

The Reading Agency is a development agency for public libraries' work with readers. Our 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, partnerships and national library programmes. We are an independent charity.

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1. LOVE LIBRARIES



The **Love Libraries** campaign was launched in March by the Minister for Culture, David Lammy, and partners from the publishing

and library world.

Love Libraries explores a new vision of a 21st century reading service and kicks off with the dramatic transformation of three libraries in twelve weeks into models of a future library service with reading at its heart.

Three libraries, **Newquay** in Cornwall, **Northfleet** in Kent and **Richmond** in London, have been selected for the transformation showcase. You can follow their progress at www.lovelibraries.co.uk as they work on visibly transforming the image of the library buildings and reviewing opening hours and book stocks. Local people are being involved in the planning, and the libraries are developing activities and services for readers which draw on the best of reader development practice. The results will be unveiled in the first week of July, modeling libraries' emerging role as a vibrant, inspiring community resource for readers, on and off line.

In July there will be a simple on-line guide for consumers, telling them what the best libraries offer. In September a new set of resources for libraries passes on the models and lessons learnt. There are support materials on sale through the TRA website.

New Library Champions

Love Libraries is building a growing band of vocal champions and celebrities including Phillip Pullman, JK Rowling, Irvine Welsh, and Salman Rushdie. Take a look at the website to see what they say.

Top Ten Libraries And Young Librarians

Linked to **Love Libraries** the Society of Chief Librarians has launched a search for England's Top Ten Libraries & 10 Young Librarians for the Future. **Library services interested in entering have until 5.00pm on Wednesday 31 May.**

It's easy to enter – take a look at the what's new section on the SCL website for full details www.goscl.com. Libraries need to send an email to Alison Bramley, SCL Administrator, at Alison.bramley@virgin.net explaining in 500 words why their library is paving the way for a 21st century reading service. User comments should be included.

Winners will get a visit to their library from one of the new Love Library Champions and the Love Libraries PR team will be working to get national and regional media exposure.

10 Young Librarians of the Future

The 10 people (under 30!) chosen as the 10 Young Librarians of the Future will be profiled on the Love Libraries website and the top ten information will be released to the national media.

Love Libraries has been created by The Future Libraries Partnership, a unique alliance of the public and private sectors including the Department for Culture, Media and Sport, the Society of Chief Librarians, the Museums, Libraries and Archives Council, nine British publishers and The Reading Agency.

2. NATIONAL PARTNERSHIP DEVELOPMENTS

Reading Partners – publishers partnerships

Reading Partners is the name of the pioneering consortium bringing publishers and libraries closer together to create a more vibrant reading scene in libraries. The Reading Agency leads the work, and recently there have been some exciting developments:

A new book:

We have just published **More Readers Reading More**, a book passing on the experience of two years of the consortium's experimental work.

The 'how-to' handbook shows how libraries' talent for working with readers can be paired with publishers' expertise to stimulate reading. It has lots of practical advice on staging author events, running Readers' Days and Nights, working with readers groups and ways to get the most reluctant of readers interested in books.

Research with readers done by Reading Partners weaves through the book, together with fun snapshots like the library reading group top ten books, the top ten reasons people work for publishers and libraries, and library bug bears with publishers (and vice versa!).

Libraries and publishers have huge networks, and it's hard for staff to know who to talk to. So the book has directories of contacts, plus advice on how each side can approach the other about possible research and events.

More Readers Reading More is written by Tom Palmer with help of publishing and library staff involved in the scheme. You can order it (£9.99, 0954396499) through the Resources section of the TRA website.

Skills Share programme

Lots of the ideas and approaches covered in the book come from an innovative skills sharing programme to help people working in both sectors learn from each other. This has been funded by Arts & Business, the agency linking the business world to the creative arts.

