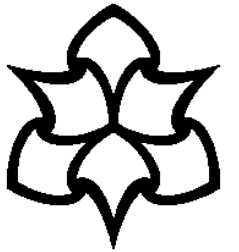


# **‘This is Manchester, we do things differently here’: the story of a collaborative model to support reading for pleasure**

Sheila Candeland

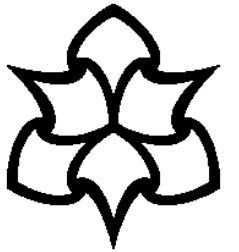
Deputy Library Services Manager, Manchester Met Library



## Growth of reading for pleasure collections in academic libraries

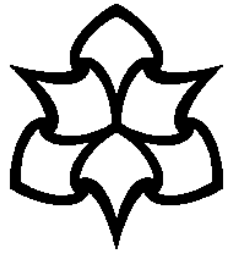
- USA leads the way
- 2012 survey showed most UK university libraries did not have one (Gladwin & Goulding)
- Growth in the last five years – most academic libraries will have one in some form or another





## The benefits

- Improved vocabulary and writing skills, and being able to express yourself better
- Greater empathy and understanding, knowledge of other cultures, knowledge of self
- Enjoyment and relaxation
- Mental health and wellbeing
- *'An opportunity to take yourself to a different world, understand other people, other places, emotions you've never felt'* (Mariella Frostrup on 'The One Show' BBC1 5<sup>th</sup> November 2019)



## In short ...

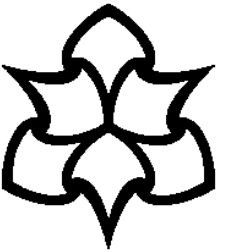


Love to Read



**76%** of adults say that  
**reading improves their  
life** and that it helps to  
make them **feel good**

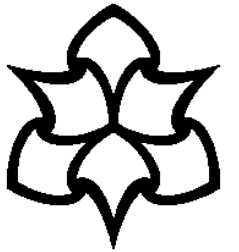




# Setting up a collection

- Use material from our existing stock?
- Set up a separate collection?
- Use one-off pump-priming money?
- Establish an ongoing fund from within our overall budget?
- None of the above

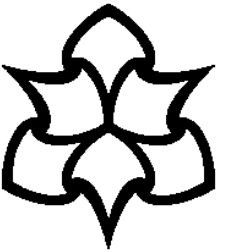




## How we started out at ManMet Library

- One of our Graduate Trainees said it was difficult to browse novels with Dewey
- We decided to pick out and recommend titles ourselves via themed collections and displays
- We also asked library staff, students and staff to recommend their favourites
- We promoted these collections on a roughly monthly basis
- Twitter promotion



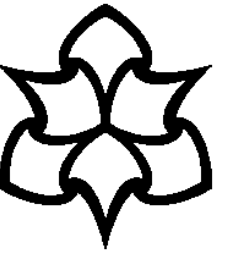


But ...

- Limitations of using our own stock
- No magic money tree





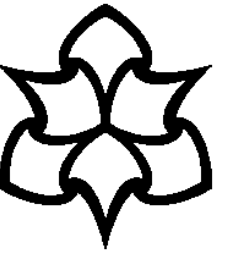


# Light bulb moment, or, a chance encounter



Image by [Colin Behrens](#) from [Pixabay](#)



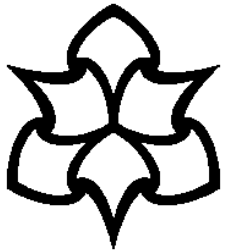


# Negotiation



Disclaimer: No high-fives were performed  
in the conclusion of this agreement





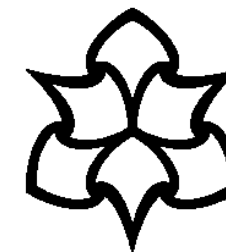
## The mechanics



- Ongoing list of suggestions from our Love to Read team, supplemented by student and staff suggestions
- Choosing extra books on a visit to Central Library
- Allow 6 weeks for the new titles to be put together
- Swap old collection for new (and stock-take)
- Minimal processing & RFID tagging – takes 3 days
- Serendipitous collection (suppressed , so non-reservable)
- Promote via social media



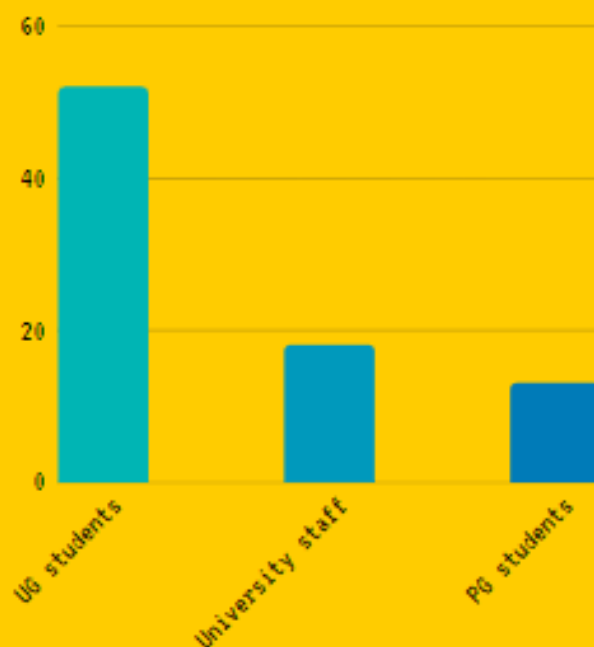




## Usage

# Our leisure reading collection

LOANS BY USER



## Most popular book



JULIAN BARNES  
'THE NOISE OF  
TIME'

USED BY STUDENTS FROM ...

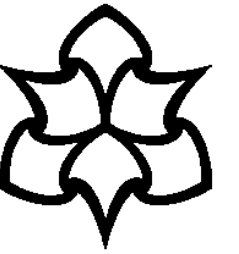


LIBRARY & INFORMATION  
MANAGEMENT

INTERNATIONAL POLITICS

BIOMEDICAL SCIENCE

SPEECH PATHOLOGY &  
THERAPY



## Benefits - on both sides?

Current  
collection -  
around 300  
books

Over 1,100  
different books  
so far

Circulation  
figures

Potential new  
members

Collection  
refresh twice a  
year

Estimated value  
of approx. £8K

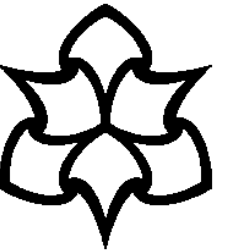
Collection  
development

Promotion of  
resources

Minimal  
outgoings –  
shelves,  
marketing

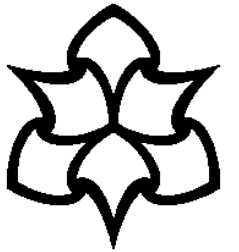
Creating links





## A model to continue?

- We hope so!
- More feedback from our public library contacts
- Solid evidence to back up the value of the collection
- More information about who is using it
- Feedback from our students and staff



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