



# “Get Reading, Get Better, Get Libraries”

## Rhondda-Cynon-Taf Marketing Campaign 2012

During October 2012 Rhondda-Cynon-Taf Libraries participated in the national libraries marketing campaign with the following objectives:

- To raise awareness of the library service.
- To raise awareness of how the library service can positively impact on an individual’s health and wellbeing.
- To raise awareness of partner organisations.
- To engage with current, lapsed and non-users.
- To increase library usage.
- To increase library membership.
- To promote awareness of Mental, physical, social and economic wellbeing.

To achieve these objectives we:

- Branded existing library events and groups as part of the national campaign.
- Organised a ‘Health & Wellbeing Day’ at Aberdare library and included partner organisations to support the event.

### **Campaign Promotion - Methodology**

Publicity was achieved by using the marketing material provided by the Libraries Inspire Marketing Officer. All 27 branch libraries throughout RCT were provided with a promotions pack containing the following:

- 1 A3 Poster (the three area Libraries were given 3 posters) for display within library.
- 3 A4 Posters to be distributed to local shops, health centre etc.
- A5 Leaflets for distribution within local community.

All libraries were encouraged to use the librarywales.org ‘Toolkit’ to produce supportive material themselves and to use the events database to post groups, classes, information etc. All branch libraries were e-mailed a PDF copy of the “empty belly” poster to encourage branding of existing events and groups. Thirty-six branded events were added to the LibraryWales website.

### **Survey**

At all libraries throughout RCT borrowers and attendees at groups and classes were asked to complete a simple survey sheet. This survey asked members and visitors to tell us how they believed attending the library impacted upon their general health and wellbeing. (Sample in Appendix i, full information in separate document.).

## **Health & Wellbeing Event**

A day of activities and information sessions was organised at Aberdare library. The aim of the event was to raise awareness of how the library service can help people to obtain information on improving their general health, and personal and mental wellbeing. Information stands were available with practical demonstrations, and group activities took place during the day.

### **Promotion**

Using grant funding (Appendix ii) the following promotional materials were produced to target existing, lapsed and non-users:

- 50 English language & 50 Welsh language posters, (Poster design made bi-lingual posters impractical).
- 2500 Bi-lingual leaflets.
- 300 Bi-lingual bookmarks.
- 1000 Bi-lingual business cards. (Appendix iii)

Posters were placed in all branch libraries and in communities closer to the event. Posters were also distributed to local shops, surgeries and health centres etc. 2500 leaflets were placed in local community venues across RCT and were also handed out in the streets at Aberdare and distributed to clients of the community meals service. The bookmarks were placed into books at Aberdare library in the run-up to the event. Business cards were sent to all branch libraries to hand out to customers, (the business cards and bookmarks were used to advertise the library service and campaign generally and not specifically aimed at the event at Aberdare).

### **Press**

A press release was placed in the local press as well as on the council and library websites. (Appendix iv).

### **On-Line**

Copies of the campaign and event posters were posted on the library facebook page. A webpage to advertise the marketing campaign including useful and relevant websites was added to the library website for the whole of the month of October. (Appendix v).

### **Partners**

The following partner organisations attended on the day to promote their services and to provide information to the public:

- Carers Project
- RCT Community Meals
- MacMillan Cancer Care
- Diabetes Support
- Cardiff, Vale & Valleys (Part of the RNIB group)
- Meadow Prospect – Money Savers

- Lifeline & Telecare
- Indian Head Massage
- Reflexology demonstrations

The library service ICT tutor provided help in accessing online advice and also a 'get fit on the wii' session. The Library Service's Children's and Youth Service staff provided craft sessions for adults and the Library Service's Mobile & Special Service staff provided a stall promoting its Special Services, (Housebound service, mobile libraries, services for disabled people etc.)

### Statistical Analysis – Aberdare Event

People counter figure comparison:

Date	Visitor Numbers
Friday 5 <sup>th</sup> October 2012 (Event)	679
Friday 28 <sup>th</sup> September 2012	470
Friday 21 <sup>st</sup> September 2012	519
Friday 14 <sup>th</sup> September 2012	496
Friday 7 <sup>th</sup> September 2012	485

The average visitor numbers for a Friday in September = 492. This equates to a 38% rise in visitors on the day of the event.

