EVERY CHILD
A LIBRARY MEMBER

PHASE 3 ROLL OUT

STAFF BRIEFING 1 - JUNE 2015

We are now approaching Phase 3 of the ECALM project and rolling out to the final six authorities. We have received funding from Welsh Government to provide library cards, drawstring bags and grants to enable you to put on events to support the project.

This briefing note will hopefully help everyone make a start on Phase 3 – apologies for the length of it but I want you to have as much information as possible! Please take note of the timetable as we need some information from you so that we can order the cards and bags and please don't hesitate to get in touch with any questions.

Jane & Beth

Thank you for taking part in ECALM, either for the second or third year, or for the first time. This project has a very high level of awareness within the Welsh Government and everyone greatly appreciates the huge amount of work library staff are putting into it to make it success.

The Deputy Minister is very supportive of the scheme and wishes to see it succeed. He is particularly interested in tackling child and family poverty and therefore we would be very grateful if you can gather as much information as possible about engagement and success (or otherwise) of ECALM in Community First cluster areas and other areas of deprivation. Inspiring children to read for pleasure is fundamental to their later life chances – you have the power to change lives!

Jemma & Alyson

Who is taking part?

Aneurin Leisure	Donna Hardman/Tracy Jones
Bridgend	Richard Bellinger/Diana Apperley
Carmarthenshire	Steffi James/Tracey Davies
Conwy	Refna Griffiths-Jones/Beth Tobin-Williams
Denbighshire	Bethan Hughes/Jeff Harrison
Gwynedd	Nia Gruffydd/Hywel James
Flintshire	Pennie Corbett
Merthyr Tydfil	John Brodrick/Jane Sellwood
Monmouthshire	Vivienne Thomas/Fiona Ashley
Neath PT	Lys Knight/Wayne John

Pembrokeshire	Fiona Bailey/Wendy Davies
Powys	Trish Thomas/Kay Thomas/Rob Davies
Rhondda CT	Wendy Cole/Erika Neck
Swansea	Carole Billingham/Steve Hardman
Torfaen	Mark Tanner/Julian Merriman
Wrexham	Shân Cooper/Ann Hughes

Welcome to the six new participants:

Anglesey	Rachel Rowlands	Caerphilly	Karen John
Cardiff	Nic Richards/Sue Baskerville	Ceredigion	Delyth Huws
Newport	Alun Prescott	Vale of Glamorgan	Katherine Owen

Our target audience:

Year 4 pupils (ages 8/9) in each school in the local authority – however we are aware that some authorities have mixed year groups or have targeted whole schools.

We need to know how many pupils you are targeting in the Phase 3 roll out so that we can order cards and bags – please complete the proforma being circulated with this briefing note and return to Jane/Beth no later than 1st July 2015.

Library Cards

Branded library cards are available to each authority to give out to children participating in the ECALM project. Spectrum Plastics are producing the cards and will liaise with each individual authority with regard to barcode numbers etc.

Please let Jane/Beth have your contact details for Spectrum no later than 1st July 2015

You will also need to supply a county/library/trust logo and web address for the reverse of the card.

The contact at Spectrum is Debbie Green 0161 480 7202 debbie@spectrumplastics.co.uk

Each library card will be supplied attached to a bilingual A5 leaflet which will include information about the project – this will replace the need for the numerous letters and leaflet as per the pilot projects. Please let us know if you feel this might be a problem for you – we can supply it as separate leaflet. *Also please note that we have requested lower-tack glue than previously used which did make it difficult to get the cards off the leaflet!*

Drawstring Bags

A supply of bags will be delivered to each authority the quantity will be based on the number of pupils you have indicated plus some extras. The bags are branded with an outline image and the web addresses. They will be supplied in pink, lime green, red and royal blue.

Please supply a delivery name, address, contact details and quantity to Jane/Beth no later 1st July 2015 – include any delivery instructions (eg library closing times). Also indicate if you have any bags left over from the Phase 2 roll-out so that we can ensure we don't over order.

Template Letters

Bilingual template letters for the initial opt-out as well as letters introducing the card to the child and parent/guardian were produced for the pilot and are available on the staff toolkit. However, it is anticipated that only the initial opt-out letter will be required for the roll out as the leaflet accompanying the card will give more information.

http://welshlibraries.org/stafftoolkit/every-child-a-library-member/

The template letters can be adapted to suit local requirements – please note the ethos of the initiative is an **opt-out** rather than an opt-in to enable children to access the library without having to obtain parental consent.

Grant Funding

There is funding available for each participating local authority:

£1500 for each of the 6 new participants

£1000 for each of the 16 other authorities

This money can be used for buying additional children's book stock, paying for school transport, author visits, local launch event, printing, etc.

A proforma for the grant funding accompanies this briefing - please email Jane/Beth with details of anticipated expenditure and what the money will be spent on no later than 30th September 2015.

Jane/Beth will then raise a Purchase Order for the amount of the grant and this will be forwarded to your organisation - an invoice quoting this PO number should then be emailed to arrive no later than 31st January 2016 along with evidence of expenditure (supplier invoices or order forms, etc).

Local launch events

Dr Rhys Jones is supporting this project and he will attend an event in each of the new participating authorities.
http://www.welshstars.co.uk/dr-rhys-jones

Once you start to identify dates for your local launch events please contact the audience development team who will confirm Dr Rhys' availability. These events can take place any time after 30th September 2015 - subject to his availability.

