



A Vision for Reading in Peterborough

2018 - 2020

Ensuring that every child in every community in Peterborough can enjoy reading and can read well is crucial to the success of our city. This vision commits the city to improving reading in a new and exciting way, not only strengthening the resources of the city's schools and teachers but establishing reading as a priority for every service, business and community agency committed to Peterborough's future.

This vision builds upon the great work already being done in Peterborough by the City Council, the National Literacy Trust, Vivacity and other partners. It sets out a strategic pathway and three key priorities to guide how we can all work together so that we ensure that every child has improved life opportunities through reading. We have all pledged to play our part in helping children to have a lifelong love of reading and build a reading city. We invite you to join us.

Gillian Beasley - Chief Executive, Peterborough City Council

Kevin Tighe - Chief Executive, Vivacity

Jonathan Douglas - Director, National Literacy Trust

Vivacity

PETERBOROUGH

CITY COUNCIL

**National
Literacy
Trust**



Why is reading important?

- Reading improves people's health and wellbeing, including mental and physical health and relaxation e.g. sharing books and reading to babies and young children helps families to bond
- Reading engagement and reading for pleasure support people in their social interactions, creativity, empathy, self-expression and understanding of themselves and others. This can lead to improved community cohesion¹
- Access to books and parents who value reading and reading for pleasure have a big impact on how much and how well a child reads²
- Babies and children who are read to regularly are more likely to be better readers: even at the age of two a child's language development is a strong predictor of their reading skills at the age of five³
- As many as one in six struggle with reading⁴
- Being a competent reader and reading daily or weekly has a positive impact upon educational success and how well people do in later life. People who have functional literacy skills earn, on average, 16% more than those who don't⁵



Why is the improvement of reading important for every child in Peterborough?

- Currently achievement in reading is significantly lower than national averages and lower than that in other local authorities
- The number of children joining and leaving Peterborough schools at non-standard times is the second highest in the country and this has a disruptive impact on the outcomes of too many pupils⁶. From October 2016 to January 2017, 630 children joined and 432 children left Peterborough schools at non-standard times
- Peterborough has a diverse community with 138 languages spoken⁷ and further cohesion needs to be developed
- 10 libraries in Peterborough are used by only 20% of the population and this needs to be increased to further develop reading for pleasure
- Improved reading is linked to better public health and greater opportunities within education and employment⁸



How are we going to achieve the improvement of reading in Peterborough?

Local literacy initiatives are the best means of understanding and targeting local community needs⁹. The National Literacy Trust Hub in Peterborough has already established partnership working with a range of agencies across Peterborough. We intend to further develop local shared initiatives and partnership working, to improve enjoyment, engagement and achievement in reading.

We will particularly focus on the following new initiatives:

- Raising awareness of and implementing the School Readiness Project
- Training Reading Buddies for all schools
- Encouraging schools and partners to prioritise reading through signing up to the Peterborough Reading Pledge
- Celebrating the Peterborough Year of Reading for 2019

1. BOP Consulting, (2015) The impact of reading for pleasure and empowerment. London: The Reading Agency

2. Clark C and Hawkins L, (2010), Young People's Reading, National Literacy Trust

3. Collins F and Svensson C, (2005), Planting a seed for Life, Bookstart

4. Williams J, (2011), Skills for Life Survey, DfES

5. Morrisroe, J, (2014), Literacy Changes Lives

6. Rodda M, Hallgarten J, Freeman J (2013) Between the Cracks Report, RSA

7. DfE, (April 2017,) School Census 2016-2017

8. Morrisroe J, (2015), National Literacy Trust Hubs: Understanding the role of literacy in public health, National Literacy Trust

9. Morrisroe J, (2015), National Literacy Trust Hubs: Understanding the role of literacy in public health, National Literacy Trust

Peterborough becomes a city where reading enables every child to have improved life opportunities

Priorities



ENJOYMENT

More children enjoy reading



ENGAGEMENT

More children read more often



ACHIEVEMENT

More children have improved achievement in reading



We will contribute to lifelong achievement, wellbeing and breaking the cycle of poverty by:

Aim

- Bringing together the whole Peterborough community to excite children about the possibilities of reading
- Providing inspiring and enjoyable activities linked to reading

- Increasing library membership & active library usage
- Increasing opportunities to read in a variety of places
- Further motivating parents/carers in participating in the development of their children's reading skills

- Raising attainment and progress in reading from starting points (EYFS, KS2 & GCSE)
- Closing the gap to national averages for reading



Current initiatives

- Boys into Books; National Literacy Trust's Books Unlocked; Rhyme Time; Storytime; Summer Reading Challenge; holiday and half-term activities in libraries

- Book Bus; Bookstart; City Read; Community Meet and Eat events; Community Serve pop-up shops; Heritage Festival; Peterborough City of Reading 2019; Reading Cafes; Reading Champions; summer holiday pop-up literacy shops; community story-telling events.

