

LTR 2019/20 SW Area Committee Bid

For the period 1/4/19 to 31/3/20

Project Intent: To eradicate low literacy levels in Ipswich by 2025.

Please note that this composite bid supports the following 3 local charities:

- **Let's Talk Reading**
- **Suffolk Babies**
- **Read Easy Ipswich**

Background

Let's Talk Reading (LTR) was set up in response to continuing poor reading results in SATs tests in many local primary schools, reinforced by national statistics about the high percentage of adults in England that struggle with reading. LTR entirely focuses on the more disadvantaged areas of Ipswich; primarily those parts of Ipswich which are within the 10% most deprived areas in England (Government Index of Multiple Deprivation 2015).

Statistically, '1 adult in 6 has poor literacy skills that impact on every area of their life. A child without good reading, writing and communication skills can't succeed at school, and as an adult they could be locked out of the job market. Poverty doubles the likelihood of literacy failure by the age of 5.' National Literacy Trust (NLT)

Skills for Life Survey 2011 for 16 to 65-year-olds shows that 5.2% of adults in Ipswich cannot read to the age of a 5-year-old and 7.6% have a reading age of 7 years or below. Clearly, these people are not functionally literate: that is over **8,000** people in Ipswich!

"Research shows that in some areas of deprivation 50% of children are starting school well behind their peers in language development. Without support, the gap between these children and other children will continue to widen, year on year, putting their life chances at risk." Bob Reitemeier, Chief Executive of I Can, the children's communication charity.

A recent national survey (YouGov, 9/17) found that 54% of parents of primary school-age children did not read to their children for more than 1 hour per week and 22% never read to their children; only 8% of parents read to their infants from birth.

'1 in 8 disadvantaged children in the UK say that they don't have a book of their own.' NLT

Our Approach

- Address the problem of low literacy from birth to adulthood.
- Focus on the disadvantaged areas of Ipswich.
- Investigate the reasons why so many children are still failing to learn to read and attempt to focus solutions onto each area of failure, each "leak in the pipe".
- Partner with agencies, charities, nurseries, Children's Centres and schools to bring solutions to the problems and enable these solutions to be delivered within the target disadvantaged areas.
- Raise general political and public awareness of the problem, its scale and its impact on individuals, communities and the economy of the Town.

Early Years:

- Objective is to encourage all new parents in SW Ipswich to read, sing and talk with their babies as much as possible, which requires engaging with those new parents as early as possible and giving them guidance.
- Engage parents at birth and start to fix the fact that currently few if any disadvantaged SW parents take advantage of ante- and post-natal classes in Ipswich:
 - Support **Suffolk Babies (SB)** to set up ante- and post-natal classes and operate at scale in SW Ipswich from September 2019.
 - Encourage SB to offer courses which emphasise reading and communication, and which are readily accessible by parents with low literacy.
 - Subsidise and prioritise parents' attendance from disadvantaged post codes.
- Continue the termly or half-termly visits to every early year's setting (nursery) in SW Ipswich to deliver "story time" and engage staff and parents in reading with children.
 - Demonstrate how to read successfully with very young children.
 - Develop the team of volunteers from 4 to 12 to make this sustainable.
 - Visiting the following 9 settings in SW:

▪ Bright Sparks	Willows Day Care
▪ The Peartree Kindergarten	Brookside Pre-school
▪ Jack N Jill Pre-school	Hillside Primary School Nursery
▪ Buttons and Bows	The Children's Triangle Nursery
▪ Gusford Primary School Nursery	
- Overcome the lack of books in homes:
 - Develop book-bags for each of the following ages: 0,1,2,3,4-year-olds.
 - Distribute book-bags via Suffolk Babies and via nurseries. Give away between 230 and 580 free book-bags in SW Ipswich depending on funding.
 - Include leaflets for libraries and sign-posting adult literacy support, including EAL.
- Working collaboratively to develop sustainable support to ante- and post-natal classes, parental engagement and parental literacy in SW Ipswich.
- Collaborate with Highfield Nursery to offer their parental engagement approach to other nurseries in SW Ipswich and across the town.
- Engage surgery Practice Nurses and midwives with the project.
- Support the establishment and operation of an Early Years Literacy Coordination Group to share best practice amongst EY staff.

