

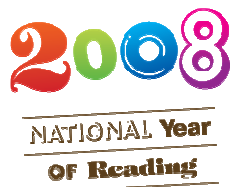
connect

with books

National Year of Reading 2008

Swale: a Great Place to Read

Swale
Local Board
June 2008



Libraries & Archives



Vision

Creating a powerful national and local focus of opportunities and activities, so that children, families and adult learners understand the benefits that reading – for pleasure and for purpose – can bring to change their lives for the better, now and in the future

Slide 2

19 September 2008

Libraries & Archives



Priority Audiences

- **Children: pre-school to secondary with particular focus on:**
- **Early Years**
- **Teenagers (KS3)**
- **Looked-after Children**
- **Black and ethnic communities**
- **Disabled children**



Priority audiences cont.

- **Parents and carers of younger children**
- **Dads and Lads**
- **Adult Learners**



Slide 4

19 September 2008

Libraries & Archives



Campaign objectives

- Encourage more people to read more
- Demonstrate the importance of literacy skills for educational attainment, work and life
- Encourage boys to feel more enthusiastic about reading
- Encourage and enable young people (particularly men) to understand the importance of reading, especially with children
- Encourage adult literacy
- A legacy beyond 2008

Slide 5

19 September 2008

Libraries & Archives



Key messages

- **Everything starts with reading: it is the key to a fulfilling life**
- **Reading and success go hand in hand**
- **Anything, anytime, anywhere**
- **Start with what you love: enjoy what you read and share that pleasure**
- **It is never too early or too late**

Slide 6

19 September 2008

Libraries & Archives



connect

with books

Outcomes include: Closer community links through literacy activity



Slide 7

19 September 2008

Libraries & Archives



Kent: progress to date

- **Strategic leads: Gill Bromley + Martin Turner**
- **Gill.bromley@kent.gov.uk**
- **Kent: A Great Place to Read**
- **Activities and events**
- **Partnerships and stakeholders**
- **www.kent.gov.uk**
- **www.yearofreading.org.uk**

Slide 8

19 September 2008

Libraries & Archives



Positive action through local schools

We will:

- Encourage and support parenting initiatives
- Encourage family involvement in school
- Run family literacy projects
- Arrange special courses and events for pupils who are gifted and talented
- Make communication skills, speech and language a top priority

Positive action through local libraries

- Supporting Reading Groups
- Summer Reading Challenge: Team Read
- ABC picture book for adults
- Teenage Text Reading Group
- 6 Book Challenge: Sheppey
- Bring a Friend to the Library!

Slide 10

19 September 2008

Libraries & Archives



Libraries: a few events

- **Children's Book Character Day Competition: Swale Festival event July 5th**
- **Farewell to Kent; talk by Helen Allinson local historian at Sittingbourne Library Sept 3rd**
- **Swale Celebration of Culture Events Oct 6th – 12th**

Slide 11

19 September 2008

Libraries & Archives



Swale: A Great Place to Read



- Any questions?
- What suggestions do you have for action and activity to develop literacy skills and promote enjoyment of reading?
- What are you currently reading?

Slide 12

19 September 2008

Libraries & Archives

