



## Liberating attitudes to culture: The Nordic experience

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### NEWS BRIEFS

#### Technology trends explored

'Technology evangelist' Paul Miller of Talis, expert on Library 2.0, is speaking at the City Information Group's April seminar. The other two speakers at the forefront of interpreting technology trends are Anna Westerberg, EC3. [www.cityinformation.org.uk](http://www.cityinformation.org.uk)

Graduate seeks first professional post – what I did Recruitment Page 12



### EVENTS

#### How to benefit from change

Do you know what is needed and how to achieve it? CILIP's Library as Place Executive Briefing on 8 January will help you make the right changes. Following the sell-out success of the Briefing in October, Alex Cohen, of Aaron Cohen Associates, has agreed to repeat the workshop. One major activity during the workshop is a visit to a local library to carry out a Visual Scan, a technique developed by ACA which focuses on space utilisation, adaptation for technology, behaviour patterns and operating costs. A few places are still available. [www.cilip.org.uk/libraryasplace](http://www.cilip.org.uk/libraryasplace)

#### More support for Umbrella

Latest companies to sign up for CILIP's Umbrella 2009 exhibition are Bowker UK, The British Library, and Singapore-based ST Logitrack PTE. As *Gazette* went to press the show was almost 90 per cent full with one hall completely sold out. More information from [www.umbrella2009.org.uk/](http://www.umbrella2009.org.uk/)

# Get the seal that shows your value

Launched little more than 18 months ago, CILIP's Seal of Recognition scheme for training providers has attracted a wide spectrum of organisations. **Tim Buckley Owen** has been talking to some of them and finding out what the future holds.

AROUND 25 ORGANISATIONS now hold the CILIP Seal of Recognition for library and information training, including both niche providers and some very high-profile players indeed. So what is it about CILIP's scheme that makes it worth striving for?

'The Seal of Recognition enables us to demonstrate to employers and library staff that our continuing professional development programme is of high quality and delivers to the standard required by CILIP,' says Shân Annis, CPD and partnerships manager for the National Health Service North West Health Care Libraries Unit. 'A benefit is that the logo can be used on all training publicity and is a visual reminder of quality.'

Gil Young, support officer for the NoWAL consortium of academic libraries in the North West, agrees. 'It validates our courses via an external body and provides reassurance to people booking on events that these are professionally run courses which will enhance their skills.'

One of the most recent Seal recipients is the Open University. 'The combined impact of two strong brands such as CILIP and the OU can clearly show library and information professionals – CILIP members or otherwise – that quality and delivery are important,' says David Robinson, business development manager for professional bodies at the OU.

'The Open University especially values its relationships with professional sectors, and students can submit assessments

based on their work experiences,' adds Ian Lovecy, chair of the CILIP Accreditation Board. 'For all successful applicants the link with CILIP is an additional

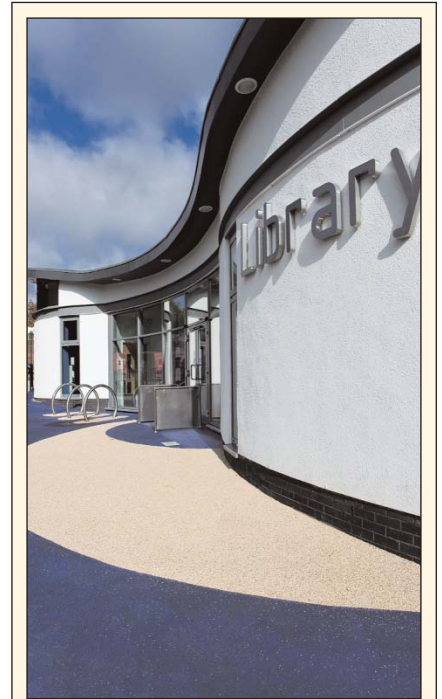
endorsement of the value of their training provision to the information profession.'

Introduced in Spring 2007 following a pilot phase, the Seal of Recognition helps identify training that is not only high quality but also addresses aspects of CILIP's Body of Professional Knowledge. 'The scheme supports the overall aims of CILIP's Framework of Qualifications, and was introduced by the CILIP Accreditation Board as a logical extension of their accreditation activities,' Dr Lovecy adds.

'That body of knowledge changes all the time. Following a training needs assessment, NHS North West now includes e-learning, virtual learning environments, blogging and wikis in its portfolio, as well as advice relating to both Affiliate and full Membership of CILIP.'

