Rhidian began work at the National Library in 1980, and during his time he has played a vital role within the Cataloguing Section and in establishing the Legal Deposit Libraries Shared Cataloguing programme. Having acquired an M.Litt just before starting work in Aberystwyth, Rhidian gained his PhD in 1991: his subject was "The History of Publishing Music in Wales". In 1993 Rhidian was appointed Keeper of Printed Books.

*His colleague Mark Mainwaring said:*

"Here his professional skills and personal characteristics produced a blossoming during what I sense were some of the happiest and most fulfilling years of his career. Both staff and Readers benefited from his professional commitment to helping people to access the resources of the collection; he developed external links further such as the Legal Deposit Libraries body SCOLD (the Standing Conference on Legal Deposit) and shouldered much of the work linked to the acclaimed Owain Glyndwr exhibition."

Rhidian gave a wonderful after dinner speech at the CILIP Cymru / Wales Libraries, Museums and Archives Conference in May, and was awarded with a standing ovation from an audience who clearly felt great affection for him. Although Rhidian has retired he continues to support CILIP Cymru / Wales and is Treasurer of the Kathleen Cooks Fund.

The President of CILIP Cymru / Wales and National Librarian Andrew Green summed up the feelings of many when he said: "It's hard to think of anyone who has given more to Welsh libraries over such a long period than Rhidian Griffiths. His contributions to the National Library, to the WLA and CILIP Cymru, and to many other organisations are prodigious. Innumerable people have come to know his intellect, generosity of spirit and humanity."



*Dr Rhidian Griffiths*



*Arwel Jones*

## Arwel Jones

Arwel Jones has been appointed as Director of Public Services at the National Library of Wales. Arwel, a familiar face in Wales, is originally from Rhos-y-Bol, Anglesey, and is also a familiar voice on Radio Cymru and S4C. An author and poet, Arwel was educated in Amlwch High School and the University of Wales, Aberystwyth.

Arwel originally joined the staff of the National Library of Wales in 1991, when he was appointed as a research assistant. In 2006, Arwel was appointed as Head of Digital Developments with responsibility for overseeing and co-ordinating the Library's digitisation strategy. In his new role as Director of Public Services, Arwel's responsibilities include implementing the Library's policies and strategies at Department level, increasing visitor numbers and broadening the services provided by the Library. He will also hold responsibility over 70 members of staff, including the Communications team, the Exhibitions Department and Reader Services.

## David Barker

David Barker has retired from his post as Manager of North East Wales Schools Library Service.

David's first post was as Branch Librarian at Market Drayton, Shropshire (1969–71) followed by secondment to be Librarian of Madeley Court School in Telford.

From there he moved to Knutsford High School and then in 1977 to Clwyd as Schools Librarian. Over the years this also took in services to Adult Education.

On Local Government Reorganization in 1996 the Schools Library Service survived as a joint service across Conwy, Denbighshire, Flintshire and Conwy.

Professionally, David has been a member of National YLG and SLG Committees and Chair WYLG on a couple of occasions. Also a member of NIACE Cymru Committee.

A member of LISC (Wales) from 1997–2001 when CyMAL was founded, David was appointed to the Board of the National Library of Wales in 2006.

A member of the Welsh Books Council's Executive Committee and Chair of its Children's Panel, David is also an active member of the CILIP Cymru/Wales Committee.

## Gregynog Colloquium 2008

Every year the Higher Education Wales Information Technology (HEWIT) group and the Wales Higher Education Libraries Forum (WHELF) host a residential colloquium at Gregynog Hall (University of Wales's conference centre) for IT and library staff to discuss recent developments and to exchange experiences. The conference was organised in June by NEWI and Bangor University – different institutions take turns to organise the whole event – a useful development opportunity in itself.

This year's library programme saw an excellent range of speakers cover a wide variety of topics. Alison Mackenzie and Sara Marsh both made a welcome return to Wales to talk about services in their new institutions – Edge Hill University and the University of Bradford respectively. Sonja Haerkoenen (Cardiff University) and John Wright (Bangor University) ranged even further afield with their perspectives on libraries in Germany and Denmark.

“Somewhere between Ringo Starr and the Tall Ships” – that was Lucy Collins (Cardiff University) and Ellen Harris (Trinity College) reflecting on the LILAC 2008 Information Literacy Conference held this year in Liverpool.

A regular feature of the Colloquium is an opportunity for new (and not-so-new) professionals to give a presentation based on their own experience. It is always a good conference session, and this year was no exception. Speakers presented “From pizza to ‘professional’ in 3 easy steps” and “Breathe in, everyone!” as well as “Meeting user needs in academic and public libraries” and “Set your library free with RFID”. You can find all these presentations online at <http://ww2.newi.ac.uk/gregynog2008/> together with those on other themes such as online services for Wales, library partnerships, marketing, collaborative purchasing of e-books and information literacy at the issue desk.

### Repository case studies

On the Wednesday morning, repository administrators from across Wales gathered for a repository themed event. This is the second year that the Repositories Support Project (RSP) has run a repositories strand and once more it proved a useful forum for the exchange of ideas and inspiration. An institutional repository is designed to collect the work of a particular institution (usually a university) and is an online, searchable, web-accessible database containing works in digital form – this includes materials such as research journal articles and digital versions of theses and dissertations.

