

December 2017

Issue 102

The Swimming Pool

**Newsletter for the
SWIMS Network**



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Visit to the Met Office National Meteorological Library & Archive Exeter 15th November 2017

Cilip South West Members Group, Organised by Valerie Bearne

The tour was split into two halves, firstly to the [National Meteorological Office Library](#) and then after lunch to the [National Meteorological Archive](#).

Intrigued by the venue and with my lack of knowledge of the functions and resources of the National Meteorological Library and Archive (NMLA) it was an easy decision to sign up to this event.



Met Office Library

We were welcomed by Sarah Pankiewicz who is the NMLA manager, there are currently six team members based in the library who are from a range of backgrounds. Sarah is the only professional librarian on the team.

Main duties include:

- meteorological enquiry service
- cataloguing books and journals (print and electronic)
- acquisitions both for library and other members of staff
- system management both electronic and print
- digitisation and quality control
- sorting, quality control and cataloguing of archive records
- item loans
- on-site customer services including online access to e-journals and e-books, the catalogue and digital library & archive

The service supports the Met Office staff of around 1700-1800 employees the majority of whom are based at the Met Office HQ.

The service is publicly funded and falls within the governance of the Met Office Public Weather Service. The archive service also has a remit under the Public Records Act 1958 to preserve and provide public access to the national memory of the weather. I wonder how many people realise this resource is publicly accessible; I didn't. The enquiry service deals with around 150-200 enquiries a month from e-mail, phone calls or in person.

With the increasing transition from print to online journals and a frozen budget of around £70-80k per annum comes the common issues of subscription management, budget allocation, and usage statistics.



Online access to e-journals is negotiated on a commercial basis and so copyright restrictions apply accordingly, however due to the public access policy of the collection there are personal use clauses that allow content to be supplied to members of the public.

The physical collection contains the usual mix of academic journals, reference texts, and reports; however this collection also includes the Daily Weather Reports from around the world back as far as 1860.

The ongoing digitisation programme ultimately feeds not only the digital archive but also the Met Office 'super computer'. This digitisation supports the drive for preservation and access as well as linking to the government's 'transform and efficiency' drive within the Civil Service.

The Street

Once the tour of the library had concluded and before lunch in the onsite staff canteen we were granted access to the staff area that members of the public are not given access to, known as The Street.

The vast atrium incorporates a restaurant, many meeting rooms, offices, access to the Met Office college, and a small stream.



We were greeted by Peter Johnson (Co-ordinating Installation Design Authority Engineer), an engineer who looks after the 'super computer' who took us to a rather noisy room where there are very powerful computers indeed. The three new Cray XC40 supercomputers are capable of over 14,000 trillion arithmetic operations per second – that's more than 2 million calculation per second for every man, woman and child on the planet.

This power allows the Met Office to take in 215 billion weather observations from all over the world every day, which it then takes as a starting point for running an atmospheric model containing more than a million lines of code. More information is here:

<https://www.metoffice.gov.uk/research/technology/supercomputer>

Operations Centre

We left the highly sanitised area of the computer halls and were taken back into The Street and up stairs to the Operation Centre. Andy Bowden (Ops Ctr Manager) gave us a talk on the functions in the operations centre. The open plan office which is staffed round the clock and has a massive wall of TV screens with an array of satellite images and news feeds.

This room houses the Chief Forecaster whose role it is to predict and summarise the conditions for the next 48 hours ongoing. It was explained that even if a large weather event is forecast it is the potential of the impact that is a primary concern, not necessarily the scale of the conditions.

There were many areas sectioned off, each section the base for different operations teams.

These included:

[Flood Forecast Ctr](#) – works with the Environment Agency to predict floods/produce warnings

[Natural Hazard Partnerships](#) – liaising across organisations

[Marine Centre](#) – delivering weather and sea condition reports

[Aviation Centre](#) – highlighting and co-ordinating flight plans and informing air traffic control

[Space Weather](#) – long range low probability yet high impact events

[Media Centre](#) – produce various weather summaries for TV and media forecasts

[Industry and Commercial Support](#) – include supermarkets, energy and surface transport companies

[Customer Service Desk](#) – fielding general enquiries

Met Office Archive

Catherine Ross, from the [National Meteorological Archive](#) took us on a five minute walk over to the building which is jointly shared with the [Devon Heritage Centre](#) across the road from the main Met Office site.

