

The Reading Agency is the development agency for public libraries' work with readers. Our mission is to inspire a reading nation by working with readers, writers, libraries and their partners. We are a charity and came into being in 2002, created by merging three smaller agencies. Our main areas of work - all with an emphasis on innovation - are policy, research, advocacy, partnerships and national library programmes.

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1. READING INSPIRED PARTNERSHIPS

Since The Reading Agency started two years ago we have increasingly acted as the interface agency for partners wanting to connect with libraries' reading work. There are some exciting recent developments:

BBC Learning

Libraries have worked with the BBC productively for years. But the Big Read saw a step change because it involved the whole library network and wove together broadcasting and community based reading activities right across the UK.

The Reading Agency led the library sector's involvement. Building on what we learnt, we are now leading negotiations for a major three year partnership with BBC Learning, working with the Museums, Libraries and Archives Council (MLA) and the Society of Chief Librarians.

The partnership will make the public library network a strategic partner in every big BBC Learning campaign – whether that's parenting, literacy or music. We are working through a partnership agreement at the moment and hope to announce full details early in the new year.

BBC Radio

We have established an initiative to build a partnership between public libraries, BBC Radio 4 and Children's Radio. Putting our two public sector networks together has huge potential to create excitement about reading, and a potent mix of broadcast and grassroots reading opportunities.

There will be a year's experimental pilot, autumn 2004-05. With funding from MLA and Arts Council England we have created the new part time post of BBC Radio Libraries Partnership Coordinator. We have appointed Harriet Williams who will be combining her library work with her role as Assistant to the Controller of Radio 4 at Broadcasting House.

Ideas being developed include:

- Listening posts in libraries, connecting readers to reading based radio material.
- Getting a strong flow of grassroots library users contributing to radio programmes.
- Linking Radio 7's children's programming to libraries' summer reading challenge.

You can contact Harriet at
harriet.williams@readingagency.org.uk

Watershed Women's Fiction

The BBC Radio partnership will also link libraries to big projects - a good current example is Woman's Hour's Women's Watershed Fiction. Library users are involved in the search for the

books that have most influenced today's women. The top 10 and winner will be announced on 8 December 2004 at an outside broadcast from Norfolk and Norwich Millennium Library.

Adult Publishers – Reading Partners

"We've spent too long consigning libraries to the past, when suddenly it's becoming clear that they have a big part to play in our future. Across our industry a spirit of partnership is opening up new possibilities for books."

Anthony Forbes-Watson, Chief Executive of Penguin Group

Reading Partners is a new partnership consortium which aims to revolutionise the way public libraries and adult publishers work together. We are working with seven publishers on a two year pilot - Bloomsbury, Faber, Harper Collins, Harlequin Mills & Boon, Penguin, Random House and Time Warner. The Public Lending Right is also a partner in the initiative.

Reading Partners is building 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 develop the audience for reading by cross-fertilising library and retail markets. It aims 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 workplan for the 2004-06 pilot includes:

- Building new communications paths by creating a partnership coordinator post, a national steering group and a network of 12 UK library representatives.
- Improving information flow from publishers direct to libraries.
- Linking publishers directly to readers through a dedicated network of 48 library linked readers' groups.
- Creating the first national database of library linked readers groups.
- Linking bookshop and library promotion to Public Lending Right data.
- Building libraries into publishers' marketing plans to generate more marketing resources.
- Creating an accredited national author touring network.
- Integrating libraries in big media and booktrade initiatives.

We are particularly excited about plans we're developing for a promotion inspired by library users' borrowing habits. We're working with the Public Lending Right, and will be running an experimental promotion in February 2005,

highlighting writers discovered by grassroots readers in libraries.

"Publishers and retailers should get thinking about libraries' potential to expand the market and should, like me, pledge to become better informed, more energetic and committed to our interaction with it. This seeming 'Cinderella' sector of the industry could prove to be the belle of the ball."

Amanda Ridout, Managing Director of Harper Collins
General

If you'd like to know more, talk to Tom Palmer – tom.palmer@readingagency.org.uk

Partnerships Review

Partnerships are crucial to the future of the library service. They bring new audiences, profile, advocates and skills and can create national economies of scale. For readers they bring a buzz and relevance to libraries' work that they hugely appreciate. Through our reading based partnerships we're aiming to change the library landscape radically and give libraries a massive profile boost. We are working with partners as diverse as the Open University, Orange, Arts & Business, the National Youth Agency, National Literacy Trust, BBC and C4.