The day kicked off with a series of four case studies of repository developments from across Wales. Helen Thomas of the University of Wales Institute Cardiff described her single parenting approach to successfully bringing up the UWIC repository which is due to be launched shortly, while Paul Jeorrett of North East Wales Institute (NEWI) followed by outlining the decision to purchase



*Speakers – Linda Davies & Lindsay Roberts, Cardiff University; Julie Allan, UWIC; Louise Williams, University of Glamorgan; Helen Hodges, RSC Wales*

the Digital Commons software for their repository solution. Paul's presentation generated lots of questions from the audience as NEWI is the first Welsh institution to purchase a hosted software solution for its repository. Next, Talat Chaudhri gave a presentation highlighting recent developments with CADAIR, the institutional repository for Aberystwyth University, including information about how ongoing investigations are contemplating how the institution might tie the repository in to a current research management system for the university. Finally, Douglas Houston of the University of Glamorgan gave an update on their repository project, including the recent launch of their live system. The launch event organised by Douglas has proved a particularly successful model gaining wide press coverage and is one that many other repositories in Wales will be considering emulating:

<http://dspace1.isd.glam.ac.uk/dspace/>

Jackie Knowles from the RSP gave a short presentation on policy frameworks for institutional repositories highlighting the benefits of creating such policies and demonstrating the OpenDOAR policies tool which helps administrators put together policy documentation. This topic tied in nicely with the previous case studies where policy discussions and formulation had cropped up several times in the experiences of the speakers. Finally, the formal presentations were rounded off by a talk given by JORUM. JORUM is a free online repository service for teaching and support staff in UK Further and Higher Education Institutions, helping to build a community for the sharing, reuse and repurposing of learning and teaching materials.

All the case study presentations are available online via CADAIR at <http://cadair.aber.ac.uk/dspace/handle/2160/575>

## IFLA QUÉBEC. 10–14 August 2008

The 74th IFLA World Congress was held in Québec City from 10–14 August and I was fortunate enough to be there, thanks to the support I received from the CILIP Cymu/Wales Kathleen Cooks Fund.

I retired from the National Library of Wales in April having spent a total of 38 years on the Library staff, and during that period I fulfilled a variety of different posts under the direction of six national librarians. The last 15 years were spent as Head of Reader Services, a truly rewarding post, and my involvement with IFLA since 2002 gave an added international dimension to my work. I will always be grateful to my director Dr Rhidian Griffiths and to the Librarian Mr Andrew Green for nominating me to serve on the Genealogy and Local History Group of IFLA.

My first involvement with this new group was as an observer at the Berlin Conference in 2002, and since that time I have seen the group grow in stature to a highly respected section which now commands the support of over 40 major institutions. I hope that during this period I have played a small part in furthering the work of the Section as a committee member since 2003 and as joint editor of its newsletter.

The IFLA Conference is a truly remarkable event. It attracts between 3,000 and 4,000 delegates from all over the world. It comprises a lavish opening ceremony, at which the organising committee are usually joined by civic and government dignitaries. The conference itself is a series of plenary sessions and parallel sessions, organised by the various Sections, which now number well over 40. In addition several library visits and study tours are organised by some sections, and, of course, each Section has at least two committee meetings, which usually take place at a ridiculously early time in the morning! A large exhibition is an integral part of the conference as is the poster sessions, the cultural evening, delegates' party and country caucus gatherings. There are also several other unofficial opportunities to network.

On Saturday morning I attended the Genealogy and Local History committee meeting and had the first opportunity to view this stunningly beautiful, historic, clean, safe and walled French city which this year celebrates its 400th anniversary. On Saturday evening some 40 UK delegates attended the UK Caucus arranged by CILIP. This always provides a good opportunity to get to know new colleagues. On Sunday morning I attended the opening ceremony at which the Gouverneure Générale, Michaëlle Jean, a 40 year old lady born in Haiti, and local dignitaries, welcomed the delegates. Sunday afternoon was mainly spent in the exhibition and I always try to ensure that I visit the companies which have formal links with the National Library of Wales such as VTLS, 3Ms, OCLC, ProQuest, Gale, Infor and other institutions that provide a similar service such as Bibliothèque et Archives Canada.

There were no formal Genealogy and Local History meetings on the Monday so there was an opportunity to attend some of the

parallel sessions and to see more of the city.

I chose to attend the sessions on copyright and the provision of library services to the indigenous population in Peru, Laos and Namibia. My afternoon tour of the walled city, La Citadelle and the Plains of Abraham, where General James Wolfe fell after taking the City in 1759, and the Assemblée Nationale Québec was most enjoyable. There are many interesting parallels with the situation in Wales.

On Tuesday it was all hands on deck as the Genealogy and Local History Section held its open session. Our Section had opted this year to discuss how data privacy restrictions impacted on genealogical research, and we had four excellent speakers to present case studies based on the situation in France, the US Virgin Islands, the USA and Canada. The Canadian contribution was particularly fascinating and a major scoop for the Section as we had successfully persuaded the Hon. Senator Lorna Mine of the Canadian Parliament to outline her successful seven year battle to preserve uncensored access to Canada's census records in a private member's bill. Over 160 delegates attended the Section's open session, a pleasing and satisfactory number.

On Wednesday the Genealogy Section had its study tour. This year's tour was rather different as it entailed a two-hour boat trip along the St. Lawrence River to Grosse Île, a small island that served as Canada's quarantine station from 1832 until 1937. In 1847 over 5,000 Irish emigrants perished on the island as a result of typhoid fever, and are commemorated by an impressive Celtic Cross. We found the visit to the Irish cemetery where they are buried a very poignant experience that will live with us for a very long time.

On Thursday there was a further opportunity to attend more open sessions. I found the National Libraries Section offering on performance indicators absorbing, with its case studies from Norway, Finland and Australia, but felt some real relief that I would no longer have to persuade my colleagues to accept some of the latest yardsticks deemed desirable to measure the efficiency of their services! The closing ceremony contained three highlights: it was announced that the 2011 conference would be held in Puerto Rico; Dr Melvin P. Thatcher, of Utah, the gentleman who has been the main driving force behind the success of our Genealogy Section, and our retiring Chair, was publicly honoured with the presentation of an IFLA scroll of honour, and lastly, but by no means least, Mr Bob McKee, CILIP's Chief Executive, made a stirring six minute monolingual vote of thanks in French on behalf of the organising committee.