At an energetic seminar, hosted at Penguin, 12 librarians were speed-dated with 12 publishers to deliver a dozen experiments into ways libraries and publishers can co-operate for the good of readers. Wiltshire Libraries, for example, worked with Harper Collins on new ways of displaying book stock and North West libraries worked with Pan Macmillan to attract men into reading and libraries through sport. You can read the case studies on our website.

Bookseller Association Conference

This year's Bookseller's Association conference featured libraries in a new way. There was a special library delegation for the first time and a plenary session, looking at Love Libraries and new research.

The Bookseller Magazine and Nielsen BookData sponsored a delightful high level networking lunch, bringing together librarians and senior industry figures.

Partnership with BBC Learning

BBC RaW

The RaW adult literacy campaign is the first campaign covered by the strategic partnership between BBC Learning and public libraries agreed just over a year ago.

Library involvement in Phase 1 of RaW (Oct 05 – Feb 06) has been impressive. Returns from 78% of library authorities by the end of February gave a figure of 3657 events across 1211 different library locations which reached over 170,000 people (this included publicity and outreach initiatives as well as quizzes, reading events, online taster sessions, library tours and class visits). RaW is a very different kind of campaign, with a limited on-screen presence and a hard to reach target audience, and it's interesting to see how it is proving a significant catalyst for libraries' work with emergent readers and for partnerships with adult learning.

'Having a BBC-backed literacy campaign has made it much easier to talk to other agencies about the collections of books we have in libraries. It is immediately seen as a credible and quality campaign.' - Fife

'Without the RaW campaign we certainly wouldn't have had this level of interest.' - Buckinghamshire

More information at

www.literacytrust.org.uk/vitalink/RaW.html

World Book Day 2006

The launch of the 12 **Quick Read** books for emergent readers as part of World Book Day 2006 has boosted library activity for RaW. 3400 libraries participated in Quick Reads, ordering over 4000 sets of the books. Early reports show that the books by top names like Joanna

Trollope, Ruth Rendell, Richard Branson and Conn Iggulden are issuing well and being used to kickstart reading group activity. Another 12 titles have now been launched to coincide with Adult Learners' Week in May.

The children's campaign and Spread the Word also featured strongly in libraries. 3500 libraries used Spread the Word postcards and our ideas bank included hundreds of events for these two aspects of World Book Day.

BBC Learning and Breathing Places

The next major BBC Learning campaign to involve libraries will be led by a series which already attracts millions of viewers. Breathing Places, which aims to get 1 million people involved in nature and improving their local environment over the next three years, will launch in late May with the return of the popular Springwatch series with Bill Oddie. From 12 June viewers will be signposted to libraries in order to pick up an information booklet – a first opportunity for major on-screen crediting likely to get a huge response.

Briefing sessions for senior library managers led by the BBC are being held in all English regions, Scotland, Wales and Northern Ireland in May and June and major library activity will start in October to coincide with Autumnwatch. Library involvement in Breathing Places will include a specially themed Summer Reading Challenge for 2007.

BBC Radio

Arts Council England and BBC Radio 4 / BBC7 have confirmed their support for Phase 2 of the Libraries Radio Partnership. A new project coordinator will be appointed in September to take forward work on the Listening Posts and other key developments.

The Children's Radio Clubs project in the North East of England has got off to an excellent start. Clubs are up and running in Newcastle, Sunderland and North Tyneside.

Rommi Smith, the project coordinator: "A new generation of radio makers and readers will be in the driving seat, creating radio programmes and features about books, authors and festivals in the area, about the themes that reflect their interests and concerns."

Borrowers Recommend 2006

The Borrowers Recommend reading promotion, featuring 18 writers that library readers have borrowed, read and loved, was launched on 2 May. Go to www.borrowersrecommend.co.uk to find out more, place a review and see what events are taking place.

Richard & Judy Summer Reads 2006

Richard & Judy Summer 2006 Reads runs from 5 July through to 9 August and readers will be

able to vote for their favourite summer read from the six selected titles. The display materials will reach libraries w/c 19 June.

