

If this is the first time...

...you've seen this newsletter and you'd like an introduction to The Reading Agency please see the end of the newsletter.

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1. LOVE LIBRARIES

Love Libraries Seminar

We are helping facilitate a Love Libraries seminar on 20 November 2006, looking at libraries' modernized reading service. It will explore what this service might look like and some of the tools to create it.

The seminar is being held at The British Academy. Speakers include Paul Coen, Chief Executive of the Local Government Association and Stephen Page, President of the Publishers' Association. For more details see the TRA website at www.readingagency.org.uk.

Love Libraries branded materials are now available to order for immediate delivery ([see page 8](#)). Linking into the Love Libraries campaign to explore a new vision of a 21st century reading service, these materials will help to make your library more visible, provide fun giveaways to users, and be part of a high-profile, national campaign.

2. NATIONAL LIBRARY PROGRAMMES UPDATE

Orange Chatterbooks reading groups

Chatterbooks is a network of children's reading groups, sponsored by Orange. It now runs in 144 local authorities, and involves 5000 children.

The Queen's 80th birthday

Over 100 Chatterbooks groups including over 1000 children, sent in their favourite book recommendations for a special 'Book of Books' as an 80th birthday gift for the Queen.

Southcote Library: *Holes* by Louis Sachar – "we liked this book because it is really different, we cared about the characters and we wanted to know how they ended up... We begged our librarian to be the first to read 'Stanley Yelnats Survival Guide to camp Green' to find out more."

Goodmayes Library: "Love that Dog by Sharon Creech - about a boy who learns to write poems and gave us some good ideas for poems".

The book was specially designed and produced by Orange, and children at the Teddington Library Chatterbooks group presented the book to Jacqueline Wilson, Children's Laureate and patron of Chatterbooks, for her to pass on to the Queen.

All these *Book of Books* recommendations were also shared online through *Stories from the Web*.

Macmillan Children's Books Chatterbooks Webcast

Have a look at www.i-newsmacmillan.com ! Macmillan have produced a lovely webcast about Chatterbooks, which describes how the project works and includes input from Carmel O'Hara, Orange UK Corporate Responsibility Manager, talking about Orange's support and involvement in Chatterbooks.

Autumn 2006 Themed event

We're running more and more big Chatterbooks events to inspire young readers and their families.

In September Chatterbooks children from Durham and Gateshead Libraries joined in a Chatterbooks regional themed event, organised by a partnership of Durham Libraries, Tyne and Wear Museum, and Orion Books. The event, themed around Michelle Paver's 'Wolf Brother' took place at the Museum of Archaeology at the old Fulling Mill in Durham, with an exploration of the Bronze Age through reading and archaeology and highlighted by an inspirational meeting with author Michelle.

Forthcoming Chatterbooks training

9th March 2007: London – venue tba

15th June 2007: York Central Library

If you work in libraries and would like to join the Chatterbooks network, contact Tricia.Kings@readingagency.org.uk or patricia.sharkey@readingagency.org.uk

Reading Groups**East Midlands pilot**

Exciting new developments are underway as part of the East Midlands Readers' Group Project which is piloting a regional approach to improving reading group provision in libraries. All nine regional library authorities have signed up to deliver at least a minimum reading group offer, four are offering medium provision and three advanced in line with an agreed Quality Framework for Progression. The project has developed some exciting new tools including an online reading group pack.

The project has also just launched an Arts Council lottery funded creative programme to bring readers and writers closer together and develop new creative opportunities for both. This includes an innovative 'writer 2 reader' scheme in which 9 professional writers including Sally Spedding, Rod Duncan, Stephen Booth, Diana Syder, Pauline Chandler, Anthony Cropper, Pam Thompson and Nicola Monaghan will work with reading groups to share their work, talk about reading and writing and develop new creative opportunities. The programme will also include a storytelling commission and a new opportunity for a writer to work with readers to create a new piece of work.

Next steps include a community champions volunteering pilot to build capacity and support a broad range of reading group opportunities. There will also be a marketing campaign to tell new and existing library users what's on offer.