Recently there has been a fast and furious development of nationally coordinated partnerships. We have been doing a partnerships review, the main recommendations of which have been endorsed by the Advisory Council for Libraries.

This means we will be leading the sector's main reading based partnerships and developing a 3 year partnership programme, structured as a menu of options in a calendar of opportunities with an annual seminar to encourage debate and share progress. Through the programme libraries will develop a stronger position on agreed negotiating terms. There will be a structure that makes sure partners get a quality deal and allows library services to commit to different levels of involvement to get the most local benefit.

Other Media Partnerships

In the last 18 months there's been an explosion of media interest in harnessing people's passion for books – *Big Read*, *Richard and Judy* and just in the last few weeks *Daily Mail* and *Blue Peter* book clubs. We have been working hard and fast to ride this rollercoaster to get the best for libraries and their readers.

2650 libraries across the UK promoted *Richard and Judy's Summer Reads* and many used the promotion as the basis of their own broader summer reads campaign for adults.

The *Daily Mail Book Club* has been taken up by 1533 libraries and in return has facilitated author events and given libraries excellent editorial

coverage about services for visually impaired and housebound people.

We are working to connect libraries to the BBC's new daytime books programme, *Page Turners*, which goes on air next spring. The eight books to be featured will be announced in February, giving readers the chance to read them in advance of the series.

2. DEMOS REPORT ON CREATIVE READING

Earlier this year we commissioned Demos to write a report on creativity, libraries and young people. We wanted to focus attention on the role of libraries as creative institutions and on reading as a creative activity.

The report is called **Creative Reading**. The report's author, John Holden, says:

"Public libraries already play a vital role in nurturing reading, but they are the forgotten players in the creativity debate and their potential is vastly underrated. The power of libraries should be harnessed... to release young people's creativity.

Given the number and variety of creative activities going on in libraries, they should be seen as one of the primary means by which the government can fulfill the cultural pledge given in the white paper *The Next Ten Years, Culture and Creativity*."

Holden argues that libraries can help the next generation develop the higher-order skills of creative reading needed to get the most out of cultural and social life and meet the challenges of the 21st-century job market.

You can download a PDF of the report from our website at www.readingagency.org.uk/html/download_details2.cfm?e=43&ID=213

3. FRAMEWORK FOR THE FUTURE DEVELOPMENT PLANS

Since 2003/4 lots of our work has been linked to the government's modernising public library strategy, Framework for the Future (F4F). This has been commissioned by the Museums, Libraries and Archives Council (MLA) who are developing the action plan to make the government's vision a reality.

During the first year of the action plan we and others have been working on plans for 'national programmes, locally delivered' which could be the basis for a radical transformation of the library service. MLA and the teams handling this 'national offer' work in the first year of the F4F action plan have identified five key audiences in the area of reading and learning.

The decision about which national programmes is being made through an analysis of the policy

background, user research and an identification of what libraries can offer certain groups, like children out of school hours, that no-one else can.

The sector is currently discussing plans for development programmes which would create equal access to some "national offers". These would clarify what specific target groups can expect from their local library service, underpin much clearer communication to policy makers and users, and enable libraries to raise standards by creating economies of scale.

You might like to see our development plans for key target groups and services – young people, adult learners, and readers groups. The work has been underpinned by consultation with users, visioning, policy audits, research and mapping.

- Young people: Fulfilling Their Potential: www.readingagency.org.uk/html/download_details.cfm?e=41
- Readers groups: national development programme for libraries work: www.readingagency.org.uk/html/whatwedo03.cfm?loc=projectS&projectID=43
- Adult basic skills learners: www.readingagency.org.uk/html/whatwedo03.cfm?loc=projectS&projectID=40

4. CHILDREN AND YOUNG PEOPLE

The Summer Reading Challenge

For the last six years we have run an annual Summer Reading Challenge in public libraries. This is now the nation's biggest children's reading promotion, involving around 620,000 children and creating 35,000 new library members a year.

This year's Summer Reading Challenge was the Reading Rollercoaster. For the first time it was supported by funding from the Department for Education and Skills (DfES), which meant we could offer library authorities the chance to experiment with a new invitation to help them reach out to school children during the summer term.

