

Marketing Innovation Awards 2014

Submission from Swansea University for the Higher Education Libraries category: "Mind your head" - launching our Wellbeing Collection, 4th December 2013

Originality of concept and suitability to target market

The Wellbeing Collection of books has been purchased by our Wellbeing Service with the aim of providing bibliotherapy for the staff and students of Swansea University. The library created a special area for the collection and we have promoted it jointly. We held a launch day for this new collection on 4th December 2013 with members of the Wellbeing service taking over the foyer of the library with a 'Mind Apple' tree - in return for completing a 'mind apple', there was a free goodie-bag.



Our first customer

This was the first time we have marketed a collection with a non-academic purpose but aimed much more widely at people who may not be traditionally users of the library or who may find it intimidating. A key reason for creating the Wellbeing Collection was to encourage their students to make more use of the library generally.

Creative thinking and innovation

The use of the 'mind apple' tree was fun and striking - it was an inclusive activity that anyone could participate in (see feedback mentioned below for a breakdown of participants) and it also created a real buzz having the Wellbeing staff in the foyer for the day.



Use of our reading lists system to create an online portal for the collection also meant that we could market the Wellbeing e-books to people who were not able to come into the library as they can access these from home.

Effective partnership working

(Sian Challenger, Head of Wellbeing, pictured left)

This is the first time the library has worked in partnership with our Wellbeing service on campus and we were delighted they

wished to join forces in such a positive campaign and launch this collection in the library.

Attracting new audiences

We have special services in place for students who need extra library support but this was a new direction in terms of being able to reach out to not just wellbeing students but any students (or staff) who may benefit from self-help in wider areas such as money management, relaxation techniques etc.

Effective use of a combination of promotional activity

The launch day was promoted via our campus newspaper, social media channels, plasma screens and email. We created a list of our collection within our academic reading lists system so it was easy to see what we have in the collection (and whether it was in stock or out on loan). Mentions on social media on the day ensured a steady stream of publicity.



Swansea Uni Library @swanuni_iss · Dec 4

Wellbeing are in the library NOW with freebies to promote the new Wellbeing book collection: ow.ly/1/3V3hv Come & grab a bag!

View photo

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Success of project in terms of attendance / feedback

Over 237 people took part in our event, which generated 1123 statements from students and staff as to a) what is important to them in terms of looking after themselves and b) what perhaps they feel they should be making more time for to look after their mental health. There was good representation from students and staff, with approximately a 70:30 split, with students representing the majority. The stand attracted a wide range of people from several different ethnicities and language skills. Although this was not formally gathered, it was clear the stand attracted attention from all groups, which was very encouraging. All comments on the day were positive and welcoming of the new initiative.

Effective use of resources (staff time, equipment, location, budget)

We were very fortunate in receiving a grant from the CyMaL "Get Reading, Get Better, Get Libraries" funding scheme and this was used to purchase effective promotional materials for the day. The Wellbeing Service also contributed to the cost of these. The library was able to provide space for the promotion, furniture for the Wellbeing Collection area and staff time for promotion and processing the books for the collection.

Rough Outline of Costs

Get Reading, Get Libraries, Get Better grant for publicity materials and freebies	£400
Additional funding from Wellbeing for publicity materials and freebies	c£750
Library staff time for organization, marketing and manning the stand	Free
Library furniture and printing costs for Wellbeing Collection area	Sourced for free

Sustainability of the project

The feedback gathered from students on how they keep themselves mentally healthy will be used to inform collection development for the Wellbeing Collection and fed into the Health University Group (the strategic leadership group for health within the university) . As the head of Wellbeing, Sian Challenger, states

"The top seven results really demonstrate that simple things that are easily achievable have the most positive impact on mental wellbeing"

Our Wellbeing collection is now established and promotion is ongoing - we will re-target plasma slides on campus and re-promote it via the Student Newsletter as well as our social media channels. The collaboration with the Wellbeing service is also being continued next week with a promotional activity for University Mental Health Day on February 19th. The University is also now signing up to the "Time to Change" pledge (<http://www.timetochangewales.org.uk/en/>) which is being launched on the same day. It is great to have the library involved in these wider activities within our community.

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