The building was developed as a joint venture due to the similarly unique requirements for storing archive records in temperature controlled strong rooms.

Each strong room is temperature controlled, with the corridor leading to each room having a steady temperature. This way an average temperature of between 15-18 degrees celsius are maintained, though this is harder to achieve in the warmer months. Humidity is kept to around 55-65%.



Managing the collection is made particularly difficult as much of the paper has an acid content which hinders preservation.

We were shown the stacks of weather charts bound in monthly volumes going back as far as the 19th century and each one usually requiring 2 people to lift as they are so large.



One of the artefacts in the archive is the first chart produced by Robert FitzRoy and J H Babington which illustrates the conditions of the night of the Royal Charter Storm 1858.



Other interesting artefacts include:

- antique barometers.
- illustrations of frost fayres.
- a proclamation from the reign of King Charles II asking for people to fast and pray to end a period of heavy rainfall.
- Meteorological Office grant of arms topped with a weather vane affectionately known as the 'Chicken on a Stick'.

The tour ended with a viewing of some rare texts which included the earliest text in the NMA, an illuminated manuscript by Albertus Magnus covering various aspects of Natural History and Admiral Francis Beaufort's hand written weather diary including the first incarnation of his scale of winds.

Take away points/highlights

It is interesting how similar services are in spite of their specialist nature. We experience many of the same challenges of resource procurement, electronic access barriers, resource management, staffing levels, proving value through KPI's, digitisation challenges and service funding pressures.

Ultimately weather forecasting is not about ferocity or severity but all about **impact!**

**Chris Johns,
Systems Librarian,
Cornwall Health Library Service (RCH)**

This is a shorter version of a report published in the CILIP SW Members Network Blog which can be viewed at:

<https://cilipswmn.wordpress.com/2017/12/05/cilip-sw-visit-to-the-national-meteorological-library-and-archive-part-one/>



Two go to Internet Librarian International (ILI) Conference 2017

Lucy and I attended the #ili2017 conference in mid-October. Well, to be fair, Lucy attended both days, I could only get to the first day. It was exciting and relevant, and has provided real food-for-thought.

Catherine:

What have I learnt from the day?

Lesson number one – how to differentiate between a fad and a trend. A fad is unpredictable, short-lived and without social/economic/political significance whereas a trend is more predictable and durable and reveals the shape of the future. So, what did the speaker, Kenn Bicknell, suggest were future trends?

- The pulling together of disparate collections to enable greater analysis than has been possible before. Think big data, with scale and impact.
- Did you know that Detroit has an official state storyteller? Storytelling is the way forward to engage with new audiences.
- Crowdsourcing is going mainstream; passionate amateurs as well as experts are speaking out, leading to a change in perceptions of experts

Lesson number two – the art of compromise. Dave Puplett (@puplett) spoke about how the Universities at Medway, which already have a shared campus space between three distinct universities, including a shared library space, decided it was time to implement a shared union catalogue comprising: core LMS | discovery | link resolver | reading lists | object management.

So how did they manage it? Lots and lots of negotiation, engagement, executive buy-in, technical innovation, and a core project team given the authority to make decisions. Oh, and not forgetting cake. I understand that was extremely important!

Lesson number three – the importance of digital champions. Scotland's public libraries are going places, big time, to implement their digital agenda of "ambition and opportunity". Gillian Daly (@GillDaly) spoke about fostering digital skills in all walks of life and the importance of having digital champions across their network of 32 services. I really would encourage you to read their strategy, it's inspirational.

Lesson number four – it's all about the user, stupid. Mobilising content doesn't need to be hideously expensive, but it does need to be designed around user needs and not the available technology. Today's users are mobile savvy, have high expectations and are content hungry. Feed them... Have a look at <http://www.libraryofbirmingham.com/collections> - inexpensive, mobile first platform, relying on crowdsourcing to provide context to the image collection.

