



Aberdeenshire Libraries – Summer Reading Challenge 2011

1 Recommendations

The working group propose to run a Summer Reading Challenge in 2012 incorporating the following recommendations:

- Tie theme in with Olympic Games.
- Co-opt 2 members of staff to the working group.
- Co-opt 1 teacher to the working group.
- Include Early Years Co-ordinating Teachers and Health Visitors in pack mail out.
- Investigate partnership with sport/recreation.
- Devise and include extension activities.
- Encourage submission of on-line book reviews.
- Improve press coverage.
- Review incentive prizes.
- Extend the use of Survey Monkey to include parents & teachers as well as staff.
- Survey teachers to assess the impact on children's literacy and personal and social development.
- Review questions on evaluation forms.
- Investigate different levels of challenge and age appropriate prizes.
- Continue to increase the numbers of children completing the challenge.
- Arrange author visit to coincide with challenge.
- Monitor and promote the use of e books.

2 Background / Discussion

2.1 Aberdeenshire Libraries worked in partnership with TOTAL E&P UK for an eleventh year to promote reading amongst children up to the age of 16 during the school summer holidays. Membership of project team was as follows: Fiona Gillies, Lorraine Forbes, Jill Noble, Jane Brebner, Ruth Greig, Sue Clapham.

2.2 "Take off with a Good Book" Summer Reading Challenge consisted of children in 3 age groups; 0-6, 7-9 and 10+ being asked to read 6 books between 9th June and 20th August 2011. In an effort to promote early literacy and family learning, the 0-6 age group could take part by having books read to them. Each child was given a reading record card and could collect a sticker for each book read. As always, staff were encouraged to chat to the children about their choices. On completion of the challenge, children received a prize.

Two competitions were run as part of the reading challenge. In the first, children were given a paragraph of a story written by author Deborah Leslie and asked to complete it. The second competition required children to design and make a model spacecraft. Each branch and mobile library awarded a £10 book voucher for the best story in each of the 3 age groups, and these winning entries were forwarded to a regional final judged by Deborah Leslie. Model spacecraft were judged on an Aberdeenshire wide basis and prizes for these and the story finalists were

presented at a ceremony hosted by Total E&P UK on 1st October. The competitions were open to those taking part in the challenge as well as those who preferred not to. The working group feel that it is important to include an activity which is accessible to both established and reluctant readers. The project group ensured that the challenge was accessible to all children by liaising with sensory support and additional support professionals.

2.3 The outcomes of the Summer Reading Challenge are:

- To sustain reading during the summer holiday
- To deliver cultural entitlements
- To enhance enjoyment of reading
- To impart new information
- To encourage use of information literacy skills
- To develop literacy skills
- To broaden reading horizons
- To motivate continued reading
- To develop communication
- To reward achievement in reading and creative activity
- To stimulate reading for pleasure
- To broaden awareness of other people and cultures
- To encourage library use
- To encourage participation in other library activities
- To encourage creativity
- To promote critical thinking
- To encourage discussion

2.4 A total 8981 children took part in the 2011 Summer Reading Challenge. This figure shows that there has been an overall increase of 2% on the 2010 participation figures. This figure also shows that 24% of the primary/secondary school population of Aberdeenshire have taken part in the Summer Reading Challenge. The number of boys taking part increased by 5% and the number of girls taking part decreased by 0.3%. More detailed information is illustrated in graph format within the appendix of this report.

2.5 The challenge was promoted to all primary schools, special schools, secondary schools and nurseries in Aberdeenshire by sending a comprehensive letter about the challenge to Head Teachers along with contact details of Network Librarians and branch libraries in their area. This letter was followed up by Network Librarians and Senior Library Assistants offering to visit primary schools to speak about the challenge. Network Librarians also promoted the initiative within their Community School Networks.

Branch and Mobile Library staff across Aberdeenshire publicised the challenge in their community by displaying posters and talking to children and parents.

A media release was prepared by Aberdeenshire Council Corporate Communications and sent to all local newspapers, the Press & Journal and local radio stations immediately prior to the launch.

Site advertisements and information was posted on the Aberdeenshire Council Website

The initiative was also promoted on Aberdeenshire Libraries' Facebook and Twitter feeds.

