



Get Reading, Get Better, Get Libraries Autumn campaign

Introduction

The Rugby League World Cup (RLWC) took place in the North of England and North Wales during November 2013. To celebrate this momentous occasion Wrexham Library and Information Service (WLIS) took the message from the All Wales Marketing Team's autumn campaign; Get Reading, Get Better, Get Libraries; to two matches played at Wrexham's Racecourse stadium. This promotion was allocated 'key event' status during the autumn campaign.

The target audience from the brief was men and boys focusing on health and wellbeing. Past projects nationwide have demonstrated how difficult it is to engage men and boys with libraries and in an attempt to address this problem WLIS decided to take the library to them.

Aims and objectives

- To raise the profile of the library service and promote and market local libraries and their services to members of the public who may not use libraries
- To engage with men and boys and demonstrate how the library can work for them
- Highlight the health and wellbeing element of library provision
- To demonstrate libraries have a fun aspect and that staff are friendly and approachable
- To encourage lapsed or non-users to join their local libraries

The promotional programme

There were several elements to this campaign:

- In the lead up to the first home game, all of Wrexham's libraries ran a competition asking customers to guess how many items the library service holds. The customer who guessed the closest would win tickets to the first home game.
- The mobile library was decorated with a 'sleeve' advertising the RLWC which advertised the two home games. On both match days the mobile was taken to the Racecourse and parked outside of the turnstiles into the ground in the lead up to the game. The mobile was open and available for visitors to see what libraries have to offer. There were two special book promotions on the mobile library; rugby league and sport books, and men's health and wellbeing books.

- On the first match day, to entice visitors to the mobile library, the library service ran a competition whereby visitors were asked to complete a flyer with their name and contact details and to tick a box if they required details on how to become members. The flyers were handed out to supporters on their way to the ground and they had to return them to the mobile. These forms were then entered into a prize draw. The winner of this competition was presented with a signed Wales rugby shirt during the pre-match entertainment of the second game being held at Wrexham.
- Face painting at the mobile library was available at the first game (when the home team were playing), where children (and adults) could have the Welsh dragon 'stamped' on their faces.
- On both match days library staff, dressed in 'Welsh Libraries' sash's were interacting with supporters by handing out free rugby ball shaped stress balls, which were decorated with the Get Reading logo.
- Special interest books were chosen by library staff for the Welsh rugby squad to promote as their favourite reads. Both Marketing Officers met with the squad as part of a photo shoot to promote and highlight the benefits of reading.

Marketing

Two special leaflets were produced and branded with the RLWC and Get Reading logos to identify them with this particular promotion. The first one was used in all libraries within Wrexham for customers to guess how many items the library service held, the second leaflet was used on the first match day inviting customers to return the form to the mobile library to enter the competition. The leaflets were clear, simple to read and contained a message regarding some of the services the library had to offer.

Press releases were sent out to the local press. The promotion featured in the regular Look in the Library column in the local weekly paper, The Wrexham Leader, together with regular feeds on Twitter, Facebook and Wrexham.com. Information was also placed on the Wrexham County Borough Council website, and the Welsh libraries.org website.

In the lead up to the first game the Marketing Team conducted a PR exercise with some members of the Welsh Rugby League squad who were based in the town. They were asked to recommend their favourite book and to explain why they enjoyed it.

The mobile library was decorated in a special 'sleeve' advertising the RLWC, connecting the world of sport to the world of reading, with the message being seen by many people over the six week period leading up to the competition.

Results

2000 stress balls were handed out over both match days, taking the Get Reading and libraries message out in to the 'field' and to a potential new audience.

There limited entries to the competition held in libraries, and the winner was presented with a set of tickets for the first game where Wales were playing the USA.

One very excited family won a family ticket to the first match. Their guess was very close to the actual answer.

224 flyers were returned to the mobile to enter the competition to win a signed rugby shirt on the first match day, with the winner collecting their prize before the kick off of the second game. Of these, 52% were local people with 4.2% of those requesting more information regarding library memberships. Each of these people received a welcoming letter explaining how to obtain a library membership and invited them to visit their local library.

106 followers saw the post on Facebook. (Facebook had only recently been launched at Wrexham Library which is why the numbers are fairly low).

