

The Reading Agency's mission is to inspire a reading nation by working with libraries and their partners. Our main areas of work (all with an emphasis on innovation) are policy, research, advocacy, and national library programmes and partnerships. We are an independent charity.

IN THIS ELETTER: if you are reading this on screen you can go straight to any section by clicking on its entry below:

1. National Library Partnerships.....	1
... with BBC Radio	1
... with BBC Learning	1
... with adult publishers	2
... with The Poetry Archive	2
... with World Book Day 2006.....	2
... with Richard & Judy/British Book Awards	2
... with The Orange Prize	2
... with reading promotions	2
2. National Library Programmes.....	2
... for adults and for children	2
... for Reading Groups.....	3
... for Orange Chatterbooks reading groups for children	3
3	
... for The Summer Reading Challenge for children.....	3
... for The Vital Link for adult learners	4
... for Fulfilling their Potential - Services For 11-19s	4
... for Their Reading Futures (TRF)	5
3. Public Library Partnerships With Schools.....	6
Enjoying Reading	6
Creative partnerships: Action research Projects	6
Booktrust's Teenage Book Prize In Libraries.....	6
4. Adults and children together	6
The Big Book Share.....	6
Got kids? Get reading!.....	6
5. Reading Agency & Partner Events In 2006	7
6. TRA Website	7
7. Reading Agency Staff.....	7
8. TRA Training.....	7
9. Reading promotions.....	7
National library partnerships – reading promotions for	
2006 will include:	8
10. and finally.....	8
11. Contact Details	8

1. NATIONAL LIBRARY PARTNERSHIPS...

... with BBC Radio

There have been some exciting developments in our partnership with BBC Radio 4 and BBC 7.

In September James Naughtie and Radio 4 Controller, Mark Damazer, joined us to launch the **Listening Post** pilot sponsored by Pure, which creates 32 digital radio listening posts in libraries – 17 in adult libraries, and 15 in children's libraries. These give readers the chance to listen to archived book related content from Radio 4 and BBC 7 programmes. Feedback has been very positive, with the listening posts being enjoyed as a reading group activity as well as by individual users.

And we're now about to experiment with the creation of **children's radio clubs** in the North East of England. Next year three library authorities – Newcastle, North Tyneside and Sunderland - will pilot library based radio clubs for 8-13 year olds. Children will learn how to use basic radio equipment to record simple interviews and sound postcards about their locality and their book and reading interests. We're really grateful to Arts Council England for their imaginative funding for this work.

... with BBC Learning

Over the last year we've been working closely with the main library bodies to develop a new **three-year strategic partnership** between public libraries and BBC Learning. After all the hard work and thinking, it was wonderful to see the partnership officially launched in July. David Lammy, Minister for Culture, and BBC Director General Mark Thompson spoke about the huge potential of the partnership to inspire millions of people to get involved with learning and culture.

The first campaign libraries and the BBC are working on together is RaW, the BBC's three year focus on **adult literacy**. We are coordinating the campaign in libraries, and in the run up to the October launch we worked with the BBC on workshops for senior library staff. These paved the way for library authorities to sign up to a formal commitment to working on the campaign, and it's been brilliant to see the sector's enthusiastic response. **100% of the UK's 211 library authorities are involved**, through 3800 libraries.

In the early awareness-raising phase of RaW libraries are experimenting with involving people through themed events, quizzes, online tasters and library outreach. Phase 2, RaW Passions, starts on 2 March 2006, World Book Day. This coincides with the launch of the new **Quick**

Reads titles for emergent readers. Ideas and guidance at www.vitallink.org.uk.

Planning has started for the next major campaign to involve libraries. This one's about the nature and improving the environment. It is called **Breathing Space**, and is linked to popular programming like Springwatch. It has great potential for libraries to raise their profile as community information hubs and there are lots of reading-related opportunities. More news soon.