Lesson number five – play them at their own game. I've lost track of the number of times I've been asked "how can my research get published cheaply". As we're all aware, traditional journal publishing is extremely expensive. The answer: create our own NHS-wide university press. Research can then be published as open access, at low cost, and freely shared between all NHS organisations, whilst improving the visibility of authors and institutions.

Lesson number six – you don't need to pay. A tour de force of all things free e.g. flipboard, XYDO, twitter, scoop it, nuzzle, pearltrees, padlet, yammer, skype, dropbox, google docs, smart sheet, trello, hootsuite etc. Check out slack if you have a moment, it incorporates instant messaging, communications, collaboration and notifications; people were raving about it.

Lesson number seven – don't recreate the wheel, check out King's Fund first. They run an enquiry service, alerts, and background literature searches and are happy for us to contact them to see if they have covered anything of interest. Interestingly they have a work in progress to create an interactive map with lots of levels, including STPs, CCGs, ACSs (accountable care systems).

Lesson number eight – training apps should be short and sweet. Andy Tattersall (@Andy_Tattersall) suggests training apps should be a maximum of 2 minutes. First come up with the idea/reason, write the script, record it, edit it (try camtasia, movie maker or imovie), and put it up on a hosting website e.g. vimeo or youtube. Then share it like crazy on social media.

Lucy:

What have I learnt from the day?

Lesson number one - telling a story is important, it helps make users feel involved.

When creating a new vision for Victoria State Library Kate Torney (CEO) and colleagues used stories and social media to explain the need for change. This helped enthuse the public and led to the Library exceeding its fundraising target.

Kate feels passionately that the digital transformation libraries have undertaken/are undertaking should be celebrated and challenged us to 'find our voices and remind people of the value we provide'.

Lesson number two – students use the Library more if they feel at home

The Library at Portsmouth University has recently been partially renovated, as David Bennett said. The library team recognised that the Library was 'really a place for books not people' as it featured densely packed high shelving which limited natural light and impacted on the wifi signal. After lots and lots of consultation a weeding project allowed shelving height to be reduced which created a lighter and more open space. Flexible furniture was purchased and sockets and data points were added to every table. Wi-Fi was improved and some USB charging points were introduced to meet the demand from users' ever growing collection of mobile devices.

A café was integrated into the space and rules around food and drink were relaxed. To make navigating the Library easier, services and zoning were simplified and a Discovery system (EBSCO) was introduced. Footfall to the Library has increased, proving that in the age of digital, physical space is just as important for learning as ever before. Feedback gathered from students shows that the new space is now a place for books and people.

Although they now have a capacity issue.....!



Lesson number three – define what we do

David White told us that library members need to discover the expertise provided by library staff as much as they need to discover content. Often library members are unaware of what library staff can offer them and because of this don't know what they can ask of library staff. Google can be seen as an easy option because you can ask it anything without being judged.....we therefore need to find a way of clearly communicating our offer to the library members we serve.

We're in an era of easy answers but we, as librarians, know that often the best answer is not the first answer to be found. Librarians are 'experts in evaluation, navigations, and curation' and are therefore best placed to help users navigate the sea of information, that is, if we can encourage users to engage with us rather than relying on easy answers! The digital world (e.g. social media) becomes one way of promoting our expertise but it must be made to seem human, friendly and natural in order to successfully connect.

Lesson number four - demystify the library

Heather Buchansky and Jesse Carliner from the University of Toronto Library spoke about creating behind the scenes multimedia. When surveyed several students suggested that it would be interesting to find out about what happens behind the scenes. From this an idea was born to create a digital story and the topic of the journey of a book was selected (from delivery to being on the shelf).

The project was completed on a low budget with all photos taken by themselves (although it proved a little difficult to find Library staff willing to be photographed!).

All photos were uploaded to powerpoint (16:9 ratio) and created into a narrated photo essay which was then uploaded to youtube and shared via social media. Compared to other social media posts this received a much higher level of engagement. They plan to expand this and offer other glimpses behind the scenes.

