

Writers' Centre Norwich  
& New Writing South

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**Building Partnerships**  
A Toolkit for Literature  
Organisations and Libraries





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# I Introduction and Purpose

In libraries and library services, New Writing South (NWS) and Writers' Centre Norwich (WCN) recognise organisations and individuals who share our passion for reading and writing and the great things that reading and writing can do for us all. Whether it is the power that reading can give an individual or a community in finding a voice, self-expression and discovery through reading and writing, overcoming isolation in the discovery of a shared love of books or simply the power of the information that libraries, librarians and books make available to us all, we share a belief in the social and artistic power of reading and writing.

NWS and WCN have worked fruitfully and enthusiastically with libraries over a number of years. We are part of a national network of literature agencies that embraces, encourages and promotes all writing and reading activity. We care passionately about our audiences, both writers and readers as core to our mission and key to our working practices. We believe that both WCN and NWS have a commonality with the Library sector: we all work with writers, with publishers and with readers and audiences. We all work to ensure children and young people are given every opportunity to develop a love of books and reading through our programmes of events and long term schemes and we all embrace the full spectrum of the communities in which we live and work.

Both the arts sector and libraries are experiencing degrees of change unprecedented in scope and speed. Our funding base is shifting. Our audiences, readers and users are changing in nature, location and

character. Our relationship with local and central government, the private and third sectors is changing. The nature of the technologies and public spaces with which we deal are changing and the social functions we are expected to fulfil are wider and more difficult to measure than ever before.

Despite the challenges and tough decisions that are coming, we still share a commitment to the power of reading and writing to achieve positive social change. It is in this spirit that this Toolkit has been assembled as part of a piece of research commissioned by Arts Council England (ACE) from WCN and NWS.

Our primary aim was to learn as much as we could about how libraries currently work with literary organisations and professionals of all kinds – from sole writers to major publishers and national agencies – and to get a clear picture of this work across the South East and East regions. In order that this research was not simply an audit of activity, we have also tried to explore some of the ways in which we might be able to build new bridges between literature organisations and libraries so that we might work even more closely in the future.

Our funders and stakeholders are increasingly asking us to work more collaboratively, economically, effectively and coherently. If we are to lead the discussion about how this is to happen, rather than react to a conversation held above our heads, we must know how to work with each other in the most strategically useful, practically successful and creatively satisfying ways. We hope that this

toolkit and the research behind it can form a part of this discussion.

Our thanks go to the individual librarians, library services, and chief librarians, ACE Officers, national, regional and local literature and literacy organisations who have helped us in this research. There was a great deal more material available than we could ever hope to present in this short toolkit, but we hope that what is presented is useful, productive and relevant.

## 2 Reasons to collaborate

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This research has shown that libraries and literature organisations in the South East and East collaborate in all sorts of ways – here are some over-arching reasons why it makes sense to work together:

Collaboration between literature organisations and libraries:

- produces high quality creative experiences that engage a wide range of people in the discovery and enjoyment of reading and writing
- brings together, rather than duplicates, complementary expertise of literature organisations and libraries (e.g. in working with writers or with local communities)
- builds a vibrant, joined-up offer for reading and writing within the cultural life of a place and community as a whole
- builds the sustainability for reading and writing in a highly challenging economic climate – through pooling resources, strengthening funding bids (e.g. to ACE or towards strategic commissioning from local authorities) and through collective advocacy.

# 3 National Overview

The current financial climate is concentrating all our minds on what we value in the arts and public services and how this can be sustained in the light of spending cuts.

At this stage, the consequences for public libraries are still unclear. **“A year ago it was predicted that 600 libraries could go, yet so far, only 32 in the UK have closed. [...] But with financial pressures on councils now greater than ever, there are fears that future years could look very different. Public Libraries News lists 407 libraries as being at risk of closure, with many more expected come the new budget year in April. In addition, the move towards community-run library schemes in place of outright closures has its critics [...]”** (*National Library Day marks a year of protests against library closures*, February 2012, [guardian.co.uk](http://guardian.co.uk)).

At the same time there are positive regional examples of refurbishments, relocations and new libraries opening, such as in 2012 the Kent History and Library Centre in Maidstone and the new Dorking library in Surrey.

