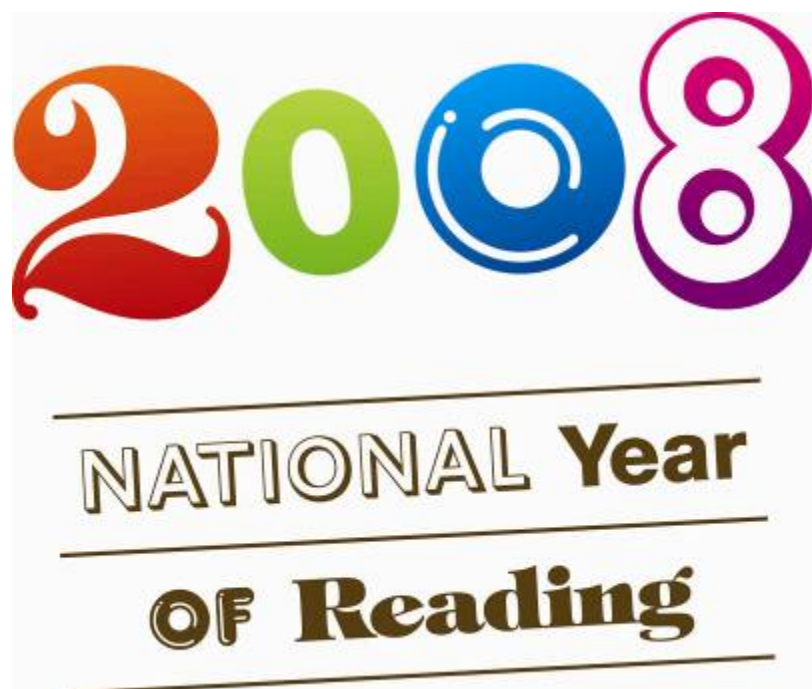


The National Year of Reading Information Pack



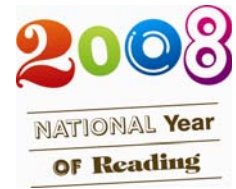
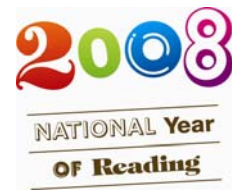


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MISSION STATEMENT

The more you read, the more you know. Reading helps you connect, think, judge, decide and contribute. If you read, everything is within your reach.

Reading and effective literacy are fundamental to social cohesion, individual opportunity and personal success. For the 2008 National Year of Reading (NYR) to succeed we need to have conveyed the significance and positive impact of literacy and reading on the success of the country, and the opportunities it provides for active citizenship for everyone.

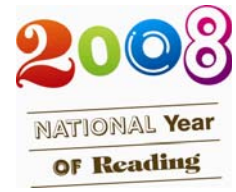
We need to reach hesitant readers, reluctant readers, those who do not consider themselves readers (but who are!), and those who are in a position to influence someone's future reading potential - and make a compelling case to them all for greater engagement with reading.

This means reaching and engaging every parent and carer, as well as extended family members, in order to promote the central role of the family and the home environment, as well as the impact of education, on any child's reading life and future potential. We will also need to engage CEOs nationwide and encourage them to support reading and literacy development within and outside of the workplace.

The 2008 National Year of Reading is not just about books, but is a celebration of words in every form and through every possible media. We are at a cultural crunch point – at a moment when we need to embrace whole new networks of reading through digital media, and at the same time celebrate everything that is relevant about traditional forms of reading and access to reading.

The 2008 National Year of Reading will also showcase artistic production – ideally every variety of spoken, sung and written words – and the role of the artist in expressing the capacity of words to move us, to change lives, to divert and delight us. Artists will be essential in our drive to extend the impact of the Year beyond 'conventional' and established audiences for reading.

Most of all the 2008 National Year of Reading is about the power of words and reading and the ideas they can illuminate - it will particularly focus on the fundamental founding principle behind our network of public libraries; ideas available for free, to everyone, offering reading as a tool of personal emancipation, and an expression of a democratic society.



LAUNCH PRESS RELEASE

January 8 2008

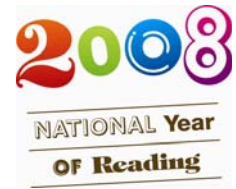
MAKE 2008 YOUR NATIONAL YEAR OF READING

Ed Balls joined the Prime Minister, children, writers, and reading champions at 10 Downing Street today to launch the National Year of Reading. He called for every employer, school, library, college and local authority to get involved and sign up to the National Year of Reading by logging on to the National Year of Reading website at <http://www.yearofreading.org.uk>

- Anyone can sign up to the National Year of Reading website for information on local activities.
- But there are also plenty of easy steps that anyone can take right now. Employers can make their work place more reader-friendly by turning their old smoking rooms into mini-libraries and arranging places for quiet reading.
- Parents can spend ten minutes a day reading with their children. Adults can join their local library or a reading group, or start reading a newspaper or magazine on the way to work.