As always, I will leave IFLA with many happy memories, having made several new friends. Hopefully, I will see them again in Milan in 2009.

All the conference papers can be viewed on [www.iflanet.org](http://www.iflanet.org)

*Richard E. Huws. Aberystwyth*

## Kathleen Cooks Report

Thanks to the generous support of the Kathleen Cooks bequest (contact Mandy Powell for more details) I was able to visit Sri Lanka to attend and deliver a paper at their conference in Colombo.

The journey began in Birmingham International airport with a quick look around the bookshop to see what is being read and what is popular.

Armed with several tons of mosquito spray, and the advice gleaned from several biographies of those who lived in the tropics to drink copious amounts of tonic water for its quinine properties to ward off mosquitoes, I left sunny Birmingham for Colombo via Dubai and the Maldives. Sadly they were only brief stopovers en route. The conference was themed 'towards an Information society through Borderless Libraries'; my contribution was the 16 language website PAWB aimed at migrant workers to enable them to access library services <http://library.rhondda-cynon-taf.gov.uk/pawb/>

The conference began with the attendees singing the Sri Lankan national anthem (good idea for the next Welsh Conference perhaps?) followed by the lighting of the Oil Lamp to symbolise the light of hope and success.

The Chief Guest was Mr Renton de Alwis, Chairman of the Sri Lankan tourist board; Renton de Alwis is the Chairman of the Sri Lanka Tourism Development Authority and the Sri Lanka Tourism Promotion Bureau. He has over 30 years' experience in conservation, communications and tourism related areas, having worked in an international environment covering over 30 countries. He challenged the conference about the use of information, the different types of media available and how we as information professionals use them whether a website, blogging, wikis or skypeing.

Although the distance between Sri Lanka and Wales is 5500 miles, the similarities on information technology concerns are very similar. One of the challenges facing us is whether or not to supply materials in a book or other format; increasingly we are moving towards e-formats. One study of user preferences in a university setting discovered it depended on the course being followed that determined the preference. Some e-format materials have a very poor uptake which was attributed previously to lack of knowledge of the format but the study felt this was not totally true. This offers food for thought to those purchasing materials and could offer a study for those in the research field to see what is required rather than the perception of what we think is required and that we must always obtain the newest formats when they become available.

One of the interesting titles of the conference was 'Reaching out to milk farmers in a plantation community in Sri Lanka'. The speaker Irangani Mudannayake discussed the problems of reaching people with a low level of literacy who normally do not



use, for many reasons, the library in their rural communities. The public librarian is seen as an information gatekeeper with the responsibility to reach out to grass-root level farming communities to educate, direct and facilitate them to obtain vital information for their livelihoods. As in the UK there is more emphasis and discussion on shifting the traditional role of librarianship to more outward bound community-based information systems so that the public librarians should be able to reach out to disadvantaged communities who are not aware of libraries, who do not have the time and the language skills to use a library to obtain some kind of basic guidance in the form of information.

The adult population in Sri Lanka, especially in the rural sector, is of the view that libraries are meant for educated people who could read and write. There is a great challenge ahead of the public librarians, for changing beliefs and attitudes of local populace by building credibility of themselves as a knowledgeable person in the society who has the capacity to assist disadvantaged communities with their information or literacy needs.

I spoke to the conference about the challenges to the library service from the changing population of Rhondda Cynon Taf brought by increasing numbers of migrant workers. They were very interested in the cultural issues as well as the languages currently being spoken within the Rhondda Cynon Taf area. After the conference concluded it was a very useful time to discuss what had been delivered at the conference and the many challenges regardless of geographical location of the information professional.

Whilst in Sri Lanka, I travelled from Colombo in a bone-shaking, stomach-churning minibus for several hours into the jungle with Premila Gamage of the Sri Lanka Library association to visit several projects funded by librarians based in Wales and the UK. I am pleased to report that Andaragasyaya primary school, supported by Rhondda Cynon Taf Libraries and Museum Service with Career Development Group Wales, continues to thrive. Pupil numbers are now 77 from 54 with 100% attendance regularly being attained. Several pupils obtained high marks in the national tests and now have the chance to attend a good secondary school over 22 kilometres away. So many thanks to those who bought notelets or donated their support in other ways. Donations are still welcome as I would like to ensure the boys stay in school as long as possible and it costs £25 a year for their transport plus any other costs their families cannot afford.

## Cardiff University's *Handbook for Information Literacy Teaching*: the best Welsh export since Joe Calzaghe?

In the Summer 2005 issue of *Y Ddolen*, Nigel Morgan, Erica Swain and Alison Weightman outlined several exciting information literacy (IL) developments at Cardiff. One of these was the *Handbook for Information Literacy Teaching*. Three years on, we thought that an update on this project would be timely, particularly since the Handbook has recently been made available on the web.

### How it began

The Handbook was created by a dedicated group of staff (originally chaired by Peter Clinch) drawn from various Cardiff University libraries. The aim was to produce a useful and friendly guide for Cardiff staff involved in the delivery of IL sessions. The Handbook presents staff with a series of tried and tested options which they may choose to adopt or might use as starting points for developing their own ideas. It is entirely non-prescriptive.

Other institutions in Wales played a part in shaping the Handbook. In 2006, the libraries at four partner institutions (University of Wales Institute, Cardiff (UWIC), Coleg Glan Hafren, Swansea University and the National Assembly of Wales) participated in a CyMAL funded project to investigate whether the Handbook would be of benefit outside the University. The results indicated that, despite having considerable Cardiff focus, the Handbook had many generic features which were of interest to external practitioners.<sup>1</sup> Having decided that subsequent revisions should retain the Cardiff emphasis, we nevertheless addressed many of our partners' comments and suggestions in the revised 2007 edition. We then decided that it was time to share the Handbook with the wider world.

