

Cumbria Libraries' Read Regional Project

A Reading Outcomes Framework Toolkit Evaluation

www.readingoutcomesframework.org.uk

Of the 70 adults surveyed:

45%

Said the event helped them to choose a book to read

84%

Said the event made them want to recommend a book to friends or family

77%

Said the event made them want to talk with friends or family about a book

Of the 46 children surveyed:

22%

Said the event had helped them to choose a book

62%

Of those who hadn't read the book beforehand said they would like to now

Read Regional is an annual campaign designed by New Writing North that connects authors with readers in library settings across the North of England. It is a celebration of new books by **authors in the North**, and includes exciting displays of 12 titles, and six **author events**.

Cumbria wanted to evaluate their project to inform the **development** of new projects and **funding bids**, and to help them **decide** whether to repeat or continue the activity.

Evaluation Steps

1. **Three** outcome areas matched to programme goals: sharing enjoyment of reading; awareness of reading preferences and how to choose what to read; and understanding how to find reading materials.
2. **12 questions** for adults and **9 questions** for children used from the toolkit or created for this purpose.
3. **One off post-event paper survey** used as well as **interviews** and **observations** with users of Carlisle library.
4. **Data from 70** adults and **46** children entered into Excel.
5. Data analysed, report shared.



Their results suggested that **encouraging children to visit the library and borrow books** should remain an important area for continued focus. Following on from their evaluation, they plan to communicate findings to **library users** through a **display**. They are also interested in trialing **new methods of collecting data**, including online surveys or the use of tablets.

"The Framework provides a really useful and flexible toolkit for library staff to use in evaluating reader development activity"

(Staff member at Cumbria Libraries)