The highest number ever of UK library authorities took part – 91%. We are working on the evaluation at the moment, and a report will be available in January 2005.

The theme for next year's Challenge will be the sea and water, offering wonderfully creative possibilities for everything from pirates to deep sea creatures. This has been planned to coincide with Sea Britain, and we hope will open up lots of partnerships with the museums sector.

The Challenge goes international

For the first time, the British Council offered local children learning English through their library centres overseas the chance to take part in the challenge. It's been exciting to see this

year's pilot activity happening in Chennai, Kolkata, Delhi, Sri Lanka, Malaysia and in Africa.

New research

This January we published new research into the impact of the Summer Reading Challenge on children, using MLA's Inspiring Learning Framework. The full report *Inspiring Children: The Impact of the Summer Reading Challenge* can be downloaded at

www.readingagency.org.uk/html/research_downloads.cfm

A shorter version with key findings is at

http://www.readingagency.org.uk/html/research_downloads_detail.cfm?e=23

Some of the key findings were:

The Challenge broadens reading horizons and encourages enjoyment of reading;

- 95% of the children wanted to read lots more books;
- 92% of the books were new to Challenge children;
- 66% said they read more books than if they hadn't done the SRC;

The Challenge stimulates creativity and gets children talking and writing about books:

- 68% like to write or draw or play games about a book with friends;
- 65% will tell their friends to read a book they have enjoyed;
- 7/8 of the children wanted to write stories having visited the website.

What the parents say:

"My eldest child has severe dyslexia and the challenge kept him motivated to try and read over the summer holidays" Mum with children aged 6 and 9

"We are very pleased with the way that their reading came on over the holidays. It helped Oliver a great deal - he went up a stage when he went back to school. Jamie is more able to recognise words straight off. Ryan was helped with his counting, colours and shapes. But they also enjoyed having stories read to them. All in all a great success. Thank you." Mum of 6, 5 & 3 year olds.

The Reading Rollercoaster website:

www.readingrollercoaster.org.uk

To tie in with the Reading Rollercoaster challenge, an accompanying website gave children the opportunity take the reading rollercoaster quizzes, log the authors they were reading for the challenge in the *Challenge Top 40*, send messages to the site, explore author habitats – the unique approach to introducing children to a writer / illustrator's creative process - and to send reviews about the authors' books via links to the *Stories from the Web* website.

About 350 messages a day were sent to the site and displayed in a running strip on the home page..

"In my library I just started on 2nd of July and I was the first one to do it there. Your challenge is great!" Asha

The site can be used throughout the forthcoming year as it's being updated to remove references to the 2004 challenge. It's a great site to use as a default page in libraries and as a reader development activity, and can be used in a group or individually.

The link with the Stories from the Web site will remain in place so children can to send reviews linked to authors featured in the 10 author habitats and go on to explore the rest of the SFW site.

Further information from :

Anne.sarrag@readingagency.org.uk

Lynne.taylor@readingagency.org.uk

Library Services For 11-19 Year Olds

For Framework for the Future we have been leading the development of a new strategy for libraries' work with 11-19 year olds, called *Fulfilling Their Potential*. This has come at a particularly important time, positioning libraries well in the context of the government's Youth Green paper and the DfES's 5 year strategy.

The team leading the work did a thorough policy and needs analysis, consulting with young people. The final report outlines five key things the library should be able to offer young people:

- The library as *the space* in the community for young people.
- Inspiring, relevant reading including creative reading activities.
- The chance to get involved and shape the library service.
- The library as the place to participate in the wider community and in democracy.
- The library as the independent place for information and study support.

Like some other F4F work, the report suggests a methodology for how libraries might collectively agree on a definition of the minimum level of service. This would set an exciting agenda for improvement and be responsive to local needs.

You can find the report at

www.readingagency.org.uk/html/download_details.cfm?e=41

Socially Excluded Young People

In the summer we ran a conference with the National Youth Agency, looking at the power of youth work/library partnerships to reach socially excluded young people with inspiring reading and learning programmes. It was one of those conferences with a real buzz. Pam Parish of Shropshire Libraries said:

"An excellent, inspirational day. Am starting on a new project in the autumn, managing the refurbishment of 5 teenage sections in larger libraries, making long-overdue links with Connexions, and hopefully involving young people from a Speak Out Group (Young People's Parliament) and local secondary school in designing and writing text for a new library leaflet about services to young people. All as a result of this conference!"