Readers Groups database

The national readers groups database gets steady use by the public but there are still a lot of

unsuccessful searches by people looking for a group within 25 km of their home. In September, 1247 people searched for a group and 735 of them found a group within a reasonable distance of their home. If you work in libraries don't forget that you can add more groups in your authority by going to <http://www10.learndirect-advice-search.co.uk/GroupDetails/>

The Summer Reading Challenge™

Early indications are that the 2006 Summer Reading Challenge, **The Reading Mission**, has been the most successful since we started the scheme eight years ago. This year between 670,000-700,000 children took part (we'll know the final figures in November when libraries across the UK have reported their results)

The challenge shows how libraries can inspire children's reading through a combination of different media, especially books and computers. The integrated website really took off this year – there were 111,726 visitors (five times more than last year) and children sent 12,450 messages. Their fresh responses show how the challenge can change children's attitude to reading.

I was not interested in books, but the Reading Mission has made it more fun, and now I read a lot! Rona, 7

I luv the reading mission and I am reading books that I thought were boring but they are really cool, Tasha, 13

Hello, just wanted to say this has brought me back to life! I haven't read this much in 4 years! Abby, 11

Family focus

In four library authorities Family Action Pilots were run, experimenting with different ways of involving families. **Leeds** ran a family reading group in Chapletown, one of the city's most deprived areas. **Warwickshire** ran an adult challenge and held family reading and writing events. **Newcastle** ran a massive three day promotion at the main shopping centre, targeting families who don't use libraries. **Cornwall** ran 'book surgery' sessions for families.

Taking the challenge overseas

9000 children took part in the Reading Mission through British Council libraries in 27 countries.

Focus for library advocacy

The Challenge was used to brief MPs on libraries' new and imaginative approach to promoting reading at a summer event organised by the All Party Parliamentary Group on Libraries and Information Management. 60 MPs came to the event and took away photos, book donations and personalised press releases to

highlight their support for the Challenge in their constituencies.

New research

We have commissioned new research to look at the impact of the challenge on children's reading, focusing on the changes that can be identified when the children return to school. 700 children in 12 primary schools were interviewed in the summer term and then again in the autumn term. Topline results will be available in November.

BBC partnership next year

Because the challenge runs throughout the library network, it can be the focus of important partnerships which add to its power. In 2007 the challenge – called **The Big Wild Read** - will have a wildlife / environment theme to tie in with BBC Learning's Breathing Places campaign.

Summer Reading Challenge™ Development Planning

In the past eight years the Summer Reading Challenge has developed into a huge programme. We're constantly thinking about the priorities for development and how we can achieve more impact for more children.

Over the next few months, as well as planning for the Summer 2007 challenge, we'll be discussing the longer term aims and positioning and how we might develop the Challenge to help us reach more children and families, and build on work with libraries and partners to achieve even more.

The Vital Link

The Vital Link is our national programme designed to inspire adults with literacy needs to get into reading for pleasure through libraries. It underpins all the great work that libraries are doing to support the BBC RaW campaign and Quick Reads initiative launched on World Book Day this year.

We're taking a regional approach to deepening this activity over the next two years, working initially with authorities in the Yorkshire & Humberside region to implement the Vital Link improvement framework.

We're also encouraging all library authorities to use the newly launched toolkit for evaluating the impact of libraries' work with emergent readers in order to build the evidence base for this activity. Now piloted, and available at www.vitallink.org.uk, the toolkit is based on the methodology used by Morris Hargreaves McIntyre for 2005 Vital Link impact research, resulting in the report *Confidence All Round* (also available from the Vital Link site). It gives guidance on quantitative and qualitative evaluation, a recommended methodology and a template for analysis and reporting. Contact

genevieve.clarke@readingagency.org.uk if you are planning to use it or would like further information.

