

Title of Paper: Literacy Update – The Literacy Trust and Literacy Initiatives

Date: 9th March 2018

1. Purpose

To update the ON Board on the progress on its priority activity of improving literacy rates amongst Nottingham children and young people.

2. Recommendations

The Board is ask to note progress. Members are invited to consider a more detailed discussion at a later Board meeting and how they may continue to support the development of the Nottingham Literacy initiatives.

3. Background

ON adopted reading and literacy skills (particularly in the early years) as one of its priority targets from the Nottingham Plan. The Board agreed that ON should contribute to the activity in a number of ways :- partnership, and financial support in the development of these initiatives particularly, under the umbrella of the Nottingham Literacy Hub. This initiative contributes towards ON's Aspirations & Fairness overriding themes.

4. The Literacy Initiatives

4.1 Nottingham Literacy Hub/Trust

ON has agreed to contribute up to £32,000 over 3 years to the development of the Literacy Trust. This funding is more than matched by a significant funding package from Small Steps Big Changes and is the subject of a funding bid with the Big Lottery which also covers the hubs in Middlesbrough and Peterborough.

The Trust has introduced a partnership Steering Group and an Operational Group. Nigel Cooke and Candida Brudenell are members of the steering group, which is co-chaired by Councillor David Mellen (NCC Early Years Portfolio Holder), and Councillor Sam Webster (NCC portfolio holder for Education and Skills). Boots are the business partner on the steering group and the initiative is actively supported by Business in The Community.

Emily Landsborough is the newly appointed Nottingham Hub Manager. Emily started her role on the 12th February 2018. Emily's early observation is "that there is an incredible amount already going on which we can be more joined up on, learn from, and share more widely". She is very interested in exploring the approach to business engagement on literacy, which will support the trust's ambitions.

It is aimed to launch in March and April. The dates are to be confirmed but the initial plans are for a public launch in the Victoria Centre, a stakeholder engagement event

coupled with visits and book gifting to a range of early years and schools settings, and a business engagement event.

4.2 **Activity Plan and Outcomes**

The Hub has a vision to develop a city of confident, communicative young people who have the core skills to be ambitious and to achieve those ambitions.

Its long term goals are to:

- Increase the % of young people who are at expected level at EYFS (communication and language standards)
- Increase employability skills among secondary and post-secondary pupils
- Raised awareness of literacy and engagement in activities via a media campaign
- Improved transition practices from primary to secondary schools.

Key extracts from the Outcomes Framework are attached as appendix A.

4.3 **Hoodwinked**

A trail of Robins across Nottingham in the summer will be accompanied by a Book Bench trail, which is designed to encourage children to read. Robin's Tales offers schools the chance to decorate their very own Book Bench as part of this learning programme. At the end of the trail, the benches will be returned to schools as a permanent reminder of Hoodwinked. Progress to date:

- 52 primary schools signed up to the arts and literacy programme : Robin's Tales. At least 1 school in every ward in the city that has schools in it. Includes special schools, PRUs and QMC HHE.
- Free to schools CPD events delivered by The National Literacy Trust & The Mighty Creatives, supported by Browne Jacobson and The Mighty Creatives.
- Comprehensive arts and literacy education support pack, with cross-curricular links, and input from education partner Boots, and charity partner Notts Hospice.
- Supporting city-wide arts programme in development with ChalleNGe, Nottingham's Cultural Education Partnership.
- Potential tie-in with schools SSIF funding around reading being delivered in the city.

4.4 **Dolly Parton Imagination Library**

More than 4,000 children a month now get free books through their door in Nottingham thanks to Dolly Parton's Imagination Library. Since 2012, 100,000 books have been sent out in Nottingham and the scheme has recently been extended to Bridge and Dales wards. At Christmas, the Nottingham Playhouse once again opened its doors for bucket collections at the pantomime. Councillor David Mellen set himself a reading challenge to read a storybook to at least 2018 children in January. He read to 2,780 children in total and raised over £4,000. Further challenges will follow.

4.5 **Roosevelt Foundation Nottingham US Exchange Programme – Gareth Morgan**

As a small part of the ON contribution to Literacy, ON supported Gareth Morgan (with £250 towards costs) to visit New York to San Francisco as a recipient of a Nottingham Roosevelt Scholarship. His aim was to work with literary and literacy organisations across the US who support the learning of children in elementary grades (7-11,


equivalent of primary phase/KS2). In his two months in the States, Gareth visited 27 literacy organisations, 1 university and one Presidential library. This included visiting the grave of DH Lawrence in Taos, New Mexico, and Iowa City UNESCO City of Literature, our sister city in the Creative Cities Network.