3 Staffing and Financial Implications

Total E&P UK funded the launch and prizegiving ceremony and contributed £6000 towards publicity and prizes for the Summer Reading Challenge and Teenage Reading Month. Incidental printing and stationery costs and staff costs were met by Aberdeenshire Libraries. A team of 6 Aberdeenshire Libraries staff met to plan and package materials on 4 occasions within working hours as well as attending the prizegiving ceremony on a Saturday morning. Team leader and headquarters based team members spent a considerable amount of time preparing materials, liaising with sponsors, authors and admin staff.

4 Evaluation

4.1 Survey Monkey was used to conduct a staff evaluation of the initiative and a sample of children and parents were surveyed using paper forms. 36 returns were received from staff, 60 from children and 60 from parents. The results of these evaluations can be found in graph format in the appendix of this report. The following significant points were noted from the 2011 evaluation process:

Quantitative Evaluation

- Participation increased by 2% (19% in 2010).
- Percentage of children completing the challenge decreased to 58% (60% in 2010).
- Materials were attractive and of good quality.
- Information for branch staff was accessible on Arcadia.
- 97% (96% in 2010) of children surveyed said that they would take part next year.
- Reading to under fives was popular with parents/carers.
- Model Spacecraft competition was very popular.
- Most parents surveyed noticed their children had an improved enjoyment and understanding of reading as a result of the Summer Reading Challenge.

Qualitative Evaluation

The results of the questionnaires show that the Summer Reading Challenge has an impact on the lives and learning of those who participate in the following ways:

- 97% (96% in 2010) of children said that they would take part next year.
- 53% (58% in 2010) of children said that their enjoyment of reading has increased.
- 60% (47% in 2010) of children surveyed said that they are now reading more challenging material.
- 80% (78% in 2010) of children surveyed said that they are reading a wider selection of material.
- 62% (57% in 2010) of children surveyed said that they are sharing reading with friends and siblings more.
- 97% (99% in 2010) of children surveyed said library staff explained clearly how to undertake the challenge.
- 62% (54% in 2010) of parents surveyed said that they have noticed increased enjoyment of reading.
- 60% (55% in 2010) of parents surveyed said that they have noticed increased understanding of reading material.
- 85% (78% in 2010) of parents surveyed said that they have noticed broader choice of reading material.
- 77% (77% in 2010) of parents surveyed said that they have noticed increased confidence in reading.
- 72% (67% in 2009) of parents surveyed said that they have noticed more sharing of reading with siblings/friends.

As well as the above, the following indicators of impact were noted:

- Many Primary Schools are recognising the value of the Summer Reading Challenge and the promotion of this activity during June has become part of their school calendar.
- More Primary Schools are inviting Aberdeenshire Libraries to participate in assemblies.
- Parents are recognising the link between reading for enjoyment and learning.

The evaluation took account of the 4 outcomes outlined in A Curriculum for Excellence and our own Summer Reading Challenge outcomes.

Successful
Learner

Sustains reading during summer
Enhances enjoyment of reading
Imparts new information
Encourages use of information literacy skills
Develops literacy skills

Confident
Individual

Broadens reading horizons
Motivates continued reading
Develops communication
Rewards achievement in reading and creative activity
Stimulates reading for pleasure

Responsible
Citizen

Broadens awareness of other people and cultures
Encourages library use
Encourages participation in cultural activity