Sign up for The Vital Link quarterly eletter on www.readingagency.org.uk

Reading for Pleasure Campaign

We are delighted to announce that the DfES Skills for Life Strategy Unit will be funding the next phase of the Vital Link Reading for Pleasure campaign, taking us up to the end of March 2007. Following the success of the learning resources produced to support the Quick Reads titles published this year – over 35,000 downloads at the last count - we'll be creating more for eight new Quick Reads. Due to be published on World Book Day, 1 March 2007, these include novels by Ricky Tomlinson and Adele Geras and non-fiction by Kerry Katona, John Simpson and Allen Carr. We'll be running further events to bring together Skills for Life tutors and library staff and also some sessions for union learning representatives and prison education staff. There will also be a new family project to reach adults with literacy needs through their interest in their children's reading. (For more details see Got Kids? Get reading! [on page 7](#))

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

Stock Development

For library staff and basic skills staff working with emergent readers, one of the key issues is how to find the right books. We've developed a useful tool - the Vital Link Stock Selection Criteria – and launched a unique online database at www.vitallink.org.uk called First Choice Books. If you are doing work in this area please contact ruth.harrison@readingagency.org.uk

We're keen too see which titles you are finding so we can share them with the library network. To help this process along, The Vital Link will be working more closely with library staff in the East of England to identify more mainstream stock likely to appeal to emergent readers and with the SPICE group in the West Midlands to identify titles suitable for ESOL learners.

NB: Do remember that you can submit titles directly to the First Choice online database – www.firstchoicebooks.org.uk

Five Minutes – NEW Dad's Promotion:

Aimed at Dads with low literacy (readability 9 – 14) the Five Minutes promotion showcases the library as the place for Dads to discover books they'll enjoy sharing with their children and for themselves. Five Minutes supports libraries' work on The Vital Link, the family-focused part of BBC RaW, the Family Reading Campaign,

Bookstart and Sure Start. Available for immediate dispatch, the promotion includes banners, headers, posters, postcards and stickers and is supported by a dedicated booklist downloadable from www.vitallink.org.uk For more information: www.readingagency.org.uk (and see also page 8)

Fulfilling their Potential – libraries for 11-19s

Fulfilling their Potential is the national programme focused on improving library services for 11-19 year olds. The aim is to make all young people feel really welcome in libraries, and to ensure there are books and services which meet their needs. Projects are now up and running in different regions, piloting new approaches. All the projects have a strong emphasis on involving young people themselves in all aspects of library services, including selecting the stock, helping to plan library spaces and recruiting and training library staff.

Plans for 2007/08 onwards

We recently submitted a second stage application to the Big Lottery's Young People's Fund to establish a network of Book Bars for young people in 20 communities across the country. If the Lottery bid is successful, Book Bars will provide an innovative approach to young people's library services with the promotion of reading to young people in an environment they feel comfortable in. Young people have been really closely involved in developing the concept and will carry on playing a key role in designing and running the Book Bars. To find out what over 600 young people from across the country think of libraries and Book Bars, visit www.bookbars.co.uk for the results of our summer 06 consultation activities.

National Advocacy Developments

We're very pleased that Sue Wilkinson, Director of Policy and Advocacy at MLA, will be chairing a new Youth Forum to oversee youth library developments at a national level. Membership of the forum includes the Department for Culture Media and Sport (DCMS), the Department for Education and Skills (DfES), the National Youth Agency, the Association of Senior Children's and Education Librarians (ASCEL) and the Society of Chief Librarians (SCL), along with The Reading Agency. We hope that the Forum will raise awareness in central and local government of the positive impact which good quality library services can have on the lives of young people.

FtP NoW Project

Library services across the North West are working throughout 2006/07 to pilot the FtP Improvement Framework. In what is hoped will be a 3 year programme, library staff are receiving support from TRA, the National Youth Agency (NYA) and the North West Regional

Youth Work Unit to implement a service development project based around the Improvement Framework. The aim is to get more young people across the North West actively involved in changing library services and to help library staff, at all levels, to work confidently and positively with young people.

FtP has been funded by the 21 participating library services and MLA North West and involves a range of additional partners, including the NYA, ASCEL, Time to Read and the North West Regional Youth Work Unit.

