

## **Fancy that.....join the library and get a free sports voucher!**

### Objectives:

To run a library joining initiative across Powys, in conjunction with Health and Leisure services, in order to attract new users of all ages to both our services, and to raise our profile in our communities.

To promote the following key messages of the Libraries for Life winter marketing campaign:

- Learning something new
- Achieving work life balance

through exploring resources of library service to exercise the mind, and trying out a new activity to exercise the body.

### Summary:

Every person joining the library between 20<sup>th</sup> and 30<sup>th</sup> January 2011 received a voucher to use for a racquet sport session at their local leisure centre, to be used on a weekend before 31/3/2011.

The campaign achieved a lot of interest from non-users, and attracted a total of **155 new members to the library service** over 9 working days. This is a significant total in such a rural county, where so many of our branch libraries are open part-time hours.

Target audience was non-users of library services, of all ages, across the county of Powys.

### Budget breakdown:

The £500 grant was spent as follows:

Printing bilingual posters and fliers to promote joining initiative (10p per side, colour printing)	£300
Postage	£50
Printing bilingual vouchers to take to leisure centres	£50
Designing above, including translation	<u>£100</u>
Total	<u>£500</u>

### Promotional activity / press coverage:

Posters were sent to all libraries, schools, youth centres, leisure centres and health clinics across the county.

The promotion was highlighted as the main news item for a week on the Powys County Council website, and sent out via the facebook and twitter feeds. It was also featured on the Family Information Service and the Youth Service websites, and through Powys local Health board health promotion unit.

A press release was sent to all the local newspapers (enclosed).

## Evaluation:

- New members:

A total of 155 people joined Powys library service over the festival period.

This can be broken down by age:

- 85 adults (18-59)
- 20 senior citizens (60+)
- 43 children (0-14)
- 3 young adults (15-17)
- 2 visitors (adult)
- 2 staff!

A similar 9 working day period in November 2010 saw 77 new members. This is a 100% increase.

- Visitor numbers:

The number of visitors to our libraries during the festival period was 17,635 This is an increase of 1,000 (6%) on a similar 9 day working period in Nov 2010.

- Website hits:

- Voucher usage:

Numbers of new members who subsequently used their free voucher at a local Powys Leisure centre are not yet available, as the vouchers are valid until 31/3/2011.

## Conclusion

This initiative was very successful in 2 ways:

- The number of new members reached
- It provided a positive opportunity for building strong partnership working links within the authority, especially with Powys Health and Leisure services, who are keen to do similar initiatives in the future.