You can find a full report of the conference at www.readingagency.org.uk/html/download_details.cfm?e=40

Some of you will be involved in the government's *Positive Activities for Young People* programme which aims to involve young people at risk in positive activities in the breaks from school. We are working to get libraries and reading featuring more strongly in the scheme – you'll find useful briefing material on our website, including a report of a recent seminar which explored models of good practice.

Booktrust's Teenage Book Prize In Libraries

We have been working with Booktrust to increase libraries' involvement with their Teenage Book Prize. The winner for 2004 is:

Looking for JJ, Anne Cassidy (Scholastic).

The rest of the shortlist were: *Deep Secret*, Berlie Doherty (Puffin); *The Dark Beneath*, Alan Gibbons (Orion); *Rani and Sukh*, Bali Rai (Corgi); *Boy kills Man*, Matt Whyman (Hodder); *Fat Boy Swim*, Catherine Forde (Egmont); *The Opposite of Chocolate*, Julie Bertagna (Macmillan) and *Unique*, Alison Aleen-Gray (OUP).

Over 600 public and school libraries will be using the 2004 display materials. We will be working with BookTrust in 2005 to develop a Teenage Book Prize package for libraries.

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

5. PUBLIC LIBRARY PARTNERSHIPS WITH SCHOOLS

Through their work with young readers public libraries have an important role to play in raising standards in schools and encouraging creativity. Recent funding from DfES recognizes the value of this work in encouraging children to read for pleasure. With it we are producing a kit called *Enjoying Reading*, which will help public libraries build stronger partnerships with schools, working with schools library services.

A free copy of *Enjoying Reading* will be sent to every Chief Librarian later this autumn, and you'll be able to download it, and an advocacy PowerPoint, from our website.

Stephen Twigg MP, Minister for Schools, will help us celebrate and launch the kit at the British

Library in early January 2005. At the same event, we will be circulating a report on *Developing Reading Communities*, the partnership project we have been running with ContinYou which explores different models of school and library partnerships to inspire children's reading. This has been funded by the Paul Hamlyn Foundation.

6. CREATIVE PARTNERSHIPS

We are working with the Creative Partnerships scheme to build a stronger strand for libraries and creative reading featuring in this important initiative.

Creative Partnerships is a programme funded by the DfES and DCMS and managed by Arts Council England. Currently working in 36 areas in England, Creative Partnerships (www.creative-partnerships.com) gives school children the chance to develop their potential, their ambition, their creativity and imagination through partnerships with creative and cultural organisations, businesses and individuals.

Our work to date has included advocacy; running a symposium; mapping library/creative reading activity; setting up a working group to advise on briefings for each sector, training development and identifying demonstrator models.

If you are working in a Creative Partnership area, please get in touch and tell us about your experience and plans. Talk to ruth.harrison@readingagency.org.uk

The symposium report and mapping findings can be downloaded from www.readingagency.org.uk

7. CHATTERBOOKS READING GROUP NETWORK

With support from Orange, we run the Chatterbooks national network of reading groups in libraries for 4-12 year olds. 3000 children are involved in about 260 groups, running in 100 local authorities.

The scheme has recently attracted investment from the DfES which has allowed it to expand. We're delighted to welcome new English authorities: Bolton, Bromley, Derby, Enfield, Newcastle-upon-Tyne, Newham, North East Lincolnshire, Nottingham, Peterborough, Redbridge, Rochdale, Salford, South Gloucestershire, Suffolk, Walsall and Waltham Forest.

The scheme is also being rolled out to Northern Ireland.

One of the strengths of the network is that libraries can share good ideas. Two snapshots - Croydon:

The children played Pictionary (based on book titles) in teams and the session ended with a

game of pass the parcel. There were book titles in each layer and the children were then given the corresponding book to take home and review.

North Yorkshire:

Hot on the heels of the Oscars, Stokesley Library presented 'The Chatties!' The children first nominated and then voted in ten categories including 'best baddie', 'best character' and 'funniest book' and we produced a display of the winners.