... with adult publishers

Reading Partners is a two year pilot aiming to revolutionise the way adult publishers and libraries work together. The initiative goes from strength to strength with libraries reporting improvements in book supply following the adoption of a Code of Practice for Book Supply which was launched in September.

Author events have been happening in libraries from Shetland to the Isle of Wight, and networking between librarians and publishers has been strengthening through an important pilot Skills Sharing initiative. This brings together 12 pairs of library and publisher staff (we had a wonderful day, speed dating them!) to learn more about how each sector works. This initiative is funded by an Arts and Business New Partners grant, and there'll be a celebratory event on 21 February at which we'll be showcasing the work so far.

There's masses more to hear about, so do sign up for our Reading Partners newsletter at www.readingagency.org.uk

... with The Poetry Archive

The Poetry Archive, brainchild of Poet Laureate Andrew Motion and Richard Carrington, was launched on 30 November. www.poetryarchive.org features recordings from 100 poets reading their own work plus a whole range of background information and educational material, text and pictures. We have developed a **toolkit of ideas** for how libraries can make creative use of this fantastic new digital resource, follow the link from the Poetry Archive website or see www.readingagency.org.uk

... with World Book Day 2006

World Book Day 2006 takes place on Thursday 2 March. There are three elements this year:

- Spread the Word - a postcard book recommendation campaign with the message 'I think you would love to read
- Quick Reads - a promotion of short books by top authors aiming to reach 12 million adult emergent readers
- World Book Day Children's Campaign

We are co-ordinating the distribution of all World Book Day materials to UK public libraries. For more information about everything see www.worldbookday.com

... with Richard & Judy/British Book Awards

We've just had the borrowing figures for the books which featured on Channel 4's 'Richard & Judy' Bookclub in the first half of 2005. They show that public libraries generated massive interest in the books. Each of the ten featured books saw huge leaps in interest after they were discussed on 'Richard & Judy'. The increases were as much as 500% in some cases so we think that libraries will be keen to be part of the initiative again in 2006.

The 10 Book Club titles are announced on Richard and Judy in mid December and the coverage of the books starts mid-January.

See www.readingagency.org.uk for a report on the borrowing figures earlier this year. We're delighted to be working with the Public Lending Right on this partnership.

... with The Orange Prize

Libraries' work on The Orange Prize for Fiction always makes a big impression on commentators.

'The impact of most book prizes can seem a bit hit and miss – the Orange Prize is different because of libraries' involvement', Nicolette Jones, Journalist and Author

'People working in libraries seem to me to represent the frontline of readers in a way that bookshops do not; they understand readers' loves, hates, boredoms, passions and quirks in an exceptional way.' Kath Viner, The Guardian

Over the last six years, we have worked intensively with 100 library authorities, and this year we are able to widen this, and would like to involve as many libraries in as many authorities as possible. We're sending a sign up form to all the main reader development contacts in libraries. If you want more information contact penny.shapland@readingagency.org.uk

... with reading promotions

Our reader research shows that people want their library to connect them to the latest buzz around books. Which is why we're developing all the partnerships you've just read about. You'll find a list of all the forthcoming promotions at Section 9 the end of this newsletter [\[click here\]](#)

2. NATIONAL LIBRARY PROGRAMMES...

... for adults and for children

When libraries work together as a powerful national force, they can develop a consistent offer to the public and remove the post code lottery. The summer reading challenge is a good example of how this can work.

Much of our work focuses on developing national library programmes aimed at particular target audiences. They are designed to improve

the service available to local people by helping libraries achieve national economies of scale, learn from each other and market their services much more powerfully. Lots of these national programmes are part of the modernising library strategy, Framework for the Future.

... for Reading Groups

We're doing lots of work to develop and support libraries' network of reading groups.

East Midlands pilot

With nine East Midlands library authorities we are piloting an approach which would mean that all libraries could offer readers the same basic minimum service.