### Statistical Analysis – Campaign

People counter figure comparison for month of October:

Year	Aberdare Library	All libraries
2011	11,523	101,644
2012	13,105	110,148
<b>Increase</b>	<b>1,582</b>	<b>8,504</b>

In October 2012 there were 1,582 more visits to Aberdare library an increase of 14%. Across all libraries in Rhondda Cynon Taf an increase of 8,504 visits was recorded, this equates to an 8% increase in visitors in total.

New borrowers for month of October:

Year	Aberdare Library	All libraries
2011	79	730
2012	98	1148
<b>Increase</b>	<b>19</b>	<b>418</b>

In 2012 there were 98 new borrowers at Aberdare library an increase of 24%. In Rhondda-Cynon-Taf as a whole 1148 new members were recorded an increase of 57% on the previous year.

## Wellbeing Targets

The following wellbeing targets were supported by the event at Aberdare library and the campaign as a whole:

- Physical and Psychological  
*The provision of reflexology and Indian head massage at the event in Aberdare library.*  
*Access to services that help with wellbeing e.g. Meadow Prospect at Aberdare event.*  
*Access to library books in various formats and DVDs at all branches prominently displayed and actively promoted.*
- Economic and Material  
*All advice offered on the day of the Aberdare event plus all library materials (with exception of DVDs )were provided free of charge.*
- Community and Society  
*Events were held in public libraries and included other council services, health bodies and groups that promote health and wellbeing.*
- Environmental  
*The event was held in the newly refurbished lending library at Aberdare.*  
*Libraries routinely offer a safe, clean and welcoming venue for groups within the community.*

## Conclusion

Evidence demonstrates that all of the campaign's stated objectives were achieved. Through the advertising of library services via printed media, local press and on-line sources, awareness of information and advice regarding health and wellbeing that is offered within libraries has risen. This can be evidenced by an increase in library use at Aberdare library on the day of the event of 38% and by an increase of 14% across the month of the campaign compared to the previous year. During the same month, across RCT libraries as a whole an increase in library use of 8% was observed. These promotional opportunities allowed engagement with current, lapsed and non-users to be achieved, resulting in an increase in library membership across all RCT libraries of 1148 new members, (an increase of 57% on the previous year) during the month of the campaign.

By focusing efforts on one main event and then tying other relevant library based activities into the campaign by the use of simple and clear advertising, a raised profile of library services has been achieved. This model will be replicated for future marketing campaigns in anticipation of similar results.

## Impact Quotes

Sample of quotes gathered.

1. *"I always feel better for attending the Alternative Reading Group in Rhydyfelin. It's lovely to interact with people. I look forward to coming as it gets me out. As well as enjoying the reading I love the social aspects."*
2. *"As reading is my greatest interest I look forward to sharing this with similar minded people. I enjoy the discussions and the social aspects and find it uplifting, calming and stimulating."*
3. *"As a parent of a visually and physically disabled son, local and mobile libraries are very useful to both of us. Recently we have joined a reading group at Rhydyfelin library and we are enjoying meeting new people, and enjoy be introduced to new books, which perhaps we would not have thought to try."*
4. *"I really look forward to our monthly book club sessions. I enjoy being pushed out of my 'comfort zone' with book choices and the discussions that follow. It also has a huge social benefit – I love the social side and seeing and catching up with everyone."*
5. *"I go to the Scribblers Writing Group and to the Poetry Club in the library. Both are stimulating and keep my brain cells active – this helps combat the onslaught of aging – It also provides me with like minded friends. My grand-daughter likes the Wednesday playgroup so much that I am not allowed to mention it in front of her envious brother!"*
6. *"Without the excellent facility the library provides for us to meet as 'Aberdare Scribblers' we would find ourselves with no venue and might have to disband. As it stands it provides many of us, probably all twelve, with an outlet for our writing talents and therefore a feeling of wellbeing and worth in the community. Also the many other events are a source of enjoyment for all."*
7. *"Attending the library is great for mental health, especially as a stay at home mum. We come to the story telling session and it gives him space to walk around, explore books and interact with other children, great for developing his language skills. We both really enjoy coming here."*