Library authorities wanting to join Chatterbooks can come to 2005 training sessions in London and York. Please contact

tricia.kings@readingagency.org.uk or
lynne.taylor@readingagency.org.uk

8. NEW READING PROMOTIONS RESOURCES AVAILABLE

Our new reading promotions brochure is now available. It features:

Materials for adults working to improve basic literacy skills:

A new family reading promotion *Got kids? Get reading!* aimed at parents/carers with low reading ages who have children aged 0-7. A great tool for family learning programmes.

First Choice is the leading reading promotion for libraries and basic skills providers' work with adult learners. For 2004, there are new promotional materials and a new booklist which brings together the best of the previous collections and new titles - the Essential First Choice collection.

Materials to promote reading to young people:

BOOX is the best-selling reading promotion for young people (13-16), used in libraries, schools and youth centres across the UK. It promotes reading for pleasure and inspires young people to discuss and debate the books, graphic novels and magazines they feel passionate about. *BOOX* celebrates its 10th birthday in style with a new design and a new format. The 16-page magazine is packed full of reading recommendations and features written by young people.

A new *Manga Mania* promotion for young people (13-16) highlights the new trend in young people's reading - banners, posters, headers and collectable stickers supported by a 150+ booklist and resource pack on all things manga.

txt helps libraries reach out to socially excluded young people and develop library/youth service partnerships. It taps into the interests of 13-16 year olds, and promotes what the library has to offer. Promotional items include giveaway wallets and business cards, collectable postcards and a stunning poster set. It is

supported by a 200+ booklist for young people with a low reading age (6-12 years).

If you are not already on our mailing list and would like to receive a copy of our reading promotions brochure please email:

alison.shakspeare@readingagency.org.uk You can also find full details and a downloadable order form on our website www.readingagency.org.uk/

9. WORLD BOOK DAY 2005 AND 2006

Next year's World Book Day is on March 3. It offers libraries the chance to play a leading role in a powerful new book recommendation campaign, largely aimed at adults. The main vehicle for the campaign will be a series of postcards – suitable for adults and children, which will be printed in millions and circulated via numerous outlets including libraries. All this will be backed by a huge media campaign.

The World Book Day 2004 online festival material will be re-purposed, so that libraries can use its rich resources to support their work on and around the day.

World Book Day in 2006 will see the launch of a major new industry-wide initiative to promote books and reading to adults with limited literacy skills.

The initiative is being spearheaded by Gail Rebeck, CEO of Random House. At its heart is a series of specially written books for new and reluctant adult readers by high-profile authors, published by a range of major publishers. The initiative is drawing on guidance from the *Vital Link*, the libraries and adult literacy programme we run with the National Literacy Trust and National Reading Campaign.

"The ability to read is a basic right of every citizen, and the drive for literacy in schools must be carried out in partnership with the drive for literacy in adults. 2006 will see the campaigning role of World Book Day taking centre stage, bringing books for emergent readers into the mainstream of our industry."

Gail Rebeck.

10. THEIR READING FUTURES

Their Reading Futures is our workforce development programme for libraries' work with young readers.

We are developing a series of training packages to help develop staff skills. Each one will be made up of resources available on the TRF website, presented as an **on-line learning pathway**, linked to practical learning tasks and with facilities for recording progress, and for self-evaluation.

The packages are designed to be used through any internet connection, with support through local training and mentoring – and advice on

how to do this provided in a **TRF Training Manual**. The packages will include case studies and material developed by the authorities that are making great use of TRF.

Packages on the way are:

- **Frontline staff:** Induction. Ready in December
- **Frontline staff:** Developmental: Making the Library Welcoming. For January
- **TRF and School libraries:** For January
- **Managers:** Basic Level. For January
- **Managers:** Advanced Level. For February

For authorities unable to attend the regional TRF training in Spring 2004, there will be a special TRF Training Day at CILIP on Friday 11 February. For more details please contact info@readingagency.org.uk

We are also planning a joint project with the Yorkshire agency for museums, libraries and archives to use the new packages with two authorities in the region. The idea is to develop use of the training materials, and more guidance on how they can develop staff skills across a whole authority. More news as the project gets underway!

11. THE BIG BOOK SHARE

During the past year seven prison/public library partnerships have been developing different models of the Big Book Share project, helping parents in prison support their children's reading (...and grandparents, brothers, sisters, godparents!)

This work has been funded by the Paul Hamlyn Foundation. A report will be available at the end of the year, describing its impact, and looking ahead to future developments.