Dr Rhys does not want to have animals at the events - he feels passionately about inspiring children to read and if there are animals around he feels it would distract the children and take their attention away from the main aim of the project.

From our experience over the past 16 events, we would recommend that Dr Rhys does two sessions – one in the morning and one in the afternoon – ideally in two different libraries. The number of children to be invited will depend on the size of the library – however we would recommend that one school/class (up to 40 children) is invited.

An ideal running order for the event would be as follows:

9.30 Children arrive
9.45 Introduction / VIP speaker
10.00 Dr Rhys does half hour talk
10.30 Split children into two groups
Half select books and pick up their cards/bags and half do creative session with Rhys
11.00 Two groups swap over
11.30 Children depart

Please use these events to showcase the library service – we would recommend education officers, lead members, literacy co-ordinators and Communities First Cluster representatives are invited to attend.

An event questionnaire is attached and we would ask you to complete this and forward to Jane/Beth as soon as you have a date fixed and some relevant details – please contact us in advance to ensure Rhys' availability.

Celebration event – please note, one of the six final events with Dr Rhys Jones will be a celebration of ECALM with ministers in attendance – more details to be confirmed.

What do you need to do?

From staff feedback, one of the main problems has been getting some schools/education departments to engage with the project and this has been one of the most time-consuming areas of the project with numerous phone calls and/or visits to schools to get them to take part.

Many of you will be going into schools this month to promote the Summer Reading Challenge so please use this opportunity to discuss ECALM with them then – we appreciate some may have forgotten again come September but keep persevering and if you need any advice contact some of the authorities that have already been through the process!

If you are a governor or work closely with some schools please try to encourage them to get the more reluctant ones on board – it generally boils down to personalities at the end of the day!

- Discussion with education departments to agree processes re data transfer, distribution of letters, etc
- Liaison with local literacy advisors/teachers/schools to promote the scheme
- Defining local timetable for launch and roll out
- Planning of local events/school visits
- Ordering additional stock, working out what the grant funding needs to be spent on and submitting invoice to audience development team
- Sending opt-out letter out via schools
- Transfer of data to LMS where applicable
- Setting up LMS to be able to identify the children on the ECALM project for evaluation purposes

Museums, Archives and Libraries Division are working to build stronger support from Department for Education and Skills – the project received joint ministerial support when it was launched.

Evaluation

The main objectives of the scheme are to:

- Inspire children to enjoy reading for pleasure/outside of school
- Help reduce child poverty
- Increase reading levels
- Have every year 4 pupil in the pilot authorities signed up as a member of the library
  (An increase in library membership is an additional bonus)
- Improve literacy levels

The evaluation at authority level should be carried out by March 2015.

It is essential that your local LMS system is set up correctly prior to the project starting to ensure the required information can be extracted relating specifically to the children in the pilot.

A variety of evaluation metrics should be used including:

- Number of primary schools targeted
- Number of schools signed up
- Number of Year 4 pupils in authority
- Number of Year 4 pupils issued with new cards
- Number of opt-out children recorded
- Number of any additional children targeted (in mixed classes)
- Number of year 4 children who are already library members
- Number of issues to children with new cards
- Use LMS records to compare usage of children's material against the same period last year
- Percentage increase in membership compared to the same period last year

IMPORTANT: In order to track the 'addressing poverty' angle, we also require an indication of the number of libraries and schools that are based in Communities First or other areas which are given official classification as being deprived.

A feedback form accompanies this staff briefing for you to see the information that needs to be collected.

Qualitative information in the form of surveys/feedback from:

- Teachers – narrative feedback, have they seen any immediate changes/improvements; do they know how many of their children have gone into the library - pro-active questioning of children

- Children – library staff to be pro-active in identifying children with the new cards and handing out very basic feedback forms in the library or giving a link to the online survey (and/or use a library iPad pre-loaded with the survey). Questions include: do they enjoy reading more now, do they feel their reading has improved, if anyone in their family has joined as a result of the scheme.

- Parents/guardian – survey to ask if they have joined as a result of their child joining, what they used etc; if they felt it had benefited them in any way eg save money, improved skills.

- Library staff (online via Survey Monkey) – asking about what worked, what didn't work, what could be improved, what anecdotal feedback they received, if they felt there was an increased use of the libraries, if they felt the profile of the library has increased, if there had been any impact on links with other council departments, if they feel there had been any benefits to the library service.

The templates and links to the online surveys are on the staff toolkit.

http://welshlibraries.org/stafftoolkit/every-child-a-library-member/

Impact Evaluation

An evaluation on the impact of this project is set to take place to see if there have been any longer term impacts on the library service and pupils. We are in discussion with the Museums, Archives & Libraries Division to see about the possibility of an external independent evaluation.

Timetable

Please note: each local authority has the flexibility to manage the in-house processes and timetable to suit their local requirements.

Please note the following dates for information, etc to be sent to Jane/Beth and deadlines for invoices, evaluations, etc:

Pupil numbers	1st July 2015
Number of cards/bags required	1st July 2015
Delivery of bags /library cards	Summer 2015(date tbc)
Grant requests	30th September 2015
Rhys Jones events	October 2015 – February 2016
Invoices for grants	31st January 2016
Individual evaluation reports	31st March 2016
Final evaluation report for ECALM	30th June 2016

Updates & Assistance

The team are keen to help as much as they can so please don't hesitate to get in touch with any questions, comments or suggestions.

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