Effective
Contributor

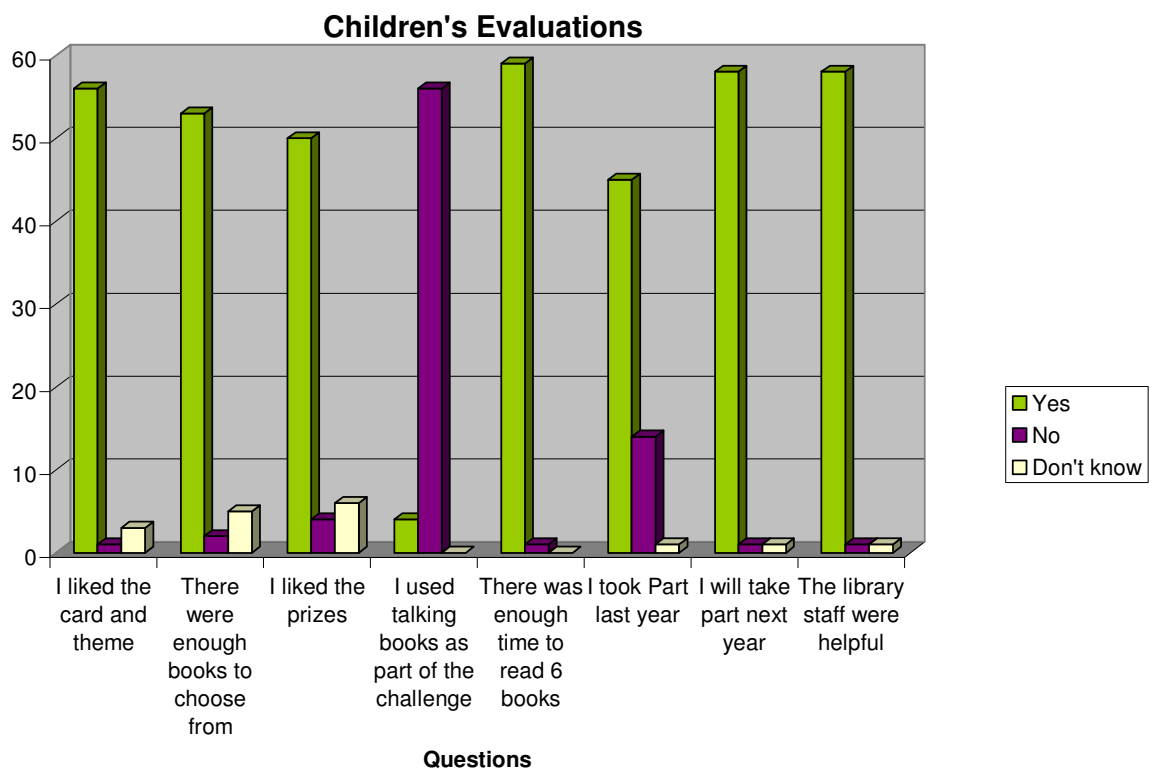
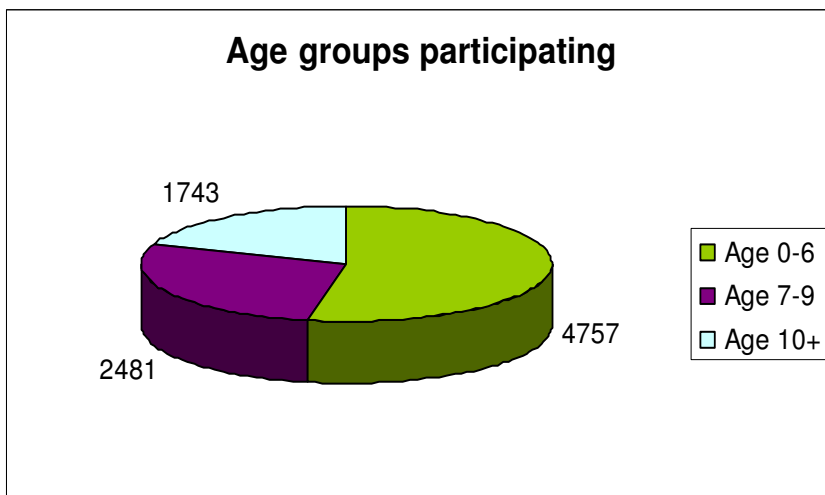
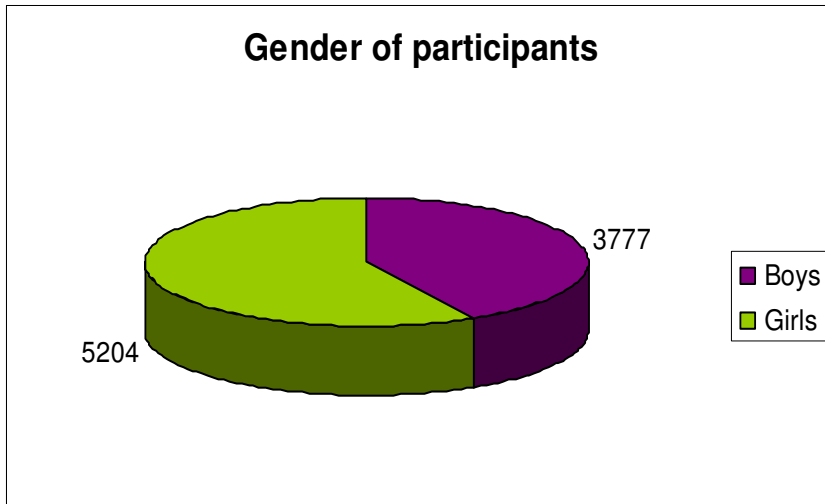
Encourages creativity
Promotes critical thinking
Encourages discussion of reading material

