

If you don't have time to read another newsletter, here's a potted version in 76 words...

News that *Reading Partners* is starting to make a big difference – to libraries and to publishers. Library makeovers planned. What happens next – *Reading Partners* into year three. Lots of partnerships between libraries and publishers. Dozens of events. Several promotions. Book covers designed by reading groups. An inspirational book about how libraries and publishers can work together. A conference to do the same. A slot at the BA conference. Updates on the 4 databases. Who to contact.

If you are reading this on-screen click on the link below to go straight to the section that interests you:

What is Reading Partners?	1
Kicking in	1
Creating a 21 century Reading Service for Everyone	1
A Third Year	1
Partnering Libraries and Publishers....	1
Events 2006	2
Promos	2
Book Covers	3
Reading Partners – the Book	3
Reading Partners – the Conference ...	3
The BA conference.....	3
Databases	3
For those reading this newsletter for the first time... What is Reading Partners?	3
Contact details	4

WHAT IS READING PARTNERS?

If this is the first time you've seen this newsletter and you'd like a quick introduction to *Reading Partners*, please scroll to the bottom to find out more.

KICKING IN

Reading Partners will be two in April. The first year went well. But it's clear that the second year has seen another shift up in gear.

- Can we prove that?
- And if so, why is it happening?

This newsletter hopes to answer these questions and let you know what else is happening as the project moves towards it's third year.

CREATING A 21 CENTURY READING SERVICE FOR EVERYONE

The Reading Agency is a lead partner in a new campaign to transform the reading service libraries offer their communities. This will consist of the model hothouse transformation of three libraries, research, new communications strategy, new library champions, events to stimulate debate, procurement changes and new tools for libraries.

It is a dramatic plan to transform three of England's libraries this summer, creating a high profile, transformation showcase. This will compress and fast forward the best of the library world's work with reading, and create an inspiring, replicable template for other libraries across the country. The activity will act as a catalyst to drive change in the library world and the attendant media work will bring about change in consumer, media and government perceptions of libraries.

More info available at www.readingagency.org.uk

A THIRD YEAR

Reading Partners was set up to last two years, with a view to future years if it went well.

It has gone well.

Year three begins in April 2006.

More news on how this is being funded will follow in the next newsletter.

PARTNERING LIBRARIES AND PUBLISHERS

A major part of *Reading Partners* is to help make author events happen, bringing libraries and publishers together, spreading the number of contacts between each sector.

It can be hard for some libraries – and some publishers – to find the right partner for author events. It is safe to go with the library or publisher you know.

Reading Partners has tried to bring new libraries together with new publishers. Using the database of library venues and the rolling calendar, *Reading Partners* has helped form new relationships. Those relationships have gone on after the initial contact to create further events and partnerships in every part of the UK.

EVENTS 2006

There will be dozens of library events in 2006, many of them a result of *Reading Partners'* Publisher Projects. Each Reading Partner publisher gets four days of Tom Palmer's time to pilot a new way of working with libraries. Events are at the core of what publishers want to do. Here are ten examples.

ONE. Bloomsbury are running Readers' Days in Northern Ireland, Scotland and Wales. After the success of their three Readers' Days in 2005, they will bring authors - including Joanna Trollope - to libraries, also editors and jacket designers – keen to find out what readers want. One event will be aimed at male readers.

TWO. Random House will also be running three Readers' Days in Northern Ireland, the North West and the South West. The focus will be on crime in translation as well as tried and tested Readers' Day authors.

THREE. Headline are offering events to celebrate their 20th birthday. Authors Kate Adie, Andrea Levy, Katherine Alliot, Maggie O'Farrell and Martine Cole will go to libraries up and down the UK. Pitches need to be in to Tom Palmer by 10 Feb.

FOUR. Faber are backing their much admired *From One Reader to Another* promotion with a series of events about making poetry accessible to everyone with poet John Siddique.

js@johnsiddique.co.uk for info.

FIVE. Hachette are developing author tours of three parts of the UK, including Scotland. The authors will tour in threes, being based in the regions or home

nations they are touring. This tour will be used to launch the *Reading Partners* regional author database.

SIX. Borrowers Recommend will run from May 2006. Nine of the eighteen authors are available for events to promote the promotion and their new books.

SEVEN. Penguin's book of the month features six authors. Five of the authors will be doing events – one in each part of the UK.

EIGHT. HarperCollins are touring three crime writers (backed by a media campaign and specially designed posters and flyers) to Swansea, Southampton, Nuneaton, Nottingham, Hull and Tiverton.

NINE. Richard & Judy author, Richard Benson will be speaking about his book *The Farm* in York, Leeds, Derbyshire, Exeter and South Gloucestershire.

TEN. Nick Hornby and Will Self will be doing up to nine events in library venues. Venues to be announced in early February.

As with most *Reading Partners* projects, we try to spread authors to as many parts of the UK as possible. And to library authorities who have not benefited yet. So far, including the above, *Reading Partners* has supported about 50 events. At least three in each part of the UK, reaching 46 library authorities.

PROMOS

There are three *Reading Partners* promotions out this spring.

ONE. Borrowers Recommend. Year two of the promotion that recommends re-emerging authors identified by Public Lending Right figures. Eighteen authors from nine publishers. Literary. Romance. Memoir. Thrillers. Crime.

