

Harry Potter Book Night

4th February 2021

Case Study

Summary

Harry Potter Book Night is a national event organised by Bloomsbury, who publish the Harry Potter books. The event started in 2014, and Merthyr Library has held its' own Harry Potter inspired after-hours event for the last seven years. The enduring popularity of the Harry Potter books and films means that the event is anticipated by both library, and, non-library users.

Previous Harry Potter Book Night events have been held after-hours in a magically transformed Merthyr Central Library. This year, because of COVID-19 and the social restrictions which aim at reducing the spread of the virus, a virtual Harry Potter Book Night was held as a Zoom meeting by library staff.

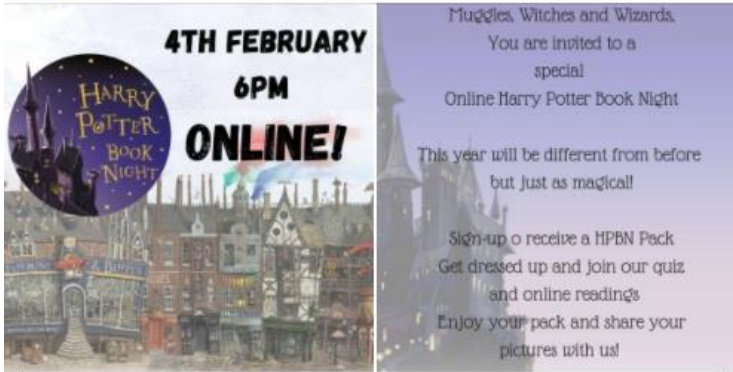
Project aims

- To inspire the enjoyment of reading in young people.
- To build confidence in young people, and help them develop their skills in reading to become more successful in education and life.
- To encourage membership of the public library service, providing access to a wide and varied range of reading materials, and other information sources.
- To provide social interaction and help develop emotional intelligence, and, resilience in young people.

The Project

Advertising for the event began on Facebook, Twitter, and, Instagram in January 2021. Thirty children registered to join the virtual event. Harry Potter Book Night Bags were created by library staff, including Harry Potter themed crafting activities. The packs were hand delivered to the homes of registered participants by library witches. Social media posts were sent out at regular intervals to keep promoting the event and increase engagement and participation.

Sian Evans shared a post.
16 January · 🌐



WellbeingMerthyr

16 January · 🌐

Harry Potter Book Night is back!
Save the date! Keep an eye out next week in our Facebook Events page for information on how to join this year!

#MerthyrLibraries #WellbeingMerthyr #LoveLibraries #HarryPotter #HPBN21

WellbeingMerthyr
4 February · 🌐

IT'S NEARLY TIME FOR HARRY POTTER BOOK NIGHT!!!!
We hope you're as excited as us!!!!
See you all soon!!!!

#wellbeingmerthyr #lovelibraries #harrypotter #harrypotterbooknight #merthyrlibraries



6

3 comments 1 share

WellbeingMerthyr
1 February · 🌐

Not long now until Harry Potter Book Night 2021!!!! We can't wait and we hope your excited too!!!

#wellbeingmerthyr #merthyrlibraries #harrypotter #harrypotterbooknight #lovelibraries



16 · 12 comments

12 related

WellbeingMerthyr
4 February · 🌐

Our Witches are on their way to deliver the Harry Potter packs for tonight!!

#harrypotterbooknight #harrypotter #wellbeingmerthyr #lovelibraries #merthyrlibraries



47 · 5 comments

11 related

Zoom Meeting

A link to the Zoom Meeting was sent out to all registered participants in advance of the event. On the night, Professor AppleMac hosted the event. The hour was taken up with two readings from Harry Potter, with a quiz on the Harry Potter books in between the readings.



Results - Participants in Harry Potter Book Night

Year	2018	2019	2020	2021 Virtual Event
No. of Participants	33 Children 10 Adults	40 Children 15 Adults	39 Children	25 Children

Before the event 24 requests were made for the Harry Potter book series and a further 17 after the event for different titles in the series.

Feedback

All comments ▼



Write a comment...



Anita Benson

Fantastic night. Great interaction with the children. Real fun had by all. Thank you for all your efforts x



Like · Reply · 18 w



Nic Warren

It was brilliant, the quiz was fab and the children had so much fun! Lovely gifts in the bag too 😊 thank you to all involved! X



Like · Reply · 18 w



Top fan

Caterina Rogers

FABULOUS fair play my daughter really enjoyed the event



Like · Reply · 18 w



Gillian Rowles-Williams

Thank you for a great evening, my daughter throughly enjoyed herself 😊 The pack was filled with goodies and fab craft 😊



Like · Reply · 18 w



Allison Soroko

It was absolutely brilliant! My daughter loved it 🥰 thanks guys xx



Like · Reply · 18 w



Jessica Yorath

It was fantastic,y daughter loved all of it . She had great fun and can't wait till the next event with you all. The activities and goody bag were brilliant as well and my daughter couldn't wait to complete them



Like · Reply · 18 w



Zoë Sullivan

Brilliant my Son loved it, thank you all for a fab night and for the great goodie bag too. Xx 🎁📖



Like · Reply · 18 w



Donna Sims

Well done, hope you all had a fab night xx

Like · Reply · 18 w



Anna Louise Bowden

Brilliant night, our daughter loved the event!

Like · Reply · 18 w



Ruth McIntyre

We really enjoyed it! Thank you so much, such a wonderful event!xx

Like · Reply · 18 w



Top fan

Jayne Edwards

Amazing well done x

Like · Reply · 18 w



Chris Davies

Da iawn WellbeingMerthyr

👍👍👍

Like · Reply · See translation · 18 w



Lisa Dodd

Well done all 🍌🍌

Like · Reply · 18 w