

Access to Research Good Practice Checklist

With thanks to Irene Campbell Updated March 2017

Three main areas that promote good take up of the A2R service:

STAFF AWARENESS

- Communications regular emails and newsletters
- Constant reminders drip feeding
- Having a champion (like Andrew in Hants)
- Monthly PLS emails with stats, top ten search terms. User profiles added to this would be helpful
- · Prompts for staff on the desk/counter e.g. business card
- Quiz for both new staff and also refresher

PUBLIC AWARENESS

- Staff telling public about the service
- In newsletters, leaflets, cards to take away
- Large icon on PN screen
- Social media blogs, tweets, Facebook, A2R twitter feed (are the right influencers following?)
- Website
- Good stories case studies for Press Releases (newspaper and radio)
- Good stories locally (using local press template) to support national big stories which spike use (especially when Minister involved)

TRAINING

- Add to Universal Info Offer
- Within a good regular training infrastructure:
 - o Bite size training
 - o Online resources
- Webinars
- Quiz
- · Crib sheet handily available
- Content is vital ie understanding the product and its potential:
 - o Breadth it covers the whole of knowledge
 - o Depth more technical than almost any other source
 - o Play up academic side
 - Where to go if there is a problem or it doesn't work local & national numbers as "safety net"
 - o Don't give up

Good MARKETING would also greatly improve take up

- Use monthly stats and top uses from PLS to inform local strategy
- Consider promoting at a local level to relevant audiences, including:
 - o Farmers
 - Further education
 - o Older users
 - o U3A, WEA, any learning organisation
 - Partners eg NHS
 - Hobbyists target forums, Local societies, hashtag trending on twitter
 - Health Sections and Travel sections in both sections put leaflets, signpost to the A2R resource
 - Other Local Authority Staff