

Reaching readers outside the library

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Outside the library

- Outreach takes more time and energy than in-library so be clear why you're doing it
- Think about who you want to reach and what will engage them
- Short burst intense publicity or longer-term partnership building

Outreach options

- Use existing outreach services eg mobile and housebound
- Piggy back on other services eg BookStart and health visitors
- Start from cold – work with a focus group
- Physical or virtual or both?

Engaging older audiences - 60th anniversary of WW2 in Scottish libraries

Replica ration book

Reader-centred approach – reader feedback

The reader-centred approach

- Increase people's confidence and enjoyment of what they read
- Open up reading choices
- Offer opportunities to share reading experiences

The reader-centred approach

- Look for situations where people are ready to engage
- Many people are aware that their power with words does not match the strength of their feelings
- This is a great route into poetry

All the best

- Tempting book display at the library
- Staff training to help people find poems
- Postcard poems used outside the library, for example in Registrar's Offices (births, marriages, deaths) and florists

Promotion aimed at men who can't get to the library – 45-65

Beat That 7-10

Beat That 11-13

A Touch of Mischief

The books chosen for this list all have an element of mischief about them, but that's where the similarity ends. There's mischief that will make you laugh (in spite of your better judgement); mischief that teases and taunts; mischief that plays with your expectations as a reader; and mischief that will create an uncomfortable feeling deep in the pit of your stomach.

Use this list to bring an element of surprise into your reading life. Embrace the unexpected. You might find it's the most exciting thing that's happened to you in ages.

Read the introductions to each book and decide for yourself which to go for. Be generous, be daring – you can always swap the book for something else if it's not your cup of tea. But if you don't try... you'll never know!

The Reader by Bernhard Schlink

Set in post-war Germany, the story opens with a secretive affair between a young boy and an older woman. You've barely got to grips with the complexities of their relationship when the mischief kicks in. The scene changes, time moves swiftly on, and you're plunged into a haunting exploration of the terrible hold the past has on the present. An easy read, but the themes run dark and deep. This is one book readers never forget.

The Witch of Exmoor by Margaret Drabble

You'll be aware of a kind of mischief at work from the opening paragraph. The voice of the narrator is sharp, dominant and far from neutral – delighting in the exposure of the thoughts, words and deeds of Frieda Haxby Palmer's 'nearest and dearest'. This is a barbed look at family relationships and middle class values; and it may make you feel uncomfortable about certain aspects of your own life too.

Amsterdam by Ian McEwan

This is Ian McEwan's witty and mischievous exploration of morality in a modern world, a must-read for its sheer entertainment value. Consider the dilemmas and decisions facing Vernon Halliday and Clive Lindley. What would you have done in their shoes? Expect the unexpected; and watch out for the deliciously wicked twist to the tale.

The Waiting Game by Bernice Rubens

Hollyhocks is an old folks' home for a better class of OAP. But don't kid yourself that the residents are quietly and peacefully awaiting death. Far from it! Mischief abounds, and blackmail, suicide, four-letter words and falling in love are all part of the daily routine. If you're looking for a read that turns your expectation of old age well and truly on its head, then this is it!


  

A Touch of... Get a sneak preview of ten great reads

Stuck for what to read next? Maybe you fancy trying something new but don't know where to start. **A Touch of** is a great way for readers who use large print, Braille or audio books to find that good read everyone is looking for. Whether you're choosing for yourself or for someone else who can't get to the library, **A Touch of** gives you a sneak preview of tempting possibilities. There are ten different booklists in the series, including *A Touch of Terror*, *A Sharp Touch*, *A Ticklish Touch* and *Touching Infinity*.

A Touch of Mischief features books available in large print and tells you which ones you can get in audio and Braille as well. If you prefer to start from what's available in audio or Braille, please ask for the ten **A Touch of** samplers which give you friendly introductions and a short extract from each book to listen to or touch read.

 Available from RNIB Talking Book Service

 Available from NLB in Braille

 Available from Calibre Cassette Library

 Available in audio through public libraries

If you would like more information about the services to readers offered by these organisations please ask a member of library staff. If you have internet access, you can check out www.nlbuk.org

www.reader2reader.net

www.whichbook.net

The reader-centred approach

- Reader-centred promotions
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- Reader-centred display furniture
- Reader-centred layout
- Reader to reader recommendations
- Reading groups
- Reader-centred events

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