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

Partners for Change

In the South West, library services in Dorset, Gloucestershire and Swindon have been working throughout 2006, with funding from the Paul Hamlyn Foundation and MLA South West, to involve 150 young people from socially excluded groups in planning and delivering library services. In the first half of 2007, we will be sharing the lessons emerging from the project with library colleagues across the country through seminars, publications and guidance.

Young people have begun to develop their skills and confidence through their involvement in library services. In Swindon, for example, where groups of teenage mums have been involved in creating storybooks and inputting into plans for a revamped children's area at West Swindon Library, the experience has helped young women to build their confidence, communication and teamwork skills.

Conference in February 2007

A major conference showcasing the learning from the first 2 years of FtP will take place on 5 February 2007. To register your interest, visit the FtP pages at www.readingagency.org.uk

BOOX™ – relaunch planned for 2007

BOOX™ is a Reading Agency promotion with an exceptional track record of getting young people reading.

We're developing plans and fundraising for a new look BOOX™ with an integrated print and on-line approach., with exactly the kind of content young people find most engaging: forums, peer-to-peer recommendations, and loads of features and reviews written by young people, for young people. There'll also be competitions, games, music and video – all selected to stimulate reading.

The print element will be a booklet that comes out three times a year featuring the best recommendations and content from the website. And there'll be access to even more resources to help you encourage reading in your library or your school.

Get involved! We'll keep you up-to-date with all the developments – and let you know how young people can get involved. Register your interest today by emailing your full contact details to boox@readingagency.org.uk

Booktrust Teenage Prize 2006

The Booktrust Teenage Prize project got underway on September 5 with the announcement of the shortlist: *Henry Tumour* by Anthony McGowan, *The Foreshadowing* by Marcus Sedgwick, *Angel Blood* by John Singleton, *Exchange* by Paul Magrs, *Beast* by Ally Kennen and *A Swift Pure Cry* by Siobhan Dowd. The winner is announced on 2 November. Over 130 library services and 200 schools are taking part – getting active with displays, reading groups and writing online diaries. To see what young people are saying about the books go to www.bookheads.org.uk

One of the shortlisted authors – Anthony McGowan – is also doing 23 booktalk and creative writing events for participating libraries and schools.

We discovered a quirky reading habit this week. Some books have a nice smell - this indicates that they will be good books (if not, they are at least nice to smell; brings a whole new meaning to the phrase 'got your head in a book', doesn't it?). 'Beast' smelt very nice. It was indeed very good. The theory works. Rhiannon, Gowerton Library Reading Group

More information: www.readingagency.org.uk
ruth.harrison@readingagency.org.uk

TRF – change for children

(previously known as Their Reading Futures)

TRF is the Framework for the Future online training and resource bank to help libraries deliver on child and young people related outcomes for:

- Every Child Matters
- Youth Matters
- The Shared Priorities

Recent additions to the TRF website include:

- A TRF Manager's Package – highlighting sections of the website particularly useful for managers who want help with planning and delivering services and activities for young people
- Fulfilling their Potential (FtP) – planning and support tools for delivering this national programme for 11-19 year olds. Includes a brilliant new section on Involving Young People.
- Summer Reading Challenge – there's new content, with support tools about the challenge for managers, and for frontline staff

A TRF training programme for frontline library staff, has been produced, based on the MLA Yorkshire development project with Barnsley and Doncaster Libraries.

This programme is for the structured use of TRF across a whole library service, to build skills for working with young readers.

There are models for the implementation of this programme a) in a local authority b) in a region. We are working on plans for accreditation.

For further information contact Tricia – Tricia.Kings@readingagency.org.uk

Look out for the new TRF newsletter being launched in November 2006 – there will be three issues a year, with information about the website resources and contributions from library services about their use of TRF.

3. NATIONAL PARTNERSHIP DEVELOPMENTS

We're carrying on creating national partnerships to help libraries deliver modern reading services – recent work has focused on building a new library element into Radio 5 Live's new book strand on the Simon Mayo programme and the Short Stories Project, working with the Short Story Campaign. We've also been doing loads of work with our existing partners.

BBC Radio

We are in the middle of planning an exciting second phase of this innovative partnership connecting BBC Radio 4 and BBC7 with public libraries and their readers. Work will include developing the Listening Posts pilot.