There will be two **Big Book Share Conferences** in March 2005 at HMP Nottingham and HMP Wandsworth, to share the learning from these projects and discuss new ways of developing the work.

The BBS partnerships are:

- Buckinghamshire Libraries & HMYOI Aylesbury
- Derbyshire Libraries & HMP Foston Hall
- Essex Libraries & HMYOI Bullwood Hall
- Hounslow Libraries & HMYOI Feltham
- Kingston-upon-Hull Libraries & HMP Hull
- Nottingham City Libraries & HMP Nottingham
- Suffolk Libraries & HMP Blundeston
- Western Education and Libraries Board, NI & HMP Magilligan

Contact: tricia.kings@readingagency.org.uk

12. VITAL LINK

As part of its work for Framework for the Future, the Vital Link programme has embarked upon a series of partnership development events with the regional agencies for Museums, Libraries and Archives. These are bringing together library staff responsible for reader development and lifelong learning with basic skills coordinators and tutors to explore shared agendas and ways of integrating creative reading activities into adult literacy learning. It is also inviting library authorities to sign up to the Vital Link approach to supporting adult learners through libraries and to gather evidence of the impact of their role. In addition to the *First Choice* and *Got kids? Get reading!* promotions listed above, the Vital Link has developed a great reader development pack for work with adult learners and an advocacy PowerPoint for putting the message across to the basic skills sector. Both are downloadable from www.vitalink.org.uk

13. NEW READING AGENCY STAFF

The Reading Agency is a new organisation, growing and changing rapidly. We are delighted to welcome Liz Dubber, who has joined us from Gloucestershire Library Service to become our new Head of Programme Support. Christine Cherry also started work as secretary and PA this month.

14. READING AGENCY & PARTNER EVENTS IN 2005

December 2004: librarian seminar to develop The Poetry Archive.

January/February: launch of public library partnership with BBC Learning.

5 January: launch of public library and school partnership resources.

January: library involvement with new phase of C4's Richard and Judy book club.

February/March: launch of new youth work/library forum, in partnership with the National Youth Agency.

February/March: Orange Prize launch seminars in Glasgow, York/Leeds and London.

March: Big Book Share conferences on family reading programmes in prisons in partnership with HMPs Nottingham and Wandsworth.

April: seminar with National Literacy Trust about building better partnerships between the formal and informal education sectors.

June/July: launch of new sea-themed Summer Reading Challenge.

October: Vital Link conference about reading and adult basic skills learners.

15. WANT MORE NEWS?

As well as this overview e-letter, we have various specialist e-letters you might want to subscribe to:

- **The Vital Link**, about our reading work with adults trying to improve their basic literacy skills;
- **Orange Chatterbooks**, about our national network of reading groups for 4-12 year olds;
- **Reading Partners**, about our pilot to change the way adult publishers work with readers.

To join the mailing list for any of these send your full contact details and specify which eletters you are interested in to:

alison.shakespeare@readingagency.org.uk

16. AND TO END

We get masses of feedback from library staff and users in the course of our work. Here are some we particularly liked:

A librarian running a Chatterbooks group:

"One young lad has really come out of himself since he joined the group. He had a speech impediment and therefore did not like talking in front of people. Now you would never know that he had any problems, he is the loudest and most outgoing member of the group."

Shoe Lane Lunchtime Reading Group, Shoe Lane Library, Corporation of London

"Our reading group is focusing on the Orange Prize and enjoying: discovering new authors and books we wouldn't have found without the prize; feeling part of a countrywide consensus via the libraries; our feeling of being at the cutting edge; and the opportunity to think about what the role of contemporary fiction might be and whether there is a continuing need for an all-female list."

Some comments from parents of Reading Rollercoaster participants:

"Before she joined the Reading Rollercoaster, my daughter who is four and a half, had reached an impasse in learning to read. This scheme has motivated her to read her first books, so far she has read four and she should manage the six to finish the challenge. She has moved from books with much repetition to the more challenging Meg and Mog books."

"The Reading Rollercoaster has made a huge difference to my daughter's reading confidence as she makes the transition from nursery school to the reception class of her new school. With many thanks again."

"I know this is a long shot but....my six year old son has just dropped his much prized Reading Rollercoaster medal into a canal. Is there any chance of getting a replacement and if so how do I go about it? P.S He just loved doing the rollercoaster this summer - I hope you do more!"

17. CONTACT DETAILS

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