8. *"I very much appreciate the library service. It offers a varied choice to suit all tastes from the avid reader to the computer buff. At our local library I attend a creative writing group and a poetry group. I am also a member of the book club and I use the computers frequently. The library helps me to pursue my interests and is a vital part of my desire to learn and improve. Whenever possible I attend events at the library. A visit to the library is always pleasurable because of the friendly, efficient staff."*
9. *"I'm finding it a great boon to my wellbeing to learn about computers. It has given me an insight into equipment I would normally be afraid of using."*
10. *"Thank you for library service and all the staff which I very much appreciate. Thank you for all your kindness."*
11. *"I have been travelling on the library minibus for many years and it has been a lifeline for me, I need large print to read, these I can get in the library, and as it is my only visit out and I meet other people who I now consider to be friends, and also we have such a helpful staff at the library."*
12. *"My library is very much appreciated; I am grateful the van fetches me as I am disabled and lonely and meet people at the library. Staff are kind."*
13. *"Keeps my mind active and gets me out of the house. Gives an opportunity to meet with and have intercourse with others of like-minded interests. Broadens my outlook on life."*
14. *"Mental health problems in the past has made me nervous of meeting people, coming here helps me a great deal."*
15. *"Enables me to make new friends."*
16. *"Excellent stimulation and ideas for my little one, which we can then use at home."*
17. *"It's great, has giving me and my daughters the chance to meet people and children boosting my confidence and encouraging positive socialness herself, love it."*
18. *"Wonderful experience for the young. Excellent for social activities and play. Enjoy every week. Many thanks."*
19. *"It (the library) is within walking distance – good for my circulation and general health. Convenient to attend group education at library as no*

*public transport involved. Classes and events held during daytime therefore no necessity to travel further afield to attend evening sessions which I, personally, appreciate. Ability to retain more information as part of a smaller group, undoubtedly related to more individual attention. Feel comfortable in familiar surroundings with familiar faces."*

20. *"I think it is amazing that you run this as a free facility and events and interests keeps ones mind and general well being active."*
21. *"First visit – time passed so quickly. Enjoyed a lot. Will come again."*
22. *"(Staff) Very helpful and friendly. When hitting a brick wall with research there is always someone who can help and advise."*
23. *"I have been off work for over a year with clinical depression. The library, especially in Pontyclun, has been a lifesaver, getting me out of the house."*
24. *"Visiting the library has always been a pleasure and now that I am on my own it has been something I really look forward to. Meeting new people and seeing how places have changed on the bus ride to and fro."*
25. *"Made to feel most welcome – amazingly staff always remember your name. Very helpful and a friendly environment, wish I had time to read more."*
26. *"Since I have retired I am able to use the library frequently. The staff are so helpful and find books for me and make suggestions of things to read. It is a joy to come here and a real lifeline. I have made new friends at the book club. A real asset to the area."*
27. *"I find local libraries places of interest as an avid reader. The staff are always helpful and very knowledgeable. There are many different reasons for going to the library, such as coffee mornings and meeting new friends."*
28. *"Gives me confidence, gets me out of the house meeting new people. Making friends and talking about what we like to do and socialise, hobbies, activities. Gives you the knowledge to keep you in touch with other people."*
29. *"You can go to the library for many different things, which I appreciate. The staff are always pleasant and helpful. It's a place for meeting new friends and getting involved in new interests. They have coffee mornings, children's reading groups which is good for local communities. I read a lot of books."*
30. *"The library in Church Village has made a huge difference in my life. I have attended the library at Church Village nearly every day of the*

*week since I moved into the area three years ago. I first joined as a reader, and was made to feel welcome from the start. Then last year the girls (as I call them) told me about a computer class which was beginning in September, so I put my name down, even though I haven't got a computer. The class started on the 14<sup>th</sup> of September, was free of charge, and I was hooked from the very beginning, I came in every morning to reinforce what I had learnt, and the girl were very helpful whenever I got stuck, which was often. I was very lonely as my husband had died, the library and the staff made my life bearable again, and now very worthwhile. I really don't think the library service and the staff realise how much good they do, I would really like to take this opportunity to thank you all, you really saved my sanity if not my life. Debbie, Jessica, Jan, Emma and Tanya are really amazing, not just to me, but with everyone, particularly the elderly, they make time for a chat, are always friendly and also very, very efficient. Thank you all."*

