

# The Network Newsletter – Ebulletin 208, 22 April 2016

## Events

**Events** have been added to the Courses & Events pages on The Network website – see: <http://www.seapn.org.uk/courses>.

## Funding & Opportunities

### CILIP Marketing Excellence Awards 2016

<http://www.cilip.org.uk/publicity-public-relations-group/marketing-excellence-awards>

(Source: email from Lynda Bowler (CILIP PPRG Web Editor) 11 Apr 2016)

“If you or your library team ran a successful campaign last year to market all or part of your service, now is the time to shout about it!

Celebrating co-ordinated marketing communication activities of all kinds, the Marketing Excellence Awards recognise successful marketing drives of any scale or type, from digital promotions and storytelling projects, to projects and festival marketing, launch publicity or multi-channel PR campaigns.

Entries will be judged not on the activity size or budget, but on impact, effectiveness and creativity.

The Marketing Excellence Awards are run annually by the [Publicity and Public Relations Group \(PPRG\)](#), a Special Interest Group of CILIP. This year the judging panel are delighted to be joined by Committee members from both the Academic and Research Libraries Group and the Public and Mobile Libraries Group to provide additional expert external validation.

Winners will be invited to share their best practice techniques and ideas with the library community at the group’s conference later this year.

The PPRG Marketing Excellence Awards are free to enter for any library and information service in the UK, regardless of size or sector.

*“Winning has had an impact in a number of ways, both within the Library and across the University and externally too. All in all both the submission process and the subsequent achievement have been positive and had an impact on both our profile and our service. I would encourage all to go for it.”* - Past gold winner Emma Walton

Submit your entry by **Friday 6 May 2016.**”

Full details of eligibility, judging criteria and how to enter are available at above weblink.

## **CILIP Libraries Change Lives Award**

<http://www.cilip.org.uk/cilip/advocacy-awards-and-projects/awards-and-medals/libraries-change-lives-award/award-criteria-and>

Just a reminder that entries for the 2016 Libraries Change Lives Award are open from 1 March to **2 May 2016**.

The CILIP Libraries Change Lives Award is a national award open to UK-based library, information and knowledge-based services or initiatives from any sector that have a positive and demonstrable impact on their user community.

Award criteria, eligibility and application form all available at above weblink.

## **Tackling social and digital exclusion – Libraries, Museums, Archives and Cultural and Heritage Organisations**

### **Annual report Welsh libraries 2015**

<http://gov.wales/docs/drah/publications/160330-library-report-en.pdf>

(Source: email “Recent news from libraries in Wales” from Alyson Tyler to [lis-wales@jiscmail.ac.uk](mailto:lis-wales@jiscmail.ac.uk), 31 Mar 2016)

“This report provides just a snapshot of the success of Welsh libraries during 2015. Despite the challenges ahead, Welsh Libraries have many strengths which enable them to remain relevant, responsive and ready to contribute to important agendas such as digital inclusion, child and family poverty, and health and wellbeing.” [from ‘Foreword’ by Ken Skates AM, p1]

The report includes a number of short case studies to illustrate the social impact of libraries.

### **“Read Manchester”**

[http://www.literacytrust.org.uk/news/7101\\_we\\_launch\\_exciting\\_literacy\\_campaign\\_with\\_manchester\\_city\\_council](http://www.literacytrust.org.uk/news/7101_we_launch_exciting_literacy_campaign_with_manchester_city_council)

Just in case you missed the launch of the city-wide campaign:

“*Read Manchester* will galvanise a range of partners from the community, including schools, businesses, libraries, public services and the media to raise the profile of reading and encourage parents to read regularly with their children.”

## **Tackling social and digital exclusion – Other Agencies**

### **Close the gap: how London’s Mayor can extend opportunity**

[http://www.learningandwork.org.uk/sites/niace\\_en/files/document-downloads/2016%2004%2014%20Close%20The%20Gap.pdf?cldee=am9obkBuYWRkZXIub3JnLnVr&urlid=2](http://www.learningandwork.org.uk/sites/niace_en/files/document-downloads/2016%2004%2014%20Close%20The%20Gap.pdf?cldee=am9obkBuYWRkZXIub3JnLnVr&urlid=2)

(Source: email from the National Learning and Work Institute, 14 Apr 2016)

Includes some useful background info about, for example, young people in London who are NEET.

