

## Let's Talk Reading Project

### Area Committees Input

#### Context:

- In 2017, ~20% of the population of Ipswich (~20,000) people still can't read effectively.
- Evidence from schools for children at ages 3-5 and 11-12 is that this is not improving, and may actually be worsening in "early years" children.
- The most important phase of a child's development is their first 4 years of life.
- The agencies working with parents of "early years" children do not have enough time and resources to emphasise the vital importance of talking and reading; they are now being cut back even further!
- LTR delivers all of its change by collaborating with existing organisations and agencies, including schools, libraries, children's centres, nurseries, HomeStart, Got to read, Realise Futures, etc; it is not in competition with and does not duplicate any existing local activity.

#### LTR: Outline Budget Plans for each Area: 2017/18

Below are approximate budget plans for each of the 4 areas of focus in the town. These have been built with experience of piloting most of these activities during this year, but only include the 10 (+ 3 PRUs/hospital school) schools who signed up to the project over the last 9 months; please note that there are probably another 9+ schools who would benefit from this help, but are not included.

#### Plan for NW Ipswich

Initiative	Cost £	Timeframe	Comments
Book-bags for 2-year-olds	3000	Nov17 to Jun18	500 book-bags each with book and guidance notes
Family book bags	3000	Nov17 to Jul18	100, assuming 6 books per bag
'Teach a Friend to Read' books	600	Oct17 to Jul18	200 books at £3 each
'Got to Read' NW hub	1500	Jan18 - Aug18	Resources for volunteers to mentor non-readers in NW area inc. room hire
Training materials and guidance	600	Nov 17	For midwives, health workers, family support practitioners, parents etc
Initiatives in schools	12000	Sep17 to Jul18	Whitton and Castle Hill (no Pyramid funding)
Additional books for pupils	2000	Oct 17	Particularly free books to take home for poor readers
Health checks in schools	3000	Feb18 to Jul18	Part-time; include all local schools: eye-sight, dyslexia, Irlens etc.
Reading volunteers & database	3000	Nov17 - July18	Part-time admin. plus advertising, CRB checks etc
Improving ante/post-natal advice	2500	Jan18 – Aug18	Working with 'Suffolk Babies' to deliver reading etc. advice to new parents in NW area.
Involve local businesses	200	Nov17 – Jul18	Print window stickers etc
Project administration	5000	Sep 17 - Aug18	Part-time, 15 hours per week (over all areas)
Total	£36,400		

#### Plan for SW Ipswich

Initiative	Cost £	Timeframe	Comments
Book-bags for 2-year-olds	3000	Nov17 – Jul18	500 book-bags each with book and guidance notes
Family book bags	3000	Nov17 to Jul18	100, assuming 6 books per bag
'Teach a Friend to Read' books	600	Oct17 to Jul18	200 books at £3 each
'Got to Read' SW hub	1500	Apr18 –Aug18	Resources for volunteers to mentor non-readers in SW area inc. room hire
Training materials and guidance	600	Nov 17	For midwives, health workers, family support practitioners, parents etc

Initiatives in schools	0		3 schools funded by Pyramid project
Additional books for pupils	1000	Oct 17	Particularly free books to struggling readers
Health checks in schools	5000	Feb18 to Jul18	Part-time; include all local schools: eye-sight, dyslexia, Irlens etc.
Reading volunteers & database	3000	Jan18 - Aug18	Part-time admin. plus advertising and CRB checks etc and training
Improving ante/post-natal advice	1500	Apr18 –Aug18	Working with ‘Suffolk Babies’ to deliver reading etc. advice to new parents in SW area.
Involve local businesses	200	Nov17 –Aug18	Print window stickers etc
Project Administration	5000	Sep17 - Aug18	Part-time, 15 hours per week (over all areas)
Total	24,400		

### Plan for Central Ipswich

Initiative	Cost £	Timeframe	Comments
Book-bags for 2-year-olds	1200	Nov17 – Jul18	200 book-bags each with book and guidance notes
Family book bags	1500	Nov17 to Jul18	50, assuming 6 books per bag
‘Teach a Friend to Read’ books	300	Nov17 to Jul18	100 books at £3 each
Initiatives in schools	6000	Nov17 to Jul18	St Helens does not receive Pyramid funding
Health checks in schools	1000	May18 to Jul18	Part-time; include all local schools: eye-sight etc.
Improving ante/post-natal advice	1000	May18 – Aug18	Working with ‘Suffolk Babies’ to deliver reading etc. advice to new parents in NW area.
Involve local businesses	400	Nov17-Aug18	Print window stickers etc
Project administration	1500	Jul 17 to Aug18	Part-time, 15 hours per week (over all areas)
Total	£12,900		

### Plan for SE Ipswich:

Initiative	Cost £	Timeframe	Comments
Book-bags for 2-year-olds	3000	Nov17 – Jul18	500 book-bags each with book and guidance notes
Family book bags	3000	Nov17 to Jul18	100, assuming 6 books per bag
Teach a Friend to Read books	600	Oct17 to Jul18	200 books at £3 each
“Got to Read” Gainsboro hub	2000	Oct17 – Aug18	Resources for volunteers to mentor non-readers in SE area inc. room hire
Training materials and guidance	600	Nov 17	For midwives, health workers, family support practitioners, parents etc
Initiatives in schools	10000	Oct17 to Jul18	IA, Murrayfield, Piper’s Vale covered by Councils’ Pyramid project. Cover for Cliff Lane & Lindbergh Cent.
Additional books for pupils	2000	Oct 17	Particularly free books to take home for poor readers
Health checks in schools	5000	Dec17 to Jul18	Part-time; include all local schools: eye-sight etc.
Reading volunteer database	3000	Sep17 to July18	Part-time admin. plus advertising and CRB checks etc and training
Improving ante/post-natal advice	3000	Dec17 – Aug18	Working with ‘Suffolk Babies’ to deliver reading etc. advice to new parents in NW area.
Involve local businesses	200	Oct17 – Aug18	Print window stickers etc
Project Administration	5000	Sep17 to Aug18	Part-time, 15 hours per week (over all areas)
Total	£37,400		

Total budget for the project for the academic year 2017/18 is likely to be **approximately £111k** with a further ~£36k assumed to be provided by the Pyramid Project direct to schools; ie. a comparative total of £147k.