31. *"I appreciate the use of libraries very much. I enjoy reading and enjoy wandering around the shelves choosing books. I like to attend coffee mornings where I can meet other people, and getting out helps my confidence such a lot. I also enjoy book readings, it is like a meeting point."*
32. *"I visit the library at least twice a week and look forward to it. If the library was not local I would be sad. I use it for reading, internet, computer course and meeting friends. Also I enjoy having a coffee and a break at the library. The staff are very helpful and friendly, warm and homely. So glad it's free."*
33. *"Attending the library improves self confidence. Raises my mood if I feel a bit down. Staff are always helpful and cheery. I enjoy the special event's put on by the library."*
34. *"I have always been an avid reader and have used the library service for years – marvellous facility. Reading helps me relax – must be good for blood pressure and stress and I can escape from the chaos of life for a couple of hours, transported to another place. The social aspects of book club membership enrich life, reviewing books keeps my brain active and the interaction with other book addicts keeps life interesting – all important when you are getting older and miss the company you enjoyed at work."*
35. *"From me and my son attending Treherbert library, my son is coming on leaps and bounds with his reading and has a lot of confidence now. The crafts groups are fantastic because he is learning to make new things with different materials and as for me being 24, I have learned new things from reading the books that I didn't know before which I can pass on to my son and my reading as an adult is much better now."*

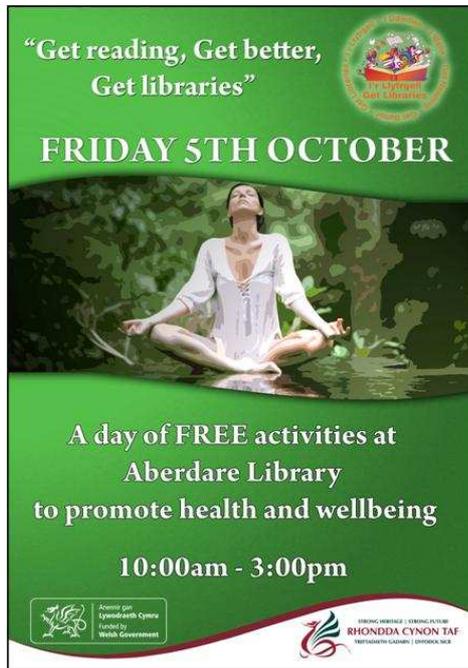
36. *"The information and help you are able to obtain from our local library impacts positively on all aspects of our lives. The talks are informative and interesting. Coffee mornings and book clubs provide social contact. The information for help available from C.A.B, Social Services etc are invaluable."*
37. *"My 6 year old daughter has benefited greatly, her reading is fantastic and her confidence has improved dramatically by attending the library and craft sessions."*
38. *"Coming to the library is away of meeting people of different ages and ideas. The library offers a warm and pleasant environment and mental stimulation."*
39. *"I enjoy going to the libraries for the company and to get out of the house. I feel much better in myself and the staff makes you so welcome."*
40. *"I think the library is very good as I use talking books and I don't know how I would manage without them."*
41. *"I find it (the library) a relaxing atmosphere and staff very helpful regarding information."*
42. *"The library is great for when I need to do some work that I am unable to do in the house. My children also benefit from using the computers and my youngest loves coming to read books and also the classes that are there."*
43. *"Rwy'n mwynhau mynychu fy ngrwp darllen ym Montyclun, am fy mod l'n mwynhau trafod llyfrau a bob math gyda amrywiaeth o bobl. Rydw I wedi body n mynychu'r grwp am nifer o flynyddoedd nawr ac mae'n rhoi synnwyr o berthyn i'r cymuned. Hefyd, mae pobl gwahanol yn dod maen misoedd gwahanol ac yn aml mae pobl newydd yn nynychu, felly mae ongl cymdeithasol i'r cyfarfodau. Darllen llyfrau o bob man yn enaugu fy ngwybodaeth a phrofiad – mae hwn yn teimlo'n dda hefyd. Mae'r weithwyr yn y llyfrgell yn helpu ni gyda darpar dewis da o lyfrau, a bod yn gyfeillgar iawn."*

*Translation: (I enjoy attending the reading group at Pontyclun because I enjoy discussing books with all kinds of different people. I have attended the group for several years now and it gives me a sense of belonging to the community. Also over these months new people have joined and this brings a social angle to the meetings. Reading a wide range of books has broadened my knowledge and experience – this feels good too. The staff helps us to select potentially good books and are also very friendly.)*