The 2008 National Year of Reading is a year-long celebration of reading, in all its forms. It will help to build a greater national passion for reading – for children, families and adult learners alike. The Year will encourage people to read in businesses, homes, and communities around the country, providing new opportunities to read and helping people to access help and support through schools and libraries.

Campaigns and activities throughout the year will inspire everyone to read more, with a focus on reluctant readers, those with low confidence, and boys and dads. 146 local reading coordinators in local authorities across England will work with local education, community, library and leisure services, businesses and the media to deliver National Year of Reading campaigns and activity for their local communities.



Children from City of London Academy and Loxford School of Science and Technology created 'reading corners' with beanbags and cushions at Downing Street. Having a quiet, comfortable place to read is important in helping anyone to develop a love of reading.

Ed Balls said:

"I want every school, college, library and employer to pledge to join in with the Year of Reading by signing up online. If local communities, authors, broadcasters, celebrities and employers come on board we can really bring about a long-term change in the nation's attitudes to reading.

Books are at the heart of the Year's activities but all reading 'counts'. Newspapers, magazines, poetry, song lyrics, screenplays and blogs will all feature as part of the Year's activities.

There has been a huge amount of attention recently on reading at school, and rightly so. Every child must be able to read and write confidently; that is one of the highest priorities of this government. We are investing in high-quality phonics materials, free books for babies and children, catch-up support and small group tuition to help everybody achieve that goal.

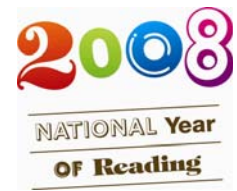
But the National Year of Reading is about much more than children's achievement at school. It is about the potential of reading to open doors.

We need children, adults, and families to be reading because they love it and appreciate the opportunities that reading brings – not because people like me say it's important. And it's never too late to improve your reading skills.

We're at an important point in the history of reading. Changes in technology are redefining the way that we read, write and communicate, and opening up the world of words to new audiences. Anyone can be an author, publisher or critic online, as well as a reader. But at the same time we're seeing huge interest in traditional forms of reading, with the help of publishing phenomena like Harry Potter which are rekindling young people's love of books."

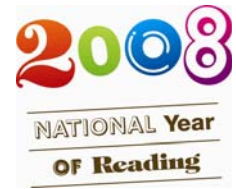
- Ends -

Notes to editors



- For more details please call Blue Rubicon (for DCSF) on 020 7260 2700 (Lotte Jones and Debbie Howard) or email yearofreading@bluerubicon.com
- City of London Academy and Loxford School of Science and Technology are 'Reading Connects' schools, which is a DCSF-funded programme to help schools develop a culture of reading for pleasure across everything they do.
- The NYR starts in January 2008. The first three months will be a national challenge to sign up to the NYR, at <http://www.yearofreading.org.uk>
- People who visit the website will be able to access information about a wide variety of initiatives for young people and adults which promote and support literacy skills, with which they can get involved. They will also be able to contact their local NYR co-ordinator to find out exactly what is planned for their area. Local campaigns will begin in April.
- £3.7 million has been allocated for the Year of Reading, for the period August 2007-March 2009. The National Literacy Trust and lead partner The Reading Agency is working with a consortium of partners to deliver the campaign at a national and local level. A key priority is to develop a legacy which embeds reading, in all its forms, in our social culture and endures long beyond the end of the campaign itself.
- The Year will bring together all planned literacy-related activities, from World Book Day to the literary festivals and ensure that together they have the greatest possible profile and impact.
- The year will include radio and print advertising, and promotion on social networking sites; and two campaigns to promote library membership and reading volunteers.

The National Year of Reading will also showcase artistic production – every variety of spoken, sung and written words. Artists will be essential to extending the impact of the Year beyond 'conventional' and established audiences for reading.