TWO. From One Reader to Another. Faber's selection of ten poetry books – backed by free posters and flyers – aimed at encouraging fiction and non-fiction readers to dip into poetry. Books chosen by 12 UK reading groups.

THREE. Penguin Readers Book of the Month. Six books, one a month from February. Free posters and flyers. Year

two of a promotion that reaches reading groups and browsers. Books chosen by 12 UK reading groups.

BOOK COVERS

The spread of events and consultation with reading groups to every part of the UK is one of the best things *Reading Partners* has done so far.

Time Warner were keen to build on their consulting of reading groups in 2005. So, in 2006, they will be working with six reading groups to design a book cover from scratch, taking a jacket designer and publicity worker to meet groups of readers. The spread around the UK is about as broad as it can get. The groups are in Bristol, Sunderland, Kent, Northern Ireland, Southend and the Shetland Islands.

READING PARTNERS – THE BOOK

The *Reading Partners* book – **More Readers Reading More** – will be out in May 2006. Drawing together all the lessons learned from *Reading Partners*, it will focus on events, reading groups and promotions. It includes tips from publishers and libraries about how best to work with each other. As well as contact details to ease communication from each sector to the other.

A website will be set up as a link from the book – directing libraries and publishers to constantly updated advice, detailed reports and contact details.

Each library authority will receive two free copies of the book. Each Reading Partners publicist and marketing worker a free copy too. Copies will be for sale as well.

READING PARTNERS – THE CONFERENCE

On **18 May 2006** all the key people involved in *Reading Partners* will meet to share ideas and thoughts for the future. Twenty-four library workers – the 12 regional reps and 12 skill sharers – will meet with the 9 senior publishers and 12 publisher skill sharers, which include people from sales, publicity and marketing departments.

Full details of the skill sharing projects were included in the last newsletter. A

comprehensive update will be included in the next.

THE BA CONFERENCE

Reading Partners will have a full plenary slot at the Booksellers' Association conference at Bournemouth in May. We will present what we have done so far and what our plans are – as well as launching the *Reading Partners* book.

DATABASES

There are four databases to help *Reading Partners* spread its aims.

ONE. A database of library venues for author events. New version available in April 2006.

TWO. A database of authors interested in doing events at libraries and where they live and how to contact them via their publisher. Due to launch on line in March 2006.

THREE. A rolling calendar of authors, posters, proofs and other things available for libraries. Available on www.readingagency.org.uk. New version in early February 2006.

FOUR. Database of festivals, major events, celebrations and readers days in libraries. For publishers to use to seek partners for projects. Available from May 2006.

FOR THOSE READING THIS NEWSLETTER FOR THE FIRST TIME... WHAT IS READING PARTNERS?

Reading Partners is a partnership consortium which aims to revolutionize the way public libraries and adult publishers work together. A two year pilot is being led by The Reading Agency and nine publishers: Bloomsbury, Faber, Hachette Livre, HarperCollins, Harlequin Mills & Boon, Pan Macmillan, Penguin, Random House and Time Warner. The Public Lending Right is another partner.

Reading Partners is setting out to build a new public/private sector interface to expand the market for reading, influenced by what readers say and with partnerships between publishers and libraries at its heart.

The consortium wants to create a buzz about books beyond the high street,

developing the audience for reading by cross-fertilising library and retail markets. Its aims are to change the working practices of publishers and libraries; to influence the way books are marketed; to create a more vibrant library experience for readers and to explore changes in publishing to draw new readers into the market.

The 2004-6 pilot is supported by a grant from the Museums, Libraries and Archives Council as part of government's modernising library strategy, Framework for the Future.

Previous newsletters and documents about *Reading Partners* are available at www.readingagency.org.uk under Projects, *Reading Partners*.

CONTACT DETAILS

For more information about *Reading Partners* please visit the *Reading Partners* project pages on www.readingagency.org.uk or contact tom.palmer@readingagency.org.uk

Each region of the UK has a *Reading Partners* contact. If you want to feed ideas into the project feel free to get in touch with the contact in your region:

- East Midlands, Lynn Hodgkins, lynn.hodgkins@derbyshire.gov.uk
- East of England, Sylvia Voaden, sylvia.voaden@cambridgeshire.gov.uk
- London, Rupert Colley, rupert.colley@enfield.gov.uk
- North East, Joanne Parkinson, joanne.parkinson@sunderland.gov.uk
- North West, Jane Mathieson, nwreader@libraries.manchester.gov.uk
- Scotland, Rhona Arthur, r.arthur@slainte.gov.uk
- South East, Ruth Buckingham, ruthw@semlac.org.uk
- South West, Carol Ackroyd, carol.ackroyd@devon.gov.uk
- Wales, Bethan Hughes, bethan.hughes@denbighshire.gov.uk
- West Midlands, Nicola Thomas, nicolathomas@solihull.gov.uk
- Yorkshire, Bernard Murphy, bernard.murphy@calderdale.gov.uk
- Anne McCart, Northern Ireland anne.mccart@NI-libraries.net

To sign up for (or to cancel) this newsletter please email resources@readingagency.org.uk.

The next e-newsletter is due in April 2006. Thank you for reading this one.