So far, an outline quality and improvement **framework** has been developed and will be the basis for consultation in the New Year. The group are also actively developing **support tools** to complement this framework.

And a bid has been submitted to the Arts Council to support **creative activity** in reading groups, involving writers and other creative artists. A **volunteering** strand is also being developed. A longer term ambition is to develop **impact measures** to show the value of the work libraries do with readers in groups.

The pilot is supported by contributions from all the authorities and from EEMLAC and will run until April 07.

Readers Groups database

Libraries support an extraordinary range of readers groups – we estimate there are 4500 across the UK. Up to now, there's been no way for the public to find out which is their nearest library linked group, so we're excited that many months of work on setting up a **national database** are now bearing fruit.

If you go to

<http://www.peoplesnetwork.gov.uk/read/findagroup.htm> you will find a database of reading groups in England which is searchable by postcode. There are currently 900 reading groups in over 100 English authorities listed and we think it will grow significantly next year as libraries have time to send details of other groups through. We hope to be able to add details of groups in Wales, Scotland and Northern Ireland soon, once discussions with the home nations are complete. We've worked on this important project with MLA and Learn Direct.

... for Orange Chatterbooks reading groups for children

Chatterbooks is an exciting programme providing reading groups for children aged 8-12 in public libraries. Launched in January 2001, Chatterbooks is reaching more and more libraries and children. 127 local authorities now

run 323 groups, involving **around 5000 children** at any one time.

The Chatterbooks **newsletter** shows the range of activity going on – dozens of creative ideas to inspire young people to read, and share their ideas and experiences.

We are working with Orange on some big developments:

- **Volunteering** with Orange employees supporting Chatterbooks groups in their local areas
- New **dual language** materials for Wales
- More **regional events** along the lines of the massive event at Newcastle focused on Philip Reeve's book *Mortal Engines*, which attracted 300 children and parents
- A new Chatterbooks **handbook** for library authorities, sharing all the best ideas
- More **training** to support new and existing group leaders

If you work in a library and want to start an Orange Chatterbooks group, do talk to one of our team:

Tricia.kings@readingagency.org.uk

Patricia.sharkey@readingagency.org.uk

... for The Summer Reading Challenge for children

2005 - The Reading Voyage

This year's challenge was the best ever, with 94% of UK authorities taking part, and the challenge **reaching over 700,000** children. We've now had most of the evaluation data, and will be circulating a report after Christmas

www.readingvoyage.org.uk The Reading Voyage **website** has been updated so that it can be used to support activities and sessions for children until the 2006 website is developed.

2006 Challenge – The Reading Mission

The 2006 Challenge will have a 'mission impossible' secret agent/adventure theme. As ever we are developing new ideas to keep the Challenge fresh and creative, and this year we'll be offering

- New ways of involving **younger and older** children
- New **collector folder** to support the secret agent/mystery adventure theme
- New **puzzles, games and incentives** to carry children through the challenge
- The chance to **engage families** to use the Challenge to share a family reading experience

Libraries will get order forms in the New Year.

We are working to establish a new book supply chain after the sad demise of BooksforLibraries,

and will be announcing the details shortly on this year's book collection order form.

For more details about this 2006 Challenge, contact lynne.taylor@readingagency.org.uk or anne.sarrag@readingagency.org.uk

Astrid Lindgren Award

It's fantastic that the Summer Reading Challenge has been nominated by the Children and Young Adults section of IFLA for this prestigious international award.

... for The Vital Link for adult learners

The Vital Link is a national programme helping library services and adult learning providers work together. Its focus is on helping adult learners with basic skills needs enjoy reading for pleasure. The programme offers an improvement framework for libraries, 'First Choice' book collections and promotional materials, and a toolkit to support libraries in developing this area of their work.

The Vital Link toolkit

This **online resource** is now available at www.vitalink.org.uk. It's designed to help library staff improve services to adult learners. There's guidance on improving accessibility, learner support, stock provision and reader development plus good practice case studies.

