

“The Book Doctor” Project

Project Summary

Library staff came up with the idea of a web page to help widen reading choices for adults and it was decided to call it “The Book Doctor”

The objectives for the “Book Doctor” project were very broad:

- Active intervention to open up reading choices for adults.
- Increase readers’ enjoyment of books.
- Offer opportunities for people to share their reading experiences
- Promote reading and literacy for adults.
- Improve access to literature.
- To promote the use of technology as a means of reader development.

What it boiled down to in essence was that we recognized a gap in reader development activity within Caerphilly Library Service. We realized that there was a lot of potential in the harnessing of technological advances to increase the range of customer reading choices.

The Reader Services Manager and the Information and Computer Services Manager put their heads together and came up with the format for a web page. This was then put on to the council website in the libraries section. Customers were invited to contact the library service to get some recommendations from “The Book Doctor” as to what they should read next.

Book Doctor

Spending time reading a good book is a great way to relax!

Just finished a good book and stuck on what to read next?

Or maybe you haven't picked up a book in a while and want to get the reading bug back.

With so many books available the choice can sometimes be overwhelming.

Why not contact Caerphilly Libraries very own Book Doctor now!

All you have to do is fill out the simple request form below. Simply choose one option from the three listed, send us your name and email address and one of our Reader Development Consultants will get back to you as soon as we can via email with three recommendations, all of which will be available to borrow from your local library service.

Take the hassle out of selecting your next read by contacting the Book Doctor today.

We hope to run free Book Doctor sessions at your local library shortly - so watch this space!

If you would like to tell us what you think about this service please [email bookdoctor@caerphilly.gov.uk](mailto:bookdoctor@caerphilly.gov.uk)

[Book Doctor request form](#)



A special mailbox was created and customer forms were sent to this. The page was launched in January 2011 as part of the Welsh Libraries Festival and has quickly proved popular. Originally the idea was that the Reader

Services Manager would answer the queries but demand grew and now a team of 5 Community Librarians are on a rota system to check the mailbox. Customer feedback has been very positive and queries in the first month alone totalled over 20.

Local correspondents in the area were used to promote the web service and a press release was issued to the general press. "The Rhymney Valley Express" and "Caerphilly Campaign" ran small pieces about the "The Book Doctor" and it was also front page news for a while on the Caerphilly website.

Commercially produced, full-colour promotional leaflets for customers and for community distribution were produced at a cost of £250.00 (see attachment). Meanwhile the web page cost nothing in monetary terms apart from the time spent by staff in designing the page and getting it up and running.

To compliment the website, several libraries have volunteered to host "Book Doctor" sessions with customers. Staff will play the part of Reader Development Consultants advising customers on their next reading choice. Sessions will be advertised internally using in-house produced posters and flyers and these will also be taken out into the community to reach as many non-users as possible. There will be a follow-up press release to all local media and we hope that a photo opportunity of a librarian in a white coat will ensure even more coverage for the project.

This project is still very much in it's infancy but we hope that there will be steadily increasing interest from that sometimes neglected group of customers in the 18 – 50 age group. These people will be more I.T. literate and hopefully already using the library website to request and renew books and will see and use this new facility. Word of mouth is still one of the most powerful marketing tools we have, and by making this project both fun and informative we hope that customers will spread the word and make the project a success.