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**To:** CFE Learning and Development Policy Overview and Scrutiny  
Committee -1 March 2011

**Subject:** Involving the Whole Community; the Kent Approach to Literacy and  
Reading 2011-2021

**Classification:** Unrestricted

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## Summary

This report updates CFE on activity relating to the “*Kent Approach to Literacy and Reading – Involving the Whole Community*”

## FOR CONSULTATION

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### Introduction and Aims

1. (1) In February 2010 CFE Learning and Development POSC endorsed a report on “*Kent Approach to Literacy and Reading*”. The focus is on the need to engage the whole community to help KCC and its partners to raise standards and promote the benefits of reading in our daily lives.

(2) Literacy and Reading are a core business of Libraries and Archives, which has led work to develop the Kent Approach. CFE is actively involved on the Project Board and Implementation Team including Alternative Provision, Early Years, Minority Ethnic and Bilingual Service, Parenting, Reading Recovery and Study Support

(3) In January 2011 a detailed paper was presented to Communities POSC. Members are advised to refer to papers presented to Communities Policy Overview and Scrutiny Committee on 11<sup>th</sup> January 2011. See [http://democracy.kent.gov.uk/Published/C00000135/M00003472/AI00015171/\\$ItemB7.doc](http://democracy.kent.gov.uk/Published/C00000135/M00003472/AI00015171/$ItemB7.doc) [A.ps.pdf](#) The appendix to the report highlights the aims for this long-term approach; the drivers for a Kent Approach to Literacy and Reading; the barriers to literacy; the need to involve the whole community; target audiences; and how the Kent Approach will be delivered, monitored and evaluated.

### Summary of Progress

2. (1) Partners have identified 15 priority audiences ranging from early years children and their families to NEETs and people who are out of work or on benefits. A range of new partnerships have developed and new approaches tested

(2) The project has attracted national recognition and endorsement including the opportunity to engage with 2 national pilots led by the National Literacy Trust on behalf of the Department for Education. *Partners in Literacy* aims to increase reading in the home

during a child's early years. *Words for Work* has engaged local businesses to support communication skills development in 9 secondary schools through a mentoring scheme.

### **Next Steps**

3. The Project Manager will:
  - develop web pages on [kent.gov.uk](http://kent.gov.uk)
  - establish a Kent Literacy and Reading Partnership Forum and explore opportunities for District-based Forums
  - identify Kent Reading and Literacy Champions; people who live in the county or have strong associations with Kent to act as ambassadors for literacy and reading
  - deliver a high profile Launch and programme of promotional activities
  - continue to link literacy and reading to Kent's highest priorities

### **Resourcing**

4. (1) The aims of the Kent Approach can be achieved through directing and prioritising existing services. Most importantly the human resources already exist; not only teachers, tutors and librarians but the people of Kent who love to read. The aim is to harness the enthusiasm of readers to help us to reach Kent's non-readers.

(2) The Kent Approach has attracted investment including DfE/ National Literacy Trust for Partners in Literacy, a scheme which promotes the importance of early reading in the home; from AimHigher to initiate a storytelling initiative; and from AmicusHorizon to engage families in Swale. The Kent Connexions service has identified literacy as a top priority and, like other partners, is investing resources to raise standards.

(3) Further investment opportunities will be sought including sponsorship for high profile promotional events and seedcorn funding to test new approaches. We will welcome offers of funding to help kick-start projects at local or county level.

### **Recommendations**

5. CFE Learning and Development POSC Members are asked to:

NOTE this report and endorse the need for "*Involving the Whole Community; the Kent Approach to Literacy and Reading*"

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