

September 2022 – April 2023

Partner Toolkit



“ The Lord Mayor of Sheffield invites you to share in the joy and power of reading! ”

The Lord Mayor's Big Read is a collaboration between the Lord Mayor - Sioned-Mair Richards, Sheffield Libraries, city schools, and various other partners, that celebrates and promotes the life-changing joy and power of reading.

Reading is the key that unlocks the door to life's riches. It helps us feel better, discover more, and unleashes our individual creativity. Reading is fun but especially so when that experience is shared.

Between September 2022 and April 2023, the Lord Mayor is inviting individuals, families, schools, community groups, and businesses to share in the simple joy of words.

Help us get people talking about reading. Get involved!

How to get involved

As an individual

- Organise your own reading related event. Download the event poster template to promote the event in your community.
- Take part in the Lord Mayor's Reading Challenge between September and Christmas, and encourage your family, friends, and colleagues to do the same.
- Encourage your children or grandchildren's class or nursery to take part.
- Attend an event with other Sheffiders and share the joy of reading.
- Join the conversation online at [#SheffReads](https://twitter.com/SheffReads)



As a teacher/community group leader

- Use our logo for correspondence with parents to show your support for reading - see our Brand Guidelines below.
- Contact your local library to arrange a class/group visit.
- Organise your own Lord Mayor's Big Read event. Download the event poster template to promote the event in your community.
- Encourage students, parents, or group members to take part in the Lord Mayor's Reading Challenge between September and Christmas. You could win an author visit for your school or group.
- Invite the Lord Mayor to a reading related event at your school.
- Bring your class or group to Sheffield Town Hall for a Read with the Lord Mayor session. Book a visit with the Lord Mayor's Office.

In the workplace

- Use our logo for events or activities that you run and show your organisation's support for reading - see our Brand Guidelines below.
- Organise your own reading related event. Download the event poster template to promote the event in your community.
- Encourage your colleagues to take part in the Lord Mayor's Reading Challenge between September and Christmas.
- Provide the space for a workplace book club. Book clubs are a great way to get to know people, share ideas and build teams. You can borrow reading group sets from Sheffield Libraries.
- Rather than having the radio on all day, why not play an audio book in the workplace? Download them for FREE from the Sheffield eLibrary.
- Organise a book swap at work. Ask colleagues to bring in books they have finished with and encourage people to chat about their favourite reads.
- Donate to the Lord Mayor's Charity Fund and support access to books for children from deprived backgrounds.

Branding Guidelines

The Lord Mayor's Big Read (LMBR) badge and design style has been developed by the Communications Service at Sheffield City Council as a tool to use when promoting LMBR events and activities across a broad range of media, both digital and print.

The badge may be downloaded from www.sheffield.gov.uk/libraries-archives

The brand has been designed to be flexible and sit comfortably within existing corporate identities while building and maintaining a level of awareness with the general public.

- There is only one namestyle badge that can be used to represent the LMBR.
- No attempt should be made to recreate the badge. The badge must not be altered in any way from the original, in shape, proportions, colours or typeface.



- An exclusion zone around the badge should be maintained with a minimum width equivalent to the Town Hall Tower at the centre of the badge.
- We suggest the width of the badge should never be reduced to below 15mm on printed products. For digital products please use best judgment when placing the badge, ensuring legibility is not compromised.

Communications

Suggested text for newsletters and websites

Lord Mayor's Big Read – [include name of your event]

[We/Your organisation or group] are/is delighted to be supporting the Lord Mayor's Big Read.

Join us at [your location] on [date(s)] to [describe your event].

We know that reading is the key that unlocks the door to life's riches. It helps us feel better, discover more, and unleashes our creativity. We also know that reading is fun, especially when that experience is shared, so we've taken up the Lord Mayor's call to get involved and invite you to do the same!

To find out more about the Lord Mayor's Big Read, visit www.sheffield.gov.uk/libraries-archives.

Social media for Twitter

Example one:

I'm currently reading [???] from [@shefflibraries](#) as part of the #Sheffield Lord Mayor's Reading Challenge. [Share how you're finding it]

[#SheffReads](#)

Example two:

We've taken up the Lord Mayor of Sheffield's call to get involved in her Big Read. Join us at [your location] on [date(s)] to [describe your event].

[@Shefflibraries](#) [#SheffReads](#)

Example three:

Let's talk about text! I'm taking the Lord Mayor's Reading Challenge and visiting the library three times before Christmas. My top three books of all time are [list books]. What are yours?

[@Shefflibraries](#) [#SheffReads](#)

Social media for Facebook

Example one:

We are proud to be supporting the Lord Mayor's Big Read. Join us at [your location] on [date(s)] to [describe your event].

We know that reading is the key that unlocks the door to life's riches. It helps us feel better, discover more, and unleashes our creativity. We also know that reading is fun, especially when shared, so we've taken up the Lord Mayor's call to get involved and invite you to do the same!

#Sheffield #SheffReads www.sheffield.gov.uk/libraries-archives

Example two:

I'm challenging myself this autumn, by taking up the Lord Mayor's Reading Challenge. I'll be visiting the library three times before Christmas. My top three books of all time are [list books]. What are yours?

#Sheffield #SheffReads www.sheffield.gov.uk/libraries-archives

Social media for Instagram

Example:

I'm challenging myself this autumn, by taking up the Lord Mayor's Reading Challenge. I'll be visiting the library three times before Christmas. My top three books of all time are [show books in image]. What are yours?

#Sheffield #SheffReads @shefflibraries

Useful Links

Join the Library and discover a wealth of books, events, and much more!

www.sheffield.gov.uk/libraries-archives

Invite the Lord Mayor to a reading related event you are hosting

www.sheffield.gov.uk/your-city-council/lord-mayor

Download the Lord Mayor's Big Read logo and poster template

www.sheffield.gov.uk/libraries-archives

Evaluation

Thank you for getting involved with the Lord Mayor's Big Read. We want to capture the fantastic things that are happening around the city.

If you have organised an event inspired by the Lord Mayor's Big Read, please let us know about it and tell us the following.

- Your name or organisation
- Your contact details
- Where the event took place
- How many attended
- Any comments about the event or reading you would like to share

Please email us at libraries@sheffield.gov.uk