Late last year, we released the Handbook on the web. IL practitioners outside Cardiff can now access the complete text at [www.cardiff.ac.uk/insrv/educationandtraining/infolit/hilt](http://www.cardiff.ac.uk/insrv/educationandtraining/infolit/hilt) As well as providing a PDF version, we have produced a handy Word document version of each section. This means that you are able to extract content and adapt or customise this to suit your needs, subject to the terms of our Creative Commons licence. So long as your use of the Handbook is for non-commercial purposes and you credit the Cardiff source, you are welcome to make use of our materials as you think appropriate.

### What can you find in the Handbook?

We have tried to cover all the major aspects of IL teaching. The early sections concentrate on the concept and strategic context of IL and on the importance of library orientation as a precursor to training. Later sections focus on the identification of learning outcomes and the skills required to devise and plan effective sessions which meet learners' needs.

We tried to ensure that the text is easy to read and that it

includes lots of hints and tips garnered from our collective experience. In other words, the Handbook is written for practitioners *by* practitioners and incorporates a wide range of approaches and perspectives.

The Handbook is a collaborative venture. Many of our subject librarians contributed case studies in which they describe a method or approach they have found beneficial. These include innovative techniques such as Cardiff's well-known Cephalonian Method of library induction, the use of music in IL sessions, mind mapping techniques and a not-for-the-fainthearted 'improvisatory' approach for postgraduate sessions.

In addition, examples of teaching materials were submitted by subject librarians from across the library sites and cover a wide range of disciplines including the humanities, sciences and healthcare. We picked a selection of these for inclusion in the appendix. They include exercises, worksheets, guides and our much copied web site evaluation checklist.

### Life beyond Cardiff

We are delighted that librarians outside Cardiff are finding the Handbook useful. We have received enquiries from Canada and New Zealand and enthusiastic comments from institutions such as McGill University, California and St. Vincent's Hospital Library, Dublin. At Stockholm University library, a Swedish adaptation is in progress, whilst in Finland, a translation of the text accompanied by examples of teaching materials from Finnish universities is due to be launched later this year. The comments of Nancy Graham, chair of the Information Literacy Working Group at the University of Birmingham, are representative of those we have received:

"We all found the handbook well written, very easy to navigate and just full of really great tips on IL teaching. I think having the structure of starting with the principles and then giving IL teaching a framework (planning, running, evaluating) makes it very usable."

However, we are not content to rest on our laurels. We have recently enhanced the Handbook with the addition of an index and select bibliography. In 2009 we will again be revising the text to take account of new techniques and methods being used within Cardiff and elsewhere.

### Reference:

<sup>1</sup> P. Clinch and A. Jones-Evans, 'The Cardiff Handbook for Information Literacy Teaching – a case study in sharing staff training materials', *Journal of Information Literacy* 1 (3), 2007, available at: <http://jil.lboro.ac.uk/ojs/index.php/JIL/article/view/ART-V1-I3-2007-2/29>

## Find the competitive ‘sweet spot’

In 2005, when library staff at the University of Wales in Bangor were threatened with job losses, the university consultation paper making the case for the cuts stated: ‘Librarians do not deliver “value for money” when compared to the internet’. In the same year the Welsh Library standards<sup>1</sup> were published as a step to achieving ‘efficient and modern public libraries for Wales’. It was expected that the Standards framework ‘would help users and the Welsh Assembly Government to make informed judgements about the quality of services being received and provided’. In 2008, out of ‘rising public concern about the future for local libraries as councils struggle with the requirements to improve performance and reduce costs’ CILIP commissioned the ‘Conway report’ on professional standards of service<sup>2</sup>.

There is a clear sense that libraries are under *threat*. However what is missing, in my view, is any real sense that libraries operate in an increasingly *competitive* environment and that competition itself can be a major driver for improvement. In years of working with librarians I detect no fully developed ‘competitive’ approach informing strategy. It was this concern that led me to address the Welsh Libraries Museums and Archives Conference in May 2008<sup>3</sup>. In line with that presentation I will focus on public libraries.

When I talk to public librarians about their services and ask ‘what’s the competition?’ I often get a rather bemused response. When I say that Google is a library service I still find resistance to the idea. One look at Google’s mission statement however makes it clear. What better definition of the *library function* can there be than to ‘organize the world’s information and make it universally accessible and useful’<sup>4</sup>?

Those of us with long memories or historical sensibilities will know that public libraries are no strangers to competition. The building with the name ‘The Library’ in the high street of my 1960s childhood was actually a newsagents that also housed a small *commercial* circulating library. The free public library paid for by taxation put it out of business. Half a century later commercial library services for the public are back on the scene. Changes in technology, especially those associated with the web, have lowered transaction costs. Business models (such as advertising in the case of Google) have enabled free or very low cost services. As a result, at no cost to me or the local authority, Google Book Search (or Amazon) provides access to a far deeper and richer collection of books (and other resources) than almost any public library. Moreover it has features that shame most library OPACs, including links to websites, Wikipedia and reviews. I am presented with a variety of fulfilment mechanisms to suit my needs, including, in the case of Google, an option to ‘find it in a library’. The shame is so few libraries have linked their holdings (Bangor University is an exception to celebrate!). I can pay and have the book delivered in days. Viewed as a ‘permanent loan’ this may be a cheaper option than a notionally free loan from the public library. I can also sell the book on

Amazon, further reducing the overall transaction cost.

Of course, libraries are about more than just providing books: and that’s my point. Looking at things with a competitive frame of mind helps focus on the *distinctive* elements of the service. Think of this as the strategic ‘sweet spot’<sup>5</sup>, where the library’s capabilities meet customer needs in a way that rivals cannot. This is therefore the place where the library will get most return on its investment. A focus on the ‘sweet spot’ enables the library to highlight the areas where it can make the *biggest* difference and add the *most* value. Indeed where it can be most competitive...

