

WORLD  
**BOOK  
DAY**

# Booksellers and World Book Day

Booksellers take part in World Book Day because they want to help create the readers of the future. They play a crucial role in building relationships with schools and local communities to create the £1 token and £1 book exchange that is so important to World Book Day and to children. Here are three examples from independent booksellers across the country.

If you are a bookshop and would like to share your work with us please contact [hi@worldbookday.com](mailto:hi@worldbookday.com).

To find your local bookseller visit: [booksaremybag.com](http://booksaremybag.com)

## Bookshop On the Green

*'Know and embrace your local community – create partnerships to amplify your message'*

Bookshop on the Green is a community based children's bookshop that prides itself on both its specialist advice and unexpected book choices. One of their keys to success is working in partnership to promote the whole ecology of book reading in a community – connecting with libraries and other services to increase their impact.

World Book Day forms part of their Bookfest for schools which connects schools with high numbers of non-readers with high quality authors. Pre pandemic this was an in-person event at Birmingham Town Hall but last year they reached over 100,000 children online. They are hoping for the same success with another online festival in 2022: <https://bournvillebookfest.com/schools>.

Attracting audiences of this size has taken a while. The shop works all year round to support schools by:

- Curating booklists on topics suggested by local primary and secondary schools.
- Some bespoke services for schools they are working with long term

Their most local school has even included the shop in their reception class's 'People who help us' topic. Now most of their schools business comes from word of mouth rather than proactive callouts.



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**BookFest**  
FOR SCHOOLS

**Changing lives through a love of books and shared reading.**

World Book Day® is a charity sponsored by National Book Tokens.

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## The Children's Bookshop, Huddersfield



*'It's a long game. Work to create readers – it's readers who create sales.'*

A tardis-like treasure trove of books for children. The Children's Bookshop is a place to come for a chat and a recommendation from someone who's passionate about children's books. The staff know the way to make the best recommendations is to build a relationship and get to the heart of children's preferences – whether that's their interest or the paper that a book is printed on.

They have multiple ways to engage with schools and support children choosing books including a Zoom book choosing session with a roving bookshop camera for schools who haven't been able to come to the shop due to the pandemic. Core to all their engagement with schools is a recognition that the quality of experience is what sets a visit to a bookshop or receiving books from a bookshop apart. A few examples of this are:

- Schools can subscribe to monthly, half-termly or termly book subscriptions – these come wrapped and with a clue on the outside to enhance the 'unboxing' experience.
- A school visit to the bookshop includes storytelling and a supported choosing session. The staff reduce some back catalogue items to ensure that every child is able to choose and buy a book of their own.
- World Book Day visits to schools include an in-school bookshop so children are able to exchange their vouchers for a book of their own choosing.



Their top tip is don't get disillusioned and keep going – drip feeding information and positive experiences often leads to a good outcome it just takes time.

## Wonderland Bookshop

*'Make sure your passion and love for books and stories really comes across in your interactions.'*

Wonderland Bookshop is a place to escape into a magical world -they even have a tea party on the ceiling which they believe creates the right setting to listen to their community and hear what they want.

They are keen to service their community – last year they gave all their profits on World Book Night to their local Food Bank and by getting books into the hands of those who most need them with a 'pay it forward' scheme where a book can be bought for a school or other community organisation alongside one for yourself. When they feel passionate about a particular book, and feel it should be accessed by the broader community they also find ways to make this happen. For example this year for every hardback bought copy of Tom Percival's *Invisible* they donated a paperback to a local school.



By reaching out in these ways the shop have created links into the local community. Schools can engage with the shop by:

- Setting up a wishlist for parents to access to refresh school book stock
- School book club visits
- Bookfairs taken to schools with an accompanying assembly.

This year is hopefully their first 'normal' World Book Day and they are looking forward to welcoming lots of children into the shop.