

#ShineOnFife brought light to the darkness of lockdown as we switched overnight to a virtual world. Two years on, the campaign is ending and here we shine the light on ShineOnFife itself and our achievements.

Shine OnFife

Project funding secured
(April 2020 - March 2022)



£1,000,000⁺



Shine On Fife A hashtag was created and used on all social media posts.
10.2M⁺ Reach

£47K **10** Fife projects



ALBA | CHRUTHACHAIL

We distributed £47K of Creative Scotland Youth Arts Small Grants to 10 projects, whose activities, from producing ezines to learning to cook outdoors, impacted positively on the lives of children and young adults.

OnFife social media

88 Ambassadors

Overnight OnFife went online. A group of **88 Social Media Ambassadors** from across the organisation was established to **support, inform** and **entertain** our communities online while our venues were closed. A **social media calendar** was created and Ambassadors shared campaigns in a co-ordinated, strategic effort.

1.2M **387%** from 2019

Reach March 2020 - 2021

5.3K **454%** from 2019

Followers March 2020 - 2021

Our **Facebook** reach and number of followers quadrupled in the first year of the campaign.

100 Creatives commissioned to make new work, artist residencies, events, workshops and skills development sessions



Create In Fife Instagram 111

111 artists have promoted their work through takeovers of the **Create In Fife** Instagram account.

Artist takeovers

Christmas 2021

THE MAGIC OF
Christmas
1,981
tickets sold
+10% of target

Christmas 2021

THE **Travelling Cranberries**
730⁺
children and families entertained for free!
+20% of target

FREE

FIFE Christmas Show!

Bookbugs
200⁺ **77.4K**

Bookbug sessions on **YouTube** Views



95⁺
online events

1.2K
attendees

Hit virtual activities included Bookbugs, art classes and specialist talks, book readings, history tours, artists in residence workshops and a Spring Festival.

SPRING FESTIVAL

20 + 21 March 2021

7 Online events **129⁺** Hours viewed

24
Virtual Advent Calendar 2020

98
VIEWING HOURS

58K
REACH



Connect & Collect

More than **92,503 books** were borrowed through **Connect & Collect**.



OnFife Cares

We made **2,600+** **OnFifeCares** calls to older and other library members to check all was well.

Digital Borrowing

Use of **eBooks, eMags** and **eAudio** more than doubled from **148, 843** in 2019/20 to **372,547** in 2020/21.

223,704 ↑

Moments In Time

Content was created for people living with dementia and their carers.



April 2020 - February 2022

79 > **77.7K** > **4K**
posts reach engagements



WAYS TO WELLBEING

Festival moved online 2020/21

We used the OnFife Libraries Facebook page to share posts and activities to promote wellbeing.

Increase in Facebook activity during festival:

2020	63% ↑	16% ↑	2021	36% ↑	9% ↑
	engagement	reach		engagement	reach

PAUSE...
NOT
FULL STOP

The **Pause not Full Stop** programme began conversations about menopause.

229 people attended online workshops and events.

Fifeanory

May 2020 - June 2021



Staff read from classic novels and short stories to keep the human connection amongst our rapidly rising social media presence. Our **#Fifeanory** videos were shared on Facebook and then archived on YouTube.

Libraries Home Delivery Service

1128 deliveries July 2020 - March 2021

We adapted and expanded our service during lockdown, catering for people who were shielding or identified as vulnerable as part of the local response to Covid-19. Instead of the usual home visit, door-step delivery was introduced ensuring avid readers still received their bespoke collection of books, providing a lifeline to otherwise isolated members of our communities.

Walk On groups **3** Walk On groups continued to meet virtually > **51** Sessions were held > **443** total attendances

Reading groups **7** Reading groups continued to meet virtually > **118** Sessions were held > **773** total attendances

Book Week Scotland

2020 > **7.9K** people took part

We offered 30 online events for schools, children and adults, including a celebration of Jackie magazine and a writing competition.



2021 > **1.3K** people took part

We celebrated Scottish food and drink memories with talks, book give-aways and author events.