View the project at: <https://youtu.be/cw4pnOiapIE>

Lesson number five – think creatively when purchasing niche software

John Barbrook and team didn't want to stop expensive site-wide licenses affecting their ability to provide staff with niche software such as SPSS.

Originally SPSS was only on one computer and therefore not available for use when the computer was being used for other purposes. A larger license to extend provision would have cost thousands of pounds.

The solution was to invest in some loanable MacBooks which have the specialist software installed. Staff now have easy access to the software and have the flexibility to use the software outside of the library.

Catherine Micklethwaite (Library Manager)
Lucy Farnsworth (Assistant Librarian)
Torbay & South Devon NHS Foundation Trust (TOR)



#UKmedlibs

The last #UKmedlibs chat of the year will be a Christmas Quiz! Put on your Christmas jumper, bring the mulled wine and mince pies and settle in for an evening of fun questions at 8pm on Tuesday 19th December. The winning prize, a £20 Amazon voucher, has been kindly donated by Wolters-Kluwer. For once, questions will *not* be posted on the blog before the chat!

Network News

Farewell to Marina Sotiriou

On Friday 17th November we said goodbye to our library assistant Marina Sotiriou. She had been with us for over 2 years and her new role is Assistant Librarian at Lincoln College, University of Oxford. We and our customers will miss her welcoming smile, helpfulness and efficiency in the library and we wish her well for the future.

Lucy Gilham
Acting Library & Knowledge Services Manager
Royal Berkshire NHS Foundation Trust (RBH)



John Trevor-Allen is moving on



John Trevor-Allen is leaving the post of Outreach / Reader Services Librarian at Oxford Health at the start of December and moving to take up a post as Librarian with Public Health England, based at Chilton in Oxford, so staff at Warneford marked the occasion with a million decisions (between different types of cake!).

In his new role leading the PHE Chilton library John expects to spend more time in serious administration and less time having fun with Photoshop – Avid SWIMS readers may remember John's series of 'Motivational-style' library publicity posters shared in Swimming Pool #93, or the Health Information Week treasure map from Swimming Pool #98 – but is looking forward to the challenge of converting their collection from Dewey to Wessex!

Sarah Maddock
Library Services Manager
Oxford Health (WARN)



Celebrating WOWs at Winchester

Nat Gabe was nominated for, and won, a WOW award. Nat was nominated by a nurse who was just completing a Non-Medical Prescribing Course and she said...“two weeks ago I had a deadline for submission of a huge portfolio...and in the 11th hour I emailed the library to ask for some help. Nat responded to my request with a phone call within five minutes of me sending the email, then she came across to me in the Nurses Office and spent hours making sense of my pickle.”

Sam Burgess
Library Service Manager (including H34 where Nat works)
Hampshire Healthcare Library Service

HH Libraryservice
@HHLibService

Nat being presented with her WOW award by @sarahcragg15 for going above and beyond (as usual!)



The editorial team at Swimming Pool wish you all a very Merry Christmas and a Happy New Year!

The next edition will be a combined January/February one and we are, of course, seeking your submissions – particularly on anything that you and your teams did for Knowvember!

With very best wishes from.....

Helen, Jessica, Katie, Lucy, Pam, Patrick, and Sam.





Library Assistant Away Day 2017

Michelle Brain and I represented CGH and GRH libraries at the library assistant away day last month. After coffee and plenty of biscuits, everyone was introduced and the day got off to an interesting start with a session from John Loy demonstrating the value and impact of library services. Library assistants have a lot of communication with our users – on the issue desk, by phone and over email – so it will make us think about how we can assist in capturing impact.

Next came an interesting session from Katie Barnard, who wanted feedback on the recent HDAS WebEx training sessions she ran with Jess Pawley, followed by Jenny Toller, who quizzed us on electronic resources.

We were then on the move for a tour of Southmead Hospital's very impressive Brunel building. The artwork was fantastic and it was great to have the opportunity to view it. All of us who hadn't visited SMD before were amazed by the delivery robots roaming the hospital!

