

## Heroes and Villains

The aim of the event was to encourage students to engage with the library and create a sense of ownership by encouraging them to actively participate in the selection of fiction stock. By promoting reading for pleasure through raising awareness of our resources we are developing a varied, interesting and relevant collection of fiction chosen by and recommended by students. This event was intended to promote reading as a fun leisure activity through targeting our range of Fantasy, Vampires, Ghouls, Mysteries and more, through prose, poetry, graphic novels and art. The aim was to encourage our students to engage in a diversity of reading genres. We particularly targeted young males, media and art & design students who traditionally have been low users of our fiction section. We wanted the event to be fun with no barriers thereby encouraging emerging readers to engage with the event and therefore promoting literacy skills. Entries were requested in any format i.e. written, drawn, painted, computer designed thereby encouraging IT skills and usage of our Manga resources.

Students were asked to: **Re-design their favourite fiction character from prose, poetry or graphic design**

The event was run within the libraries on the Brecon and Newtown Powys campuses. In order to raise the profile of the event we wanted to offer good, reasonably priced prizes and as a team join in with the promotion, therefore a grant application was made and received through Welsh Government Libraries Inspire 2012-16 Marketing in Wrexham.

The prize for the winning entry on each site was a 9" TabExpress with runner up prizes of a £10 amazon voucher for 3 lucky people on each site and sweets for ALL.

We were lucky enough to have a contact who designed the Heroes and Villains logos free of charge. The logo was used on posters, emails, staff tee shirts and a television presentation to publicise the event. We bought plain black tee shirts and ironed on transfers of the logos for all library staff, the result of which was quite startling and created a lot of interest. IT, Media, Art & Design and Vocational Access groups were actively targeted to increase participation. All posters were bi-lingual and are shown at the end of the document.

From September 2013 onwards students were asked to request fiction books to enhance our fiction resources. By the time the event was launched in both libraries on 21 November 2013 we had obtained a wider selection of younger fiction.

41 entries were received. The standard was very high and diverse in their content from imaginative writing, artwork ranging from paintings, drawings, manga to models. Independent judging took place on both sites followed by presentations to the winners and chocolates for everyone. Students were pleased with their prizes, particularly the winners of the Tablets, with non entrants wishing they had put in an entry.

In Brecon the winning entries came from IT, Business and Vocational Access and were all male.



The winners in Brecon are pictured with library staff, tutor and the Assistant Principal for the Brecon site.



Nathaniel Watts receiving his first prize TabExpress from Jo Ricketts Assistant Principal Brecon

The winning entries on the Newtown site came from Art & Design, Consortium course and Vocational Access. On the Newtown site the Winning entries were all females.



Part of the presentations in Newtown showing library staff a tutor and Campus Manager



Newtown winning students with the library staff

In conclusion the event was judged to be highly successful as:

- A good number of students recommended fiction books and our collections were enhanced.
- The libraries on both sites were buzzing with a good number of entries
- The profile of the libraries was raised as the Campus Manager on the Newtown site was on the judging panel and the Assistant Principal on the Brecon site.
- Students thought the Tee shirts were 'cool'
- The targeted groups engaged with the competition.
- Overall there were a good percentage of male entries.
- Staff joined in with the event.

On analysing the fiction borrowing between September to December 2012 and September 2013 to December 2013 the fiction borrowing figures have increased by 30.5%.

Future development: Over the year we intend to use the entries in conjunction with the promotion of different genres and continue to use the student recommendations to promote stock





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# Heroes and Villains



Redesign your favourite book character and you could win an Android 4.2.2 WiFi Tablet.



Closing date Friday 13<sup>th</sup> December.

an Android 4.2.2 WiFi Tablet.

