

Fit for Reading – Ffit i Ddarllen

Event Date: November 11th – 23rd 2014.

Event Details

'Fit for Reading' was a targeted poster and leaflet campaign, and as most of our previous campaigns have been in libraries was designed to primarily take place outside of library buildings. Posters advertising library services and the books they offer regarding health matters were to be placed in local leisure facilities along with appropriate local venues such as health centres, schools, youth facilities and local businesses. Libraries were to create displays of books on appropriate themes and to title them with the 'Fit for Reading' branding.

The initial idea had been to offer a free promotional give away item to any new borrowers who joined the library during the fortnight of the campaign. This was as a result of picking up a leaflet in one of the authorities eleven leisure centres and swimming pools. Frisbees were the original choice for this give away. After discussion with leisure services it was decided that it would be more mutually beneficial to offer a free adult and child swimming voucher as an incentive instead, the cost of the 'free' swim would be picked up by the library service who would pay £1 for each voucher issued we were able to substitute this directly for the Frisbee with no impact on costs.

A child in this instance was identified as anyone aged 16 or under. In order to redeem the voucher users would need to apply for a council 'Pay and Play' card. (This is a free card and is used as a swipe card to gain entry to leisure facilities and is therefore required.)

It was agreed that a cross generational promotion, targeting older and younger people was a better fit for the ethos of the 'Fit for Reading' promotion and also with the 'Get Reading, Get Better, Get Libraries' ideals.

Target Audience

The target audience consisted of:

Current users – to be targeted through library promotion, posters etc at service points throughout libraries and at computer stations. Staff to promote event to everyone they speak to engage with.

Lapsed users and non-users – a target of engaging with 2000 lapsed and non users was set. This was to be achieved through posters and leaflets throughout local communities at previously mentioned venues. The promotional material was to emphasize fathers and sons/ parents and children through the free adult and child swimming voucher.

We also intended to promote the scheme on-line via library social media sites and council website and through local press etc. We were unable to do this due to an ongoing service review and public consultation.

External Partners

Our partners in the scheme included:

- RCT Leisure and Tourism Dept.
- Local Health practitioners
- Local community business – health food shops, slimming clubs, gyms etc.
- RCT Schools/ Education Dept

The largest and most direct engagement was with the Leisure and Tourism Department as they carried all our promotional materials and actively promoted the campaign at their venues. Leaflets and information were delivered and displayed from the other venues mentioned.

How does the event meet the theme of the campaign?

The campaign aimed to promote awareness of mental, physical, social and economic wellbeing by showcasing information the library service can offer the individual in these areas. By doing this primarily outside libraries lapsed and non-users were targeted. These aims were met by:

- Promotion of the library service book stock, Book Prescription Scheme and online resources, including online health and fitness magazines, demonstrate practical help for a range of issues.
- Specific targeting aimed to raise awareness of library services to selected groups, e.g. leaflets at schools and leisure centres.
- Allowing the public to see the many and varied partners that the library service works with promotes the library service as a place to go to, to be given good and relevant information on many organisations that can help with an individuals wellbeing.
- Use of the campaign tag-line 'Fit for Reading' aimed to associate the activity of reading and use of library services as part of a healthy, physical and mental lifestyle.
- Offering a free swimming voucher demonstrates a practical commitment to promoting a health lifestyle and boost to wellbeing.

Funding Breakdown

Cost to library service for 'free' swims	120.00
2000 bi-lingual leaflets	170.00
1000 bi-lingual flyers	85.00
A3 English & Welsh Posters x 120	20.00
A4 English & Welsh Posters x 250	30.00
260 vouchers	15.00
TOTAL	£440.00

Promotional Methods

A promotional campaign to encourage the use of libraries within RCT was launched. A poster and leaflet campaign in Leisure Centres and other relevant venues promoting the scheme commenced two weeks before the date of the schemes launch.

Displays in libraries of stock that would be of interest to users of the partner facilities e.g. books on sport technique, healthy eating, sports biographies, on-line magazines etc. including posters and promotion branding.

During the campaign anyone who joins the library as a new member and presents a promotional leaflet will receive a free adult and child swim voucher subject to availability.

N.B. As previously noted on-line and local press advertising was prohibited during the period of the campaign due to on-going service reviews within RCT CBC.

Please see appendix i. for examples.

Evaluation

Statistical analysis

It has been impossible to compare new borrowers in November 2013 to those in previous years as a new way of collating borrower statistics has been instituted and a false comparison would be made

Footfall

Month	Total Visitors
November 2013	105,861
November 2012	99,687

Footfall at 26 RCT libraries for November 2013 was 105,861 compared to 99,687 at 27 branch libraries in the previous year, this is a raise of approximately 6%.

Vouchers

Issued vouchers – 105 (across 26 service points).

New borrowers for month of November – 709 (across 26 service points)

It can be surmised that as 105 vouchers were issued across RCT libraries during the duration of the campaign that 15% of the 709 new borrowers joined due to the promotion.

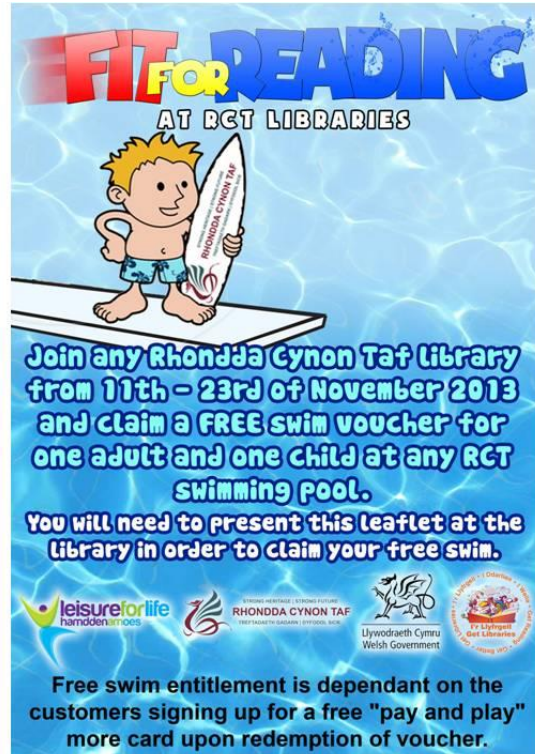
Conclusion

In conclusion the 'Fit for Reading' promotion appears to have been a good idea that both suited and benefited the library service, its partners and the national marketing strand. However external factors which did not allow for the usual strong marketing via the web, social media and press have impacted on the delivery and effectiveness of the scheme.

Appendix i.



Bi-lingual poster—Library use



Leaflet—English side



Poster—leisure centre, English



Voucher