The Orange Prize

1,800 libraries across the UK are running Orange Prize promotions from the announcement of the longlist in March to the end of June. This means a tremendous boost in exposure for the 20 longlisted authors and the 3 authors shortlisted for the Orange Award for New Writers. Librarians will nominate staff to become one of 10 library champions at the end of June – with prizes for the 10 best. Readers are submitting 'is it a winner cards?' for a prize draw with 3 winners.

The shortlist was announced on 25th April (see www.readingagency.org.uk) And the winner will be announced on 6 June. The announcement is being webcast live.

3. NATIONAL LIBRARY PROGRAMMES UPDATE

Orange Chatterbooks

Arts and Business Award

At a glittering Barbican event in April we were very excited to win the 2006 Arts and Business Award for Sustainability for our partnership with Orange. It was awarded for libraries' work with the Orange Prize and Orange Chatterbooks children's reading groups. The award celebrates excellence in a partnership between an arts organisation and a business organisation, and it's a great honour to win.

Chatterbooks reading groups now run in 320 UK libraries, reaching around 5000 children. Lesley Henry, Head of TV, Film and Literature Partnerships at Orange said, "The partnership between Orange and The Reading Agency has led the way in demonstrating the potential of major library partnerships with the business sector. Orange Chatterbooks has grown to become a flagship national programme and a model of good practice - most importantly, it has been a source of inspiration to thousands of children across the UK".

The Chatterbooks network and events

Orange Chatterbooks groups are places where children love to chat about their reading. The regular newsletter gives loads of ideas that groups have sent in about how they run Chatterbooks in their library. Libraries wanting to join the Chatterbooks network start by coming to a training day and are supplied with 30 free Chatterbooks packs to start off groups.

The next Chatterbooks training event is on Wednesday 5th July in York. For more details and to book a place contact training@readingagency.org.uk

There are several big, creative Chatterbooks events this spring:

- *The Iron Man in another place* day on Crosby beach, Lancashire (May 6th)
- Bath fringe festival event (June 1st)
- *Roman Mysteries* day in Reading (June 2nd)

The Crosby and Reading events are for members of existing Chatterbooks groups and their families. The Bath bash is an open event to launch the development of Chatterbooks groups in Bath.

Queen's 80th birthday

Orange Chatterbooks are joining in the nation's celebrations to wish the Queen a very happy 80th birthday. Jacqueline Wilson will represent Chatterbooks groups at the Queen's children's party on 25th June and will be sending the Queen a copy of the Orange Chatterbooks Book of Books, compiled with group book recommendations for the Queen.

For more information talk to the team:

Tricia.kings@readingagency.org.uk

Patricia.sharkey@readingagency.org.uk

Reading Groups

East Midlands Pilot

All nine authorities in the East Midlands region have now signed up to the Regional Reading Group offer ensuring that at least baseline reading group provision is available across the region.

The ACE lottery bid for a creative programme to underpin the operational elements of the pilot has been successful. Work is underway to deliver a range of creative reading group activities including a writer's mentoring scheme and story-telling commission.

Ideas for volunteer / reading group champion training are also being developed as a key strand of the project.

Contact priscilla.baily@mlaeastmidlands.org.uk

Readers Groups database

Libraries have a new national database of readers groups, which is growing apace www.peoplesnetwork.gov.uk/read/findagroup.html

643 people entered their postcode to the *Find a reading group* search in March. 412 of them had a successful search. We will be circulating the postcodes to library authorities for those where no readers group came up in a 25 mile radius of their postcode, hoping that you will send us information about your groups – or letting you know that there is potential demand from readers.

The Summer Reading Challenge™ for children

2006 Challenge – The Reading Mission

The 2006 Summer Reading Challenge™ encourages children to embark on a top secret Reading Mission at their local library.