### 2016/17 Funding Summary

Source	Funding £
SCC Raising the Bar project	50,000
IBC	10,000
IBC SE Area Committee	5,000
Local charities	8,000
Local sponsors	6,000
Schools' contributions	21,500
Local Councillors	0
Local businesses	0
Total	100,500

### Funding Sources and expectations for 2017/18

A number of funding sources are being/will be approached. There is no guarantee of success with any of these bids. The target column represents a reasonable expectation.

Source	Date	Target £	Status/Comment
Pyramid project	Jun/Sep17	36,000	IA and Chantry agreed; checking with Stoke 14/9: part of £250k received by the 3 secondary schools their pyramids
IBC Area Committees (x4)	Jul/Sep 17	20,000	Bid submitted
Local charities	Jun 17	15,000	£10k donation agreed and received
Local sponsors	Apr18	3,000	Funding agreed and received
Gainsborough Com. People's Forum	Sep/Oct 17	5,000	Proposal discussed; bid being prepared
NW Big Lottery Fund	Sep/Oct 17	5,000	Contact made, bid in preparation
Public Health funding	Sep 17	10,000	Contact made
Strategic schools' improvement fund	Nov 17	10,000	Need to create collaborative bid with 4 schools
Opportunity Fund	Nov 17	50,000	Background briefed to DfE leads 8/17
SCC Raising the Bar 2	??		Seems to be happening? In contact
National Charities	Jul17 to Mar18	20,000	Identified but no bids submitted yet
Local County Councillors	Jul 17	5,000	1 meeting to date: £1k committed
Santander Bank	Jul17	5,000	2 bids for £5k each submitted 7/17
Suffolk Foundation Funds	Sep/Oct 17	10,000	2 bids for £7k submitted 9/17
Local businesses	Jul17 - Jul18	5,000	To be contacted later
Total		199,000	
Total Received/Committed to date		44,000	
Bids submitted to date		87,000	Inc. Area Committee bids

Clearly not all these bids will be successful. If they are successful, excess funding will be used to motivate the 2018/19 work, which will be a programme of similar size.

### Forward Plans

It is intended to keep the project running until at least 2025. An outline of the evolving plan is given at annex 1.

### **Request to Area Committees**

- A grant of £5000 from each of the 4 areas in September/October 2017 to help to give continuity and momentum to the 2017/18 programme.
- The opportunity to bid again in May/July 2018 to assist to deliver a similar 2018/19 programme.

END

John Helleur

LTR Project Board

12/9/17

## ANNEX 1: Evolving Project Objectives and Steps

### 3.1 Feasibility

- 12/2014 to 7/2016
- Advice from National Literacy Trust
- Initial attempts to engage schools in SE Ipswich
- Successful bid for funding from SCC “Raising the Bar”
- Patchy support from NLT on managing the Launch project.
- Obtained funding commitments of £66k.
- Phase 1 project manager appointed: 1/2015 to 6/2015.

### 3.2 Launch and Initial Engagement

- 7/2016 to 12/2017
- Project Board established
- Steering Group established and operational termly.
- Project administrator appointed on part-time basis from 1/11/16.
- Suffolk Libraries offers administrative base and financial account
- Funding sources confirm revised dates and schools acceptable.
- Funding commitments raised to up to £86K.
- 10 schools (plus 3 PRUs) sign up and contribute an additional £21.5k to project.
- 10 schools have Initiative Plans approved by SCC RtB and receive £50k from SCC, as committed.
- Schools start activities from their Plans.
- Survey and engage with appropriate organisations covering Early Years education and adult literacy support.
- Create and start to distribute book-bags to all 2-year-olds in the focus areas.
- Start to raise the profile of “Teach a Friend to Read” campaign and distribute the book free through local businesses and partnering organisations.
- Web presence established.

### 3.3 Consolidation and Community Awareness

- 5/2017 to 8/2019
- Link to “Social Mobility” pyramid funding projects at IA, Chantry and Stoke.
- Link to government’s “Opportunity Funding” for Ipswich
- Link to SE Ipswich Public health funding
- Engage IBC Area Committees and councillors on an ongoing basis.
- Engage with SCC on an ongoing basis, including RtB2 etc.
- Develop any other required sustainable funding sources ahead of 3.4 below.
- Formalise coordination and best practice sharing through effective Steering Groups and information sharing sessions as appropriate, plus Case Studies, videos and newsletters.
- Develop sustainable links with RF, GtR, CCs, Nurseries, HWs, Midwives and FSPs etc.
- Report at least annually to political and funding interests.
- Launch community publicity campaign: “Teach a friend to Read”.
- Measure outcomes and analyse effectiveness formally.
- Seek out and share best practice.

### 3.4 Sustained Operation and Rapidly improving Outcomes: **9/2019 to 8/2025**