

**If you don't have time to read another newsletter, here's a potted version in 69 words...**

- News from author tours, festivals and other library-publisher co-operations.
- Free use of book cover images for all.
- Two new awards: one for the best publicist, one for the best librarian.
- A new schedule for libraries and publishers to use to work together on events.
- Rolling calendar to be updated continuously
- A plea for evaluation information.
- Reading Partners – for kids' books.
- PDFs from the publishers.
- BME authors and audiences.

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## IF THIS IS THE FIRST TIME...

... you've seen this newsletter and you'd like an introduction to Reading Partners, please see the end of the newsletter.

## RECENT ACTIVITY

Recent Reading Partner activity:

- Five **Hachette** authors, three publicists and 18 Scottish librarians meet in **Glasgow** to devise ideas for future touring events of Scotland.
- Same in the **West Midlands**. With six authors and most authorities in the region attending.
- **Faber** take three publicists to **Leeds** to meet library reps from the North East, North West and Yorkshire, to devise a festival of northern writers, *Northern Exposure*.
- A joint project between **Random House** and the **South West**, delivers a sell out Readers Day in Dartmouth.
- In answer to City Reads, **North Yorkshire** libraries run *Village Reads*, working with **HarperCollins** and Agatha Christie week.
- **Faber** offer a series of poetry events with the likes of Simon Armitage, Don Patterson and Jo Shapcott available for *Poet on Poet* events.

## ROLLING CALENDAR

November will see a modernised Reading Partners rolling calendar.

It will be updated continuously by the publishers entering offers of authors, proofs and posters directly onto the calendar themselves.

Tom Palmer will be visiting all the Reading Partners publishers to show them how to use the calendar.

We are also planning a calendar telling publishers and broadcasters what's being planned in libraries –e.g. festivals, readers day, one city one book, Black History Month.

Tom will be in touch with libraries soon with a request for information.

## BME

At the last Reading Partners steering group and reps meetings it was decided that the focus for Reading Partners' work for the next two years would be BME (Black Minority Ethnic) writers and readers. The groups acknowledge that there is good work happening in libraries from which publishers can learn.

Tom is working on a fact file and TRA has just sent out a request for information about services to particular minority ethnic communities.

Please complete the online form on the Reading Partners Project page at [www.readingagency.org.uk](http://www.readingagency.org.uk) or get in touch with [tom.palmer@readingagency.org.uk](mailto:tom.palmer@readingagency.org.uk)

We will build up a map of good practice across the UK and develop six case studies representing services to different ethnic groups

A bid for Arts & Business New Partners funding means we can go ahead with four master classes and a skills sharing programme looking at how publishers and libraries can bring BME books and audiences together.

## EVALUATION

PLEASE HELP!

We need evidence of all the events or promotions libraries or publishers are carrying out, that are linked to Reading Partners. If you have any information it will help us prove that libraries and publishers do work together extremely well. The key information we need is:

- audience figures
- book sales and issues
- press coverage

A short evaluation form is now online on the Reading Partners Project page at [www.readingagency.org.uk](http://www.readingagency.org.uk)

Please get in touch with Tom if you have any evaluation that will help - [tom.palmer@readingagency.org.uk](mailto:tom.palmer@readingagency.org.uk)

## LIBRARY-PUBLISHER SCHEDULE

Reading Partners has developed an event-planning schedule that libraries and publishers can use to make sure events run smoothly by making sure everyone knows who is responsible for what.

The schedule was the brainchild of Nicola Thomas – outgoing library rep for the West Midlands – who imagined a document that would help libraries and publishers to get the most out of doing events together. It was developed with several West Midlands libraries and Helen Johnstone of HarperCollins.

The idea is that libraries and publishers can go over the schedule before planning an event, to make sure each parties' priorities and expectations are met.

The document will be sent out to all libraries and publishers via the regional library reps and members of the publishers' working group. It is also available on the Reading Partners Project page at [www.readingagency.org.uk](http://www.readingagency.org.uk)

## COVER PERMISSION

Many libraries ask whether publishers will give permission to libraries to use images of book covers on posters, websites, etc.

Reading Partners has talked to the publishers and asked them what their policy is, who is the best person to talk to and where to source the images.

The publishers have been very forthcoming and a document *Cover Permissions from Publishers* will be available both via your rep and at [www.readingagency.org.uk](http://www.readingagency.org.uk)

This work was started by Rawden Parslow of Shropshire. Many thanks to Rawden.