Take off with a Good Book											
Girls						Boys					
	Age 0-6	Age 7-9	Age 10 +	Total Girls	Completed	Age 0-6	Age 7-9	Age 10+	Total Boys	Completed	Total completed
Aberchirder	17	11	5	33	18	6	2	0	8	5	23
Aboyne	95	61	35	191	103	81	38	17	136	78	181
Alford	81	35	26	142	123	45	25	21	91	63	186
Ballater	9	3	4	16	11	8	3	0	11	12	23
Balmedie	64	32	28	124	66	57	24	8	89	58	124
Banchory	148	69	61	278	95	111	60	21	192	114	209
Banff	14	13	9	36	30	11	9	0	20	17	47
Boddam	47	44	26	117	100	34	16	8	58	54	154
Bracoden	0	0	0	0	0	0	0	0	0	0	0
Cairnbulg	35	27	17	79	51	27	13	3	43	29	80
Cruden Bay	20	22	26	68	36	12	6	23	41	17	53
Ellon	182	94	60	336	164	155	61	42	258	157	321
Fettercairn	10	15	8	33	5	6	11	7	24	4	9
Fraserburgh	153	81	53	287	163	89	45	41	175	97	260
Huntly	62	30	26	118	58	38	14	2	54	37	95
Insch	12	16	8	36	22	15	4	8	27	16	38
Inverbervie	12	8	9	29	9	6	5	3	14	13	22
Inverurie	238	101	72	411	214	250	75	46	371	99	313
Kemnay	72	58	35	165	100	90	32	44	166	121	221
Kintore	205	87	59	351	148	180	99	32	311	123	271
Laurencekirk	20	10	9	39	23	22	8	7	37	36	59
Macduff	28	26	18	72	38	33	24	15	72	32	70
Meldrum	132	51	39	222	117	133	55	31	219	119	236
Mintlaw	80	23	45	148	65	52	20	9	81	58	123
Newmachar	25	13	6	44	39	32	11	2	45	39	78
New Pitsligo	23	21	12	56	25	26	22	5	53	24	49
Newtonhill	25	12	5	42	28	12	10	3	25	18	46
Peterhead	172	109	81	362	184	139	70	81	290	161	345
Portlethen	66	30	24	120	83	35	6	11	52	19	102
Portsoy	27	9	8	44	21	20	4	3	27	17	38

Rosehearty	28	3	40	71	42	15	10	1	26	17	59
Stonehaven	195	117	90	402	402	178	110	75	363	363	765
Strichen	18	26	29	73	28	7	19	24	50	42	70
Turriff	102	71	37	210	87	57	37	19	113	85	172
Westhill	197	83	48	328	207	78	36	17	131	65	272
Whitehills	30	22	23	75	26	30	20	12	62	23	49
Mobile 1 Central Lorrae	3	13	7	23	0	3	11	2	16	0	0
Mobile 4 NE Malcolm				0					0		0
Mobile 6 West Charlie	2	3	2	7	0	2	5	3	10	2	2
Mobile 7 South Gordon	7	6	3	16	7	6	6	4	16	15	22
Totals	2656	1455	1093	5204	2938	2101	1026	650	3777	2249	5187