USEFUL READING STATISTICS

In June 2002, the Office for National Statistics Omnibus survey found that:

- Nearly half of adults had read at least five books or more in the previous 12 months
- A quarter of adults had not read a book during the same period, including almost half of males aged between 16 and 24.
- 96% said they had read something in the past seven days, whether books, magazines, newspapers or text messages. Reading material varied according to age: 70% of 16 to 24-year-olds had read a magazine, compared to 59% of 55 to 64-year-olds; 33% of 16 to 24-year-olds had read fiction, compared to 43% of 55 to 64-year-olds.

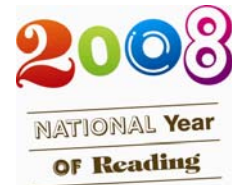
An online survey of 1,432 workers, by the TUC for Quick Reads and World Book Day 2006, found that:

- Only 23% of UK workplaces have borrowing shelves or book clubs. However, more than nine in ten employees (91.4%) would consider using a borrowing shelf or joining a book club if one were to be set up at work.
- 55.2% read or listened to audiobooks on their way to work, with fictional titles the most popular (32.6%), closely followed by newspapers (22%).

In March 2007, the Museums, Libraries and Archives Council's Library and Information Update reported on a survey of 4,000 readers, which found that:

- A third of those questioned read "challenging literature" in order to seem well-read, even though they couldn't follow what the book was about.
- Almost half of respondents said that reading classics makes you look more intelligent. 40% said they had lied about having read certain books, "just so they could join in with the conversation". "Most people" said they would expand on their literary repertoire to impress a new date.

An international study of ten year olds' reading habits, the PIRLS 2006 report for England found that in England, compared to the previous study in 2001:

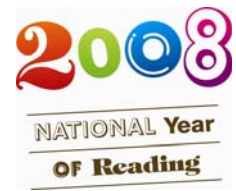


- There had been a significant fall in the proportion of children in England reading stories and novels on a daily basis.
- There was a highly significant difference in the proportions of boys and girls in England who claimed to read stories or novels every day. This includes 41 per cent of girls but just 23 per cent of boys.

In 2001-2 there were 270,775,000 visits to libraries. In 2005-6 there were 290,979,000 visits to libraries.

OFCOM report The Communications Market 2007 found that:

- There were over 35 million blogs worldwide in April 2006 and a new one is created every second. In the UK 45% use webpages and blogs as a means to publish their own original material, and over one in ten comment on current affairs and political issues on their homepages and weblogs.



FREQUENTLY ASKED QUESTIONS

What is the National Year of Reading (NYR)?

The National Year of Reading (NYR) is a nationwide campaign, promoting the power of reading to change the lives of individuals and communities. The NYR will celebrate reading for purpose and pleasure and the reading of all texts across all media. It will create opportunities to motivate the wider community to start reading – or to read more.

Through the Year, Local Authorities and service providers will be able use the campaign as a hook to engage their communities and reinvigorate existing initiatives. Throughout the Year opportunities for local communities to learn from one another and to share best practice will be created.

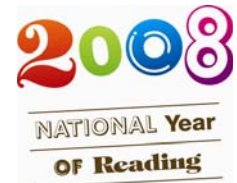
- The NYR is going to help build a greater national love of reading and a better understanding of its power as a fundamental life skill that opens doors – for children, families and adult learners alike.
- The Year aims to inspire everyone to read more, with a particular focus on unconfident or reluctant readers, as a pathway to educational attainment and personal development - and to enable greater participation in society and democracy.
- The NYR will encourage and enable people to read in homes, businesses and communities around the country, by providing new opportunities to read and helping unconfident readers access support.
- All forms of reading count – this is not just about books. Reading newspapers, magazines and online is just as important.

When will the Year begin?

The NYR starts in January 2008. The first three months will be a national challenge to sign up to the NYR. The media launch and local authority-lead campaigns will begin in April.

Why are we doing it now?

- We're at a generational tipping point. Technological change is re-defining the way we access information, read and communicate. Recent studies have shown that children are spending longer in front of screens than ever before.
- There is an undisputed link between reading for pleasure and educational attainment – but we also know from the 2007 international PIRLS study that children in England read



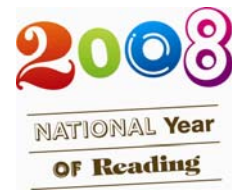
for pleasure less frequently than those in other countries. Only one third of children reported reading for fun on a daily basis.