### Ken Chad Consulting Ltd

Global web-based companies such as Google and Amazon are transforming the way in which the ‘library function’ is being delivered. We help organisations, including ‘conventional’ libraries and businesses serving libraries, meet the challenge.

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Ken gained his MA from the Information Science Department at City University in London. He has over 20 years’ experience in the library software business and has worked with a wide range of academic, research, college, public, corporate and national libraries in the UK and throughout the world. Before setting up his consultancy business in 2007, Ken was Executive Director and Board member at Talis, a library software business based in the UK. His consulting activities include work on projects for the UK’s JISC (Joint Information System Committee) and SCONUL (Society of College, National and University Libraries) as well as strategy development for major libraries. He has published articles and presented widely on the strategic impact of technology driven change.

<sup>1</sup> Welsh Assembly Government: Comprehensive, Efficient and Modern Public Libraries for Wales - Promoting Higher Service Standards 2005-08

<http://new.wales.gov.uk/topics/cultureandsport/museumsarchiveslibraries/cymal14/welshlibraries/WPLS/WPLS05-08/?lang=en>

<sup>2</sup> Professional Standards of Service. Report by Patrick Conway. CILIP 28 May 2008  
<http://www.cilip.org.uk/policyadvocacy/statements/conwayreport/>

<sup>3</sup> ‘How can public libraries compete’ by Ken Chad. Presentation at the Welsh Libraries Museums and Archives Conference. May 2008.

[http://www.kenchadconsulting.co.uk/images/stories/how\\_can\\_libraries\\_compete\\_cilip%20\\_wales\\_may\\_2008.pdf](http://www.kenchadconsulting.co.uk/images/stories/how_can_libraries_compete_cilip%20_wales_may_2008.pdf)

<sup>4</sup> See <http://www.google.com/corporate/>

<sup>5</sup> For more detail see: ‘Can you say what your strategy is?’ By David J. Collis and Michael Rukstad. Harvard Business Review. April 2008

## Widening the definition of reading

### CILIP Wales conference at Llandrindod Wells May 15th 2008

The title and theme of this article have emerged from research undertaken for the National Year of Reading in England and from the work of partners. My intention in this article is to share what we've learnt, show how it informs the messages for the NYR, and to touch on some implications for LIS professionals.

The DCSF (sponsoring department for the year) focuses on children and young people, but the ambition of the NYR is to gain recognition for the role of reading in a wider social and policy setting than schools and libraries and for readers at all ages and stages. For this reason the infrastructure of the year is firmly based in local government with the role of NYR coordinators pivotal in forging and sustaining internal and cross departmental steering groups to make the case for reading and literacy across the local authority area.

In the five years following the implementation of the National Literacy Strategy in 1998 attainment at KS2 level 4 increased, yet rates of reading enjoyment declined<sup>1</sup>. In addition, for a significant minority, reading remains difficult – 10% are diagnosed as having dyslexia and National Strategies data shows that of the lowest quartile of attainment 67% children diagnosed as having special educational needs of some kind. The work of the Right2Read campaign to improve the figure of 4% printed materials that are simultaneously available in accessible formats clearly has an impact on the ease with which print impaired children can be supported in their learning – this I believe is an issue for the library profession too.

Recent NYR attitudinal research shows that whilst parents in low income families recognise the importance of reading, a minority (24%) make the connection between reading and success. The NLT's research of young people's self perception as readers [www.literacytrust.org.uk/Research/reader\\_selfperception.html](http://www.literacytrust.org.uk/Research/reader_selfperception.html) also shows attitudinal differences amongst young people as to the attributes of a reader, shown in the diagram below.

In April the National Year of Reading in England created the first national library membership campaign, launched with a four page supplement in the *Daily Mirror*, and with it a universal library joining form. Following on from this, the NYR in association with the *Mirror* did a door-to-door drop of the supplement to half a million addresses across England to postcodes with a high concentration of lower income families. Obviously, this is not enough but it is a start. I believe there are more opportunities for the taking if the reading sector works together

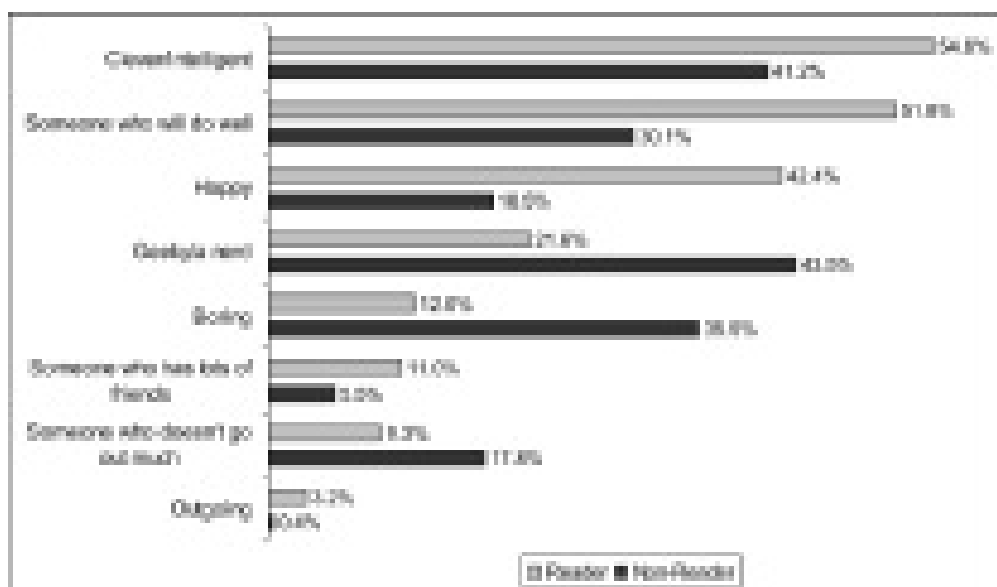
through national campaigns like this.

