

**Public Libraries Advisory Committee**  
**Summary of Discussion of the 41<sup>st</sup> Meeting Held on 16 June 2021**

**Interim Report on Trial Scheme for Library Station Service (PLAC 3/2021)**

1. Members noted the Report on Trial Scheme for Library Station Service and raised the following comments:

- (a) To inform readers that books are sterilised before they are on loan at Library Stations so as to put public's mind at ease when using the service. It was also suggested to (i) install solar panels to make Library Stations more sustainable and topical; and (ii) decorate Library Stations with characters of library activities such as book peas of "Pick-a-Booket" to enhance promotional effect so that the Library Stations become popular "check-in" spots.
- (b) Appreciated the outlook and service of Tai Wai Library Station. It was suggested to launch monthly thematic book displays for promotion such as health, emotion management or "monthly picks for children", so as to attract patrons to visit the Library Stations. It would also facilitate parents in selecting books for their children.
- (c) It was suggested to promote Library Station services to nearby residential areas and schools to boost service usage. As there was continuous service need for book returns, it was also suggested to deliver loan and return services in two individual equipment to shorten the waiting time and exercise proper crowd control.
- (d) It was suggested to employ delivery services of the Hong Kong Post or engage other outsourced service providers in the delivery of library books loaned to patrons, either through door-to-door delivery services, or to self-pick up points for collection. Such delivery arrangements as suggested also helped promote the economy as well as shorten the waiting time and promoted reading.

- (e) Feasibility for achieving better synergy in the service of Library Stations under the new Smart Library System – such as allowing patrons to select library materials through mobile phones and picking them by scanning QR codes at Library Stations to save waiting time.

### **Report on Pick-a-Booket Programme (PLAC 4/2021)**

2. Members noted the report and made the following enquiries and suggestions:

- (a) Enquiry was raised on (i) the number of book bags produced and (ii) whether patrons need to return the bags to the library. It was also suggested to incorporate elements of adventure and creativity into the programme. Examples include letting children fill the bags with books they picked themselves, or hosting a “hide and seek” activity for the book bags in libraries.
- (b) Appreciated the resources devoted and professional collaboration in the project team. The way of categorising library books according to age groups greatly facilitated parents in selecting books for their children. It was suggested to design post-reading activities that would foster their interest in reading instead of imposing stress on them. Collaboration with other organisations in extension of the programme was also proposed.
- (c) It was suggested to add multi-media accompanying materials to the book bags. It would not only fully utilise the resources, but also enhance the reading experience.
- (d) It was suggested to train staff while extending the activities to libraries in different districts in order to sustain the programme. A kangaroo could be branded as the mascot of the programme (as its Chinese pronunciation resembles “books in bags”, the key element in the programme) to enhance the promotional effects. By encouraging juvenile patrons to return book bags with record cards detailing number of books borrowed, a group of young book-lovers could be identified and their reading interest nurtured.

**Promotion and Publicity of the Hong Kong Public Libraries (2021-22) (PLAC 5/2021)**

3. Members noted the report and made the following suggestions:

- (a) District libraries could furnish schools with relevant information so that students could engage in self-learning as well as the extension activities during summer holidays. Activities could be delivered in the mode of contest to raise interests.
- (b) Appreciated the promotional video clips produced by the Hong Kong Public Libraries (HKPL). Apart from uploading them to social media platforms or promotional tools, it was suggested to launch a membership programme at a dedicated platform owned by the HKPL. Through this channel, appropriate promotion strategies could be deployed to attract target groups like the youths, such that more of them would regularly update themselves with the latest activities and news from the HKPL, while fostering interactions and statistical data collection.
- (c) Appreciated the all-rounded promotional and publicity plans that encompassed both online and offline activities. It was an out-of-the-box approach to collaborate with other parties in the delivery of library services. Referencing the popular online shopping trend, it was suggested to invite Key Opinion Leaders (KOL) to recommend library collections to promote reading.

Secretariat of Public Libraries Advisory Committee

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