A **discussion board** is being added to the Vital Link website, so that library staff and Skills for Life practitioners can discuss literacy and learning issues and share good practice.

Reading for Pleasure campaign

In a real breakthrough for libraries, the DfES Skills for Life Strategy Unit has provided funding for the first phase of a **Reading for Pleasure campaign**. Kay Jackaman has been appointed as Campaign Manager with a brief to inspire and enable Skills for Life practitioners to integrate creative reading activities and library partnerships into their work.

New stock database

As part of the new campaign, there's a new **online stock database** www.firstchoicebooks.org.uk. You can search it by type of book - fiction, non-fiction, genre, title and author. Professionals can also search by readability level and see details of the stock selection criteria. We hope lots of people working in this area will submit comments, reviews and more recommended book titles.

Conference

We held the first national **Vital Link conference** in London in October. Attended by 160 delegates from libraries and literacy organizations, the day was buzzing with ideas. If

you missed it, there's a full report on the Vital Link website www.vitalink.org.uk

One of the main speakers was Sue Henderson, Head of the DfES Skills for Life Strategy Unit. Her presence signaled DfES's growing recognition of how libraries can help the government realize its adult literacy ambitions.

Research report

In the summer researchers Morris, Hargreaves McIntyre did a study on **the impact of libraries' work with emergent adult readers**. It showed strong links between people's enjoyment of reading and their increased confidence and motivation to continue learning and use the library. The report is at www.vitalink.org.uk

We're developing an **evaluation toolkit** based on the research methodology. It will help libraries show the impact of their work with adult learners.

We are also supporting an **action research project** led by Essex Libraries and Adult and Community Learning. This looks at how reading for pleasure activities supported by libraries can be integrated into curriculum delivery.

New brochure

If you're a library wanting to promote your service to the Skills for Life sector, a new **advocacy leaflet**, "*Libraries support skills for life through reading for pleasure*" will help. We've sent copies to all library services in England and a range of stakeholders. You can get more from resources@readingagency.org.uk

Training

As libraries gear up to support the major BBC Read and Write (RaW) campaign, we're offering **training** courses to help staff understand all the issues. **First Choice** and **Got Kids? Get Reading!** training use the stock collections of the same names, to show how targeted use of promotions and activities can help to develop library audiences. – see Training in Section 8 for details of February courses ([click here](#)) or www.readingagency.org.uk for more information.

... for Fulfilling their Potential - Services For 11-19s

We have been developing a strategy to **transform library services for 11-19 year olds** through the Fulfilling their Potential programme. In September 2005, the Society of Chief Librarians (SCL) and the Association of Senior Children's and Education Librarians (ASCEL) gave their seal of approval to an **Improvement Model**, which helps library managers identify their current level of provision and develop an action plan focused on improvements. You can download it at www.readingagency.org.uk.

Ciara Eastell, who is driving the work forward, is keen to hear from library services planning to use the Model (ciara.eastell@readingagency.org.uk). She's working on a set of **support tools**, including case studies, checklists, guidance and other tools, which will support library managers through the improvement process. These will be available during 2006 on the Their Reading Futures website www.readingfutures.org.uk

Youth Matters response

During October and early November, The Reading Agency worked with colleagues across the public library sector to shape a response to the Youth Green Paper, known as Youth Matters. As part of that work, we talked to over 80 young people in the North West and South West about their views of public libraries. In our joint response with SCL and ASCEL, we make a powerful case for libraries playing a key role in delivering a range of positive recreational and learning activities for young people within local communities. If you would like a copy of the response, which includes many inspiring stories from across the country of libraries' work with young people, please email ciara.eastell@readingagency.org.uk.