## PUBLICIST OF THE YEAR

Reading Partners is devising an award to recognize a publisher publicist for the work they do in libraries. We're just sorting out how it's going to work, but hope to announce voting in December for a 2007 award.

A parallel award for a librarian voted for by publishers is being developed too.

## STRUCTURES

Reading Partners is made up of four main groups, who meet regularly.

**The TRA Team:** Tom Palmer is the project coordinator, reporting to Penny Shapland and Miranda McKearney.

**The Steering Group:** very senior publishers, including Managing Directors and Publicity Directors; the TRA team; and Fiona Williams, Chief Librarian, York Libraries representing SCL. They meet quarterly to plan the overall strategy.

**The Library Reps:** twelve reps, one in each English region and Northern Ireland, Scotland and Wales (full list at the end of this email). Reps meet Tom and Penny once every four months. Input the library view. They also act as co-ordinators for Reading Partners activity in their area

**The Working Group:** senior publishers from marketing, publicity and sales departments with Tom and Penny and a couple of the library reps. Meet quarterly. Help devise projects, promotions and events for libraries and with library-publisher communications. Help Tom create projects and collaboration with libraries. They also co-ordinate Reading Partners' activity in their companies.

## NEW LIBRARY REPS

After two years of excellent service, the regional reps Nicola Thomas (Solihull, West Midlands), Sylvia Voaden (Cambridgeshire, East England) and Ruth Wells (MLAC, South East) have all handed on their rep role. Many thanks to all three for all their hard work and inspiration.

They're replaced by Alison McKellar (Warwickshire), Georgia Bowers (Bedfordshire) and Angela Hicken (Portsmouth) respectively.

A warm welcome to those three.

## THROUGHOUT THE UK

Reading Partners will continue to try and hold meetings outside London. This is happening mostly with the regional reps, who have met in Birmingham, Manchester and Leeds this year. Next year in Belfast, Glasgow and... London.

## MORE READERS READING MORE

The Reading Partners book – *More Readers Reading More* – should be with you by now. Each UK library authority received two free copies. One for the reader development lead person and one for the chief.

It's already essential reading on Bristol University course.

Further copies at £10 can be ordered from the Resources section of [www.readingagency.org.uk](http://www.readingagency.org.uk)

## KIDS' READING PARTNERS

After demand from publishers and libraries, Reading Partners is developing ideas around a Children's Reading Partners. More news to follow about this in 2007.

## PUBLISHER SALES REPS

Some libraries have been doing excellent work with publishers' regional sales reps. Most notably through the Reading Partners skill sharing programme, Pan Macmillan and Stockport Libraries.

As a result, Reading Partners plans to bring all the publishers' sales reps together with the regional library reps to explore new ways of working together.

The meeting will be in January 2007.

## PDFs

Publishers are keen to offer libraries PDFs of posters to help libraries promote new and backlist books. The rolling calendar – once automated – will begin to include access to PDFs created specifically for libraries in A3 and A4 format.

**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 2004-6 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](http://www.readingagency.org.uk) under Projects, Reading Partners.

### **CONTACT DETAILS**

For more information about Reading Partners please visit the Reading Partners project pages on [www.readingagency.org.uk](http://www.readingagency.org.uk) or contact [tom.palmer@readingagency.org.uk](mailto: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](mailto:lynn.hodgkins@derbyshire.gov.uk)
- East of England, Georgia Bowers, [bowersg@bedfordshire.gov.uk](mailto:bowersg@bedfordshire.gov.uk)
- London, Rupert Colley, [rupert.colley@enfield.gov.uk](mailto:rupert.colley@enfield.gov.uk)
- North East, Joanne Parkinson, [joanne.parkinson@sunderland.gov.uk](mailto:joanne.parkinson@sunderland.gov.uk)
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- Yorkshire, Bernard Murphy, [bernard.murphy@calderdale.gov.uk](mailto:bernard.murphy@calderdale.gov.uk)
- Anne McCart, Northern Ireland, [anne.mccart@NI-libraries.net](mailto:anne.mccart@NI-libraries.net)

To sign up for (or to cancel) this newsletter please email [resources@readingagency.org.uk](mailto:resources@readingagency.org.uk)

**The next eletter is due in January 2007. Thank you for reading this one.**