- Early Words Together; Edge Hill University Intervention programmes: Readers Count and Project X CODE; Every Child a Talker (ECAT); Improving Literacy programmes for targeted schools; Power of Reading; Raising Early Achievement in Literacy (REAL); Reading Buddies; Reading for Inference



By the end of August 2021, the rate of improvement in Peterborough will be double the national rate of improvement and will support the achievement of the following outcomes:

Outcomes & milestones

- Attainment is raised to at least 75% (or is in-line with National Averages) for:
 - Early Years Foundation Stage (EYFS) Expected and above in Communication and Literacy, and Reading
 - Key Stage 1 (KS1) and Key Stage 2 (KS2) Expected Standard and above for reading
 - GCSE English Grade 4 and above
- Progress from end of KS1 to end of KS2 is above the National Average
- School Readiness survey shows improvement to above 70% in Listening, Sharing and Effective Communication measures

- Library membership and active library usage increases by an additional 2,500 children each year
- Opportunities to read in a variety of places is increased to a further 100 new places
- Surveys on reading show improved levels of enjoyment (greater than 60%)
- At least 100 Reading Buddies are trained and volunteering in Peterborough Schools
- At least 90% of schools and 40 partner organisations are signed up to the Reading Pledge
- The Peterborough Year of reading is celebrated across the city and has a high profile in the media



Monitoring & evaluation

The Reading Strategy will be monitored by the Lead Officers for PCC School Standards and Effectiveness, the National Literacy Trust Hub and Vivacity and impact reports will be provided for the PCC Scrutiny Committee on a termly basis. The Reading Strategy will be evaluated by the PCC Children and Education Scrutiny Committee.



Peterborough Reading Pledge

As part of the Vision for Reading in Peterborough, developed in partnership with the National Literacy Trust Literacy Hub in Peterborough, Vivacity and Peterborough City Council, we invite you to undertake three actions (one from each section) to put reading at the heart of your organisation's strategy:

Your organisation ☒

- ☐ Use the Vision for Reading in Peterborough to promote reading to all staff in your organisation
- ☐ Create a page on your organisation's intranet dedicated to encouraging reading activities, for example a staff book club or recommended reads
- ☐ Ensure engaging reading materials are available in public waiting areas within your organisation
- ☐ Include the Vision for Reading in Peterborough logo (to be developed) on official documents to show that your organisation is working in partnership to promote reading

Your staff ☒

- ☐ Actively encourage all staff/employees to join their local library
- ☐ Identify an Ambassador of Reading to take special responsibility for promoting reading within your organisation
- ☐ Create a yearly reading reward or prize within your organisation

Reading in the community ☒

- ☐ Send information to all parents and carers within your organisation at least three times a year, asking them to read regularly with and to their children and highlighting free resources available to support this, for example the National Literacy Trust's Words for Life website
- ☐ Promote The Reading Agency's Summer Reading Challenge to all employees who have children aged 3 to 12
- ☐ Identify at least one person in your organisation who would be interested in training to volunteer as a Reading Buddy within a local school.

**I/We pledge to undertake the above actions
and to support the Peterborough Vision for Reading**

Name

Organisation

We are committed to working with as many partners as possible and we hope that these partners will sign-up to the Peterborough Reading Pledge Strategic Partners: Peterborough City Council (PCC); Vivacity; National Literacy Trust.

Other Partners: Arts & Cultural organisations; Axiom Housing; Barnardos; BookTrust; City College Peterborough; Community Connectors; CPFT (Health Visiting Teams); Cross Keys Housing; Faith Groups; Families Information Service; Opportunity Peterborough; Phantoms; Peterborough Learning Partnership; POSH; Preschool Sector; Public Health; Schools and Academies ; Spurgeons; Stagecoach.