

# Charlie and the Chocolate factory Event

## Overview

Charlie and the Chocolate Factory performance storytelling in a local sweetshop followed by book aerobics quiz with questions based on the story told. Children given a golden ticket to take to their local library where they could claim a free copy of the Roald Dahl book if they took out three items on their library card. Non-library members were invited to join and take out three items to claim their free book. Using the golden ticket as a promotional tool allowed us to determine item issues.

## AIMS

### 1. What do you want to achieve from event?

To promote the library service to non users and reluctant readers. To create partnerships with other organisations and bodies. Involving young people, teachers, local business. To increase library membership and engage with non-users.

### 2. What are the main issues to be addressed?

To promote the library service as relevant and useful to young people and adults who might not usually consider making use of available facilities. To promote the library service as a fun and relevant organisation and to dispel negative stereotypes and preconceived ideas about what a library service is and what it provides. To demonstrate that reading can be used as a fun activity by adding an entertaining and commercial element. Using a universally popular and wellknown title to attract as large an audience as possible.

### 3. What geographical area should it cover?

Bridgend County

## NATURE OF EVENT

### 4. How long should the event (or events) be?

Sessions will last approx. 60 mins

### 5. When should the event be? (dates)

During school holiday period

### 6. What specific activities should take place, and in what order.

#### Choice of Venue

As a result of previous years work with local businesses dialogue was opened up with local sweetshops Ella Rileys in Bridgend and Crazy Humbug in Porthcawl. It was decided that a performance storytelling of Charlie and the Chocolate Factory would take place on two separate days during the upcoming school holidays. The first was arranged for the Easter holiday period and the second for the summer half term break. It was agreed that the event would be free as there would be opportunity for sweet shop owners to make money due to increased footfall and the library service would benefit from increased exposure to non users looking for something different to do with the children that wouldn't cost money.

### **Marketing the event**

The event was marketed during a two week lead up period. The marketing department were given a brief and liaised with the designer to create a poster and leaflets that would appeal to parents and children as something to do during the Easter holidays. Charlie and the Chocolate factory was chosen as it is well known as a popular children's book and film.

Library, sweetshop and council Facebook and Twitter social media pages were used to promote the event.

Schools were contacted and leaflets distributed.

A press release was sent to local media during the week before the event.

### **Preparing for the event**

Three librarians and a volunteer were recruited to meet up, prepare and rehearse a performance storytelling script.

Charlie and the Chocolate Factory style costumes were sourced and acquired.

50 Golden tickets were produced. On the tickets were instructions for how to claim a free copy of Roald Dahl's 'Charlie and the Chocolate Factory'. Children were told to bring along the ticket to their local library and hand to a member of staff at the checkout desk. To collect their book children were required to borrow three items. Children not already a member were encouraged to join the library. 50 copies of Roald Dahl's Charlie and the Chocolate Factory were purchased for each event. The number was chosen based on people capacity within each shop.

### **The Event**

The first event was held at Ella Riley's sweetshop in Nolton Street, Bridgend and was very well attended, with people spilling out of the shop. Children were invited to sit on the floor in a semicircle creating a space for Willy Wonker, Charlie, Grandpa Jo and an Oompa Lumpa who acted out the famous story in a performance storytelling style.

After the performance the children were given a short talk by the sweetshop owner, who makes her own sweets on the premises, about chocolate manufacture. The children were then invited to participate in Bridgend libraries established 'Book Aerobics' quiz. Children are asked a question based on the story they have just heard and told to keep the answer in their head. For the next few minutes they are asked to do a series of exercises or mimes keeping the answer in their heads. After this period they are told to sit on the floor then the first person to put their hand up and provide the correct answer wins a prize from a lucky dip. This is repeated until all children have received a prize, or are worn out! In this instance all children were awarded with a lollypop provided by the sweet shop. At the end of the event children were told all about the library service and all that is on offer. Each child was given a special golden ticket and details of how to claim their free book.

Children who took their tickets to the library and took out three books were awarded with a copy of Roald Dahl's 'Charlie and the Chocolate Factory'

Children and parents were then given the opportunity to buy sweets.

The second event was held at Crazy Humbug in Porthcawl and was equally well attended. The event followed the same format as at Ella Riley, as it had worked so well!

### **Conclusion, evaluation and legacy**

The event worked very well in the sweetshops. Parents and children both provided plenty of positive feedback.

All the tickets were handed in and books presented.

Using the tickets in this way allowed us to identify that 150 junior issues could be performance related directly to each of the two events.

### **Some Tweets:**

This is how you get kids into reading -read to them in a sweetshop!

[pic.twitter.com/W9fdB9Mg82](https://pic.twitter.com/W9fdB9Mg82)

Well done [@EllaRileySweets](#) and [@BridgendLibs](#)

[@BridgendCBC](#) [@BridgendLibs](#) it was a HUGE success and we'd love to run another event with the library in the next hols! Great to see kids >

[@BridgendCBC](#) [@EllaRileySweets](#) [@BridgendLibs](#) you are all brilliant for doing this. [#reasonswhybridgendisgreat](#)

And of course a massive thank you to the wonderful [@BridgendLibs](#) ladies who did a fantastic job as always with a brilliant story script!