Adult Literacy:

- Grow a big enough adult coaching team to start to tackle the scale of the problem:
 - Continue to assist and fund **Read Easy Ipswich (REI)** to develop its free, confidential 1:1 coaching offering at scale and in the target disadvantaged areas of Ipswich.
 - More than double number of trained coaches to 60 across Ipswich.
 - Establish a questionnaire to check level of improvement and impact on reader's lives.
 - This scheme is not designed for English as an additional language, which is adequately covered by other charities locally
- Find and help those struggling readers that have dyslexia, Irlens syndrome or multi-sensory issues by offering simple medical screening to pupils who struggle with reading (see below).
- Ensure all our partnering organisations are aware of REI and encourage them to sign-post struggling adult readers to the REI helpline:
 - Suffolk Babies

- All nurseries and Children’s Centres
- All primary and secondary schools
- Housing Officers, DWP, ICENI etc.
- Purchase and give away 80 “Teach a Friend to Read” (TaFTR) manuals to the community.
- Change the culture to encourage struggling readers to come forward: “Right to Read”.

Community:

- Campaign in SW Ipswich to encourage a change of culture so that struggling readers ask for help: ‘**Right to Read**’. Develop a parallel thread for friends: “**Teach a Friend to Read**”.
- Engage businesses in supporting the objectives and the project.
- Offering 25 family bookbags to struggling communities: get books into homes.
- Develop a video and some form of ‘street theatre’ production to demonstrate the problems of low literacy and their solution; to be taken around SW Ipswich.

Medical:

- If additional funding is secured, establish a regular approach to screening school pupils who struggle with reading, partnering with experts in each aspect, and covering dyslexia, Irlen syndrome, multi-sensory issues and poor eye-sight.
 - Trial approach with 3 schools in SW Ipswich (The Oaks, Hillside, Gusford primaries) covering ~90 pupils by January 2020.
 - Deliver programme of training for school staff and parents by January 2020.

Schools:

- Continue to operate the “Schools Literacy Forum” to share national and local best practice.
- Encourage all Ipswich schools to sign the LTR **Reading Pledge**.
- Launch an exercise to encourage every school to appoint one governor to oversee literacy, particularly to monitor that no pupil leaves school unable to read effectively.
- Seek out volunteers to read with pupils in primary schools.
- Offer medical barriers screening and training to schools as above

Project:

- Seek out longer term funding to cover more than one year, preferably 3 years.
- Analyse feedback and results to better optimize the programme going forward.
- Carry out further research and attempt to obtain benefits from understanding the experience of others, including National Literacy Trust hub towns and cities.
- Brief funders on progress at least annually.

Delivery Performance:

- LTR has, over the past 3 years, developed a proven record of delivering in each of the programme component areas outline above. See LTR Progress Report to SWAC, 2/19.
- Book-bag delivery has been taking place successfully for over 2 years, providing high quality books and bags.
- LTR only works with partners with a proven track-record, appropriate ethos and effective policies:
 - Suffolk Babies is the chosen partner of the Ipswich Hospital Trust, delivering their ante-natal courses and has a successful track-record of delivering high quality post-natal courses in Kesgrave.

- Read Easy is the leading national charity working in adult literacy, whose approach and policies have been adopted by the local team, Read Easy Ipswich.
- The Multi-Sensory Training Centre (MSTC) is an ex-NHS team of the leading experts in their field in East Anglia.