Young people who currently do not see themselves as readers are reading, but their formats of choice are often not those used in the classroom and given the relatively short amount of time spent in school (14%) provides us as library professionals with further opportunities to engage new audiences.

What I propose is needed is a repositioning of reading and I use Lucozade as an example to illustrate what I mean. In the 1960s Lucozade was marketed to the parents (usually mothers) of convalescent children and was sold with the strap line "Lucozade aids recovery". It came in a single flavour, the bottle was cellophane wrapped (making it somewhat special) and it could only be bought at the chemists. Today Lucozade comes in several flavours, is packaged in a get-up-and-go grip bottle and you can buy it almost anywhere. When I ask my favourite 12 year old what he associates Lucozade with, I'm told it's an energy drink. The name's the same, the associations are quite different.

For this to work effectively we librarians need to recognise the opportunities for increasing our audiences through public and private partnerships to develop more national working to support PR messaging and campaigns whilst targeting our efforts to underserved audiences. This in turn requires recognition of our skills and workforce development needs. The National Year of Reading has created a tool to enable the sharing of good practice across the reading and literacy sector. We invite you to read and contribute your case studies and evidence to wikireadia [www.yearofreading.org.uk/wikireadia](http://www.yearofreading.org.uk/wikireadia)

1 Sainsbury, M. (2004). 'Children's attitudes to reading', *Education Review*, 17, 2, 49-54



## ‘Inspiring, Leading, Innovating’ Review Hotel Metropole Llandrindod Wells, 15–16 May

Once again I came away from CILIP Cymru/Wales annual conference impressed by the scope and depth of the presentations which I had heard there. The theme *‘Annog, Arwain, Arloesi’* translated to English as *‘Inspiring, Leading, Innovating’*. Over the two days many angles of all three aims were addressed in one form or another.

Bringing together speakers from different corners of the UK, the conference started with the Keynote speech from Rhodri Glyn Thomas, the Minister of Heritage for Wales, who spoke of a good partnership between the government and CyMAL striving to provide a service of the highest quality in Wales.

From Scotland, George MacKenzie, CE of the National Archives of Scotland, outlined the trend in Scotland and the impact of technology which has revolutionised the way services are now delivered. He spoke of the digitisation of church records and wills and the developments in cultural tourism. Now people can do web searches for their ancestors and then visit the places where the previous generations had lived; in this way major support is given to the wider government tourism policy. Scran is a charitable online learning resource base with over 360,000 images and multimedia files from museums, galleries, archives and the media.

Irene Knox, CE (Designate) of Northern Ireland Library Authority talked about leadership at a time of change. Quoting from *The Prince* by Machiavelli – ‘there is nothing more difficult than to take the lead in the introduction of a new order of things’ – Irene spoke of her role in the changes which are taking place when the new regional Library Authority is formed to deliver PL services in Northern Ireland. The system will be considerably restructured. It was interesting to hear that already there is a policy in Northern Ireland where users can borrow books and return them at any library in the country.

The word partnership was often to be heard at this meeting, as when Roy Clare, CE of the MLA, spoke of the Manchester East Side library being integrated with a FE College and the resultant changes needed. From this courses on reading skills were offered leading then to further education. He said that there should be community centres near to the hubs where people now go, e.g. supermarkets. Professional staff are still needed but we also now require others more able to engage with users.

Using the example of the management required for a family trip to the seaside, Rebecca Davies, Head of the Welsh Assembly Government Library & Public Enquiry Service, spoke of the threads of following, managing and leading. These three things all play important parts in delivering a good service – or a good day out. The Director of Learning and Information Services of the University of Wales Newport, Tony Rucinski, focussed on *‘Lessons Learned in Leading’*.

Once again too there was a good selection of parallel sessions to choose from. A most stimulating and thoughtful talk was given by Geoff Yeo of University College London on *‘New approaches to archival description’*. He spoke of standardised description in a non-structured world and the way that limitations of our own culture inevitably impose a personal bias. A post modernist view is that we can emphasise what we want i.e. we have the power. He wondered if space should be allowed for the users to play a part in record creation. All very thought provoking.

Next came a look at the Powis Castle Archive Project where work is being done by the National Trust on a large quantity of undocumented records. Based on information from these documents, visitors to the Castle will soon be able to learn about another facet of life there in the last century and the National Trust will have developed another income generator. When I left that talk the air was full of a buzz about the parallel session just given by Grace Kempster on *‘Creative connections & courage’*.



Lloyd Ellis opens the Tir na n-Og Awards

Bob McKee spoke about the new Library & History Centre of the University of Worcester, where he is Honorary Professor. The environmentally sustainable 'superlibrary' will be a combined university and PL, the first such library in the UK. The Centre will combine a library and history centre and be jointly run by Worcester City Council and the University – partnership on several levels.

Speaking on '*How can PLs compete?*' Ken Chad examined a range of electronic possibilities now so readily available to entice users and lead them away from conventional borrowing. He showed what the competition is, using Amazon, Google, AbeBooks, Library Thing and, Yahoo answers as examples. His overall message to librarians was that to compete they must join in partnership with these companies to promote their services whenever and wherever they can.

In the last talk of the PL seminar on Friday, Edwina Smart gave a description of the research involved in creating a multilingual web site for migrant workers. Edwina's page – <http://library.rhonda-cynon-taf.gov.uk/pawb> – was of particular interest to me in relation to an ILIG seminar which will take place this autumn on '*Information Services for Migrants & Refugees*'. The use of the Welsh word *pawb*, meaning everyone, can be cleverly expanded as Public Access Without Barriers – a nice thought to end the conference with.

