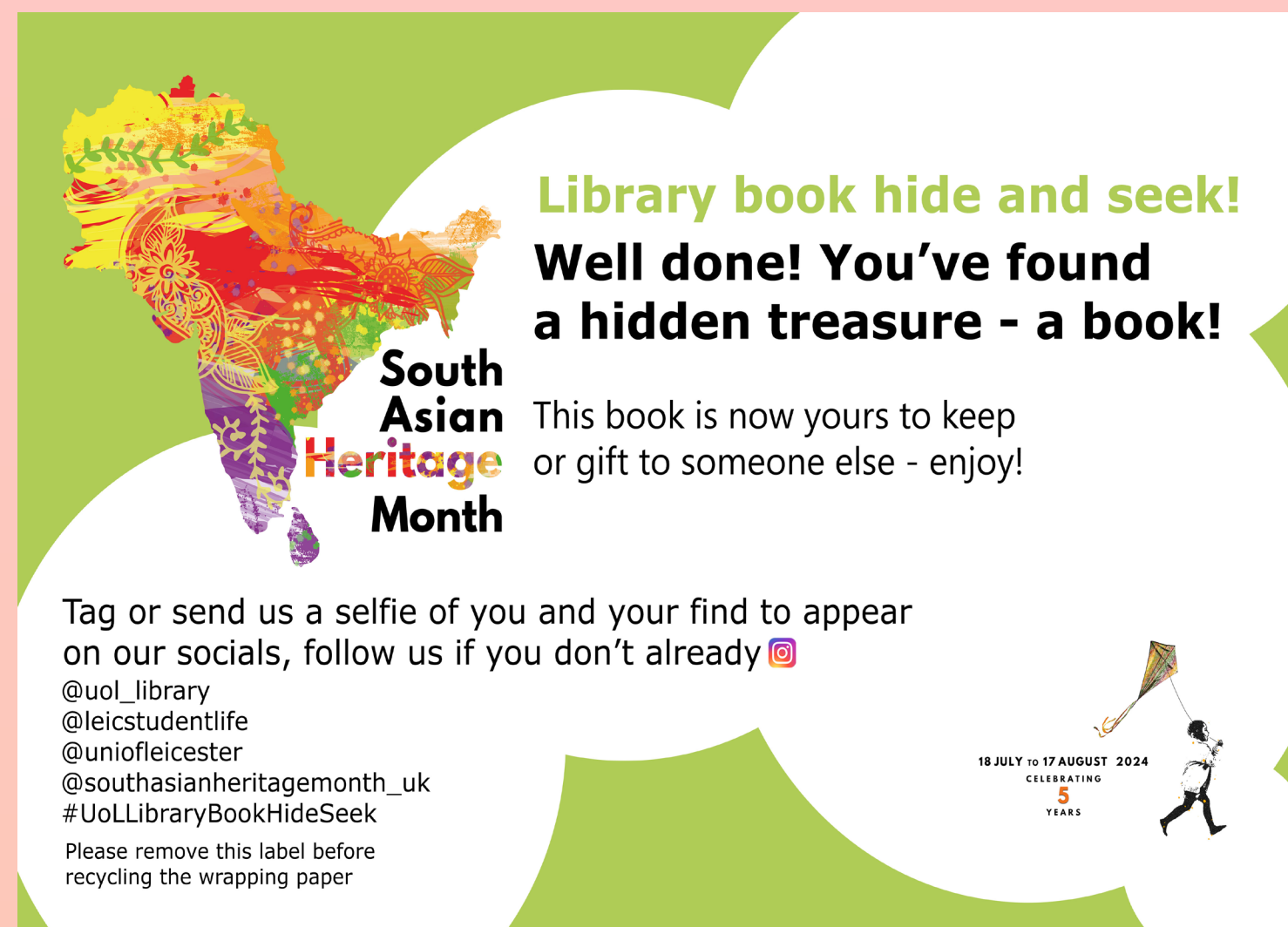


# Library Hide and Seek Project

## Library and Learning Services EDI Working Group

### Why?

South Asian Heritage Month (SAHM) celebrates the heritage of people with roots in South Asian countries. We wanted to celebrate SAHM because it reflects communities within the University of Leicester and the cultural landscape of the city. The project was inspired by similar events run by Durham University.