Core to the scholarship is finding knowledge, projects and connections which can have a benefit for Nottingham. The key elements which Gareth feels can translate into Nottingham's education landscape are:

- 826 Network: The 826 Network is a collective of literacy hubs across the US. They offer school writing field trips (in which children collaboratively write a novella which is printed at the end of the session) and after-school literacy tuition at their education bases, which are also themed shops – forming part of their funding model. The shops are esoteric and also stock high-quality print runs of the children's writing, often foreworded by prominent authors. There is a UK affiliated 826-inspired organisation, The Ministry of Stories in Hoxton, London – who have supported the development of organisations in Rotherham (Grimm and Co.) and Brighton (Little Green Pig). There is also now the Edinburgh Super Power Agency. A Nottingham Robin Hood literacy education space, based on this model, is an achievable stretch goal and something Gareth will be working toward over the next few years.
- In Phoenix, AZ, whose Early Literacy Continuum (www.readonarizona.org/resources/publicationsreports & www.readonarizona.org/wp-content/uploads/2014/06/continuum-project-web-opt.pdf) feels like the next progression for SSBC and others working in early intervention with the program targeting children up to the age of 8, supporting them and their families through early school. Using this programme, accredited and evaluated by academics at Harvard, they have affected a 4% increase state-wide in the communities they are working with in reading at grade level over the last 4 years..
- The Albuquerque Chamber of Commerce have set up Albuquerque Reads in response to their literacy needs and have created easy to use resources for parents, careers and volunteers to use in support of children's comprehension of reading, rather than just pure phonics. Gareth is presently working on Hoodwinked and using the American experience and gleaned good practice in the delivery of the project.
- He will pass on information to libraries and local children's author Jonathan Emmett. He has presented to the P6P Literacy group in Aspley-Basford and the West8 Literacy group in Bilborough and briefed Cllr David Mellen with other planned briefings in the near future.

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Appendix A. Key Extracts for the Nottingham Literacy Hub Outcomes Framework.

Long term Key Outcomes	Activity	Outcomes
Improving School Readiness (Early Years) 2-5 year olds.	<p>Early Language and literacy project: Media campaign, Early Words Together @ two:</p> <ul style="list-style-type: none"> • 12 settings • 16 families per setting • 192 families total 	<p>Improvement in GLD</p> <p>Improved parental confidence and skills to create an effective home learning environments</p>
Improved transition from primary to secondary school (small scale pilot in Clifton)	<p>Develop transition activities between schools: Shared moderation, transition arcs of work, increased pupil visits to settings</p>	<p>Reduction of attainment ‘drop-off’ into Yr 7</p> <p>Improved inter-phase working practices</p>
Increased employability skills for secondary and post-secondary pupils	<p>Words for Work</p> <ul style="list-style-type: none"> • Funding for 3 schools secured (1 KS3 and 2 post-16) <p>Links to existing employability programmes (e.g. Capital One).</p>	<p>Students explore prospective employment routes and develop the written and spoken communication skills necessary for the workplace.</p>
Support strong integration of all literacy activities in the city through a media and behaviour change campaign	<p>Campaign linking with key partners: e.g. SSBC key messages, DPIL titles and link with UNESCO and library work.</p> <p>Interventions where funding is secured for programmes e.g. Premier League Reading Stars, Skills Academy, Young Readers Programme etc</p>	<p>Children and young people will report increased enjoyment of reading across primary and secondary age range</p> <p>Parental engagement</p>

<p>To increase external funding sources to sustain and develop the model for the future</p>	<p>To increase engagement of local businesses</p> <p>Secure support from other funders – Trusts and Foundations</p> <p>Local authority provide support and recognise the importance of the literacy hub</p>	<p>Sustainability plan</p> <p>Business engaged by: e.g. funding, programme engagement, commitment to Pledge or other initiatives.</p>
<p>There will be multiagency ownership of the literacy/language issues in the City</p>	<p>Multi-sector network developed. Getting a variety of stakeholders involved from the community.</p>	<p>Increase in awareness/ownership of language and literacy issues</p>