Feedback from customers included:

“What was the purpose of the mobile library today...what a good idea”

“Yes we are members of the library; it’s great to see you today as we must use our libraries, it would be a shame to loose them”.

“Love the stress balls, what a great way to tell everyone about libraries”.

“We are members of our library back home in Australia and we love what you are trying to do today – the library provides such a good service”

Evaluation

The main focus of both match days was handing out the stress balls and interacting with the crowd and this elicited the best responses from supporters; it also allowed library staff to highlight and raise the library’s profile. This interaction enabled library staff to engage with a potential new audience and emphasize the benefits of using libraries. The feedback from this exercise alone was entirely positive and the whole day had a real ‘feel good factor’ with everybody praising libraries and the work they do.

Many visitors wanted their photo taken in front of the mobile library as a souvenir. Overseas visitors were also positive and thrilled to see the library actively taking part and supporting a hugely important event in the sporting calendar.

The competition on the first match day inviting supporters to return their flyers to the mobile also elicited a positive and encouraging response. It again allowed rugby supporters to see a tangible connection between the world of sport and the world of books.

WLIS staff felt this event was a huge success and would like to repeat it in the future, maybe at football matches, tennis competitions or even charity walks.

Appendices

Appendix 1

A copy of the bid for funding:

Get Reading, Get Better, Get Libraries Funding Application 2013

CONTACT DETAILS	
Contact Name	Debbie Salisbury
Email address	debbie.salisbury@wrexham.gov.uk
Phone number	01978 292090
Your library authority	WCBC

FUNDING REQUIRED FOR	
Title of Event	Try a book - Get Reading, Get Better, Get Libraries
Do you think this event could be used as a key regional event?	Yes please!
Location (library/outreach)	Wrexham Football Club ground
Proposed Date/s	3 rd & 16 th November 2013 – Rugby League World Cup matches at Wrexham.

EVENT DETAILS	
Target Audience <i>Tip: invite groups to ensure audience</i>	Dads and lads
External Partners	North Wales Crusaders, Welsh Rugby League, Glyndwr University, Conrad Anderson (5 Live commentator), local sports clubs, scouts/cubs/beavers
How does the event meet the theme of the campaign?	<p>This promotion aims to target a potential new audience to the health, wellbeing and social benefits of reading and using libraries. We aim to do this by taking our mobile library (which has received a sleeve promoting the Rugby League World Cup) to the football ground on match days and be part of the proposed 'world cup village'. We hope to have a couple of RL players (Crusaders or Wales team) in the mobile advocating libraries and helping with the promotion. We aim to have flyers placed on all seats in the ground inviting people to the mobile library and by returning the flyer to the mobile they will be entered into a prize draw to win a signed ball/shirt/?. The aim is to present the winner with their prize at the second match during half time on the pitch in front of the fans.</p> <p>The mobile will also have a Readers Noticeboard called</p>

	<p>'Pass the book' whereby people can fill in blank book jacket templates with their favourite books in order to encourage other people to read a good book.</p> <p>We aim to arrange a visit by Tom Palmer (author) to do small workshops with invited groups during the campaign period.</p>
<p>What is the funding being used for?</p> <p>Is there any match funding?</p>	<p>Design and print flyers and posters, additional staffing costs.</p> <p>Possibly to pay for Tom Palmer.</p>
Promotional methods	Posters, flyers, Library Website, Wrexham Leader, Wrexham.com, press release, Calon FM and Facebook/witter (if we have it, if not the council pages), mailshot
Evaluation (eg. numbers attending, number of new members, etc)	Returned flyers and visitors to the mobile, number of recommended books, amount of press coverage.
Total grant applied for	£500.00

Please submit this form by email to jane.purdie@wrexham.gov.uk no later than **Friday 16th August 2013**.

A reply confirming your funding will be returned to you no later than **Friday 23rd August 2013**.

Appendix 2

PRESS INFORMATION

OCTOBER 2013



Get Reading Get Better Get Libraries

Relaxation, entertainment and information in one space... take a fresh look at your library

Welsh libraries are encouraging everyone to take a fresh look at their library this autumn as they take part in a national campaign to promote the benefits library usage can have on people's health and wellbeing, literacy and learning and even help with the cost of living!