### **Some comments:**

*"Brilliant idea!!"*

*"Great event and something different to do with the children during the holidays"*

*"Loved the golden ticket, asked the librarian if I can keep it"*

*"Thankyou for a fab event, the children loved it, loved the golden ticket and free book. Who knew libraries were such fun!!"*

*"thanks all involved, kids had a brilliant time!"*

As a direct result of the success of the two events similar events have subsequently been used to promote the library service and small business in the county. The Charlie and the Chocolate Factory model was repeated several times at Ella Riley's, targeted this time at class visits. Children were again given a golden ticket but this time tickets were used to enter children into a prize draw to win a selection of Roald Dahl titles. The decision was made because of the cost implications of providing books for every child attending with a class visit. This still produced good loan figures.

As a result of this project voucher based incentives have been used for many subsequent library events. The vouchers provide the library service with hard statistical evidence regarding issue figures, which is being required more and more for advocacy purposes.

As a result of the Porthcawl event we were asked to participate during the Summer Porthcawl family fun weekend where we produced similar storytelling performances and worked alongside local small business.

Book Aerobics has been of interest to management at our local recreation centre. As a result a session is being organised in the sports hall during this years Easter holiday with a view to holding regular sessions.

**Press releases**

Write up and photographs were sent to and included in the local press via the council marketing department. The story was taken up by The Gem and The Gazette.





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## Sweet treat for kids this Easter holiday

Have you ever dreamed of having a party in a sweet shop? Bridgend Library and Information Service are making that dream a reality for children aged between five and 11 this Easter holiday, with a FREE Charlie and the Chocolate Factory-themed party.

Whether you're an Augustus Gloop, Veruca Salt or a Charlie Bucket, come along and revel in a morning of confectionary capers at 10.30am on Friday 5 April at Ella Riley's Toffee and Traditional Sweet Shop on Nolton Street, Bridgend.

Partygoers will be told the classic Charlie and the Chocolate Factory story by the original characters, before enjoying chocolate-themed fun and games.

Willy Wonka will also be giving the children a special golden ticket, which they can take to Bridgend Library to receive a FREE copy of Roald Dahl's Charlie and the Chocolate Factory.

To find out more about the party, contact Diana on [01656 642048](tel:01656642048).

For more information about the other events Bridgend Library and Information Service has planned, visit [www.bridgend.gov.uk/libraries](http://www.bridgend.gov.uk/libraries), like Bridgend Libraries on Facebook, follow [@BridgendLibs](https://twitter.com/BridgendLibs) on Twitter, or pop into your local library.

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# Charlie and the Chocolate Factory Party



Don't forget to pick up your golden ticket from Willy Wonka, which you can take to Bridgend Library and receive a FREE copy of Roald Dahl's Charlie and the Chocolate Factory.

Come along to Ella Riley's Toffee & Traditional Sweet Shop on Nolton Street, Bridgend for an Easter holiday library party!

Listen to the classic story of Charlie and the Chocolate Factory told by the original characters, followed by lots of chocolaty fun and games.

**Admission: free**  
**Time: 10.30am**  
**Date: Friday 5 April**  
Suitable for children aged 5 - 11

For more information contact Diana on 01656 642048

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Cyngor Bwrdeistref Sirol



# TOCYN AUR

Dewch â'r tocyn hwn i Lyfrgell Pen-y-bont ar Ogwr a chymerwch dair eitem allan ar eich cerdyn llyfrgell, a byddwch yn derbyn copi **AMDDIM** o Charlie and the Chocolate Factory gan Roald Dahl!

Os nad ydych yn aelod o'r llyfrgell, dewch ag oedolyn cyfrifol â phrawf adnabod gyda chi a chewch ymuno pan fyddwch yn cyrraedd.

[www.bridgend.gov.uk/libraries](http://www.bridgend.gov.uk/libraries)





## **Charlie and the Chocolate Factory in Porthcawl!**

**Children in Porthcawl can have a 'sweet' time this half-term, as Bridgend Library and Information Service is bringing back one of its most popular events.**

**Following its success at Ella Riley's Toffee and Traditional Sweet Shop in Bridgend town centre during the Easter holidays, the service will once again be hosting a FREE Charlie and the Chocolate Factory party at Crazy Humbug Sweet Shop on Porthcawl's John Street, between 2.30 – 3.30pm on Wednesday 29 May.**

**Willy Wonka is inviting children aged five – 11 to come and revel in an afternoon of confectionary capers, with the classic Charlie and the Chocolate Factory story being read by the book's original characters and a fun 'book aerobics' quiz which includes the opportunity to win the shop's sweets.**

**All children attending the event will also receive a special golden ticket which they can take to Porthcawl Library to receive a FREE copy of Roald Dahl's Charlie and the Chocolate Factory when they take out three items from the library.**

**Cllr Lyn Morgan, Cabinet Member for Wellbeing, said: "Our libraries do a great job of putting on fun events for young people in the county borough. There can't be many more exciting ways for children to discover the magic of reading than a party in a sweet shop.**

**"The original Charlie and the Chocolate Factory party in Bridgend town centre was very popular and I'd expect this event to be no different, so I'd urge parents and carers to act quickly and book places for their children to avoid disappointment."**