



Case Study: Guille-Allès Library

Proactive engagement

Guille-Allès Library had **existing strong relationships** with local sports organisations from previous collaborative events. Building on this, with the support of Big Sporting Read resources and staff from The Reading Agency, they **used the Big Sporting Read as a bridging opportunity** to bring reading into a Community Sports Fun Day and **reach new audiences, especially men.**



A promotional display

Spotlight: Community Sports Fun Day

The library authority was invited to attend **sports "taster" event**. They used the Big Sporting Read campaign to link to the sports theme, bringing along the book list and other promotional material.

Around 30 sports organisations took part, including climbing, basketball, netball, football, bowling, archery and accessible sports for disabled people.

The library ran a **"lucky dip" competition to win 8 books from the booklist**, with about 100 entrants.

The event was particularly beneficial for people who don't normally engage. Notably, it attracted a male audience who were unaware that the library offered sports books.

Approximate number of attendees: **1000+**



Library
displays

A large Big Sporting Read **display** was set up in the library. This received a lot of attention, thanks to the **eye-catching colours of the posters from the resource pack.**



Local
partnerships

Guille-Allès Library started **working with the local sports commission** a few years ago. Previously they hosted several events showcasing different sports, including boxing, skateboarding and archery in the library.



Attended
sporting
events

The library authority **brought the Big Sporting Read campaign to existing sports-related events** and activities.

“It was **good to have a list** to pin it on, otherwise it would have been a general sports promotion.”