



READER DEVELOPMENT STRATEGY

National Context

The *Scottish Reading Strategy* (SRS) launched in November 2014, was developed by a group comprising the public library services for each of Scotland's local authorities, The Reading Agency, the Scottish Book Trust (SBT) and Scottish Library and Information Council (SLIC). Its aim is to inspire more people of all ages to read widely, support literacy development, support language diversity and champion the essential role of libraries. The Scottish Reading Strategy can be found at Appendix 1.

Ambition & Opportunity: A National Strategy for Public Libraries in Scotland 2015-2020, sets out 6 Strategic Aims with the first being- 'Libraries promoting reading, literacy and learning' and stating 'Public libraries in Scotland promote education and learning for all, develop a culture of reading for pleasure, offer support for everyone from early years to older people, and enable people to make informed choices.'

<http://scottishlibraries.org/wp-content/uploads/2015/01/Strategy.pdf>

To help do this effectively, Inverclyde Libraries incorporate reader development principles and practices into work programmes and its ongoing commitment to excellent customer care.

The above documents provide a framework and vision for Inverclyde Libraries by helping inform and guide on how we can best develop and deliver an inclusive Library Service. Part of that inclusive service is a commitment to reader development opportunities for all of those who use the service and to attract interest from those who do not.

Literacy and reading as a cultural activity is addressed within the *Scottish Reading Strategy*, published in 2014. Inverclyde Libraries supports the development of a strong reading ethos in local communities, fostering a culture of celebrating reading, writing and literature with a focus on ensuring that reading is a valued activity from the earliest age, and the benefits of reading are realized through a lifelong love of books and reading.

Local Context

Inverclyde Libraries incorporates 7 public libraries, with the Watt Library specialising in Local Studies. Libraries also provide outreach services, including Books on Wheels which delivers reading resources to people in their homes, and deposit collections which are delivered to residential care homes. Inverclyde Libraries also works in partnership with a variety of organisations, including West College Scotland, HMP Greenock, Inverclyde Council's Community Learning & Development department all providing support for reader development. We provide access to online resources – both reference and e-reading services - 24/7.

Inverclyde Libraries' Reading Offer can be found at Appendix 2.

What is Reader Development?

Opening the Book's customer-centred definition of reader development encapsulates the following:

'The best book in the world is quite simply the one you like best and that is something you can discover for yourself, but we are here to help you find it'

Opening the Book <http://www.openingthebook.com/reader-centred-library>

Reader Development lies at the centre of any effective public library service. It is the means through which Inverclyde Libraries work to engage audiences, broadening the scope of an individual's interests and resulting in extensive reading for pleasure and learning experiences. Done effectively it will open up reading choices for all ages and all reading abilities.

It encompasses:

- Reading as a creative and recreational experience to stimulate the imagination
- Reading to improve health and wellbeing
- Reading as a therapeutic activity
- Reading to support literacy levels, concentration and confidence
- Reading to enhance learning
- Reading to support community engagement
- Reading to facilitate social engagement in group and individuals

Inverclyde Libraries are committed to:

- Offering access to all regardless of age, ability or social background
- Continuing to train our staff in using Frontline. Training in customer care in a library context
- Exceeding the minimum Reading Offer outlined in the Scottish Reading Strategy
- Providing a cultural calendar of activities for the residents of Inverclyde
- Widening participation in reading
- Increasing people's confidence and enjoyment of reading
- Opening up reading choices as widely as possible

Partnerships

To deliver the above, Inverclyde Libraries works with a range of partners at a national and local level. Key national partners include, Scottish Book Trust, The Reading Agency, Scottish Library & Information Council, and the Edinburgh International Book Festival's Outreach Programme-Booked! Key local partners include, Inverclyde Council Education Services, West College Scotland, HSCP and local business where opportunity arises. These agencies, and others, help enhance the library offer for adults and children, through ongoing promotions such as Book Week Scotland, World Book Day, National Poetry Day and the Summer Reading Challenge. Libraries also take a proactive and promotional role in local events such as community gala days, parents nights, a range of outreach programmes and extensive advocacy opportunities where invited. A degree of partnership working is also in place with HMP Greenock including provision of 'Reader Meets Writer' opportunities and Local History and Heritage talks.