Accuracy of Budget Figures:

- The budget estimates given are as accurate as possible.
- There are many variables, which LTR attempts to manage to achieve best value and to stay within available funding:
 - Books, which have an RRP of between £5.99 and £6.99, can be found discounted to prices from £1.00 to £5.00, but these prices change frequently; LTR always investigates at least 3 sources at each purchase point and picks the best, affordable “spot” price at the time. LTR tries not to compromise on the quality of the books.
 - Book-bags can be sourced from several internet sources, with prices that tend to vary with the number purchased and the quality of the bag; bags for single infants vary from £1.40 to £4.20, whilst larger more robust bags for families range from £3.00 to £9.00. LTR sources the minimum cost bags of acceptable quality.
 - The number of infants in early years settings is variable, so demand for book-bags changes, and the number of children in any given year-group fluctuates, so LTR works on past experience and reasonable averages.
 - There is no way to assess how quickly the number of adults who struggle with reading will decide to come forward and ask for help after years of hiding their embarrassment. Again, LTR has made reasonable, but optimistic assumptions in putting its figures together.
 - Costs of working with partners are all based on previous trials with these partners, including discounted prices for expert input and minimized overheads.
 - All project management costs are based on 3 years’ experience and a constant drive to reduce overheads.

Funding:

- The 3 charities are jointly bidding for £6,000 from the SW Area Committee.
- That represents between 30% and 42% of the total LTR SW 2019 programme costs: below.
- Of the entire programme for Ipswich, £10,000 has already been obtained from a local charity and £6,000 has been donated by a local sponsor, a further £6,000 has been guaranteed and approximately £9,100 has been carried forward from the 2018/19 financial year. Gift Aid recovery from HMRC will provide another £1,200.
- 2 bids have been made to the Opportunity Area and one to GCPF, and bids are also being made to NWBLT, Suffolk Community Foundation, county councillors and national charities.
- Volunteer effort is estimated to be worth over £40,000 in 2019.

Priority if Full Funding not Obtained:

If the full programme cannot be funded, then the priority order for funding will be as follows:

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| 1. Infant book-bags/”story-time” plus project coordination: | £6,350 |
| 2. Parental engagement: adult literacy + ante/post-natal classes: | £4,000 |
| 3. Publicity + training + family book-bags | £1,500 |

END

Annex 1: LTR 2019/20 Programme Budget for SW Ipswich

Initiative	Costs	Delivery LTR/Partner(s)	Comments/Beneficiaries
230 book-bags for funded 2-year-olds	£1,100	LTR	230 infants benefit + parents
Book-bags for 0, 1, 3, 4-year-olds: 350 bags	£1,800	LTR	Additional provision if funding can be found: ~310 infant beneficiaries
Book-bags for 25 disadvantaged families	£500	LTR	75 to 150 family members benefit
Establish/grow REI adult literacy NW hub	£800	Read Easy Ipswich	5 to 10 adult non-readers/ additional 12 coaches
80 "Teach a Friend to Read" manuals	£400	LTR	~80 adult non-readers benefit
Develop SB NW hub: ante- & post-natal courses			
Subsidising SB ante-natal courses	£800	Suffolk Babies	total cost for disadvantaged users: 50 families benefit
Subsidising SB post-natal courses	£2,000	Suffolk Babies	total cost: disadvantaged users: ~80 families receive 6-week course
Early Year's "story time" visits costs and training	£450	LTR	9 settings: ~27 visits: 250 infants + staff: + train and equip volunteers
Training, authors and Best practice sharing	£600	LTR	40 EY staff, teachers, Family Support Practitioners etc
Publicity campaign: finding non-readers	£400	LTR	"Right to Read" campaign leaflets etc
Programme Coordination and Forums	£3,000	LTR	Part-time employee + on-costs etc
Totals	£11,850		1070 children, 245 adults + 100 staff
Medical screening: further 110 pupils	£5,500	LTR: MSTC, Irlens East,	Additional provision if funding can be found: 110 pupils + staff trained
Totals	£17,350		1180 children, 245 adults + 120 staff