

IF YOU DON'T HAVE TIME TO READ ANOTHER NEWSLETTER, HERE'S A POTTED VERSION IN 99 WORDS...

Launch of a Code of Practice that will allow libraries to have books at the same time as bookshops. How you can help Reading Partners keep going. Twenty publisher projects that are delivering events, promotions and the chance for readers across the UK to talk direct to publishers. The embedding of libraries in publisher publicity campaigns. Four databases making communication between publishers and libraries more effective. A forthcoming book with ideas about how libraries and publishers can work together. News about Tom Palmer visiting Scotland and Northern Ireland. Where Reading Partners goes after its two year pilot is up.

WHAT IS READING PARTNERS?

If this is the first time you've seen this newsletter and you'd like a quick introduction to Reading Partners, please scroll to the [bottom](#) to find out more.

LIBRARY SUPPLIER CODE OF PRACTICE

Reading Partners has launched a Code of Practice for libraries, publishers and suppliers to help get books to borrowers faster. Books will be available in libraries at the same time as they hit bookshops and when the media campaigns start. So far the agreement covers Northern Ireland, Wales and England. Suppliers signing up are Askews, Bertrams, Coutts, Holt Jackson, Rondo and Peters. All nine Reading Partners publishers have signed up too.

The Code has had an early impact, bringing books from the Vintage XV promotion to libraries via suppliers quicker than they would have arrived otherwise.

YOUR HELP NEEDED

Have you – as a publisher or library – benefited from Reading Partners? Have you told Tom? To make sure Reading Partners continues to gather momentum an email with brief details of events arranged via the rolling calendar or other involvement, would be very, very useful.

If so, can you email tom.palmer@readingagency.org.uk with details. Thank you!

PUBLISHER PROJECTS

Each publisher is able to trial a new way of working with libraries as part of their involvement with Reading Partners. The first year's projects included Vintage XVs, Penguin Book of the Month and over 20 author events.

Most of year two's projects are in development now – detailed below under [EVENTS](#), [PROMOTIONS](#) and [READER INPUT](#).

Three publishers have yet to begin their projects – news of those will be available through the Reading Partners [regional library reps](#) (contacts listed below).

EVENTS

Author events have been at the heart of many of the Reading Partners pilots. In the first year events with Bloomsbury, HarperCollins and Penguin authors totaled 17.

For year two we are setting up several more events – sticking to the principle that no library authority will have more than one event over the first two years of Reading Partners.

HarperCollins are keen to tour more trios of authors after their **successful author tours** this spring. They are setting up two tours of three events with crime writers for next spring. They are also working with the East Midlands setting up a tour of authors in 2006.

Penguin are working with Reading Partners to develop a **Penguin Live** series of events – events where live

literature will challenge theatre, dance and other art forms. Penguin and Reading Partners met the Arts Council and their author Patrick Neate to thrash out ideas. A tour will be set up soon.

Pan are setting up events with their five Richard & Judy **How to Get Published?** authors throughout the UK, going to the reading groups who have all read a sampler of the five authors books.

HarperCollins are sending their author Ian Sansom – author of **The Mobile Library** – on book buses throughout Northern Ireland.

PROMOTIONS

The second **Borrowers Recommend** promotion will launch in May 2006. It has been developed with library feedback that highlighted the strengths and weaknesses of the first year's promotion. It will feature 18 books by emerging authors, but will allow libraries to restock from across their shelves. Its message will be *libraries are the source of much word of mouth and are also the place to take risks as a reader, especially on new writers.*

More information about Borrowers Recommend is available in The Reading Agency's brochure - contact resources@readingagency.org.uk

At least two publishers will be running new promotions in 2006.

Penguin are carrying on with The **Penguin Readers Book of the Month**, currently working with a reading group in each of the 12 UK regions to choose six titles that will run from January to June 2006. More details will be coming out from the Reading Agency direct to libraries very soon. (If you're not on the emailing list contact resources@readingagency.org.uk).

Faber are developing a promotion featuring ten **poetry collections and anthologies aimed at reading groups** and those who don't normally read poetry. They have worked with 35 UK reading groups to choose the best from Faber's massive poetry list. Faber will provide free posters and other publicity gear to all interested libraries. More

information in the next newsletter about this promotion.

READER INPUT

Readers are at the centre of the partnership between libraries and publishers, helping publishers to make sure they are delivering what readers want. Projects with Penguin, Vintage, Faber and Pan have already been mentioned above, where the publicity material and actual books have been determined by ordinary readers.

In addition to those, **Time Warner's** publisher project in 2005-2006 is about a book cover. Working with a single title they will consult six reading groups (from the Shetlands to Northern Ireland and Kent) to create a cover for the book – the image, the wording and the overall look. Editors, jacket designers and marketing publishers will visit all six reading groups to help develop the cover.

WORKING TOGETHER

More Publishers

Reading Partners is trying to spread the impact of the library-publisher partnership. We have set up a second tier of publishers (the Working Group) to help us embed libraries in publisher marketing and publicity activities. This group meets once a quarter and includes three of the regional library reps each time. These extra publishers have already had a huge impact. Their enthusiasm and willingness to work with libraries has led to dozens of unexpected extra activities.