The Reading Mission will challenge children to read six or more books during their holidays, and become special Reading Agents. The incentives – free from local libraries – are an exciting range of materials, events and activities, with a linked website, using reading to ignite children's imagination and creativity - keeping track of their reading, writing reviews and obtaining Mission Accomplished medals and certificates.

Children who sign up for the challenge will be issued with a Reading Mission pack. Designed to look like a metallic special agent attaché case, the pack opens up to reveal its top secret content and explain how their mission works.

STORMBREAKER tie-in

In an exciting new book/film venture libraries will be able to tap into secret agent fever around the release of STORMBREAKER the movie on July 21st. Credit card style STORMBREAKER / Alex Rider Reading Agent Cards will draw older children into The Reading Mission, and there will be Alex Rider events, with inspirational reader development activities for aspiring agents.

www.alexrider.com/agent

The Reading Mission website

The Alex Rider series, featuring the teenage MI6 hero, is written by Anthony Horowitz, whose secret 'habitat' is featured in The Reading Mission website, to be launched summer 2006. Here, children can also explore the interactive panoramic worlds of Martin Waddell, Michael Morpurgo and other top authors including Children's Laureate Jacqueline Wilson. Through a link with the Stories from the Web children's website, they will be able to send in book reviews and see what other children are reading. A range of special Reading Agent activities completes the Reading Mission website offer - a libraries' website that shows how books and ICT can work together to inspire children's reading and creativity.

www.readingmission.org.uk live from 12 June.

The Summer Reading Challenge™ overseas

The Summer Reading Challenge™ has now been rolled out in 42 British Council offices in 26 countries around the world. The Reading Mission will be used to support children's literacy development and create further understanding about the UK through reading.

The Family Reading Mission

Children's learning improves if they get support at home. A family approach to The Reading Mission will encourage all family members to read during the summer, and parents/carers to take special interest in their children's achievement. A Reading Mission leaflet for parents and carers will provide ideas and encouragement for ways to help children through the challenge. Fridge magnets will remind families to take their children to the

library, and many libraries will offer linked family reading events. Also in this eletter see [Families and the Summer Reading Challenge](#)

SRC and Library Impact Measures

MLA have published their recommendations on which impact measures and targets they would like to see included in CPA. This includes a target for 10% of the target population of 4–12 year olds to participate in the Summer Reading Challenge.

For more information on the Summer Reading Challenge contact

Lynne.taylor@readingagency.org.uk

The Vital Link

The Vital Link is our national library programme aiming to inspire adult learners with basic skill needs to enjoy reading for pleasure. There is a special focus on helping library services and Skills for Life practitioners work together.

The Vital Link **Reading for Pleasure Campaign** circulated Skills for Life practitioners in November/December and asked them about their links with libraries:

- two thirds said they have 'links' with libraries
- 43% arrange visits to the library for their learners
- 34% borrow resources and use the library as a learning venue
- Most see reading for pleasure and library links as a way of:
 - raising learner self esteem
 - broadening reading experience;
 - helping with language development
- Most want to integrate literacy and oral communication skills to help their learners more.

The campaign has been working to promote reading for pleasure and the use of libraries by skills for life tutors, including:

- The production of learning materials to support the Quick Reads titles published on World Book Day and Adult learners Week – these resources are proving very popular with Skills for Life tutors, who now have a range of creative ideas for how to use the books in a class context to encourage reading for pleasure. Find them online at www.vitallink.org.uk
- Events to consult with Skills for Life sector, libraries and other key stakeholders such as LSC and Learn Direct. A stakeholder day was held in London in January, and regional events were held in March in Birmingham and Taunton. Further events are taking place on June 13th (London) and June 20th (York). The events endorse the approach of the Reading for Pleasure campaign and encourage closer contact between libraries and skills for life practitioners, to show the power of libraries to support their learners.