NB Fuller assessment to appear in *The Network Newsletter*.

### **Report card 2015**

<http://static1.squarespace.com/static/543e665de4b0fbb2b140b291/t/570d78dc0442621573983b2f/1460500776329/Fair+Education+Alliance+Report+Card+2015.pdf>

(Source: NCB *Policy & Parliamentary Information Digest*, 18 Apr 2016)

This is the second annual state of the nation report card from the Fair Education Alliance. It evaluates the UK education gap, measuring how the performance, prospects and wellbeing of young people from the poorest communities compares to their peers from more advantaged backgrounds – and shows that educational inequality remains deeply entrenched in the UK.

### **Diversity in books and other materials for children & young people**

**“Access to books and reading should be a right”**

<http://www.thebookseller.com/blogs/access-books-and-reading-should-be-right-325188>

(Source: *STV Bulletin* 206, 5 Apr 2016)

Interesting blogpost blog by Mairi Kidd, Managing Director of Barrington Stoke, in which she challenges publishers to think about the content, design and style of their books, rather than making easy assumptions about what children may like so that a group of readers is ‘othered’.

### **Health & Wellbeing issues – Libraries, Museums, Archives and Cultural and Heritage Organisations**

**“Developing a narrative for people, communities and place”**

<http://www.artsprofessional.co.uk/magazine/article/developing-narrative-people-communities-and-place>

(Source: *National Alliance for Arts in Criminal Justice News* Mar 2016)

Article which outlines how five arts organisations (part of the Cultural Commissioning Programme pilot) have presented their offer more effectively to public service commissioners.

“Supported by CCP’s facilitator, each locality (Birmingham, Derby, Manchester, Torbay and York) has undertaken preliminary research to develop a picture of the social and [health](#) challenges and the priorities for public services. They then held meetings with leaders and senior commissioners in public health, adults, children’s and family services to get a view of the priorities and gauge the appetite for working with arts and cultural organisations.”

### **Health & Wellbeing issues – Other Agencies**

***Poor mental health: the links between child poverty and mental health problems***

[http://www.childrenssociety.org.uk/sites/default/files/poor\\_mental\\_health\\_report.pdf](http://www.childrenssociety.org.uk/sites/default/files/poor_mental_health_report.pdf)

(Source: NCB *Policy & Parliamentary Information Digest*, 4 Apr 2016)

“Children’s mental health is beginning to get the attention that it deserves, and there has been an effort from Government to achieve parity of esteem with physical health. However, access to support is not always easy for those that need it.

There is a wide variety of evidence to show that children who live in poverty are exposed to a range of risks that can have a serious impact on their mental health, including debt, poor housing, and low income. Our original analysis has found that children living in poverty are more likely to feel like a failure, useless and hopeless about their future than their more affluent peers.

Yet in spite of this evidence, Government policy and Mental Health Trust priority groups too often don't recognise children in poverty as a vulnerable group. Our research found that only 1 in 10 mental health trusts see children in poverty as a priority group for access to mental health services.

This is also set in the context of a projected rise in child poverty over the next five years. It is a real concern that cuts to support for low income families have the potential to entrench the impact of poverty on the mental health and well-being of children across the UK. This report sets out a number of areas for further exploration, and makes recommendations for Government to better address the mental health needs of children and young people living in poverty." [p4]

#### **"Children waiting years for mental health treatment"**

[http://www.youngminds.org.uk/news/blog/3273\\_camhswaitingtimes](http://www.youngminds.org.uk/news/blog/3273_camhswaitingtimes)

(Source: YoungMinds News Release, 10 Apr 2016)

Brief YoungMinds blogpost, drawing together info from recent research and highlighting the long waiting times for support.