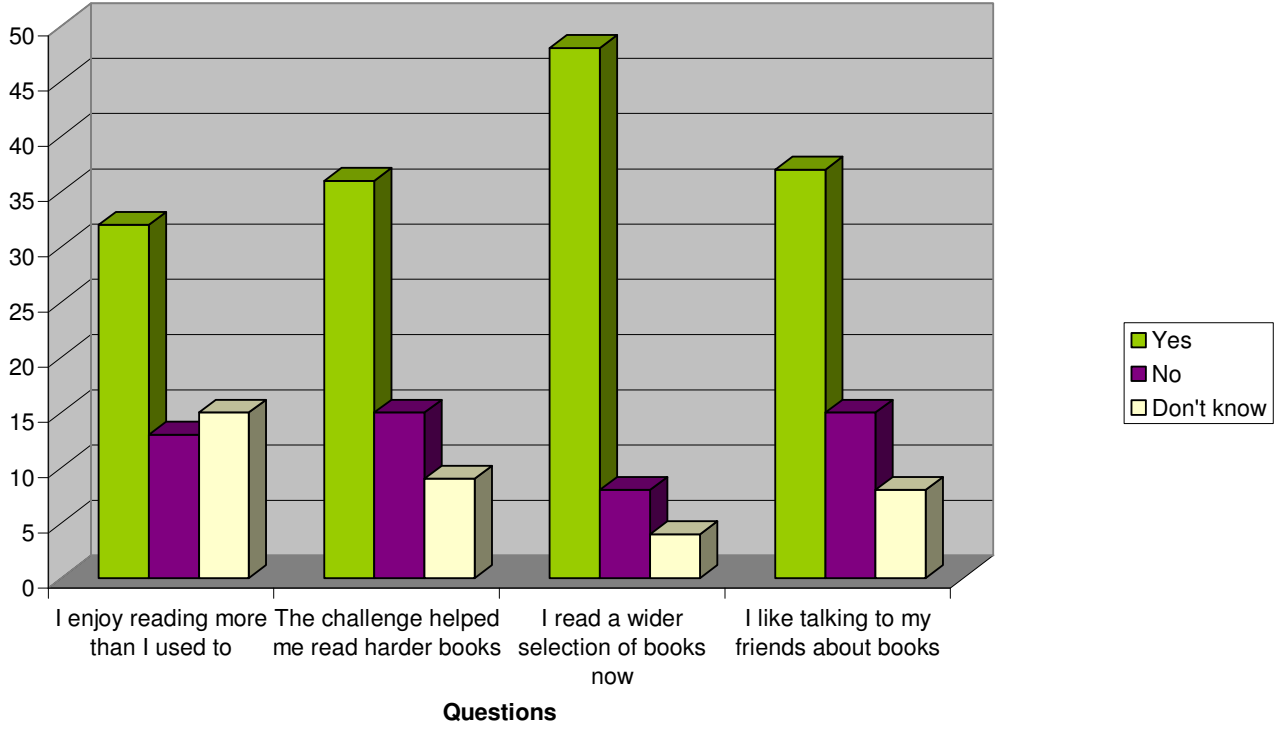
Year	Participants	Increase/ Decrease	% Increase/ Decrease
2002	1528		
2003	1475	-53	-3
2004	2564	1089	74
2005	3341	777	30
2006	4641	1300	39
2007	6838	2197	47
2008	7133	295	4
2009	7389	256	4
2010	8805	1416	19
2011	8981	176	2

		Boys	3777
Total Completed	5187	Girls	5204
Total Participants	8981	Total	8981
% participants completing	58		
		Age 0-6	4757
		Age 7-9	2481
		Age 10+	1743
		Total	8981

