

Stock Promotion Policy February 2014

Stirling Council Libraries strive to actively promote books and reading throughout our libraries

Our Objectives:

- Promote the wide range of stock available in different formats
- Encourage people to make more adventurous choices in their reading
- Introduce new authors to the reading public
- Enrich reading, cultural and learning experiences
- Increase the reading and borrowing habit in Stirling libraries
- Attract reluctant readers by demonstrating the pleasure and enjoyment to be had from reading
- Promote Scottish writing, especially new authors and including Gaelic Language materials
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- Promote multi cultural collection

Individual Promotions

Each library will undertake individual promotions, 2 minimum each month, 1 of which will be the 'New Books' display. A database of ideas and promotional materials will be set up, to be used by community libraries as needed. We aim to develop this database in conjunction with the Design Team. Branches should try where possible to run promotions using their own stock.

Audio Visual material – DVDs are available in certain Stirling Council libraries, music CDs are available in Central Library. These run on a self-financing basis. We aim to provide and encourage access to this broader cultural collection, using specific promotions.

National Promotions

We will continue to take part in Scottish Poetry Day and World Book Day promotions. We will also take part in other national promotions each year, spread throughout the branches: e.g. Man Booker, Costa and

Junior Promotions

Reading incentive programmes will be provided for children. As part of the Junior promotions, we will support the Bookbug Scheme to encourage babies and families from an early age. We may buy additional stock for this according to need.

We will offer a summer reading programme.

We will also take part in national promotions as and when appropriate.

Web site

We will maintain the council web site with reader development links. We will continue to expand our presence on social networking sites.

Reading Groups

There are currently several library based reading groups for adults and children throughout the Stirling Council area. We will continue to encourage and support these reading groups within the community libraries. The Reader Development Co-ordinator will offer training to staff, help set up and encourage development of new reading groups. It will then be up to the staff in individual libraries to manage these reading groups. In the longer term this could mean volunteers taking over the running of the groups.

We will carry out a continual evaluation with the groups to ensure we are meeting their reading needs. We will explore the potential of a virtual reading group.

At the moment Stirling Council Libraries support private reading groups with provision of stock. This will be continued and expanded.

Private reading groups will either:

- Appoint a lead person of the group to be responsible for stock borrowed.
- or
- Stock will be sent to the nearest community library to be collected by individuals of the group

Cultural Diversity and Social Inclusion

In line with CILIP (Chartered Institute of Library and Information Professionals) guidelines the Libraries service aims to provide and promote materials to all sections of the community. The selection of stock recognises the equal right of access to library services for all citizens, whatever their background, culture or ability. Material will be provided which will offer a service relevant to the council area's diverse communities taking into account the needs of people with specific access issues. The service will respond to identified local needs, acknowledging that these needs will continue to change, reviewing this service accordingly

We acknowledge that the capacity to fulfil these aims may be limited by the market availability in some languages and the need to balance a diversity of opinion and approach in the libraries' stock.

Emergent Readers

We will take part in the Quick Read promotions, the RAW (Reading and Writing) campaign and the BBC Big Plus promotions. These collections are aimed at readers who have basic literacy skills, but are also useful for readers who are busy or people with low concentration levels. We will work with the Adult Learning Team to help promote this stock. Special stock will be bought for children with additional learning needs.

Outreach

Promotion of the library service and its stock is a crucial part of our work with the local community. The library service will make efforts to encourage staff to take part in the Frontline reader development training and ensure its services and stock remain relevant and in line with local needs.

Promotional activity may involve author events, Book Festivals, Book Bug sessions and storytimes, liaison with schools, Cornton Vale Women's prison and community groups. Reader development will be integral to this work.