Excluded young people

Partners for Change, one of Fulfilling their Potential's exemplar projects, is starting to generate positive results in the South West. Dorset, Gloucestershire and Swindon Libraries are working out new ways of involving young people at risk in shaping library services, and giving them real decision making powers. We'll be running a **regional seminar** to showcase the early results in the South West next March. The work is funded by the Paul Hamlyn Foundation and runs until 2007,

CSV

We are working with Community Service Volunteers (CSV) on project bids to **involve young people as volunteers** in library services. We've established three regional groupings:

- North West: Manchester, Halton and Oldham
- South East: West Sussex and Kent
- London: Enfield, Havering and Greenwich

We're drawing up a model bid which can be customized to reflect local priorities. If you're interested in developing a similar proposal for your region, do contact

Ciara.eastell@readingagency.org.uk

... for Their Reading Futures (TRF)

TRF is the major on-line workforce development resource to support libraries' work with children. It gives libraries training, planning and support materials for the whole range of their work with children, young people and families.

Mapping use

During the summer we did a mapping exercise which showed that library services are using Their Reading Futures as a key resource for staff training. We are still waiting for responses from a few authorities, so if you haven't yet sent your mapping information to tricia.kings@readingagency.org.uk, please do so, so we can build up the complete national picture.

Yorkshire MLA pilot

We've been running a pilot with Doncaster and Barnsley, supported by YMLAC, using TRF to help drive improvement in services for children, young people and families. 170 staff received TRF training in the basic five hour module. There'll be a report in January.

The pilot will provide valuable evidence about the benefits of introducing TRF across two whole authorities, and will mean we can finalise and publish an **on-line manual** for using TRF in the workplace.

TRF and Every Child Matters

We are in the process of re-shaping TRF to make the links with **Every Child Matters** more explicit. This will show TRF as the central resource for supporting the continuum of services for children, young people and families.

In the spring there will be new support tools to support big national programmes including Fulfilling their Potential, and the Summer Reading Challenge.

In the meantime, check out the training resources and the learning packages on the site: www.theirreadingfutures.org.uk/

Planning and evaluating

The TRF website includes brilliant support tools for planning and evaluating work with children. There's now a new **training course** scheduled for February onwards, which shows how to use different evaluation tools together in a simple way to provide evidence for local advocacy. It sounds complicated, but our new training course makes it easy (or so the participants from the November course said!).

So, don't let yourself get overwhelmed by the challenges around planning and evaluating to meet local priorities – we can help! See Section 8 Training ([click here](#)) or the www.readingagency.org.uk to sign up for this training.

To access TRF resources, go to www.theirreadingfutures.org.uk and for advice or more details contact tricia.kings@readingagency.org.uk

3. PUBLIC LIBRARY PARTNERSHIPS WITH SCHOOLS

Enjoying Reading

The Enjoying Reading pack which we launched last January has been downloaded thousands of times from the TRA website!

It remains the best summary of policy and research evidence to support work with children and the importance of public library work with schools.

The four 'unique selling points' of public libraries in relation to children's reading continue to be a useful shorthand way of promoting libraries work:

- More choice = wider reading**
- More enjoyment = better skills**
- Joining = belonging and sharing**
- Creative spaces = creative experiences**

New Enjoying Reading course

There's a new **training course** to support staff wanting to build partnerships between schools and public libraries. There will be a **February course in London** -see Training, section 8 below [\(click here\)](#)

More work with the DfES

We're carrying on meeting with DfES to discuss the opportunities for public libraries to work with schools to support and develop children's reading. We have submitted an outline proposal for a **major campaign** to encourage educators to see the potential of public and schools library services. More news in the New Year!

Creative partnerships: Action research Projects

Four Creative Partnerships action research projects are running in Birmingham, Bristol, South Tyneside and Stockton.

The projects are exploring how working with libraries and reading can help schools deliver the curriculum more creatively, and how reading for pleasure can be promoted to and with young people.

The **Bristol** project is finding ways children and teachers can use library resources in creative learning. The Central Library art collection is being used as a stimulus to develop art studios run by children, for children.