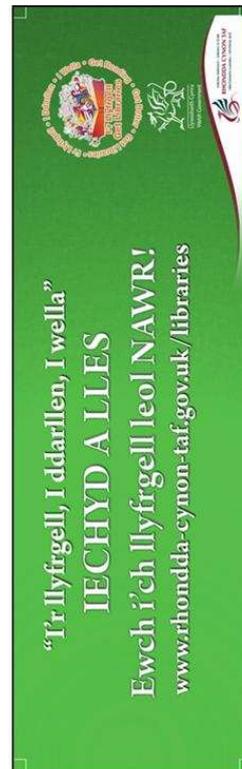
## Grant Spending – Breakdown

	Item	Cost
Sundry Items	Pillows x2	£6.00
	Towel	£3.00
	Buffet lunch (for invited stall holders)	£60.00
	ICT provision	£60.00
	Craft materials	£40.00
	Paper	£6.00
	Card	£3.00
Printing Costs	Posters x100	£4.00
	Leaflets x2500	£100.00
	Bookmarks x300	£8.00
	Business cards x1000	£10.00
	<b>TOTAL</b>	<b>£300.00</b>

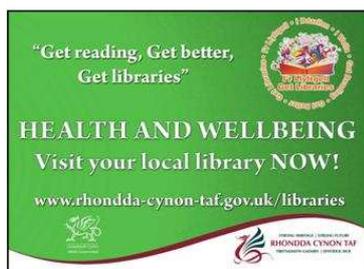
N.B. all promotional materials were produced bilingually.



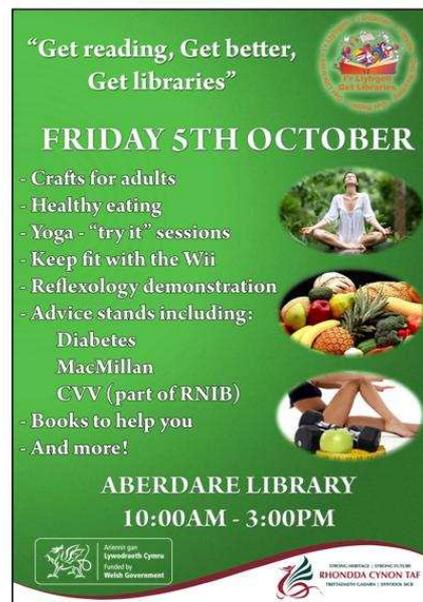
English Language Poster



Welsh Language bookmark



English Language Business card



English Language Leaflet

Press Release

**“Get Reading, Get Better, Get Libraries”**

*Health and Wellbeing Information and Activity Day*

Aberdare library will be hosting a day of information and activities on Friday 5<sup>th</sup> October from 10am to 3pm.

Why not join us to try some crafts, some yoga or to watch a reflexology demonstration? Information will be available from Macmillan Cancer Care, healthy eating, Diabetes Support, Carers Support, Cardiff, Vales and Valleys (Part of the RNIB group) plus find out what books and information your local library can offer to help you!

To find out more information go to the libraries website at [www.rctcbc.gov.uk/libraries](http://www.rctcbc.gov.uk/libraries) or ring Richard Reed on 01685 880061.

**“Get Reading, Get Better, Get Libraries”**

*Health and Wellbeing this October with RCT libraries*

For the whole of the month of October RCT libraries will be working with various partners to promote Health and Wellbeing.

Drop into your local library for books and information on all aspects of Health and Wellbeing, from information on healthy eating to books on exercise and yoga RCT libraries is the place to be!

You may find some of the websites below helpful:

**UK Government:**

[www.direct.gov.uk/en/HealthAndWellBeing/index.htm](http://www.direct.gov.uk/en/HealthAndWellBeing/index.htm)

**Local Council:**

[www.rhondda-cynon-taff.gov.uk/en/healthsocialcare/healthwellbeing/healthandwellbeing.aspx](http://www.rhondda-cynon-taff.gov.uk/en/healthsocialcare/healthwellbeing/healthandwellbeing.aspx)

**Library relaxation -**

**Downloadable audio books:**

<http://rhondda.oneclickdigital.eu/Login.aspx>

**E-books:**

<https://wales.libraryebooks.co.uk/site/EB/ebooks/>

**Hobbies and Interests –**

**Online magazines:**

<https://rbdg.envionsoftware.com/rhonddacynontaf/zinio/>

**Learn a language:**

<http://library.transparent.com/ukrhonddacynontaf/game/modern/login>

**Library photographic achieve:**

<http://archive.rhondda-cynon-taf.gov.uk/treorchy/index.php>

**Community Information Database:**

<http://webapps.rhondda-cynon-taff.gov.uk/cid/>

[www.librarywales.org](http://www.librarywales.org)