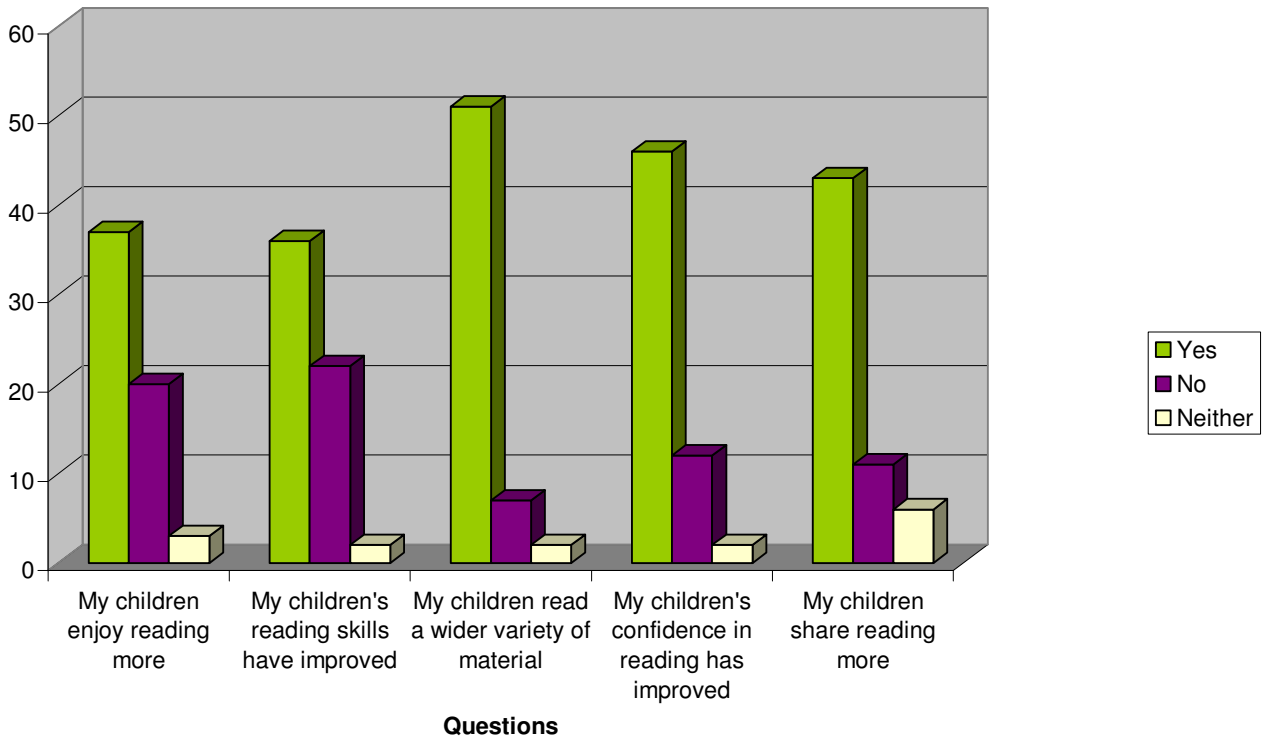


Qualitative Evaluation

Children's Evaluation of Impact



Parental evaluation of impact



Evaluation Comments

Several comments were made by children and parents which are worth of note:

“I enjoyed taking part in the challenge”

“More prizes and newer books”

“Great challenge”

“It was really well run”

“More advertisement to get more people involved. If people have lots of friends participating, they will want to too”

“Thank you very much and I will keep on reading more and more exciting books and talking books”

“Prizes and themes are good”

“It was very very very fun”

“I think the challenge is good the way it is”

“Could each library compete against each other?”

“You could select or point out some authors that the children might like”

“I think the summer reading challenge encourages me and other children to read more”

“I loved doing this competition and I would definitely recommend it. I’m so doing it next year”

“More age appropriate prizes”

“Do more summer challenges”

“It was something that my 3 children could all do as a family”

“Just a brilliant scheme and we will definitely do it next year”

“It gives a fun focus for my children’s reading..They talk to each other about what they will try to achieve and books they plan to read”

“My child always looked forward to visiting the library”

“My child read his story aloud to his class – they then asked him questions”

“My child takes part every year and each year she enjoys it more”

“More age appropriate prizes would be good”

“I feel the reading challenges give my children that extra incentive to read”

“The challenge enhances my child’s love of reading”

“Perhaps hold a summer reading club in libraries”

“My son has started reading to his younger sister”

“Since doing the challenge, my son has expanded his range of books and is now more interested in story books rather than just facts. He is also more confident with his reading”

“I noticed that my daughter taking part in the challenge not only affected her – her younger sister joined in as well. It also sparked a come back to the library for myself”



Winners of the Story Competition 2011 with Deborah Leslie



Winners of the Model Spacecraft Competition 2011



Competition winners with
Richard Stroud, Aberdeenshire Council
Maria Walker, Aberdeenshire Council
Brian O'Neill, Total E&P UK
Deborah Leslie, Author

All photographs courtesy of Ken Taylor Photography