

# Minutes of the Joint Steering Groups meeting INSPIRE England and West Midlands

Held at MLA West Midlands  
Grosvenor House, 14 Bennetts Hill, Birmingham  
On 11<sup>th</sup> February 2004

## 1) Attendees, apologies and introductions

### Present:

Margaret Croucher (MLA Council)	Andrew Green (SCL, Coventry Libraries)
Yvonne Hamblin (LISU Consultant)	Mary Heaney (University of Wolverhampton)
Stuart James (SCURL)	Stephanie Kenna (British Library)
Lesley-Anne Kerr (MLA West Midlands)	Fiona O'Brien (LLDA)
Sue O'Hara (LSC)	Dave Parkes (Staffordshire University)
Fiona Parsons (University of Birmingham)	John Rule (University of Wolverhampton)
Rachel Speake (Coventry Libraries)	Heather Tipler (NWMLAC)
Sue Valentine (University of Chester)	Geoff Warren (MLA West Midlands)
Lindsay Tulloch (MLA West Midlands)	

### Apologies:

Clare Shemilt (NHS Libraries), Margaret Green (Stoke-on-Trent Libraries), Nigel Ward (Solihull Libraries), Bob Parsons (Coventry Libraries), Elizabeth Heaps (York)

### Introductions:

As the meeting included number of new members of each project team, general introductions were made around the table.

## 2) Minutes of last meeting

(6) The INSPIRE conference event date is confirmed as **27<sup>th</sup> April 2004** and Austin Court in Birmingham is booked as the venue. Estelle Morris has been invited to be keynote speaker, acceptance as yet unconfirmed. Promotion / marketing materials and outline brief in progress, to be shared at next meeting.

**Action: LT**

## 3) Project Update – INSPIRE England

- a) Yvonne Hamblin explained the Revised Project Plan (Jan '04) which shows key milestones for developing training materials, progress reporting and regular meetings. Roll-out of staff training materials is scheduled to commence in March, to include briefing, supporting documents and programme for regional delivery March to June; start planning anticipated September launch March to June; test launch marketing strategy and impact evaluation with staff, May/June.

- b) The progress report against action plan was reviewed; this was a joint document encompassing both groups therefore items were separated for discussion. Sue O'Hara of the LSC has been briefed on the project and is now the LSC representative on the England Steering Group.

Contact has now been made with LLDA and YH is to meet with the consultants from LLiL (Libraries and Learners in London) project to learn from and build on their experience.

YH has contacted other regional agencies regarding their plans for the roll-out of INSPIRE and established that they are at many different stages of progress.

**Action: YH to share information with LT**

Andrew Green said that he would contact NWMLAC with regard to their progress. Stuart James indicated that there are many similar initiatives taking place in Scotland, but that they are not branded as "Inspire". Mary Heaney informed the group that in Wales, the representative from HE Libraries is Janet Peters.

Margaret Croucher added that the Empowering project in Yorkshire is going very well - LT is to contact Elizabeth Heaps at the University of York Library to get details.

**Action: LT**

#### 4) Project Update – INSPIRE West Midlands

- a) Yvonne Hamblin distributed the draft combined Project Plan (Feb '04) which is at the moment very brief. YH will be meeting with each project on Friday 20<sup>th</sup> February in Wolverhampton, at which time it is expected that project plans will be expanded upon and details of partner organisations and individual contacts will be established.
- b) Individual pilots' update – Rachel Speake presented the Coventry plan and outlined the objectives, issues and progress so far. Partners (to be confirmed shortly) are Coventry University: Lanchester Library & Centre for Lifelong Learning; Coventry City Council: Libraries and Information Services & The Learn and Earn Shop; plus Coventry Health Promotion Unit.