Young people and families

Multi-sensory stories and **resource packs** were created and performed by author Gill White.

5.4K > **5.7K**
views Engagements

LibrarYAY

Our online **LibrarYAY** group was created at the start of the pandemic. It now has **3,324 members**. With over **4000 posts** since it started, **LibrarYAY** has supported families with story sessions, activities and curriculum support.

432 LibrarYAY Storytimes **326** Virtual Kids' Dens Sessions

Weekends with the Family **5** > **5.5K**
events views

Harry Book Night 2021 14 events 4.7K views

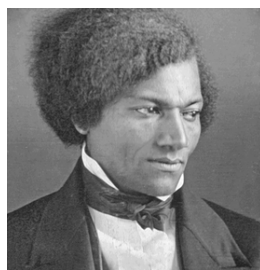
90 Chatterbooks Recommended Read videos

9 × Online author events for schools > **5.8K** Live attendees

Summer Reading Challenge 2021 **18.4K** Books borrowed > **4.3K** online attendees

Fife in Lockdown a contemporary collecting project

30 people have so far contributed to the project. Our Lockdown archive includes photographs, film, diaries, poems, objects and posters.



flickr

Archives and Local Studies scanned over **4,000** local photographs and created a Flickr account to share the images. Images on Flickr have and had **491K views**.

OnFife Archives Local Events, Projects and Contacts Group

1080 Members in its first year

This community group was created in March 2021 as a way to put Fife local history fans in touch with each other and help them to share local history events, projects and information.



Collections on Art Uk

44K views between April 2020 to March 2022 compared to the previous two years. **23%** ↑

We used **Art Uk** to curate **online exhibitions** and promoted them on social media. We also established hashtag campaigns to promote and share our collections online.

#FineArtFriday #OnlineArtExchanges

Great British Art Tour with the Guardian and Art Uk

We participated in the *Guardian's* **Great British Art Tour** series in partnership with Art UK. The article focused on *Memories of a Polish Paratrooper* by Marie Louise Wrightson. It generated **231 new views** of the painting on Art UK.

231 views on Art UK



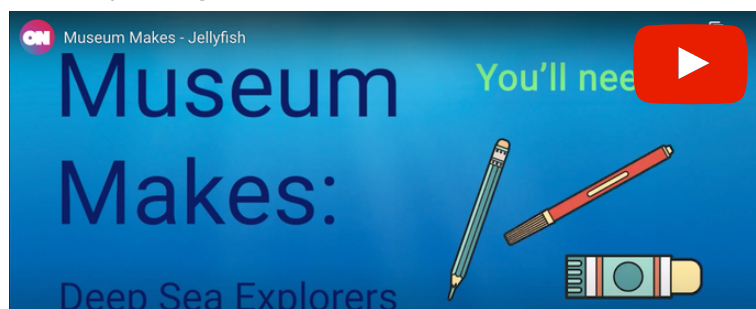
6 Exhibitions on Art Uk:

SJ Peploe's 125th Anniversary
International Women's Day
Spring Selection
Summer Selection
Art-Tastic online
Art-Tastic online for schools

18 Museums Makes craft & exhibition videos

The exhibitions team created craft videos linked to exhibitions **Blooming Marvellous** and **Explore!**, as well as Vox Pops and poetry readings inspired by paintings in the **Art-Tastic exhibition**. These were posted on social media and were also available via exhibitions webpages linked to the OnFife website.

8 Museum Makes and Mini Makes Craft videos
10 Vox Pops and poetry readings inspired by paintings in the Art-Tastic exhibition



5 Cultural Heritage NEWS FLASH videos

We made 5 videos to show the museums' work during the pandemic and shared them on social media:

Paton & Peploe
Happy Birthday to our Friends!
Behind the Scenes at the Museums
Scanning Fife's History
Working with Fife Pottery Society



Well done to the OnFife teams who achieved all this - your passion, imagination and willingness to do things differently made it happen and made ShineOnFife a success.