

**Project Title**

National Bookstart Day 12 June 2014

**Context**

Wrexham Library Service coordinates the distribution and delivery of 'Bookstart Packs' throughout the county.

Wrexham Library Service have been fortunate in securing funding from Families First to pay for 2 part time Early Years Librarians. Their role is to target family first areas and disadvantaged groups to access their local libraries. 90% of their work is delivered via outreach sessions visiting groups and settings, promoting the joy of reading and sharing books, through offering mini library story and rhyme times, over a 3 to 6 week period, or monthly visits. Please note the families and settings we access are typically not in communities with a static public library or a tradition of high school attainment levels in literacy, numeracy or oracy.

Early Years Librarians target all settings and community groups in locations of highest deprivation within Wrexham County Borough, they include Caia Park, Hightown and Plas Madoc. During term time Early Years Librarians deliver 3 to 4 sessions targeting Flying Start Areas, Polish Family Group, Homestart, Family Support and many more.

To highlight the importance of libraries and books the Early Years Team coordinates a celebratory day, which is National Bookstart Day. The selected venue is 'Ty Mawr' Country Park, Wrexham. The target audience is all the groups and settings we have worked with and their families (parents, siblings and grandparents). Targeted partners are Language and Play, WFIS, Design to Smile (Dental Health), Europe Direct.

**Main Challenges**

- Time scale - ensuring all groups and settings have the date in their diary in January
- Publicity / Promotion - word of mouth from group leaders /supervisors inviting families to the event
- Transport Costs - groups and settings work in partnership to apply for community grants to fund the cost of providing buses.
- Weather - it could be a weather dependant event, we hire the barn
- Timing of sessions - for all groups to have the opportunity to access the craft sessions, story times, promotional stalls, tractor rides, and indoor area for snacks.

**Opportunities**

- PR - best PR for the library service and local partners to promote their service in a fun, friendly and none threatening way.
- Free PR for Ty Mawr in encouraging local families to access their country park. Some families would never access this facility without the free transport.
- For library staff and partners to make contact / meet dads / grandparents for the first time.
- To promote libraries, books, reading, songs and rhymes in a different fun setting. This is achieved with mini reading corners, timed story time sessions, singing songs and rhymes on the tractor, to model to all that reading and rhymes can be delivered anywhere and everywhere.

## **Aims and Objectives**

### **Specific**

The aim of National Bookstart Day in Wrexham is to target our family first settings. This is a VIP only event, which guarantees a high attendance rate and covers the SLA of the Early Years Librarian contract to work with families of children, aged 0-5 living in areas of deprivation. Target audience:

- Hafod Y Wern Toddlers - Flying Start
- Catrefle Toddlers - Flying Start
- Catrefle - Parent & Toddler Group
- Little Sun Flower - Flying Start
- Family Support Group - Communities First (based in Gwenfro House & Gwenfro Hut)
- Gwenfro - Flying Start
- Penycae - Flying Start
- Venture Parent and Toddler - Families First
- Venture Toddlers - Flying Start
- Polish Family Group - Families First
- Homestart (social service referrals)
- Dean Road - Flying Start
- Caia Nursery - Flying Start
- Idwal House (social service referrals)

### **Measurable**

There are a number of groups who attend and the number of parents, siblings and grandparents who accompany their child on this trip.

14 groups / settings invited to participate in 2014.

9 groups / settings attended in 2014

Total of 110 children and 90 adults.

### **Achievable**

- VIP event
- targeting families first and community first settings / groups
- partners are keen to participate and value being able to access parents on a fun day

### **Realistic**

- All activities offered during the day promote literacy in the broadest sense
- Language and Play - craft table have a book based theme
- Early Years Librarians - have a mask related to the story or theme of Bookstart week
- Design to Smile - offer a mini story time, theme the importance of good oral hygiene
- WFIS - on hand to answer any child care, financial, benefits, housing and or training enquiries
- Europe Direct - promote
- Wrexham Libraries - stall promoting a full range of our services
- Bookstart Display - of the packs and resources
- Nature trail - around the park, this is dependant on the weather, theme either farm animals or famous picture book characters

- Tractor Rides - this is not weather dependant, as all families dress for the occasion, sing popular nursery rhymes and songs.

### **Time-bound**

Time scale in National Bookstart week, we traditionally select the Thursday, due to staff commitments.

Morning session runs 9.30-11.30

Afternoon session runs 12.30-2.30

This guarantees that families are able to drop off & collect other children from schools.

### **Strategy & Planning**

To guarantee high attendance rate of the settings we access

Promote verbally to all settings during 'Caia Park Early Years Forum', with a date for your diary. This is vital so

1. groups can apply for funding from community councils and elsewhere
2. avoid double bookings of groups, summer term is hectic with numerous transition days and outings .

Every year we target new audiences and partners. In 2014 we invited 'Design to Smile', the parents and groups love as they are given toothbrushes and paste. New group targeted Penrycae.

The key to the days success is that the Early Years team have meet the children during their session over a period of weeks. They have also delivered a rhyme time session. Typically after a 3 - 6 week out reach programme the parents are invited to see which new rhymes the children have learnt.

### **Tactics & Implementation**

Budget is minimal

Hire of country park barn & cost of tractor rides = £250

Staffing costs absorbed by the agencies who attend.

Transport costs of children & settings, paid for via community grants

### **Results and Measures**

#### **Date of Project**

1st Jan 2014 - 30.6.14

#### **Summary**