The Vital Link online toolkit is available on the Vital Link website at www.vitallink.org.uk

We are delighted that the DfES Skills for Life Strategy Unit has now agreed funding for a second phase of the **Reading for Pleasure campaign** taking us up to the end of June 2006. The main focus is to support and promote the Quick Reads (including the 12 new titles to be published in May), developing the linked learning resources and the First Choice database, and to continue to campaign for stronger links between the Skills for Life sector and libraries.

In case you've not found it yet, the First Choice stock database can be found at www.firstchoicebooks.org.uk

Book Development:

If you work in libraries and have any book titles that have been through the Vital Link stock selection criteria you can either submit them online (www.firstchoicebooks.org.uk) or send a hard copy to: Ruth Harrison. The Reading Agency, 57 Effingham Road, Lee Green, London SE12 8NT. New additions are always welcome.

New Dad's Promotion:

The Vital Link is currently developing a reading promotion aimed at fathers/male carers with low level literacy who have children aged 0–10 years. The promotion will be available to order from August for despatch in September 2006 (in time for Family Learning Week, the BBC RaW focus on families and the launch of the national Family Reading Campaign). We are interested in hearing from people who would like to do any book development work and/or who have examples of good practice of work with fathers/male carers. Please contact ruth.harrison@readingagency.org.uk for further information.

Vital Link evaluation toolkit

Following on from the research by Morris, Hargreaves McIntyre on the impact of libraries' work with emergent adult readers, we have developed an **evaluation toolkit** based on the research methodology, for libraries to use to show the value and impact of their work with adult learners.

The toolkit is being currently being piloted – please contact Pearl Valentine (Pearl.valentine@readingagency.org.uk) if you would like to know more about how you might use it.

Further research is also in progress in Essex, where a practitioner-led project coordinated by Essex Adult & Community Learning and Essex Libraries is looking at how skills for life practitioners can integrate reading for pleasure activities supported by libraries into curriculum delivery.

Fulfilling Their Potential - the new library strategy for work with 11-19 year olds.

An **Improvement Model** for Fulfilling their Potential has been agreed and endorsed by the sector, and we are developing pilots to help move the work forward.

North-West Regional pilot

The North West has become the first region to work together on Fulfilling their Potential. Throughout this year, representatives from 21 authorities will receive training and support to develop the involvement of young people in shaping library services. As well as the library services themselves, the project also involves MLA North West, the National Youth Agency, the NW Regional Youth Work Unit and has the support of ASCEL and SCL in the region.

For more information, contact
brenda.read.brown@readingagency.org.uk

Support

A set of online support tools is currently being developed and will be made available at www.theirreadingfutures.org.uk

Excluded young people: Partners for Change regional seminar

Library staff from across the South West came together in March to learn more about this project. Partners for Change aims to improve opportunities for young people at risk of exclusion to help shape library services in Dorset, Gloucestershire and Swindon. There will be further regional and national seminars in 2007.

For further information please contact
Ciara.eastell@readingagency.org.uk

CSV

TRA is currently working with Community Service Volunteers (CSV) to develop project bids to the regional Young People's Lottery to **involve young people as volunteers** within library services.

We have had the go-ahead from lottery boards in the North West and London to develop second stage bids.

Consultation with young people is an important part of this process, and an external facilitator will be helping the libraries involved to gather views about their needs and hopes.

More information from:
Ciara.eastell@readingagency.org.uk

BOOX – relaunched Spring 2007

BOOX, a reading promotion aimed at 13–16 year olds, will be available from Spring 2007. The BOOX package will be: leaflets (produced three times a year); interactive website; display materials; booklists and resource packs.

For further information contact
ruth.harrison@readingagency.org.uk

Booktrust Teenage Prize 2006

TRA is working with Booktrust again this year to promote the Teenage Prize 2006. Libraries, schools and youth clubs can sign-up to be part of the Prize project (running from September – November 2006). There will be free display materials; a Prize Briefing Pack to support work on the Project and opportunities (and incentives) to get teenage reading groups involved.