Growing People's Confidence in Reading

We believe that Reader Development presents opportunities for people to be introduced to new reading experiences. Where readers are encouraged to have ownership of their own reading choices, there is a more positive enjoyment of reading and increased confidence to try something new.

All Inverclyde Libraries frontline staff have participated and completed training in Frontline, a detailed and tailored training exercise specifically on reader centred approaches and techniques. The training is cascaded to more recent members of staff to ensure an understanding of the role and importance of Reader Development principles are embedded. Staff are trained to be enthusiastic, create bold promotional material and provide well-chosen books, providing opportunity to try new authors, genres and formats.

Library layout is vital to the reader's experience of the library. The range of material, how it is displayed and staff knowledge are also key. A reader centred approach to library design, book selection and promotion are priority factors when considering all of those using the library.

We aim to:

- Ensure that our libraries are easy to use.
- Ensure stock is current, relevant, attractively displayed and available in a range of formats.
- Ensure our staff are knowledgeable.
- Help readers to enjoy their own reading experience.
- Provide opportunities for people to discuss reading whether in person or online.

Widening Reading Choices

Inverclyde libraries are customer focused and ensure we provide opportunity for people to try new reading experiences for free. Library stock is wide ranging, openly accessible and freely available for people to explore for themselves. There is a programme of reading promotions, a calendar of events and a range of resources and services to assist readers who want more help and guidance in choosing.

As part of the wider Scottish Reading Strategy, Inverclyde work nationally to promote reading choices and actively participate in promotions.

We will:

- Commit to national programmes that promote reading and extend reading choices.
- Provide a programme of promotions that stimulate new reading experiences.
- Promote reading groups for all.
- Support access to authors.
- Develop the library catalogue to make browsing easier.
- Develop reading lists to support community interest.
- Develop our resources and services to help readers find new reading experiences independently or with the assistance of staff.

Shared Reading Experiences

Inverclyde Libraries encourage individuals to come together and share reading experiences. Some readers want and benefit from a network to enable this. Inverclyde Libraries does this through book groups and opportunity for book reviews. Development plans include the growth in Social Media presence to encourage engagement around reading for enjoyment.

We will:

- Support and provide opportunities by providing dedicated space and reading material for people to exchange their reading experiences
- Encourage and develop mechanisms to enable greater sharing - virtual and physical
- Organise events and activities where readers can come together to share their reading experience

An Action Plan for Readers' Experience is developed each year as part of Inverclyde Libraries' overall Service Improvement Plan.

Strategy / Policy Name:	Reader Development Strategy
Written by:	Libraries Team Leader/Stock Group
Approved by:	Libraries Service Manager
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EqlA Required:	Y
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SCOTTISH READING STRATEGY FOR PUBLIC LIBRARIES

STRATEGIC VISION: Through free access to the life enriching creative activity of reading, contribute to health and wellbeing, improved levels of literacy, inspiring reading across all interests and age groups, drawing communities together to bring reading alive.

STRATEGIC OUTCOMES

- Inspire reading across all interests and age groups, from pre-literate to fluent readers
- Encourage people to read widely, trying new genres and exploring new ways of sharing their reading experiences
- Contribute to the overall health and wellbeing of the individual
- Support literacy development and increase the number of confident and capable readers
- Recognise and support language and diversity

STRATEGY ELEMENTS

- 100% of authorities offering agreed baseline activities and events
- Commitment of all authorities to the ongoing enhancement of the agreed baseline
- Commitment to Reader Development Network, Young People's Strategic Group and Early Years Strategic Group
- Commitment to work with national partners to deliver the strategy
- Continuous development of shared evidence bank and advocacy statements illustrating social impact

FRAMEWORK FOR DELIVERY: Programme of service provision addressing these elements:

Developing Readers & Improving Literacy, Improving Health & Wellbeing, Language, Diversity & Cultural Heritage, Advocacy & Activism

CALENDAR OF EVENTS AND ACTIVITIES

Delivered by 100% of Scottish Public Libraries

Throughout the Year
Author led talks & workshops
Bookbug
Community Outreach
Free access to books
Reader Development Promotion & Programmes
SBT Early Years Gifting Programme
Six Steps for Blind & Partially Sighted
Reading Groups
Visits from schools & nurseries