Gil Young at NoWAL also reports requests for courses to develop e-learning. There's demand for more participative activities too, with Shân Annis's needs assessment revealing a desire for training that factors in the chance to network, and Gil Young reporting an increase in demand for 'exchange of experience' events.

In addition, NoWAL is working with the Information Literacy Group of



#### ATTRACTIVE CURVES:

High Heaton library in Newcastle upon Tyne, a Ryder Architecture project, is a single storey pavilion with a distinctive curving façade. A curved roof light sits above the enquiry desk, allowing good natural daylight deep into the floor space. The children's area has a bright new look and is partitioned from the adult area by a glass screen featuring the work of local artist Kathryn Hodgkinson. A community room seats 30 people theatre style. [www.newcastle.gov.uk/core.nsf/a/librarieshighheaton](http://www.newcastle.gov.uk/core.nsf/a/librarieshighheaton)

Sconul (the Society of College, National & University Libraries) to run a series of workshops next spring to help information professionals support researchers, including topics such as writing for publication and developments in scholarly communication.

'Library and information professionals will not only need to develop a greater understanding of information literacy in a digital age, but also there is a clear need

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TRAINING

Get the seal continued from page 1

to develop professional skills in areas such as leadership, communication, business and management for which the OU already has a strong portfolio of flexible online courses,' confirms Dr Robinson.

Scenario planning, positioning your service and innovative ways of thinking and working are among the topics CILIP Training & Development will be addressing in its 2009 offering – 'all essential to help staff in these desperate times ensure they and their services match with the needs of the organisation,' says its Head Penny Simmonds.

But there are also areas where trainers believe the profession is currently missing out. 'Training and teaching skills are crucial for information professionals,' says Gil Young of NoWAL. 'The profession is recognising this but more needs to be done.'

'I feel staff could benefit from training in financial management, especially costing and pricing,' adds CILIP's Penny Simmonds. 'But, sadly, when we've run these courses in the past, there has been no interest.'

One might also expect that training would be an easy victim for cost cutting when times get tough – but actually the training providers suggest otherwise.

'In my experience training budgets are not cut during a recession as employers often have to train staff because vacancies are not being filled and redeployment takes place,' says CILIP's Penny Simmonds. 'Individuals need to keep their skill, knowledge and expertise current in

case of redundancy, so we are finding that business is buoyant.'

Shân Annis suggests that persuading employers of the value of training might be easier for NHS North West as it offers a funded, tailored programme, free at the point of use and regionally based. With a strong CPD ethos in the NHS, she can also argue that events held in London are prohibitive in terms of both time and cost.

'Reducing training spend at the best of times has often been shown to have a detrimental effect on staff morale and motivation,' agrees David Robinson of the OU. 'Evidence from previous downturns has shown that those organisations that keep their staff trained continue to "sharpen their axes" and gain a clear competitive advantage.'

There's still plenty more territory for CILIP's Seal of Recognition to conquer. 'We have been especially pleased with the high level of interest from the health information sector and from regional consortia,' says Heather Taylor of CILIP Qualifications & Professional Development.

'There are still plenty of organisations who would benefit, especially the smaller, specialist organisations, voluntary groups and solo trainers – and the reasonable costs mean that the scheme should be attractive to all.'

[www.cilip.org.uk/seal](http://www.cilip.org.uk/seal)



**Changing Lives:** Entries are now open for the CILIP Libraries Change Lives Award 2009. This year's winning project, Bradford Care Trust / Libraries Partnership Project, is continuing to go from strength to strength, says Anne Brown, Development Officer, Learning with Bradford Libraries: 'The course for people with profound and multiple learning disabilities (pictured) has now got mainstream funding for a year, for 20-week courses (rather than 10-week) which is much better for the learners. We used the CILIP prize money to enclose part of the Central Library Learning Zone so it can be used as a classroom so that we have a more flexible space which different groups can use simultaneously. We bought some specialist software and IT equipment for the group which was much appreciated. We also acquired further funding from UK online and have two new groups of people with learning disabilities learning how to use IT with the help of a tutor.' The closing date for entries is 13 February 2009: details at [www.cilip.org.uk/lcla](http://www.cilip.org.uk/lcla) or contact Kasey Butler at CILIP (020 7255 0650; [marketing@cilip.org.uk](mailto:marketing@cilip.org.uk)).

**Correction:** *Gazette* wishes to apologise for using the wrong picture on p.3 in the 14 November issue. The picture was not this year's winner from Bradford but the Time2Give project, a volunteers project in Kent, one of the other two finalists. *Gazette* is very sorry for this mistake.

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