From mood-boosting books and reading groups to large print, audio books and free e-books plus the housebound service and activities for all ages - libraries will be showing how they can have a positive impact on your life during the 'Get Reading, Get Better, Get Libraries' campaign.

This year's campaign is aimed at men and boys in particular and the launch event at Parc Y Scarlets on 10th October saw world class rugby players passing on a book recommendation to friends, colleagues and fans.

International rugby referee, Nigel Owens who was at the launch event commented: "Taking time out to relax is very important. Reading is a great way to find out more or to escape from reality and joining in group activities can help you share experiences and have some fun."

A full programme of free events for all the family in libraries and local communities across the whole of Wales will be published on librarywales.org - ranging from regular library activities such as author visits, baby bounce & rhyme sessions and reading groups through to yoga, sports quiz nights, zumba classes, drop in health checks. Here in Wrexham the mobile library will be at the Racecourse ground on match days during the Rugby League World Cup, to 'get behind Wales' and support their efforts to win the competition. There will be an opportunity to WIN tickets to the quarter final match, plus a chance to meet some of the Welsh squad before the first game as well as joining in the fun with face painting, 'Passing the book' and lots of free goodies. For your chance to WIN tickets to the Wales vs USA match simply visit your local library, guess how many items are in stock, and complete the entry form.

For more details on all the events happening in your area call into your local library.

Contact

Ann Hughes, Libraries Officer 01978 861618 or Marina Thomas, Community Librarian 01978 759523

Appendix 3

Articles which appeared in the Wrexham Leader

Get Reading, Get better, Get Libraries

Welsh libraries are encouraging everyone to take a fresh look at their library this autumn as they take part in a national campaign to promote the benefits library usage can have on people's health and wellbeing, literacy and learning and even help with the cost of living! From mood-boosting books and reading groups to large print, audio books and free e-books plus the housebound service and activities for all ages - libraries will be showing how they can have a positive impact on your life during the 'Get Reading, Get Better, Get Libraries' campaign. A full programme of free events for all the family in libraries and local communities across the whole of Wales will be published on librarywales.org Here in Wrexham during the campaign the mobile library will be at the Racecourse ground on match days during the Rugby League World Cup, to 'Get Behind Wales' and support their efforts to win the competition. There will be an opportunity to WIN tickets to the quarter final match, plus a chance to meet some of the Welsh squad before the first game as well as

joining in the fun with face painting, 'Passing the Book' and lots of free goodies. For your chance to WIN tickets to the Wales vs USA match simply visit your local library, guess how many items are in stock, and complete the entry form! For more details please contact your local library.

Get Reading, Get Better, Get Libraries

Don't forget to visit the library at this weekends Rugby League World Cup qualifying match at the Racecourse, where Wales are playing USA. You can enter a competition to win tickets to see the quarter final match plus meet some of the Welsh squad and even pick up a freebie or two. The reason the library will be there is to encourage you to take a fresh look at your library and the benefits library usage can have on people's health and wellbeing, literacy and learning and even help with the cost of living! The library will be showing how they can have a positive impact on your life during the 'Get Reading, Get Better, Get Libraries' campaign – why not be a part of it!

Appendix 4

Copy of the flyer used on match day

I'r Llyfrgell I Ddarllen I Wella

Mi fydd fan Llyfrgelloedd Wrecsam ger mynedleddydd Ffordd Yr Wyddgrug, gyda llywyth o bethau bach **AM DDIM**. Aic rydym yn disgwyl ymweliadau cysgon an **CHWARAEWYR CYMRU** drwy't dydd!

Cwblhewch y flurflen hon i gael y cyfle i ennill crys **RYGBI'R GYNGHRAIR CYMRU** wedi ei lofnodi!

Gwobr!

Enw: _____
 Cyfeiriad: _____
 Rhif fôn: _____
 E-bost: _____

A ydych chi'n aelod o lyfrgell? Ydw Nac ydw
 A ydych yn awyddus i ymuno? Ydw Nac ydw

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For more information about your local library visit www.librarywales.org

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Wrexham Wrecsam

Appendix 5 Photographs