Annual Events

Bookbug Week (Children)
Book Week Scotland (Adults)
National Libraries Day (Adults)
National Poetry Day (Adults)
Summer Reading Programme (Children)
World Book Night (Adults)

Delivered by most Scottish Public Libraries

Throughout the Year
Bookbug Assertive Outreach
Bookbug Library Challenge
Book Award Promotions
Book Prescription/healthy reading scheme
Chatterbooks
Community Outreach
E books, audio books and zines
ESOL Groups
Regular Story-time for Under 5's
Reader development coms
Reading Groups
Reminiscence Activities
Scottish Children Books Awards
Shawdowing
Scots/Gaelic Promotions
Six Book Challenge
Visits to schools & nurseries

Annual Events

Adult Learners Week
Make a Noise in Libraries Fortnight
Local History Week
World Book Day

Delivered by some Scottish Public Libraries

Throughout the Year
Accelerated Reading Programme
Ante-natal programmes
Bibliotherapy
Book & Film Events
EIBF Outreach
Gaming clubs/workshops
Imaginational Library
Literature festival events & activities
Radio 2 & Radio 4 Book Clubs
Reader in Residence

Annual Events

Big Sports Day
Burns Night
Carers Week
Children's Book Week
Crime Month
Diversity Week
Dyslexia Awareness Week
Holocaust Memorial Day
Luminate Festival
National Reading Group Day
National Science Week
SMH Art & Film Festival
Teen Summer Reading Challenge

Inverclyde's Reading Offer

	Developing Readers & Improving Literacy	Health & Wellbeing	Language, Diversity & Cultural Heritage	Advocacy
Adult	<p>Free Access to books</p> <p>Reader development promotion & programmes</p> <p>Author led talks and workshops</p> <p>e-materials – books/audiobooks/magazines</p> <p>Reading Ahead</p> <p>Reading Groups</p> <p>Outreach (Books on wheels, HMP Greenock)</p>	<p>Free access to books</p> <p>Reading Groups</p> <p>Healthy Reading Schemes</p> <p>Creative Writing opportunities</p> <p>Encouraging less confident readers</p> <p>Social opportunity with encouragement to develop reading tastes</p>	<p>Provide free access to books in various language</p> <p>Free access to books with a focus on Quick Reads</p> <p>Free access to stock in a variety of formats for accessibility purposes</p> <p>A chance to focus on local history with free access to materials</p>	<p>Six Steps for Library Services</p> <p>Partnership working with CLD</p> <p>Language line</p>
Young People	<p>Free access to books</p> <p>Bookbug sessions</p> <p>Bookbug Gifting</p> <p>Visits from early year establishments, primary schools & secondary schools</p> <p>e-materials books/audiobooks/magazines</p> <p>Access to Author led talks and workshops</p> <p>Literacy focused programmes (such as Reading for Pleasure)</p>	<p>Free access to books</p> <p>Events & activities for children and families</p> <p>Reading Groups</p>	<p>Free access to community language books</p> <p>Scots Language or Gaelic reading promotions</p> <p>Gaelic Bookbug</p> <p>Free access to books selected to promote inclusivity and diversity through their contents and illustrations</p> <p>Free access to stock in a variety of formats for accessibility purposes</p>	<p>Six steps for Library services</p> <p>CPD for teachers, support staff and Third Sector Organisations</p>

Digital Learning and information Services	Adult Literacies	Free access to books relating to the class subject	Recognise and support language and diversity	Six steps for Library services
	ESOL (English as a second language)	Social opportunities	Promote library services to incoming families from abroad	Opportunity for CPD for library staff e.g. ITALL and ESOL qualifications
	Classes which promote reading opportunities on devices to access e-materials books/audiobooks/magazines	Social benefits		
	RNIB sessions	Improve Mental Health	Ancestry - free digital access to family history	
	Make a Noise in Library Event	Provide an opportunity for visually impaired learners		
	Adult Learners Week			
	Adult Learning Collection	Intergenerational		
	Free access to reference databases			
	Reference enquiry service			
	Community information directory online			