#### **Disability issues – Other Agencies**

##### **"New Welsh language scheme to help reach more people with sight loss"**

<http://www.rnib.org.uk/new-welsh-language-scheme-help-reach-more-people-sight-loss>

(Source: *STV Bulletin* 205, 18 Mar 2016)

"Backed by the Language Commissioner's Office, RNIB's renewed Welsh Language Scheme sets out to staff, volunteers and customers how RNIB will work to further embed the Welsh language within its culture, services and working practices."

#### **Migration issues – Libraries, Museums, Archives and Cultural and Heritage Organisations**

##### **"Connecting past and present"**

<http://migrationmuseum.org/connecting-past-and-present/>

(Source: email from Migration Museum Project, 7 Apr 2016)

Short blogpost outlining the Migration Museum Project's plans for a programme of activities to focus on current migration developments.

#### **Migration issues – Government, Government Agencies and Local Government**

##### **"Information leaflet for asylum applications"**

<https://www.gov.uk/government/publications/information-leaflet-for-asylum-applications>

(Source: *MEMO [Minority Ethnic Matters Overview]*, 477, 11 Apr 2016)

Revised information leaflet for those who have registered, or are considering registering an asylum application in the United Kingdom.

Available in: English, Amharic, Arabic, Chinese, Farsi, French, Kurdish, Ndebele, Pashto, Punjabi, Shona, Somali, Tamil, Urdu and Tigriny.

### **Migration issues – Other Agencies**

#### **“Refugees and realistic European options”**

[https://www.opendemocracy.net/can-europe-make-it/marley-morris/refugees-and-realistic-european-options?utm\\_source=IPPR+weekly+newsletter&utm\\_campaign=4f024948c7-IPPR-news\\_160415\\_Scot-tax-props\\_EUmig-opts\\_MH%2Btech&utm\\_medium=email&utm\\_term=0\\_0b30c067fe-4f024948c7-277593261](https://www.opendemocracy.net/can-europe-make-it/marley-morris/refugees-and-realistic-european-options?utm_source=IPPR+weekly+newsletter&utm_campaign=4f024948c7-IPPR-news_160415_Scot-tax-props_EUmig-opts_MH%2Btech&utm_medium=email&utm_term=0_0b30c067fe-4f024948c7-277593261)

(Source: *IPPR Newsletter*, 15 Apr 2016)

Important article by Marley Morris (who works on migration and integration policy at IPPR), which looks at the latest EU proposals for changing the arrangements for accommodating asylum-seekers.

He concludes:

“The natural temptation will be to continue the ‘beggar my neighbour’ policies that have characterised the crisis so far, but as the chaos continues the scope for change should increase.

So yes: the Commission’s proposals inevitably mean further muddle and confusion for now, and they may well face major challenges with implementation. They may prioritise the wrong issues and lack the right ambition. But they are a step in the right direction, when the alternative is complete paralysis – and with the refugee crisis exposing the deep flaws in the current system, this would be a moral failure.”

#### **“Oxford University Press offers free online access to Oxford Arabic Dictionary for refugees”**

[http://global.oup.com/news-items/current/Oxford\\_University\\_Press\\_offers\\_free\\_online\\_access\\_to\\_Oxford\\_Arabic\\_Dictionary\\_for\\_refugees\\_and\\_migrants\\_arriving\\_in\\_Europe?cc=gb](http://global.oup.com/news-items/current/Oxford_University_Press_offers_free_online_access_to_Oxford_Arabic_Dictionary_for_refugees_and_migrants_arriving_in_Europe?cc=gb)

(Source: *CILIP Update*, Apr 2016, p19)

News item which outlines how OUP have worked with aid agencies to provide free login details for new arrivals.

See also: <http://www.oxforddictionaries.com/arabic/>.

### **Broader issues – Libraries, Museums, Archives and Cultural and Heritage Organisations**

#### **“In Solidarity: Standing with UK Libraries”**

<http://lj.libraryjournal.com/2016/04/opinion/editorial/in-solidarity-standing-with-uk-libraries-editorial/#>

Very supportive editorial in *Library Journal*, which includes an interview with Nick Poole (CILIP) about the state of public libraries in the UK.