

Project Title

Fancy That... how libraries can help you to success in your course ...Food for Thought!!!

Project start date: Monday 24 January 2011-02-28

End date: Saturday 29 January

Coleg Powys

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Objectives to raise the profile of libraries within Coleg Powys and encourage new users.

Summary of Project - As part of the Libraries for Life Winter Marketing Campaign Coleg Powys has held cookery demonstrations in the Learning Resources Centres at Brecon, Llandrindod Wells, Newtown and in the foyer at our Saturday Open Day in Newtown. The theme of the demonstrations was Fancy That ...Students who use the library get success in their courses. The demonstrations focussed on the benefits of eating a healthy breakfast to increase concentration and well-being. Students, staff and visitors enjoyed the tasting session and were able to browse through the displayed range of cookery and life skills books. The aim was to link the use of libraries to course success through resources that supported the curriculum, life skills -reading books to alter your mood linking the reading agency mood boosting, cookery books and healthy living. Top quality demonstrators working amongst the library resources.

Target Audience/s

Staff and students within Coleg Powys and people who are not currently studying at the college, parents and friends of students.

Budget Breakdown

Staff costs and demonstrator costs	£296.65
Demonstrator mileage	£22.40
Posters/publicity	£30.95
Ingredients	£100.00
Hire of equipment	£50.00

Promotional activities

Posters in all college foyers, email to all staff, posters in all staff trays, email all senior management, publicity on Moodle and on the agenda of management meetings. The Saturday event was linked to the college Open Day therefore ensuring a wider audience of parents and friends. The demonstration was held in the main foyer so it had maximum effect with fantastic aromas wafting through the entrance. A member of our learning Resource staff was on hand to encourage tasting and directing people to the displays of life skills and cookery books that resulted in many people visiting the library.

The 3 library demonstrations resulted in a hive of activity as you can see from the photographs

Press coverage

Mid Wales Journal, Twitter, Coleg Powys Moodle, Photographs through college.

Evaluation

Students and staff said 'they had never seen anything like it in the library'.

Supporting material

Photographs

"This event is part of a national campaign which is one element of Libraries for Life, the Welsh Assembly Government's strategic development programme for libraries in Wales. The Assembly Government is investing £10.5 million on libraries between 2008 and 2011".

Anne Jones