We all managed to cram into one of the large lifts (such a missed photo opportunity!) that took us to the staff restaurant for a delicious lunch and a chance to walk out onto the roof terrace.

Our final session was with Carol-Ann Regan on Patient and Public information. This included a very competitive quiz and a discussion about sharing ideas and resources, giving us all ideas for future events.

The away day introduced library assistants to Knowledge for Healthcare and gave us an opportunity to spend time and share ideas with our colleagues from other library services. Thank you John for arranging it!

Chloe George
Senior Library Assistant
CGH/GRH

The Library Assistant Away Day was my first ever visit to Bristol Southmead Hospital, and I was very glad to have attended. The talks about impact statements and patient and public information I found particularly interesting. It was also great to learn about other libraries and all the different approaches other libraries have with regards to patient and public information. Chatting with really friendly and experienced members of staff was excellent fun too. We had a tour of Bristol Southmead Hospital, and I was blown away by how vast it was and by all the lovely art they have displayed there!

I'd totally recommend the Away Day for those who are new to health libraries and the NHS; I got a really good view of how other libraries in the region operate, and I learned a few new tricks along the way.

Hannah Wood
Librarian
Weston Area Health Trust (WSM)

UKSG Marketing Online Resources for Librarians

I was very fortunate to be able to attend a Marketing Online Resources session at the end of October. It was held at the King's Fund in the very posh Cavendish Square, London right by Oxford Street and Regents Street. Admittedly there was a fleeting moment when I thought about ditching the course and going Christmas shopping instead!!

The day consisted of talks by a Marketing Director from the Taylor and Francis group, a Liaison Librarian from Liverpool University, a Library Relationship manager from IOP Publishing, a Publishing Consultant, and a Business Development manager from BioOne, a non-profit publisher. The day was broken up with a variety of workshops, feedback, and sharing of plans.

The delegates were an interesting mix, mostly from University libraries like London, Oslo, Limerick, and Sussex to name a few. There were also delegates from the House of Lords, the BMA, and the Institute of Mechanical Engineers.

The workshop gave us a better understanding of the fundamentals of marketing, including identifying your audience, planning a strategy, and choosing your tactics and channels. The general questions we were asked to think about were on product focused marketing - what is our target market? What's our product? How are we going to interest our customers?

On the customer focused market, questions to think about were – Who are our customers? What are their needs? What products do we have in order to meet these needs? How do we tailor the products with the customers in mind? How do we promote our products in the Library?

Top tips were:-

- Planning ahead
- Decide why you want to promote the resource
- Use a range of platforms
- Use clear visual images
- Utilise social media

Useful tools to use:-

- SWOT analysis – Strengths, Weaknesses, Opportunities and Threats
- The 4P's – Product, Price, Promotion and Place
- 7 steps to success – understanding your customer, analyse the market, analyse the competition, research distribution, define marketing mix (4P's), financial analysis and review and revise.
- 4C's – Customer needs & wants, Cost, Convenience and Communication
- SMART objectives – Specific, Measurable, Agreed upon, Realistic and Time based.

The whole day was extremely useful but more geared towards academic libraries where they have dedicated marketing departments. However I came away with several good hints and tips (as above) and I look forward to using my new found knowledge on marketing online.

Jas Kundi
Senior Library Assistant
John Jamison Library (WXM)



An unusual method of library promotion!

Snow White: the alternative version.

If you have ever wondered about the lengths to which library staff will go to in order to showcase what they do, then ponder no more as I introduce Snow White: the alternative version as performed by Jo, Vasilias, Nat, and Sam from HHLS. Utterly genuine, this was performed at a LEaD (Leadership, Education, and Development) department Christmas Away Day on Friday 8th December (attendees are encouraged to look Christmassy, and presenters are given the green light to have a bit of fun!),

Our script is below, although there were a few adlibs as we went through it! Also; before looking at the photograph at the end of the article, dare I ask you all which character you think we might have played?!

Introduction: play music: Casualty theme tune.

Snow White is standing by a table; Grumpy (holding a laptop) and Sleepy (holding a pillow) walk in holding drinks and wearing elf hats! They sit down at the table and begin their tea break.