- We have a particular problem with **boys**: the PIRLS study showed that 41% of 10-year-old girls read stories or novels every day, compared to just 23% of boys. 25% of boys claimed to never read stories or novels out of school – compared to 10% of girls. 83% of girls claimed to enjoy reading ‘a lot’ or ‘a little’ compared to 67% of boys.
- Early exposure to books affects early learning. A child from a deprived home has heard just 13 million words by the age of four, compared to 45 million in a more affluent home. What starts as a problem with vocabulary rapidly turns into a problem with reading, writing and comprehension, leading to poor exam results.
- Government is putting all the tools in the system to help all children succeed, with classroom support, high quality phonics materials, close tracking of progress, and investment in one-to-one and small group tuition, and free books for children of various ages.
- Improvements in schools will only take us so far. We need all our children to be reading because they enjoy it – and choose to spend their free time reading
- To do that we need everyone’s help to effect a change in attitudes – especially amongst parents. We need parents, both of the brightest children and the most reluctant readers - to keep reading with their children as they grow up. At the moment 8% of children have no books in their homes.
- **Adults** in the UK tend to read fewer books than in other countries – and the amount of children and adults reading for pleasure is declining.

Now is the time to create a collective call to action to read that will make the efforts of thousands of partners, from local libraries to big employers, work harder and create real, tangible change.

Why is it important?

Reading is a crucial skill for life, work and social cohesion. In particular, reading is the foundation for children’s development as a whole; to be a proficient reader opens the doors to new knowledge and understanding. The Year will provide us with an opportunity to motivate and establish a reading culture across the country and to reinvigorate the National Reading Campaign; engaging local communities both young and old in developing and maintaining a reading culture.



What is the Government commitment?

£3.7 million has been allocated for the Year of Reading, for the period August 2007-March 2009. The National Literacy Trust, working with a consortium of partners, has been allocated some of these funds to establish a framework for delivering the campaign at a national and local level. A key priority is to develop a legacy which embeds reading, in all its forms, in our social culture and endures long beyond the end of the campaign itself.

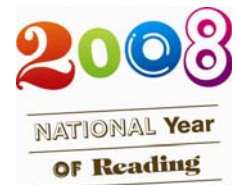
What are we trying to achieve through the NYR?

The Department aims to promote reading within the family and beyond and helping to re-energise the national reading culture and leave a legacy of increased awareness of the power of reading, reflected in sustained initiatives.

In the last ten years the advancement of information technology, the creation of an “information economy”, the growth of creative industries: all create ever-higher demands for a highly skilled workforce. High levels of literacy are an absolute prerequisite for that – and today’s children have to be that highly skilled workforce of the future.

How are we making it happen?

- The Year is supported by a wide range of stakeholders across the private, public and voluntary sectors.
- It offers a powerful opportunity to join up all organisations and bodies who have an interest in promoting literacy - from central and local government, to the education, library, voluntary and third sectors, to corporates of every size.
- NYR coordinators in every upper-tier authority across England will work with local education, community, library and leisure services, business and the media to plan and deliver campaign activity for their local communities.
- We have developed a corporate engagement strategy that will encourage every employer across the country to get involved, providing reading materials, places to read or encouraging employees to become reading volunteers. We have real commitment from every major publisher to take part.
- We will be challenging all schools across the country to get involved.
- Every library authority across the country has signed up to take part.



- The Year will bring together all planned literacy-related activities, from World Book Day to the literary festivals and ensure that together they have the greatest possible profile and impact.

What will it achieve?

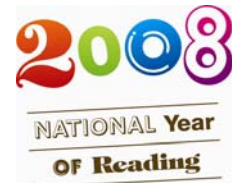
- We intend to encourage all of our target audience groups to read more often, for pleasure and purpose.
- It will help reluctant and unconfident readers get access to the support they need to start reading or read more, breaking cycles of underachievement and low expectations.
- We intend to incentivise all parents and particularly fathers to read with their children.
- We hope to reposition reading in domestic and politician life, reviving the best traditional reading habits but embracing 21st century lifestyles and formats.
- We will have succeeded if the momentum and enthusiasm for reading continues well beyond 2008 and the Year leaves a legacy of structures at national and local level which can support and sustain this attitudinal change.

Who will be involved?

Every individual, family, early years setting, school, library and community will be invited to participate in the creation of the NYR.

How do I get involved?

To find out about you can get involved in reading events and initiatives in your local area, contact your NYR Coordinator. You will be able to find their details on the website at www.yearofreading.org.uk . Details of public events can also be uploaded onto the NYR website and you can register for email updates there too.



CALLS TO ACTION BY AUDIENCE – NATIONAL CAMPAIGNS

This seeks to answer the question: “How do I take part in the Year?” for each audience.