The project work will also link up with the North East Children's Radio Clubs project. Three radio reading groups of 8-13 year olds in Sunderland, North Tyneside and Newcastle are busy working with creative artist Rommi Smith to record features and interviews inspired by books and reading. A November highlight is a BBC7 outside broadcast from Seven Stories Centre for Children's Books in Newcastle - children from the clubs will present a Readers' Question Time event.

The partnership with BBC Learning continues to open up exciting opportunities for libraries. From this autumn the focus of RaW, the first campaign to involve libraries through the ongoing BBC partnership, is turning to parents with literacy needs. This will lead up to major TV trails aimed at families over the New Year. Parents will be encouraged to order a storytelling pack from the BBC to help them read, write and tell stories with their children.

This is a great chance for libraries to promote their work with families and connect to new users. Libraries can piggy-back the campaign to promote their own activities and can develop their family reading service by using book

collections like our *Got kids? Get reading!* and the new Dads' promotion, *Five Minutes* ([see page 3](#)). We'll also be looking for library authority partners for a new DfES funded family project ([see page 7](#)).

BBC Learning and Breathing Places

Libraries across the UK have now embarked on activity linked to Breathing Places, the BBC's campaign to get the public transforming local spaces for wildlife. Bill Oddie has directed viewers to libraries during Autumnwatch so that they can find out how to get involved and how to apply for £4 million of Big Lottery funding ring-fenced for the campaign.

The whole public library network is involved, with 500+ libraries signed up to work with the campaign in an intensive way. They're helping people find related reading through linked book collections, supporting local groups and hoping to get involved in transforming spaces at or near their libraries. We have launched our own striking Breathing Places promotional materials ([see page 8](#)), and a downloadable booklist including spotters' guides and poetry by Ted Hughes. Plans are currently being finalized for **The Big Wild Read**, next year's Summer Reading Challenge linked to Breathing Places ([see page 3](#)).

World Book Day 2007

2007 will see the tenth anniversary of World Book Day and to mark it the children's publishers are publishing 10 £1 books. We are currently investigating whether libraries might pilot redemption of tokens for these books.

The Spread the Words postcards were popular in libraries last year and WBD intends to make them available to libraries again in 2007. We hope to get a sign up e-mail for these and other display materials out to libraries in the first week of November.

Reading Partners

Reading Partners is a new consortium of nine major adult publishers, working with The Reading Agency to grow the market for reading and help libraries create a fantastic reading service. Recent activity has included:

- Five **Hachette** authors, three publicists and 18 Scottish librarians meeting in **Glasgow** to devise ideas for future touring events in Scotland.
- Same in the **West Midlands**. With six authors and most authorities in the region attending.
- **Faber** taking three publicists to **Leeds** to meet library reps from the North East, North West and Yorkshire, to devise a festival of northern writers, *Northern Exposure*.

- A joint project between **Random House** and the **South West**, delivering a sell out Readers Day in Dartmouth.
- In answer to City Reads, **North Yorkshire** libraries running *Village Reads*, working with **HarperCollins** and Agatha Christie week.
- **Faber** offering a series of poetry events with the likes of Simon Armitage, Don Patterson and Jo Shapcott available for *Poet on Poet* events.

Reading Partners is making black and minority ethnic writers and readers the focus of its work for the next 2 years and we have been successful in winning a second New Partners Award to help us. We are planning a factfile and 6 case studies of libraries providing services to different BME communities, a launch event in January, skills sharing for publishers and librarians and 4 masterclasses to support the skills sharing.

Sign up for The Reading Partners quarterly eletter on www.readingagency.org.uk

Booksales in Public Libraries:

a survey of library sales of new books

Findings of a new piece of Reading Partners research mapping library book sales will be published shortly @ £29.99 + pp. Register your interest with resources@readingagency.org.uk and we'll let you know when it is available.

The Orange Prize

We are hoping to get a sign-up form to libraries at the beginning of December for next year's Orange Prize. Some early news about next year's prize is that there will be an Orange Writers Go North event in April and the longlist will be announced at the librarians' launch event in London in March.