Snow White: Hello, I thought there were supposed to be seven dwarves, NHS cuts again I suppose?

Sleepy (yawning): Doc is seeing a patient, she will be back shortly.

Snow White: so where is Bashful?

Grumpy (gesturing towards the audience): Bashful was never going to turn up with this lot in the audience.

Snow White: and Sneezzy?

Sleepy: oh Sneezzy is in bed with a cold.

Snow White: what about Dopey?

Grumpy: the less said about Dopey the better.

Snow White: and where is Happy?

Sleepy (yawning again!): Happy is sitting on a tropical island enjoying a week's leave.

Grumpy (very grumpily!): well it's no wonder I am Grumpy if I am covering everyone's work while they are away; and you've just come off nightshift haven't you Sleepy, it's not surprising that you are tired!

Snow White: oh okay then, I will leave you to your tea (exit stage while Sleepy falls asleep)

Doc (off stage): goodbye, I'll see you next week and will hopefully have the information that you need. (Doc then walks towards the table and sits down with Grumpy and Sleepy)



Grumpy: What's up Doc? Oh – you need to put your hat on – you ARE a dwarf after all?

Doc: no, I am seeing patients.

Grumpy: Put it on! (Doc rather moodily puts the hat on)

Doc: well that was interesting; I have just seen a patient who has an extreme fear of being stabbed with an HIV infected needle. How can I support this patient with this issue? How can I possibly manage this patient and offer assurances? Wake up Sleepy, where can I find this information?

Sleepy: I have just come off nightshift, I am far too tired and am about to go home anyway, so don't ask me!

Grumpy: don't look at me, I have enough work to do while everyone is away – can't you Google it?

Doc: But how do I know that I am finding the right evidence?

Sleepy: You need to go and speak to Snow White in Hampshire Healthcare Library Service.

Doc: What can she do for me then?

Sleepy: Well I needed evidence to purchase a special patient bed, Snow White found the evidence and we got the funding we needed (mmmmm bed!)

Grumpy: and I was looking for evidence to show that food can affect mood; now pass me those chocolates!

Sleepy: The librarian also helped Bashful find the information needed to support an assertiveness course.

Grumpy: and as Sneezzy is working on a public health infection control project, Snow White is also finding the information and articles required to support that.

Sleepy: Happy is so happy because she's just finished her dissertation and got top marks – Snow White helped her find so much information!

Grumpy: The librarian also showed Dopey how to use the BNF app – although I don't know why she needed that information.

Sleepy: hmmm, that's probably why Dopey is so Dopey – all those drugs!?

Grumpy: not forgetting that a librarian won a WOW award recently, and they are finalists in tonight's Star Awards!
(We had a nice round of applause at this point!)

Doc: so where do I find this paragon of virtue then?

Sleepy/Grumpy: She's behind you!

Doc/audience: Oh no she isn't (Snow White ducks behind library banner)

Sleepy/Grumpy/audience: Oh yes she is!

Doc/audience: oh no she isn't! (Snow White ducks behind library banner again!)

Sleepy/Grumpy/audience: Oh yes she is!

Doc: oh no she....oh there she is! (Snow White doesn't hide this time!)

Snow White (walks over): Hello, how can I help you?

Doc: I really need your help; I need to find information on the likelihood of being stabbed with a HIV infected needle, or similar, or whether this even happens at all?

Snow White: that sounds like an interesting one, I think I'd have to look for crime statistics or similar. Please could you complete this form and I will get back to you as soon as possible. I may need to get some clarification from you as I am searching though.

Doc: thank you very much; I look forward to seeing what you find.

Grumpy: well that's one less thing I have think about – I have enough work to be getting on with already! (opens laptop and begins working)

Sleepy (yawns): well I am off to bed now.

Doc: I've a patient to see now, let's leave the information finding to the expert!

All exit stage to music: hi-ho, hi-ho, it's off work we go.....



Sam Burgess, Jo Fabling, Nat Gabe, and Vasilias Tsiplaki
Hampshire Healthcare Library Service (H04, H05, and H34)



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