Clear calls to action give real direction for our key audiences during the Year, meaning it is much more than just awareness-raising. They also bring to life the irrefutable fact that reading is a fundamental life skill that is mentally, financially and socially rewarding, and which opens personal, academic and professional doors.

Generic call to action:

Open doors for someone this year by encouraging them to read anything, anywhere and anytime

Sub-messages:

- the importance of men acting as male role models to provide a catalyst in the year of reading
- the importance of defining reading as anything/anytime not just books/fiction – introducing Year of Reading bookshelves across the country to illustrate what turns teens and younger children on to reading

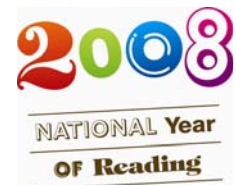
We’re calling for everyone to sign up to the National Year of Reading and take part in the many local activities that will promote reading.

The Year aims to inspire everyone to read more in homes, businesses and communities around the country. To achieve this we will create a national debate about reading, creating big and small moments to get people talking about reading.

How you can take part if you’re an employer?

Bosses, i.e. mid tier management and managing directors: There are four ways to participate:

1. Sign up to helping Britain get the reading habit by helping your employees make bedtime reading a reality for their families.



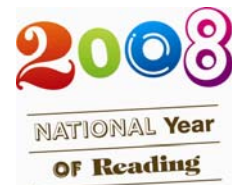
2. Make your workplace more reader-friendly by creating a mini-library or bookshelf. Encourage your staff to become reading volunteers who recycle their reads and post reviews of books up in your mini-library, encouraging others to read them as well. And encourage your employees to think about what might engage their children and teens to read by establishing special Year of Reading bookshelves. This will also give your workforce the confidence to read more.
3. Link up with local libraries. By contacting your NYR Coordinator we will be able to pair up your business with local libraries, so that your reading volunteers can read with local children and with adults who want to gain more reading confidence.
4. Link up with local schools. By contacting your local reading coordinator we will be able to pair up your business with local schools so that your reading volunteers can support reading there.
5. Pledge your support by sponsoring a specific NYR project.

CEOs: We want business leaders to back the National Year of Reading. Every progressive company in the country should know how they are going to get involved. You could make a personal commitment to be a reading buddy with a member of your staff.

How you can take part if you're a **school**?

It's an opportunity for schools to build on or develop a whole-school reading culture.

1. Sign up to become a Reading Connects school and develop a 'whole school approach' to reading.
2. Link up with your local library and visit The Reading Agency's 'Enjoy Reading' website which showcases libraries' offer to schools (website available from April).
3. Consider the resources available to support reading as part of extended schools policies. Use the resources provided by ContinYou, which includes breakfast clubs, homework clubs etc.



4. From 2009 schools will be measured on community cohesion by Ofsted, so be aware that reading may form a useful cornerstone through such activity as volunteer reading and getting parents and carers involved.
5. Use the National Year of Reading website, www.yearofreading.org.uk, to find out more about monthly themes that can help inspire classroom activity
6. Register for updates from www.yearofreading.org.uk and get in touch with your NYR Coordinator to keep up to date with activity, such as the Summer Reading Challenge, throughout the year.

How you can take part if you're a **parent**?

1. Spend 10 minutes a day reading with your children – no matter how young or old. All the evidence shows that early exposure to reading dramatically affects early learning and, most important of all, it's fun and makes you feel like the best parent on earth.
2. Join your local library. Membership will be really useful especially during the school holidays so you can keep your children's reading habit going.
3. Dads – do not under-estimate how important it is for your children, particularly your sons, to have a male reading role model. You can be a real catalyst for change. Remember reading is anything, any time, any place.

How can you take part if you're a **teenager**?

Have your say on your reading likes and dislikes by entering our survey. This is your chance to tell the Government what you like to read. Many of your heroes are wordsmiths – the people you rate put words together in an amazing way. Your views matter and will help ensure reading can be so much more than books.

MONTHLY THEMES 2008

The National Year of Reading's calendar includes the following themed months:

April	Read all about it! Links to newspapers and magazines; library membership campaign.
May	Mind and Body Reading and learning at work. The knock-on benefits of reading.
June	Reading escapes Holiday and summer reads.
July	Rhythm and Rhyme Poems, poetry and lyrics.
August	Read the Game The influence of sport and how this can help promote reading.
September	You are what you read Cultural, personal and local identity.
October	Word of Mouth Storytelling, reading out loud, reading together, reading aloud, live literature.
November	Screen reads Exploring the diversity of reading and writing; scripts, TV and films.
December	Write the future Writing, texting, blogging etc.