As has become the practise, the CILIP Cymru/Wales AGM was also held at the conference. We were told of the shake-up that had taken place when Judy Broady-Preston, mid-term in her office of Chair of CILIP Wales, became Leader of CILIP Council. This meant that she then had to stand down as Chair, but luckily Rhys Bebb Jones took over at very short notice.

The exhibition stands at the conference displayed a varied range of products for delegates to think about while taking their mid session tea or coffee breaks.

Another appeal seems to be the adventure of actually getting to mid-Wales and the circuitous routes needed to arrive. A speaker from London said how much she had enjoyed the train from Swansea to Llandrindod Wells with stops in twenty stations. Another, remembering student days in Aberystwyth, likened the journey to something as magical as the Hogwarts Express, to which some of us may add 'on a good day'!

To sum up, the theme of '*Inspiring, Leading, Innovating*' developed many ideas on the latest changes taking place in libraries and information centres, in particular the increasing importance of electronic communications to deliver services and new partnerships being put in place.

**Kathleen Ladizesky, ILIG Treasurer**

Thanks to the Kathleen Cooks fund I was able to attend this year's Welsh Libraries, Archives and Museums Conference in Llandrindod Wells in May.

I wasn't familiar with the Kathleen Cooks fund until I investigated how I could fund my attendance at the conference; this fund is invaluable to all library staff and services in Wales, and can be used to attend professional development events such as this one.

Leadership was the hot topic for the Friday morning session, and speakers from the Northern Ireland Public Library Authority, the Welsh Assembly Government Library and Enquiry Service and the University of Wales Newport gave us their experiences of leadership. All had interesting views on what leadership is, and what it entails, but I was struck by comments made about ALL of us, sometimes, are leaders, regardless of position within the service – we can all lead and innovate others.

Rebecca Davies, Head of the Assembly Government's Library & Enquiry Service, encouraged leaders to strive for 'library Nirvana', but pointed out the pitfalls along the way...

The afternoon sessions were split into three seminar groups – public libraries, e-Innovations and HE/FE libraries. Paul Bevan from the National Library of Wales outlined the new Cat Cymru service, launched on [library.wales.org](http://library.wales.org), which is a resource discovery service of all online catalogues across Wales.

Regional library partnerships in Wales have gathered momentum since the recent restructuring and CyMAL funding. One such co-operative, the Virtual Academic Library of South West Wales HE libraries, was discussed in Mark Hughes's interesting talk on this ongoing project. Shared resources and shared access are the key objectives of this ambitious co-operative, and Mark gave some useful advice, highlighting the challenges that can be faced from partnership working.

Discussion with colleagues, especially with those from other sectors, always forms a useful and enlightening element of any conference, and the Welsh Libraries, Archives and Museums Conference was no exception. There were delegates from all library sectors, and it was interesting to hear how they interpreted the conference sessions, and how they do things in their libraries. All in all, a good day out – good conversation, good food and informative presentations!

**Sarah Gwenlan**

October 2008

## Swansea Central Library

In March 2008, Swansea Libraries opened the doors to its new £6 million Central Library. From day one it has been a huge success, with an average of 1500 visitors passing through the doors every day, issues up almost 300% and 2500 new members in the first two months alone.

A good news story for sure, but in no way unique. You will have read dozens of similar success stories over the past few years and most of them will have gone on to detail the design factors that have helped the new library achieve these figures. Stunning architecture, new shelving, banks of sleek modern PCs, coffee bars, teen zones, quick choice areas, modern sofas, self service... the list is familiar.

At Swansea, we have all these things (with the possible exception of the architecture!), but you could be forgiven for suggesting that this is the least that any 21st century library should offer.

So this article is not going to talk about the design of our library, although it serves its purpose well. Suffice to say we're in a converted 70s office block on the seafront in Swansea – sharing our building with the Civic Centre, a seafront café, new archives and family history centre and a customer walk-in contact centre. We are happily self-contained over 2 floors, totalling 2000 sq metres in size. Our design and furnishings were provided by Opening the Book and we have RFID self issue. We have without question the best view from any library, anywhere in the world.

So what makes us special? The answer is simple – our approach to management, which in the case of Central Library focuses on three things: aspiration, people, and merchandising.

Our aspiration in Swansea Central Library is to be the best and this informs everything that we do. Our library catchphrase (coined by Kerry, the operational manager) is 'There is no margin for error'.

The new library is the skinny macchiato to the Earl Grey of the old library, and this obviously presented a change management challenge. Our approach was to take a long lead in to the process and we began change management workshops with staff two years before the proposed opening date. We decided that honesty was the best policy and did not shrink from informing staff that their jobs would change massively. We challenged staff to decide what they wanted from their careers and offered them a range of options. Those who decided to make the move with us were challenged to commit fully and positively to the change.

The next challenge was in recruiting a new group of staff to complete our team. Our recruitment tactics were slightly unorthodox; we did the usual ads in the local press but we also did some feature work with press releases and a visual ad campaign based on a film poster which we had blown up onto a banner and took to venues and shopping centres. If there was an event going on, we were there – from Proms in the Park and outdoor Shakespeare to Freshers' fairs and the 10k run. One of our key goals for the new library was to broaden the customer base and attract

more families, working people and young people. We knew that in order to do this our staff would be extremely important. We wanted to appeal to a broad range of potential employees and we were more successful than we anticipated – receiving almost 500 applications. We employed staff from a huge variety of backgrounds and experience, but all with one thing in common – huge energy and enthusiasm.

Our training programme has been critical, we have prioritised team building and product knowledge as well as building confidence and empowering staff to make decisions and get involved with the full range of activities in the library. We have no specialists in the operational team. Despite having such a high proportion of brand new and inexperienced staff we have not had a single complaint or comment about staff – indeed, the comments box has been overflowing with compliments for them and the high level of service they provide.