4. PUBLIC LIBRARY PARTNERSHIPS WITH SCHOOLS

Enjoying Reading

We are talking to DfES about building on the Enjoying Reading pack that was issued to all library authorities in 2005 to help them build stronger partnerships with schools. The online version that was promoted to Education services and schools has had an incredible 25000 downloads since its launch, yet we know schools need more help and support at making connections with public libraries to support and encourage young people's reading.

We are now negotiating for more support materials and case studies for the libraries pack, and to build a new toolkit for schools, to be available online. We plan to gather ideas for this pack through an invitation conference event

involving all the major stakeholders and partners – look out for more news after Christmas.

Creative Partnerships: Action Research Projects

The evaluation of the four action research projects in Birmingham, Bristol, South Tyneside and Tees Valley will soon be available. The projects were:

Birmingham – New approaches to health resources: exploring how reading resources could be used in schools to support young people's understanding of health related issues.

Bristol – Creation of the 'Creepy Fun Brainteaser Tour': developing new and innovative ways of opening up Bristol Central Library's extensive art collection to children and young people.

South Tyneside – Garden of Imagination: establishing a Garden of Imagination within a new Extended School using library resources and expertise to guide and inform the project.

Tees Valley – Rea-de-Sign: creating a blueprint for the refurbishment of the young people's areas in two public libraries through the active involvement of young people.

"The openness of staff in embracing this new way of working which has literally exploded in the library. This seems to have a far reaching impact upon the way the library service considers the delivery of all its services to young people." Heather Walton, co-director, Garden of Imagination Project, Creative Partnerships North & South Tyneside

"Our experience with this project has taught us that exposure to the wide range and depths of books and other resources is really the best way, particularly when it comes alongside storytelling about buildings, books, writers, artists, etc. This is really the way to capture the imagination of both teachers and children, which is the surest way to develop their interest in reading." Jane Choules, Project lead in Bristol Libraries

They've shown the huge potential of libraries to help children learn creatively and have shown how library staff can work successfully with artists and creative practitioners.

TRA will be sharing the lessons learned with teachers and colleagues from across the cultural sector at the Exciting Minds conference at the end of November (for more information www.creative-partnerships.com)

Contacts: 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 to support family reading in prisons. In Phase 3 of this project, funded by the Paul Hamlyn Foundation, the BBS partnership is working on a process to map, link up and network with family reading projects in prison to create much more sharing of good practice.

Work is also underway with public library and prison staff in Nottingham, Suffolk and Hull to develop nationally available training and communication strategies. We want to strengthen links between libraries and prisoners and their families, so that they become more confident about accessing and enjoying public libraries and all they offer.

We are working with Clive Hopwood of the Writers in Prison Network to create three new training programmes,

- **For prison officers:** raising awareness of the value and content of family reading work in prisons and encouraging prison staff commitment and support
- **For library staff:** building skills and confidence of public and prison library staff in working on family reading programmes in prison
- **For public library staff:** building skills and confidence in welcoming and encouraging library use by prisoners' families, and by prisoners on release

Got kids? Get reading! project work with families

We are about to start work on a new project targeting parents with literacy needs, linked to the parents' strand of BBC RaW and to the Family Reading Campaign launching in January. This is being funded by the DfES Skills for Life Strategy Unit as part of the Vital Link reading or pleasure campaign and will help another round of library authorities experiment with ways of reaching families through a range of children's services partners.

We are also looking at the new Family Learning BIG Lottery fund with a view to longer term work to engage with families through reading. Please contact us if you have any ideas you would like us to bear in mind, or if you would like to help us with these developments.

Contact Tricia.Kings@readingagency.org.uk or Genevieve.clarke@readingagency.org.uk

Family Reading Campaign and RaW Families

The Family Reading Campaign launch day will be **15 January 2007**, but there will be a whole two weeks of publicity around this major new campaign, from 8–20 January. Libraries will be

hold family reading events to coincide with this and with the launch of BBC RaW Families campaign.