Skill Sharing

The Arts & Business funded skill sharing programme between 12 library workers (one from each UK government region) and 12 publishers from sales, marketing and publicity departments is well under way, with lots of exciting pilots happening and growing week on week. For a quick flavour of what's going on:

- a librarian and a designer at Pan Macmillan working together on a

library poster aimed at sports lovers in the north west;

- the development of Northern Ireland's first readers day – with all five library boards contributing, supported by Penguin;
- an exhibition of the Faber poetry archive in the north east of England – supported by two poetry events;
- consulting Welsh fiction readers on how they'd like to see books grouped – then trialing the results.

DATABASES

An update on the four Reading Partners databases – creating channels for libraries and publishers to communicate as broadly as possible and to know what is going on in advance.

Venue Database

A database of library venues (including libraries, theatres and other places) has just been updated. It is very popular among publishers who are looking for potential venues – and details about those venues – across the UK.

A third edition of the database will be created in March 2006. We are already taking entries. For a form please contact tom.palmer@readingagency.org.uk

Author database

We are collecting details of authors available for events in libraries from publishers for a database. The details about each author will include where the authors live, where they are willing to travel, what genre they work in, whether they charge a fee and a publisher (or direct) contact. The information will be available from December 2005.

Rolling Calendar

The rolling calendar has details of authors, proofs and publicity material available from publishers to June 2006. Download it from www.readingagency.org.uk/projects/org_anisations/reading_partners.html

Library Information Database

We are developing a database that will act as the opposite of the Rolling Calendar, giving publishers information

about what is going on in libraries. We are talking to publishers and libraries to decide what information is needed and in what detail. In October/November we will put out a call for information about forthcoming library book festivals, readers days, regional book promotions, library openings, official days, weeks and months, and themed author series. Publishers are already keen to see this database and to plan their marketing and publicity campaigns around the opportunities libraries can give them.

A BOOK OF IDEAS

Reading Partners are working on a book that will show the impact of the project's first two years. It will be full of ideas and tips for library/publisher cooperation, proving the case for a long term relationship between both parties.

VISITS

Tom Palmer has now visited all the reader development forums in the UK. This autumn he spent three days in Northern Ireland meeting workers from all five library boards and listening to how Reading Partners can support their work. He also visited Scotland in October to meet representatives of several library authorities and reading group members who have taken part in Reading Partners projects. From January 2006 he intends to visit all twelve again.

END OF THE FIRST PHASE

Reading Partners will end its initial two year pilot in April 2006. However we are putting plans in place to make sure the work continues and to expand it both to adult publishers and children's publishers. More news in the next newsletter.

FOR THOSE READING THIS NEWSLETTER FOR THE FIRST TIME... WHAT IS READING PARTNERS?

Reading Partners is a partnership consortium which aims to revolutionize the way public libraries and adult publishers work together. A two year pilot is being led by The Reading Agency

and nine publishers: Bloomsbury, Faber, Hachette Livre, HarperCollins, Harlequin Mills & Boon, Pan Macmillan, Penguin, Random House and Time Warner. The Public Lending Right is another partner.

Reading Partners is setting out to build a new public/private sector interface to expand the market for reading, influenced by what readers say and with partnerships between publishers and libraries at its heart.

The consortium wants to create a buzz about books beyond the high street, developing the audience for reading by cross-fertilising library and retail markets. Its aims are to change the working practices of publishers and libraries; to influence the way books are marketed; to create a more vibrant library experience for readers and to explore changes in publishing to draw new readers into the market.

The 2004-06 pilot is supported by a grant from the Museums, Libraries and Archives Council as part of government's modernising library strategy, Framework for the Future.

A full record of previous newsletter and documents about Reading Partners is available at www.readingagency.org.uk/projects/organisations/reading_partners.html

TOM IS OUT OF THE OFFICE

The Reading Partners coordinator will be out of the office from 21st October to 2nd November, then from 8th to 11th November. If you have an urgent query during these times, please contact penny.shapland@readingagency.org.uk

CONTACT DETAILS

For more information about Reading Partners please visit the Reading Partners project pages on www.readingagency.org.uk or contact tom.palmer@readingagency.org.uk

Each region of the UK has a Reading Partners contact. If you want to feed ideas into the project feel free to get in touch with the contact in your region:

East Midlands, Lynn Hodgkins,
lynn.hodgkins@derbyshire.gov.uk

East of England, Sylvia Voaden,
sylvia.voaden@cambridgeshire.gov.uk

London, Rupert Colley,
rupert.colley@enfield.gov.uk

North East, Joanne Parkinson,
joanne.parkinson@sunderland.gov.uk

North West, Jane Mathieson,
nwreader@libraries.manchester.gov.uk

Scotland, Rhona Arthur,
r.arthur@slainte.gov.uk

South East, Ruth Buckingham,
ruthw@semlac.org.uk

South West, Carol Ackroyd,
carol.ackroyd@devon.gov.uk

Wales, Bethan Hughes,
bethan.hughes@denbighshire.gov.uk

West Midlands, Nicola Thomas,
nicolathomas@solihull.gov.uk

Yorkshire, Bernard Murphy,
bernard.murphy@calderdale.gov.uk

Anne McCart, Northern Ireland
anne.mccart@NI-libraries.net

To sign up for (or to cancel) this eletter please email resources@readingagency.org.uk

The next eletter is due in December 2005. Thank you for reading this one.

WHAT CAN YOU DO NEXT?

- wait for next newsletter for info about promotions running in 2006;
- let Tom know of any impact Reading Partners has had on you as a library or publisher;
- take Borrowers Recommend and the publisher promotions;
- talk to your regional rep or working group publisher about the project;
- use one of the four databases and tell Tom of anything that comes of it.