

UNCOVERING “HIDDEN TREASURES” AT LIVEWIRE WARRINGTON WITH COLLECTIONHQ

OVERVIEW

LiveWire Libraries Warrington is an 11 branch library system serving a population of over 190,000. collectionHQ was adopted at the library in 2012.



THE CHALLENGE

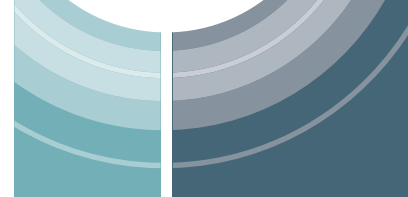
collectionHQ was first introduced at LiveWire Libraries Warrington to increase efficiencies at the library and improve the collection. In 2012, Janet Puzyllo, Development Librarian at LiveWire Libraries Warrington identified collectionHQ as much more than just an effective stock management system and sought to work more creatively with the toolset.

Janet's work began with the use of collectionHQ to increase circulation of good books which were overlooked by customers due to having been written by less well-known authors or debut titles.

THE METHOD

Janet decided that new ways of featuring recent titles which had not been so popular with customers would help to draw more attention to those items. To achieve this goal, Janet first of all ran 2 Fiction Dead Item Removal Action Plans from collectionHQ for 2 library branches. The information within the action plan highlighted those titles that were not circulating. This list would then be edited down by Janet to include just those recent items by less well-known authors which would be part of her experiment. To filter the list, she first of all removed any older or missing items. With large libraries, to reduce the list further, Janet would select general fiction or a particular genre to focus her project on.

Once the titles were selected, Janet sent the list to the 2 trial libraries who chose the titles they wanted to feature in a promotional display which would appeal to customers and draw more attention to the books. Then, using Publisher, an attractive header saying “Hidden Treasures” with a picture was designed then laminated to be attached to the display holding the titles from the list. Any “grubby” or worn items were not included.



KEY BENEFITS

The adoption of collectionHQ at LiveWire Libraries Warrington has helped to:

- Manage stock more efficiently
- Easily identify low circulating items
- Create displays to promote overlooked books
- Increase circulation
- Deliver excellent customer service



THE OUTCOME

The trial of the "Hidden Treasures" project was a great success and as a result, over 95% of the books that had been "dead" were subsequently issued. Dead Item Removal Action Plans from collectionHQ have proven simple to run, efficient and reliable which in return has allowed the program to be rolled out across all branches where staff have the autonomy to create the lists of dead items whenever necessary without involvement of IT or a central location.

Janet points out that one of the main benefits of using collectionHQ to highlight these overlooked items and to increase circulation is that it is free promotion which is particularly desirable during times of tighter budgets. The efficiency of generating the lists for the displays has also proven extremely valuable for regional initiatives like "Try Reading", a project linking reading with the Rugby League World Cup, aiming to bring reading to new audiences or "Reading Rewards" a reading challenge for adults, aiming to encourage people to read more widely and to try new authors and genres.

In addition and importantly, the use of collectionHQ to create the displays has greatly benefitted customers of the library who are now introduced to writers or genres they were not familiar with and in return some great books are reaching a wider readership. Janet elaborates:

"Customers LOVE it. It's been popular everywhere, but really, really popular in some places where there is a hard core of very keen readers. Staff fell on me the second I walked through the door at some libraries, absolutely delighted with the feedback they'd been getting."

CONCLUSION

Overall, the "Hidden Treasures" program with the help of collectionHQ has not just helped to inject life into "dead" books at LiveWire Libraries Warrington but has confirmed the library's role in delivering an excellent service to customers, developing a community of keen readers and supporting new writers.



saveTIME



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