Please tell us what you have planned, contact Genevieve.Clarke@readingagency.org.uk

6. READING AGENCY AND PARTNER EVENTS IN 2006

The Orange Prize launch event for librarians is likely to be 19 or 20 March 2007 – tbc as soon as we hear more.

7. TRA WEBSITE

Keep up to date with news about TRA at www.readingagency.org.uk

The new look Rolling Calendar, which lists offers of authors willing to do library events, display materials for libraries and other resources will be up and running during November. It will be continuously updated directly on-line by registered users rather than being updated quarterly.

8. TRA TRAINING

A few places are still available for the following courses this autumn:

Get going with Got Kids Get Reading: engaging parents with low literacy
London: Friday 3 November

First Choice: getting learners into reading.
York: Thursday 9 November

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

To book a place on any of these courses, go to our website and follow the links to the Autumn courses booking form: www.readingagency.org.uk

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

9. READING PROMOTIONS

NEW reading resources for 2006/7:

Most of these resources are available for immediate dispatch and can be ordered online by going to www.readingagency.org.uk

Request a hard copy of the resources brochure on www.readingagency.org.uk

For adults:

Breathing Places: the reading promotion to support work on the BBC Breathing Places campaign about nature, wildlife and the environment

Banipal – Arab literature: showcases best-selling reads, classics, poetry, women authors and works from North Africa to Lebanon, Palestine, Iraq and the Gulf. From well known writers such as Naguib Mahfouz and Mahmoud Darwish through to new voices such as Hoda Barakat and Fuad al-Takarli.

Made in Britain: celebrates the diversity of UK African, Caribbean and Asian writers - from Zadie Smith to Luke Sutherland, Hari Kunzru to George Aligaiyah, Waris Dirie to Tash Aw. A positive, contemporary promotion.

Love Libraries: resources to help increase libraries' visibility and link them with the high-profile, national Love Libraries campaign.

First Choice: the Vital Link reading promotion for emergent adult readers (text readability level 9–14). First Choice helps libraries promote reading for pleasure to adult learners, and build partnerships with basic skills providers.

For young people:

Manga Mania: Manga is the fastest growing area of publishing for young people (13–16 years). It's hip, stylish and appeals to girls AND boys. Manga Mania is perfect for libraries and schools wanting to develop manga and anime collections for young people.

For families:

Five Minutes: A Vital Link promotion aimed at Dads with low literacy (readability 9–14) the Five Minutes promotion showcases the library as the place for Dads to discover books they'll enjoy sharing with their children and for themselves.

Got kids? Get reading!: Having children motivates many adults with low-level literacy skills to get back into learning. This is the Vital Link family reading promotion for adults with a text readability level 9–14 who have children aged 0–7.

Toolkits:

More Readers Reading More: Full of ideas and contacts this book is for every publisher and reader development librarian wanting to work together on author events, book promotions and reading groups.

To get more information and to order online go to the resources section of www.readingagency.org.uk

10. TRA DEVELOPMENTS

The Reading Agency is a reading development agency, with a strong emphasis on working with libraries. Our main areas of work are policy, research, advocacy, partnerships and national library programmes. We are an independent charity, with a strong emphasis on innovation.

We are now four years old. After a period of phenomenal growth and change, we've been

looking again at our vision and goals. We did a stakeholder consultation in the spring and have now agreed a new vision, which is *a society where everyone's lives and communities are enriched and changed through free, democratic access to reading.*

Our strategic goals are:

- To create a fantastic reading experience in libraries
- To widen what people read
- To make reading a bigger part of more people's lives
- To open reading opportunities for excluded groups and individuals
- To advocate the role of libraries in delivering reading

All our future work will be designed to achieve these goals, and we'll let you know next year how we're doing. Many thanks to those who fed into our stakeholder review – we'll be writing with a more detailed report in the next few weeks.

11. AND FINALLY...

Work things we've enjoyed reading lately include:

- Arts Organisations in the 21st century, ten challenges, Charles Leadbetter
- Tim Waterstone, Swimming Against the Stream
- Go MAD – the art of making a difference (with thanks to Tom Forrest!)

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