



## SPONSORSHIP PROPOSAL

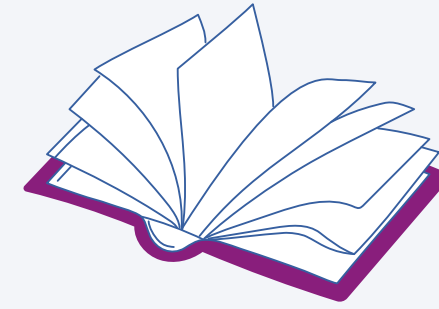
# TEA & TALES

Guille-Allès   
Public Library



# OVERVIEW

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The Library runs an extremely popular service called Tea & Tales, which sees staff visit local care homes to read stories aloud and encourage conversation about what they've read.

The service is already a lifeline for many older Islanders, but we need sponsorship to help us keep it going and to meet the growing demand.

## Key Benefits:

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1. Display your branding in a high-visibility area of the Library.
2. Enjoy extensive exposure in the local media and in all Library communications, including our email newsletter (11,000+ subscribers).

*£4,000/year*





# IMPACT

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At Tea & Tales, attendees listen to stories read by Library staff, then afterwards enjoy a cup of tea and a chat about what they heard. Developed with input from care home staff and partner organisations including Dementia Friendly Guernsey, the sessions are focused around specific themes – ‘schooldays’, ‘family history’, and so on – and concentrate on stories with a local connection. Staff bring the stories to life by passing around props and even dressing up. The stories, particularly the local elements, often trigger memories and spark interaction.

Tea & Tales keeps care home residents connected to the Library and engaged in reading, and helps to combat loneliness. It’s an opportunity to socialise, while at the same time maintaining cognitive health. Care home staff report that it engages even their residents who never participate in anything else, and in some cases rarely speak.

There are now monthly sessions in seven different care homes, reaching more than 100 older adults in total. The programme has recently been integrated into the Guernsey Literary Festival, and the librarian behind it has been shortlisted for a prestigious national award for her work.



# YOU CAN HELP

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We're looking for a sponsor to help us maintain and expand Tea & Tales, so that older Islanders can continue to enjoy this valuable service now and in the future.

Unfortunately, the constraints of our budget mean we're unable to allocate enough staff time to meet the growing demand. With your support, we can make more staff available, cover mileage costs, purchase new books, and ensure that everything else that makes Tea & Tales possible is taken care of.

In return, you'll have the opportunity to display your branding in a high-footfall area of the Library; receive recognition in all key comms including our email newsletter (11,000+ subscribers) and media release; and have the opportunity to host a corporate event in the iconic Library building. Further opportunities that align with your sponsorship priorities are available upon request.

*£4,000/year*





# ABOUT US

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The Guille-Allès Library has been at the heart of life in Guernsey for more than 140 years. Founded by lifelong friends Thomas Guille and Frederick Allès in 1882, their vision was for the Library to become a hub for culture, learning, and community – and today our goal remains the same.

Through our vast collection of books, films, music, digital resources and other media, as well as events and services for adults and children, we enrich lives and boost wellbeing across the community, with equality of access for all.



**Cornelia James**

Chief Librarian

[cjames@library.gg](mailto:cjames@library.gg)

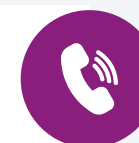


**Adam Bayfield**

Head of Marketing &  
Customer Services

[abayfield@library.gg](mailto:abayfield@library.gg)

**CONTACT US**



**01481 720392**

[ga@library.gg](mailto:ga@library.gg)