For further information contact
ruth.harrison@readingagency.org.uk

TRF – change for children (previously known as Their Reading Futures)

TRF is an on-line resource which helps build libraries' capacity to deliver change for children and young people – in line with the government's Every Child Matters and Youth Matters.

We are currently revising the website to reflect this and to provide yet more support materials for work with different audiences – and to support the key national programmes such as the Summer Reading Challenge™ and Fulfilling their Potential. A new module will cover how to involve young people.

Mapping use of TRF

A mapping exercise last year has produced some great headlines about the impact of the TRF:

96 library authorities replied to the survey, giving details of how they are using TRF. The range of approaches include:

- Using TRF Learning Package 1 in induction and refresher training
- Using TRF within a mentoring structure
- Selecting from different TRF website sections to construct local training courses and training programmes for work with young people e.g. customer care; building confidence in advocacy
- Using TRF resources to support the development of services for young people – e.g. TRF Planning and Evaluation .
"We see TRF as an important training tool in developing our workforce and have already used it with all front-line staff and Sure Start colleagues to prepare them for the forthcoming extension of the Bookstart programme and in planning for early years provision generally" Redcar & Cleveland
- Using TRF resources to support and build skills for the delivery of services and activities for young people – e.g. Summer Reading Challenge; Reading Groups
- Including TRF as part of a rolling programme for all staff
- Incorporating TRF Core Skills in staff job descriptions

- Combining TRF training with Branching Out 'Frontline' training
"We are starting the Frontline online reader development training programme in September. We will use the [TRF] building reader development skills sections as support" Greenwich

Yorkshire MLA pilot

The pilot in Yorkshire has now finished and we are in the process of digesting the results and writing up the report. 150 staff received TRF training in the basic 5 hour module, and evaluation included a survey and qualitative interviews with staff.

We will be producing a model for how TRF can be introduced on a large scale across a critical mass of staff in any authority, to effect real change in how libraries support children and young people.

Key findings from the Yorkshire pilot include:

- The benefit of two neighbouring authorities working together – which kept the work moving along and helped project managers talk to each other about progress and encourage each other through the pilot.
- The value of involving a critical mass of staff, so that the training became a topic of discussion in every branch and everyone was talking about how they could improve the experience of children visiting their library.
- The improvements in customer service that resulted, because staff felt confident enough to talk more to children about their reading and know that it is a valuable part of the day job.
- The contribution that improved customer service can make to local authority improvement.

Once the report is published, we will be talking with partners in SCL, ASCEL and in other regions and in individual authorities about how TRF can be taken forward to help library staff in their work with children, young people and families.

For more information about TRF contact Tricia.kings@readingagency.org.uk

4. PUBLIC LIBRARY PARTNERSHIPS WITH SCHOOLS

Enjoying Reading

The four 'unique selling points' of libraries which we identified in the Enjoying Reading publication, continue to be a useful short hand way of promoting libraries work with children and young people:

- More choice = wider reading**
- More enjoyment = better skills**
- Joining = belonging and sharing**

- Creative spaces = creative experiences**

More work with the DfES

We are in discussions with the DfES about the opportunities for public libraries to work with schools to support and develop children's reading. We're working to link this to the Extended Schools agenda, believing that there is a need for guidance for schools to link them to the partnership opportunities with public and schools library services. We're also working with QCA to develop plans to support their Reading Differences programme which seeks to extend children's reading experience of world literature.

For more information contact

Liz.dubber@readingagency.org.uk

Creative Partnerships: Action Research Projects

TRA has been supporting projects in four areas to encourage libraries and Creative Partnerships to work together to deliver improved and innovative services for children and schools. The projects – in Birmingham, Bristol, South Tyneside and Stockton – began in September last year and are now approaching completion.

