REPORT FOR COALFIELDS AREA COMMITTEE   5 JUNE 2008

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

WORLD BOOK DAY

1.0   PURPOSE OF THE REPORT

1.1   The purpose of this report is to inform Members of World Book Day (WBD) which took place on Thursday 6 March 2008.

2.0   BACKGROUND

2.1   WBD (also known as International Day of the Book or World Book and Copyright Day) is a yearly event traditionally held on 23 April, organised by United Nations Educational, Scientific and Cultural Organisation (UNESCO) to promote reading publishing and copyright. WBD is a world wide celebration and is marked in over 100 countries around the globe.

2.2   Since 2002, WBD in the United Kingdom and Republic of Ireland has been held on the first Thursday in March to make sure that the Day happens in term time.

2.3   WBD moves into its second decade in 2008. Over this relatively short period the Day has become firmly established as the biggest annual event promoting the enjoyment of books and reading. Sunderland Public Libraries encouraged both children and adults to take part in WDB with a diverse selection of events.

2.4   This year is especially important as 2008 is National Year of Reading. This is a fantastic opportunity to demonstrate how fundamental and important reading is, and to increase participation in reading activities. It is also a wonderful opportunity to increase understanding of the positive contribution that public libraries and their partners make to the reading life of communities across the City of Sunderland. WBD was the start of start of such activities.

3.0   LIBRARY ACTIVITIES

3.1   The following table details the Library Service activities and events to celebrate World Book Day in the Coalfields area. These activities and events were chosen in order to appeal to all members of the community.

Activity	Venue	Purpose	Audience
School Class Visits (various days)	All Libraries	Promote library services, world book day and active borrowers campaign	School children ranging from nursery - secondary

Activity	Venue	Purpose	Audience
Spread the Word (Jan 08 – 29.2.08)	All Libraries	To encourage the use of libraries and world book day website and to encourage customers to vote for their favourite book from a shortlist of 10 www.worldbookday.com /spread the word	General public
Quick Read Book Displays (Feb – March 08)	All Libraries	Promote quick read fiction to the general public	General public
Steve Donald – Author and Illustrator (6.3.08)	Houghton Library & Customer Service Centre	Local author and illustrator celebrating World Book Day and developing animation skills through drawing media projection and production	Primary and Secondary School Pupils
BBC Grand Central (6.3.08) Library staff travelled to London with commuters and gave advice and guidance on books, reading and Sunderland Public Library services	Train to London in partnership with BBC	To promote libraries and reading to travellers on world book day	Train commuters travelling from Sunderland - London
Creation of web page	N/A	To highlight World Book Day and promote events/activities	Web users
Blueberry's Sunderland Libraries Reading Safari (various times and dates)	All Libraries	To encourage pre-school children to take part in rhyme and story times	Pre-school children

3.2   1172 children, ranging in age from Reception to Year 9, and 240 adults visited libraries directly to celebrate WBD. The number of new library members across the service was 544. A total of 8,216 materials were issued on March 6 and 7.

3.3   The Day was highlighted in local and regional press.

4.0   CONCLUSIONS

4.1   WBD is held up as one of the pre-eminent events in the literature calendar and is an example of national best practice. WBD increased the profile of reading as an activity, increased the numbers of new members joining the library, improved performance of the library service and helped to create Sunderland as a Reading City.

5.0   RECOMMENDATIONS

5.1   Members are recommended to note the contents of this report.

6.0   BACKGROUND PAPERS

6.1   There were no background papers relied upon to complete this report.