I'm sure anyone working in public libraries is familiar with the need to utilise retail techniques to improve the look, feel and performance of libraries. Many trainers offer packages based on retail theory and in Wales we have had the innovation training as part of the national marketing strategy roll out. In Swansea we are in the unique position of having managers and senior managers in the library whose backgrounds are in retail – specifically from Waterstones and Borders bookstores. This complements the knowledge and experience of professional librarians who make up the senior management team. From our experience we have devised a merchandising strategy for public libraries that comes directly from our recent retail experience and offers a refreshing, modern and commercial twist on the more traditional reader development based approach to display and presentation.

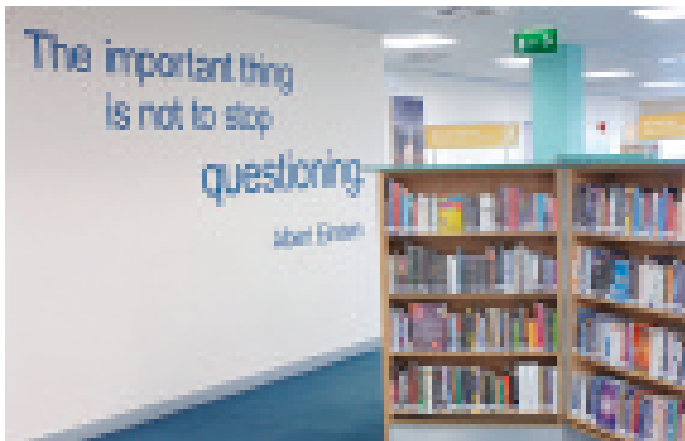
We have a front of house, we have categorisation, we have a fluid approach to layout and we monitor category, shelf and title performance keenly. Our staff are trained in merchandising techniques and we change what we are doing on a regular basis to keep the customer offer fresh. Staff are encouraged to take the initiative in display and we will try anything once. We have a keen eye for a PR opportunity, and our recent singles night made the UK national press and gained radio coverage from Dublin to Berkshire.

750 words are not enough to explain what we are doing in Swansea. We are not perfect, but we believe that we are doing something exciting and different and our customers are responding to that. Come and see us and judge for yourself.

For further information or to arrange a visit please contact:  
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or Rebecca Williams: Principal Librarian: Central Library and Development [rebecca.williams@swansea.gov.uk](mailto:rebecca.williams@swansea.gov.uk)



*Geraint Lewis, Cyngor Llyfrau Cymru, yn cyhoeddi enillwyr Gwobrau Tir na n-Og yn y derbyniad a nodduwyd gan Gyngor Sir Powys  
Geraint Lewis of the Welsh Books Council announces the winners of the Tir na n-Og Awards at the conference reception sponsored by Powys County Council*



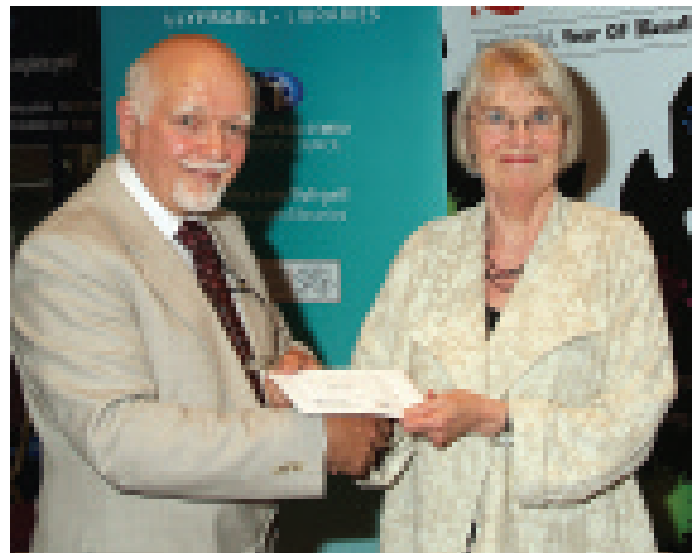
*Llyfrgell Ganolog Abertawe/Swansea Central Library*



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*Llyfrgell Ganolog Abertawe/Swansea Central Library*



*Geraint Lewis yn cyflwyno Gwobr Saesneg Tir na n-Og i Frances Thomas am ei nofel i bobl ifanc, Finding Minerva  
Geraint Lewis presents the Tir na n-Og English Award to winner Frances Thomas for her novel for young people, Finding Minerva.*



*Llyfrgell Ganolog Abertawe/Swansea Central Library*

# Oriel Luniau

# Photo Gallery



*Andrew Green a Richard Huws yn IFLA  
Andrew Green and Richard Huws at IFLA*



*Llyfrgell Ganolog Abertawe  
Swansea Central Library*



*Cynadleddwyr a siaradwyr gwadd Cynhadledd Llyfrgelloedd, Amgueddfeydd ac Archifau Cymru 2008 yn mwynhau ciniòr gynhadledd a chyfle i rwydweithio  
Delegates and guest speakers of the 2008 Welsh Libraries, Museums and Archives Conference enjoy the conference dinner and networking opportunities*



*Jessica Gaunt, Nigel Morgan, Rowland Somers, Rosemary Soper ac Erica Swain, o Brifysgol Caerdydd, y tîm sy'n gyfrifol am Lawlyfr Dysgu Llythrennedd Gwybodaeth Prifysgol Caerdydd  
Jessica Gaunt, Nigel Morgan, Rowland Somers, Rosemary Soper, Erica Swain, Cardiff University, the team behind Cardiff University's Handbook for Information Literacy Teaching*



*Rhodri Glyn Thomas AC, y cyn-Weinidog dros Dreftadaeth, yn agor Cynhadledd Llyfrgelloedd, Amgueddfeydd ac Archifau Cymru 2008  
Former Minister for Heritage, Rhodri Glyn Thomas AM, opens the 2008 Welsh Libraries, Museums and Archives Conference*