

the reading agency

Update no. 1

From: Reading Agency

Sent: 04 November 2008 12:40

Subject: Six Book Challenge 2009 Update No 1

Dear Colleagues

Thank you for purchasing materials for the Six Book Challenge in association with Costa for 2009. Welcome to those new to the Challenge and thank you to those who are supporting this growing initiative in its second year as a national scheme. This is the first of a series of occasional updates that we'll be sending out to everyone running the Challenge.

We are very pleased to report that 140 different organisations have signed up so far for 2009 – a great mix of library services, colleges, prisons and trade unions. And some of these have purchased for other organisations, spreading the net still wider. The Essential Skills Support Unit in Hampshire has bought starter materials for more than 40 Skills for Life providers to run the Challenge in Hampshire, Portsmouth, Southampton and the Isle of Wight. The TUC in Yorkshire is funding up to 30 workplaces to run the Challenge in partnership with local library services. Several library services have bought materials for their prison libraries following the huge success of the Challenge in prison and YOI settings this year. And we know many other organisations are setting up cross-sector partnerships in order to invest jointly in the Challenge.

Indeed if you would like help in linking to other local organisations, please get in touch with us and we will try to provide you with contact details. For instance, if you are operating in a college and have your own library or resource centre, we are very keen that the local public library should also be able to support you in running the Challenge.

Support from Costa

We're delighted that Costa are continuing to sponsor the Challenge in 2009 and are really grateful for their support and enthusiasm for the scheme. Once again they're offering a fabulous national prize draw for all completers within the main target audience for the Six Book Challenge. The prize, for the winner and a guest, includes two tickets to a West End show, overnight accommodation at a London hotel, travel expenses and spending money of £150. This year's winner, Emma Lowther from Darlington, said it was a 'wonderful prize' and was still flying high several days later! There is also a separate prize draw for prisons and YOIs - two sets of the shortlisted titles for the Costa Book Awards for the prison library. As in 2008, we leave it to the discretion of the prison involved to arrange how the offender(s) concerned will benefit as best suits their regime.

Some of you will know that Costa provided us with 28,000 free coffee cards as incentives for the Six Book Challenge 2008 but that this an incredibly generous incentive turned out not to be entirely appropriate for all Challenge participants. Instead you will have seen that The Reading Agency is offering incentives for purchase this year – key rings, pens and mugs with Six Book Challenge branding – to help you support the Challenge. However, Costa are keen to see the development of more partnerships with their stores at local level, so please get in touch with us if you would like to be put in contact with a store near you. And please note that on any printed materials the Challenge should be referred to as 'The Six Book Challenge in association with Costa'. Please email resources@readingagency.org.uk if you need the Costa logo.

Six Book Challenge 2009 materials

Your print materials are being sent out this week – some of you may already have received them. If you put in your order by 10 October and have not received your pack by **Friday 7 November**, please email resources@readingagency.org.uk. All orders after this date are being processed and should be with you soon.

Further materials are available for purchase from www.readingagency.org.uk/shop. You'll have seen that we've made the packs as reasonably-priced and flexible as possible to enable organisations to join in at a level that suits them. We will also be offering top-ups for individual items once the Challenge has begun in January.

Downloadable support materials – NEW this year!

This year we're making a range of guidance and templates to support your planning and delivery of the Challenge available as downloadable pdfs and word documents from the website – please see <http://www.readingagency.org.uk/adults/six-book-challenge-resources/>. These are as follows:

Pdf items - Six Book Challenge 2009 materials and how to use them, Guidance for public libraries, Guidance for libraries in prisons and YOIs, Guidance for learning providers, Guidance for workplaces, Finding the right books

Word documents to be adapted locally - Registration form, Participation record, Key dates planner, Tips for library staff, Six Book Challenge 2009 partnership powerpoint, Six Book Challenge 2009 press template

We hope that you will find these files useful, but please let us know if you have any questions or other requirements. For instance, we can email documents to those working in prison settings if that would be easier.

New Vital Link booklist to support the Challenge

We are developing a new booklist to support the 2009 Challenge which we'll make available very shortly alongside the guidance and templates mentioned above. In the meantime, please use the downloadable guidance **Finding the right books** and refer to the searchable database at www.firstchoicebooks.org.uk which contains nearly 600 titles specially published or selected for emergent adult readers. And please remember to order multiple copies of the ten new Quick Reads coming on World Book Day 2009 by the deadline of **12 January** – plus further copies of current Quick Reads. We know that the Quick Reads have been immensely popular with Challenge participants.

New Six Book Challenge website

We will also be launching a new website for the Six Book Challenge 2009 where we will share news, features and stories. Keep checking at www.sixbookchallenge.org.uk

Ongoing support from The Reading Agency

We will continue to bring you email updates in the run-up to the start of the Challenge in January and news as it progresses next spring. Please make sure that you pass these on to all colleagues and partners involved in running the Challenge. We have been concerned that not all messages have been getting through to staff in branch libraries and prisons.

For now, good luck with your planning! And a final word from Ann Duffy, Community Librarian in Omagh, who provided us with a case study: 'This has been such a successful project and the participants have got so much out of it. They are happy to come into the library now and greet staff like old friends.'

Best wishes and thanks for your support. Genevieve
Genevieve Clarke genevieve.clarke@readingagency.org.uk 0871 750 2104