

the reading agency

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Is your workplace ready for the Six Book Challenge?

National charities the Campaign for Learning and The Reading Agency have joined forces to inspire workplace reading for Learning at Work Day 2010 (20 May). The charities are inviting companies to take up the Six Book Challenge as part of their Learning at Work Day celebrations and be in with a chance of winning a visit from a top author, courtesy of Transworld publishers.

Getting people talking about what they've read or want to read can be a great way to break down barriers. It can lift them out of their daily routine, open up new opportunities and lead to new ideas – all of which contribute to a motivated and successful workforce.

Learning at Work Day, which takes place on 20 May 2010, encourages organisations all over the country to make a public commitment to learning and skills. Every year, thousands of employees get the chance to try something new that has benefits for both home and work life. In 2009, companies such as FlyBe, WH Smith and the Royal Bolton Hospital took part.

The annual Six Book Challenge, which starts from January 2010, encourages less confident readers to read six books and record their reading in a diary to receive a certificate on completion. Workplaces that have already taken part include Corus Steelworks, Tesco and Royal Mail depots.

To be eligible for the prize draw companies will need to involve a minimum of 50 employees in the Six Book Challenge in addition to marking Learning at Work Day on 20 May 2010. Deadline for entries is 30 June 2010.

Genevieve Clarke, Senior Project Manager, The Reading Agency said, 'An increasing number of workplaces are finding that the Six Book Challenge engages employees in a new reading habit and gets them thinking about opportunities for improving their skills. There's an obvious fit with Learning at Work Day and we're excited about working with the Campaign for Learning and Transworld Publishers to make this a reality.'

Tricia Hartley, Chief Executive, Campaign for Learning said, 'Our research shows that people would rather work for an employer that offers learning opportunities than one which offers higher wages but few opportunities. Taking up the Six Book Challenge is a great way for organisations to show their commitment to learning and its staff and we are delighted to team up with the Reading Agency and Transworld Publishers to support this through Learning at Work Day 2010.'

Alison Barrow, Head of Media Relations at Transworld Publishers said, 'Transworld is delighted to be working with the Campaign for Learning and the Reading Agency on their initiative to combine Learning at Work Day with the Six Book Challenge, to raise the profile of reading in the workplace and to bring books and authors to the widest possible audience.'

To set up the Six Book Challenge 2010 in your workplace and find out how to enter the draw, visit www.sixbookchallenge.org.uk/news/top-author-to-visit-winning-wo/

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Notes to Editors

- National Learning at Work Day is co-ordinated by the national charity Campaign for Learning. Every year, hundreds of organisations run learning activities that aim to inspire a culture of learning in the workplace. Learning at Work Day 2010 is on the theme of 'Creating Connections' and will take place on 20 May, 2010 as part of Adult Learners' Week. Learning at Work Day is supported by the Learning and Skills Council, Department for Business, Innovation and Skills, Investors in People and work communications. For more information visit: www.learningatworkday.com
- The Reading Agency, an independent charity with a mission to inspire more people to read more, works closely with public libraries to run national programmes like the Six Book Challenge and is increasingly linking with workplaces to encourage reading for pleasure as part of workforce development. It is supported by the Arts Council, the Museums, Libraries and Archives Council and, for its work with workplace, the Department for Business, Innovation and Skills and unionlearn. For more information please visit: www.readingagency.org.uk
- The Reading Agency launched the Six Book Challenge as an annual incentive scheme for less confident readers in 2008. 9000 people took part in 2009 through libraries, colleges, adult education, prisons and workplaces. 90% of participants said they feel more confident about reading after taking part, and tutors say that the Challenge improves learners' confidence, increases their motivation and helps them develop a reading habit. The main activity for the Challenge runs from January to June with Learning at Work Day providing an ideal opportunity to celebrate the achievement of participants. Materials for 2010 are available now from The Reading Agency - see www.sixbookchallenge.org.uk or contact mail@davidkendall.co.uk for more information on the Six Book Challenge in the workplace.
- The Campaign for Learning is an independent charity working to put learning at the heart of social inclusion. It runs national awareness campaigns, leads projects and practitioner networks, conducts research and examines the impact of policy on learning and learners. For more information visit: www.campaignforlearning.org.uk

- The booklet called [Getting Reading to Work](#), published by The Reading Agency with the TUC, outlines how workplaces in Yorkshire and the Humber have been running the Six Book Challenge. It is available at www.sixbookchallenge.org.uk/news/new-booklet-features-challenge/
- Transworld is one of the biggest selling book publishers in the UK. It publishes bestselling titles by top adult and children's authors. For more information, please visit: www.booksattransworld.co.uk