A project day in February brought staff from the schemes together to share progress. This showcased an inspiring and diverse range of projects, which are enabling library staff to work with schools and children in new ways – tailoring provision which starts with the interests of the children and then links to resources which complement those interests rather than a generic 'offer' which schools can take or leave. The results will include a 'Secret Garden' in South Tyneside - enjoyed by 4 schools brought together on one campus in an Extended Schools set-up - and a 'Visual Art Trail' within Bristol Central Library. This trail has been commissioned from a group of primary aged artists called 'Room 13' using the library's extensive but underused collection of art books as the stimulus. There was huge enthusiasm expressed at the day and a feeling that partnerships can be an inspirational way of exploring new ways of working.

For more information about Creative Partnerships projects contact:

Ciara.eastell@readingagency.org.uk

Ruth.harrison@readingagency.org.uk

5. ADULTS AND CHILDREN TOGETHER

The Big Book Share

The Big Book Share is our programme focusing on family reading in prisons. Phase 3 is now under way thanks to further funding from the Paul Hamlyn Foundation. We are working to:

- Build on prison service/public library service partnerships so that:
 - every prison offers The Big Book Share or a similar project;

- o programmes about children's and family reading are an opportunity for all prisoners, and an important part of prisoners' family life.
2. To build closer links between families of prisoners and the public library service.

The BBS partnership includes the CILIP Public Libraries Group, ASCEL, the DFES Offenders Learning and Skills Unit, the National Offender Management Service (NOMS), and the Writers in Prison Network and current activity includes:

- Piloting a range of activities, at HMPs Blundeston and Nottingham, to encourage the use of public libraries by prisoners' families and by prisoners on their release.
- Developing local and national communication strategies to strengthen links between prisoners and their families, and the public library service.
- Developing a training programme which will be available nationally for public library service and prison service staff to build skills in running BBS and similar projects.

The programme is led by Tricia Kings who would like to hear from anyone operating similar library-prison partnership schemes
Tricia.kings@readingagency.org.uk

Got Kids Get Reading

Got Kids Get Reading is a promotion to encourage family reading in families where there are children under 7 and adults who have basic skills needs.

Over the autumn and winter key staff from 25 different authorities attended our Got Kids? Get Reading training courses and were able to take back the messages with a view to setting up linked activity with children's centres back on their own patches.

We are currently talking with a number of agencies about developing the work further to help libraries to attract more parents in to using the library with their children.

The Got kids? Get Reading! promotion is available for immediate despatch and provides core materials for developing a partnership programme with a local children's centre to encourage library use by parents with literacy needs. To download an order form go to the resources section of www.readingagency.org.uk

Families and the Summer Reading Challenge

We're in the process of finalizing a study of how libraries are using the Summer Reading Challenge to engage with target families, to promote reading by parents and children together. Quite a few library services are planning to use the SRC to link up to families, to encourage more reading by parents and their children both separately and together. We'll be working closely with a small number of authorities to see how their different plans work and what makes for success in engaging

families. We plan to share the results of this study in the autumn.

Our contact for this work is

Patricia.sharkey@readingagency.org.uk

6. TRA & PARTNER EVENTS IN 2006

Tuesday 30 May

Manga Invasion: Japanese Comics & UK Publishing organised by the Society of Young Publishers. 7pm, Japanese Embassy. Talk and Q&A by: Paul Gravett, Ruth Harrison (The Reading Agency), Dennis McGuirk (Tokyopop), Gillie Russell (HarperCollins) and Simon Spanton (Gollancz). Attendance by requested invitation only. To receive an email invitation contact press@thesyp.org.uk

Tuesday 13 June

Reading for Pleasure partnership event for London region, focusing on how the new Quick Reads and Learning resources can help promote partnership work between libraries and skills for life practitioners

Details from the TRA website:
www.readingagency.org.uk

Tuesday 20 June

Reading for Pleasure training day for libraries and Skills for Life practitioners, for the Yorkshire region.