Working with schools in France and using the library as a springboard, the **South Tyneside** project is developing a secret garden shared by four schools.

In **Stockton** teenagers from the Extended School are working with architects to design their own library space.

The **Birmingham** project is about the health and information needs of young people.

For more information on libraries' role in Creative Partnerships, contact ruth.harrison@readingagency.org.uk or ciara.eastell@readingagency.org.uk

Booktrust's Teenage Book Prize In Libraries

The winner of the Booktrust Teenage Prize was announced on the 3 November - **Century** by **Sarah Singleton**. Over 60 library services promoted the Prize in 2005 with many schools also taking part.

We will be working with Booktrust to see how we can develop the Prize for 2006.

Ruth.Harrison@readingagency.org.uk

4. ADULTS AND CHILDREN TOGETHER

The Big Book Share

Big Book Share Phase 2 Conference

The Big Book Share encourages family reading in prisons. Phase 2 of the work came to an end with the first Big Book Share conference held on November 3rd and HMP Nottingham. 80 people came, either from partnerships which had taken part in Phase 2, or from others hoping to start up similar projects.

Presentations from Neil Moore (National Offender Management Service), Gib Barron (DfES Offenders Learning and Skills unit) and Clive Hopwood (Writers in Prison network) were followed by short inspiring presentations from each of the prison-library partnerships involved in Phase 2 of the project. Everyone left refreshed and energised!

The **full report** on Phase 2 is available on the TRA website : www.readingagency.org.uk

Phase 3

Thanks to further funding from the Paul Hamlyn Foundation, the Big Book Share will continue into Phase 3. We will be working with **HMP Nottingham** (and Nottingham Libraries) and **HMP Blundeston** (and Suffolk libraries) to focus strategies to help the inside/outside links for prisoners and their families. This work will help develop longer term strategies to support prisoners on their release, and help them to access libraries more easily.

We are planning to develop an 'associate' programme in phase 3, with updates to a range of associate projects in prisons throughout the country. If you would like to join this network, please email Tricia.kings@readingagency.org.uk

Got kids? Get reading!

Our *Got kids? Get reading!* promotion encourages family reading, targeting children under 7 and adults with basic skills needs.

We've published a report on the DfES funded project which ran in 9 centres last spring - see www.vitalink.org.uk. This shows how providing a collection of suitably targeted books can be a powerful catalyst for involving parents who have never felt able to share books with their children or wanted to develop their own skills.

TRA continues to promote the collection and the support materials (available via resources@readingagency.org.uk). At the same time we are discussing with DfES how the project can be followed up more widely across the country.

There's now a training course for people wanting to start a GKGR project – the next one runs in February in York - see Training in section 8 below ([click here](#))

For more details on GKGR please contact pearl.valentine@readingagency.org.uk

5. READING AGENCY & PARTNER EVENTS IN 2006

Here are just some of the events that will be happening next year – for your new diaries!

January 2006

Publication of TRA 2006 Partnerships calendar
Launch of children's radio clubs pilot, with BBC

March 2006

Partners for Change South West project regional seminar
3 x Regional Reading for Pleasure campaign events

May 2006

Booksellers Association conference – Reading Partners event
Fulfilling their Potential conference

June 2006

TRA Seminar on future reading service

July 2006

Launch of Summer Reading Challenge

September 2006

TRA promotions and training brochure published
Launch of new BOOX

6. TRA WEBSITE

Keep up to date with news about TRA at our re-designed website www.readingagency.org.uk

7. READING AGENCY STAFF

Since publishing our last newsletter we've had several staff changes:

Anne Sarrag, who has master-minded the Summer Reading Challenge for the past 7 years,

becomes Strategic Director for the Challenge, combining this role with other creative children's development work for TRA.

Lynne Taylor is now employed as Project Manager for the Summer Reading Challenge. Previously Lynne worked in a freelance capacity supporting the Challenge.