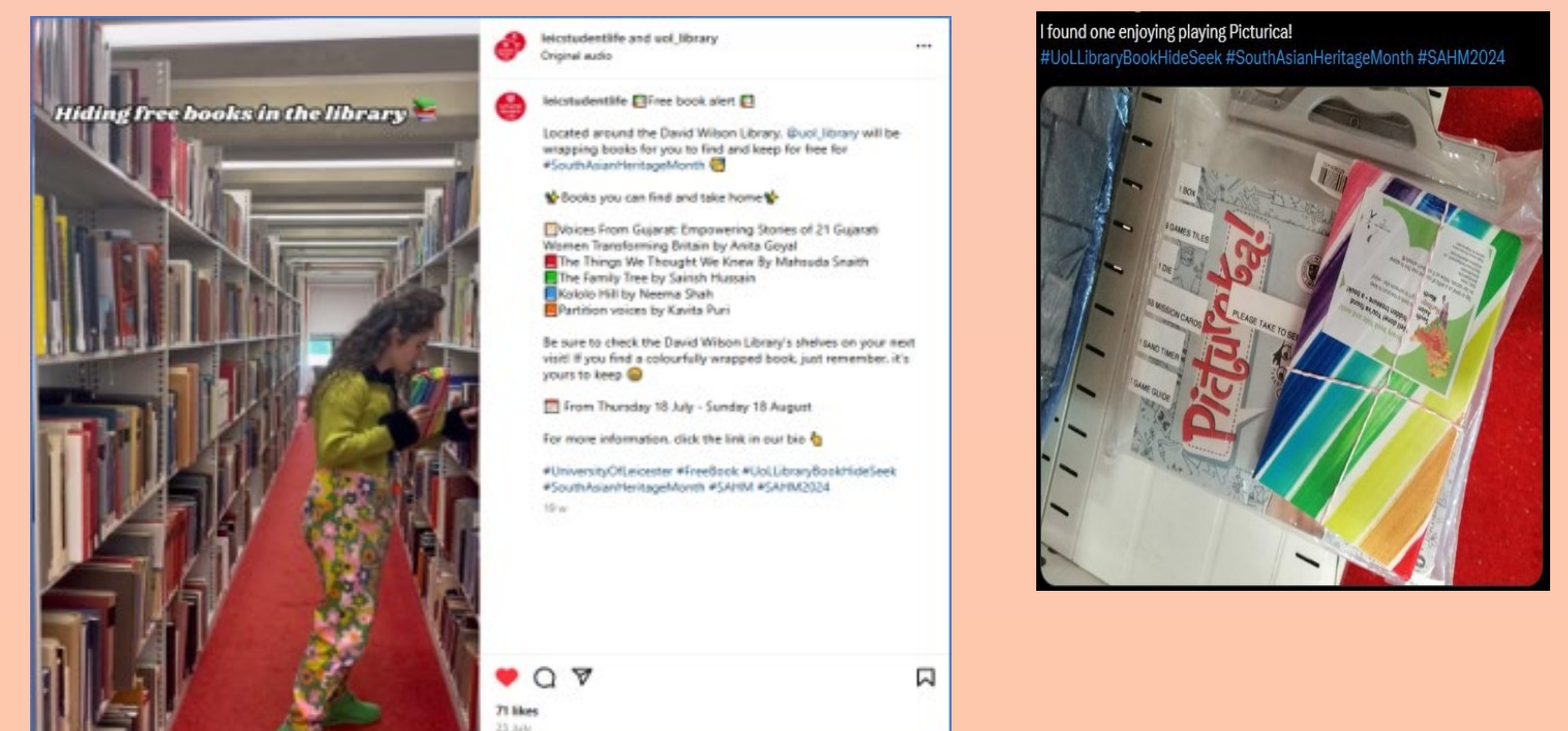
These stickers were included on the books

### How?

- Proposal by the Library EDI Working Group to use year end funds (approx. £600) for the project
- Selected five titles by British Asian authors
- Bought 10 copies of each book, plus a copy of each to add to stock
- 10 books (2 of each title) were hidden across the five floors of the library on five different days
- Books were wrapped in colourful paper, with stickers attached explaining the event
- Invited library users to find (and keep) them
- Clues were provided to help users find the books

### Promotion

- This was a challenge as we were running the event during the summer.
- Used social media:
  - Instagram reels and stories
  - Collaborated with the University of Leicester Student Life Instagram account
  - Library Research Services Twitter (now closed)
  - Internal Engage platform
- Internal University newsletter
- Book Display in our Reading Lounge
- Targeted:
  - Communities attending graduation
  - Postgraduate students
  - Staff



Pictures from social media about our event



The books included in our SAHM event

### Successes

- All 50 books were found
- Providing clues was helpful
- Library staff worked together to run the event
- Promoted the Library and SAHM
- Positive Feedback from:
  - Our University Community
  - South Asian Heritage Foundation

### Future Considerations

- Securing funding
- Longer timeline:
  - To source book recommendations from the University Community
  - To collaborate on internal and external publicity
- Allocation of staff time
- Be clear on audience and rules of participation



Our book display in our Reading Lounge