Details from the TRA website:
www.readingagency.org.uk

Mon 3-Fri 7 July

Love Libraries library makeovers unveiling. Contact:

catherine.howard@readingagency.org.uk

September 06

TRA promotions and training brochure 06/07 published. To join our mailing list email your full contact details to:
resources@readingagency.org.uk

7. ARTISTS' INSIGHTS

The International Centre for Cultural and Heritage Studies at Newcastle University has been commissioned by Arts Council England in association with MLA and The Reading Agency, to work on a new initiative **Artists' Insights**.

Are you from a library authority which is able to assist with this initiative?

Artists' Insights is a study of the practices, the learning outcomes and impacts, of writers and visual artists working with young people in museums, galleries, libraries and archives. It will break new ground in addressing the importance of artists' education and creative work across this range of cultural organisations. Data will be gathered through a literature review, survey and case studies; the research findings will be published in 2007 and will provide an evidence

base from which to develop further work in this area.

One of the key aims of the project is to survey current activity in this field – an online questionnaire will be sent to museums, galleries, libraries and archives in each region. Newcastle University will select organisations to participate. If you are willing to take part and meet the criteria below please get in touch by 1 June 2006 with Bernadette Buckley on bernadette.buckley@ncl.ac.uk; tel 0191 222 3940.

- Experience of organising projects involving writers and/or visual artists working with young people (0-18 years) either in schools/colleges or community/youth settings or in the library.
- Focus less on working with artists who are purely involved with skills and technique and more on creative practice and contemporary approaches to art and learning. Visual arts include photography, new media, craft, live art, moving image, painting, sculpture and public art. Literature includes poetry and fiction with a focus on exploration of these genres through writing and performance, including story-telling and live literature.

8. TRA WEBSITE

Keep up to date with news about TRA and learn more about all the topics covered above at www.readingagency.org.uk

9. TRA TRAINING

Get going with Got Kids Get Reading: engaging parents with low literacy in Manchester on Tuesday 26 September and London on Friday 3 November.

First Choice : getting learners into reading in Manchester on Tuesday 10 October and York on Thursday 9 November.

The Reader Development Year: making sense of the range of adult reader promotions in York on Thursday 12 October and Birmingham on Tuesday 7 November.

Planning and evaluating work with children: simple help with planning and measuring results for local advocacy, using TRF support tools. In Birmingham on Wednesday 18 October and London on Friday 17 November.

Enjoying Reading: making reading links with schools in Manchester on Thursday 5 October and Birmingham : Wednesday 15 November.

To book a place on any of these courses, go to our website and follow the links to the Autumn courses booking form. To discuss any of these courses, or other aspects of your individual training needs and how we may be able to help, contact liz.dubber@readingagency.org.uk

10. READING PROMOTIONS

There is a wide range of promotional materials available for immediate dispatch for adults, young people and families. Go to the resources section of our website for more information on:

- Made in Britain (African, Caribbean & Asian writers)
- Laughter Lines (humour)
- First Choice
- Borrowers Recommend
- Manga Mania 06
- Out of this World
- Teen poster set to enhance and signpost your library's space for young people
- Various Toolkits
- Poem posters
- Got Kids Get reading

11. DEVELOPMENTS AT TRA

We are growing and changing fast. Most of us still work virtually, but we've just got a new London office base, and two new members of staff based there:

Kathleen Keaney, PA/Secretary, and Jenny Warner, Business support and training manager.

Both Kathleen and Jenny can be contacted on 0207 278 8922.

The new office address is:

The Reading Agency
5th Floor, 2 Tavistock Place
London WC1H 9RA

We look forward to welcoming you to our new office.

12. AND TO END

Love Libraries is building a fantastic bank of quotes about why people love libraries. This is what Frank Delaney says:

"There are some places that you love with your heart, and there are some places that you love with your mind - the places that you love with both are called 'libraries'."

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