Patricia Sharkey joins us as a Project Manager for Orange Chatterbooks, working alongside Tricia Kings and Liz Dubber. She comes from the north-east, where she established Orange Chatterbooks in her previous library authority.

Kay Jackaman is our new Campaign manager for the Vital Link 'Reading for Pleasure' campaign. This campaign tries to persuade Skills for Life practitioners to integrate reading for pleasure into their curriculum work with adult learners. Kay's background in Skills for Life work makes her perfect for this role.

8. TRA TRAINING

We run training to help staff deliver some of libraries' major national programmes. Here are details of our February 2006 courses.

Family reading: Get going with Got Kids Get Reading. February 7th in York

First Choice : getting learners into reading. 9th February in Birmingham

The Reader Development Year: making sense of the range of adult reader promotions. 13th February in London.

Planning and evaluating work with children: a simple way to plan and measure results for local advocacy, using Their Reading Futures as a basis. 21st February in York

Fulfilling their potential through reading: libraries engaging with young people. 23rd February in Birmingham, and 28th February in Manchester

Enjoying Reading: making reading links with schools, 24th February in London

To book a place on any of these courses, contact training@readingagency.org.uk

To discuss your individual training needs and how we may be able to help, contact liz.dubber@readingagency.org.uk

9. READING PROMOTIONS

MORE ON OUR READING PROMOTIONS – DON'T MISS THE ORDER DEADLINE OF 27 JANUARY 2006!

Our reading promotions provide libraries and their partners with high quality, value for money, flexible tools to help develop their work with readers: stunning display materials, comprehensive resource packs and dedicated booklists.

- for adults

- **Made in Britain** (African, Caribbean & Asian writers) + **Laughter Lines** (humour). Both with a range of materials + booklists and free ideas packs.

- for young people:

- **Manga Mania:** Japanese based illustrated books - the big new reading cult. Materials for displays + brand new booklists and free ideas pack
- **Out of this world** (SF and fantasy) combines the thrills and mystery of fantasy with mind-expanding science fiction – materials, booklist and ideas pack
- **Teen poster set** to enhance and signpost your library's space for young people

Available for immediate despatch

- Got Kids? Get reading! Powerful family reading promotion for work in libraries and Children's Centres, with materials from banners to personal reading diaries and a specially researched book list

And to make things easier for libraries, we can accept payment before or after 1st April.

National library partnerships – reading promotions for 2006 will include:

- Richard & Judy Book of the Year, runs **January to March 2006**
- Orange Prize for Fiction 2006: project runs March to June. Sign up deadline 16 December.. Free longlist and shortlist point of sale.
- British Book Awards 2006: runs from March. Order deadline January tbc for delivery in February.
- Borrowers Recommend: Promotional materials designed to get library staff talking to people about their reading – bookmarks, shelf labels, badges and notepads, and Reading Partners promotion 2006: order form available before Christmas -order deadline 28th February for promotion start 1st May 2006.
- From One Reader to Another: Faber Reading Partners poetry promotion, runs from May 2006. February deadline for delivery in April. Free point of sale.
- Richard and Judy Summer Reads 2006: runs from June. Order deadline May for delivery in June.

10. AND FINALLY...

We spend a lot of time thinking about reading and libraries in the context of new ideas and approaches. Some of the things we've been reading are:

- John Carey: What Good Are the Arts

- John Gribbin on Complexity Theory
- The Wisdom of Crowds, James Surowieki
- 21st century arts organizations, the Henley Centre for the Arts Council
- Michael Willmott, William Nelson: Complicated Lives
- National Literacy Trust's Reading Connects magazine

11. CONTACT DETAILS

penny.shapland@readingagency.org.uk

The Reading Agency, PO Box 96, St Albans, Herts AL1 3WP

Tel: 0871 750 1200

Fax: 0871 750 1201