John Rule presented the Wolverhampton update and explained how this project builds on the experience and links of the LLiL scheme and the AWM 'Ticket to Find' project. Partners in this project are University of Wolverhampton: Harrison Learning Centre, City of Wolverhampton College, Wolverhampton Adult Education Service; Wolverhampton Library and Information Services: Central Library & Low Hill Branch Library. A major issue is "winning staff over" to the project, since they have concerns about 'being swamped' by the public.

Dave Parkes, speaking on behalf of the Stoke-on-Trent project, had little to report as yet. Andrew Green asked for clarification of 'Stoke-on-Trent' in relation to the scope of the project, DP clarified this as being Stoke-on-Trent Authority and not Staffordshire Libraries or Keele University.

- c) Progress report against action plan – YH has informed other regional agencies of the date of the conference and is drawing up a list of contact names to send to LT. Initial meeting has taken place with Coventry project group and YH; next meeting date for all is 20<sup>th</sup> February (as described above).

- e) It has now been decided that 'Entry and Exit' questionnaires will not now be used; the concept of "mystery shoppers" will be used instead to evaluate the efficacy of training materials. Andrew Green commented that the West Midlands already has some experience of this and can pass on the information. It was made clear that this model is for evaluation of the training materials and not the projects themselves. With regard to the project outcomes, it was decided that a 'soft survey' technique may be used, for example two or three questions to be asked when a learner arrives, with short notes taken and written up later by the 'host'.

YH has drawn up a draft list of questions for learners ("Survey for library users") and this document was distributed and discussed. Lesley-Anne Kerr and Andrew Green indicated that they could expand on questions for Staff feedback. Evaluation 'stumbling blocks' were discussed, for example a potential learner being referred but not arriving at the destination, or is unable to get into the organisation, or cannot find the location. Fiona O'Brien said that the LLDA had a "Letter of Introduction" which might be useful to share with the group.

**Action: FO'B to email this to LT for distribution**

Pertinent to both projects, with regard to a logo design, YH confirmed that she had spoken with Media Studies at Loughborough who would charge approximately £500 for the design of a logo. This is to be discussed further, as there is only £2000 in budget for training materials and MH confirmed that a logo would not be required for the Draft training materials.

There is potential for website development (beyond April), however there may be funding restrictions on this development and future support of the site. Further investigation and consideration to be made.

**Action: YH / MH / AG**

A question was posed as to whether or not the Chrysalis website was available to view yet, or if not, when it will be. Apparently it is not yet live; Dave Parkes said he could check with Vicki Watkin and report back.

**Action: DP**

Fiona O'Brien gave feedback from LLDA about what they had learnt from LLiL. A printed and published procedure manual is still being maintained and the website is to be developed further. Marketing for maintaining LLiL is in consideration but not decided yet. User testing of the website scheduled to take place 12<sup>th</sup> and 13<sup>th</sup> February. Engaging the FE Libraries has proved difficult.

## 5) Future Meetings

It was decided that the agenda for the next meeting(s) should include "internal marketing" to explain the programme and its benefits etc to staff.

West Midlands Steering Group to meet in March – date proposed is Friday 19<sup>th</sup> March 10:30 to 12:30 at MLA offices.

**Action: ALL WM group please advise LT of your availability for this date.**

For following meeting – the proposed date is **Wednesday 7<sup>th</sup> April**:–  
**West Midlands SG** to meet in the morning,  
**England SG** in the afternoon with lunch for all from 12:30 to 13:30.

**Action: ALL WM SG** please advise LT of your availability for 07/04 (AM + lunch)

**Action: ALL England SG** please advise LT of your availability for 07/04 (PM + lunch)

6) There being no AOB, the meeting was closed.

**Lindsay Tulloch**  
**Learning Development Officer**  
**MLA West Midlands**  
**20 February 2004**  
[lindsay.tulloch@mlawestmidlands.org.uk](mailto:lindsay.tulloch@mlawestmidlands.org.uk)

**Documents sent with these minutes:**

Coventry Project Plan

Wolverhampton Project Plan

INSPIRE Steering Groups Contacts List

Joint Progress Report to February 2004 (YH)