Some of the emerging impacts on libraries are becoming clear. It is a period of unprecedented change encompassing:

- The emergence of new forms of reading and access to information
- The development of new structures such as trust/charity status (ie Peterborough, Luton, Suffolk)
- An increasing involvement of and reliance on volunteers to provide added value to the service

This is reflected in the strategic thought and development that has taken place in the sector in the past

couple of years. In August 2010, the Local Government Group (LGG) and the Department for Culture Media and Sport (DCMS) set up the Future Libraries programme to “support library services through the challenging financial climate and to ensure they continued to play a central role in communities”. The learning from ten funded pilot projects was brought together in the publication *Future Libraries: Change, options and how to get there* in August 2011 ([http://www.local.gov.uk/c/document\\_library/get\\_file?uuid=c6349d6d-7b26-49e4-ae5b476de21ecbb&groupId=10161](http://www.local.gov.uk/c/document_library/get_file?uuid=c6349d6d-7b26-49e4-ae5b476de21ecbb&groupId=10161)), which identified four reform models to help ensure the survival of libraries in the 21st century:

- Service location and distribution; ie new approaches to co-location
- New provider models; ie delivering library services with new partners or in different arrangements such as trusts, private sector providers or other council partners
- Shared services across council boundaries; ie the idea of “joining forces with neighbouring authorities to make stretched resources go further”
- Empowering communities to do things their way; ie harnessing the support from “local people who want to play a more active role in running libraries”

ACE officially took over national strategic responsibilities for libraries in October 2011 with a ‘commitment to library development’. Its key publication, *Culture, Knowledge and Understanding: Great Museums and Libraries for Everyone*, developed through consultation with the sector, sits alongside *Achieving Great Art for Everyone*, and provides a ten-year strategic framework that builds on the

Arts Council’s vision for the arts to embrace the museums and libraries sectors. Key goals outlined and shared by the arts museums and libraries, which provide a backdrop for their collaboration are:

- 1 Excellence is thriving and celebrated in arts, museums and libraries.
- 2 More people experience and are inspired by arts, museums and libraries.
- 3 The arts, museums and libraries are sustainable, resilient and innovative.
- 4 The leadership and workforce are diverse and highly skilled.
- 5 Every child and young person has opportunity to experience the richness of arts, museums and libraries.

Within this the ACE also stresses opportunities with regards to economies of scale, digital media, knowledge-sharing, cross-promotion life-long learning and innovative approaches to community engagement. ([http://www.artscouncil.org.uk/media/uploads/pdf/culture\\_knowledge\\_and\\_understanding\\_final1010312.pdf](http://www.artscouncil.org.uk/media/uploads/pdf/culture_knowledge_and_understanding_final1010312.pdf))

In its role as the development agency for the library sector, ACE has launched two major initiatives: the continuation of the Future Libraries programme through the Library Development Initiative (see below for further information) and *Envisioning the library of the future*, a major programme of research and consultation launched in February 2012, which includes online consultation and inputs from key players in the sector through guest blog entries such as the National Literacy Trust (NLT). (<http://libraries.conversation.wordpress.com/>)

Other government initiatives will continue to influence future

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developments and these include:

- The Henley review of cultural education in England, which specifically recommends the development of libraries in all schools (6.5) and more generally 'learning about literature' (4.6);
- The Select Committee enquiry into library closures and what constitutes a comprehensive and efficient library service.

Literature organisations and libraries have different missions:

- Libraries focus on encouraging people to read more widely and more often in order to support a range of objectives from developing literacy and supporting access to learning opportunities, active citizenship and reading as a social activity via reading groups, to playing a key role in community support, such as providing health information or job support.
- Literature organisations are funded by the ACE to develop literature and writing as an art-form in all its different aspects.

But there is much that both share underpinned by a shared aim to encourage people's discovery and enjoyment of reading, writing and literature. A range of good practice is now being harnessed to support new partnerships between literature organisations and libraries along with other arts organisations. Opportunities include a number of funds and initiatives from the ACE that particularly invite collaborative approaches between libraries, literature and other arts organisations, in order to provide great artistic and cultural experiences for as many

people as possible across the country:

- **Bridge Organisations:** A portfolio of organisations tasked with acting as a bridge between the arts, culture and education sectors (see Section 8.4 for more information)
- **National Portfolio Organisations (NPOs):** This new funding programme, replacing the previous ACE Regularly Funded Organisations programme (RFOs), was launched in April 2012 and provides funding for 696 arts organisations in England including WCN and NWS. (<http://www.artscouncil.org.uk/funding/apply-for-funding/national-portfolio-funding-programme/>)
- **Libraries Development Initiative (LDI):** Phase two of the Future Libraries programme, building on the achievements of and continuing with the partnership approach developed in phase one. It is a funding initiative providing support for innovative library projects with the aim of piloting approaches to library service delivery that are "innovative, locally appropriate, enterprising and offer strong business models from which others can learn", and which "begin to understand the impact of an integrated arts and cultural offer within local communities". Applications are now closed and 13 library projects, encompassing 50 library services, have been chosen to test new approaches to library service delivery within the framework of Culture, Knowledge and Understanding between April 2012 – March 2013. (<http://www.artscouncil.org.uk/funding/apply-for-funding/libraries-development-initiative/>) (see Appendix for a full list of all chosen projects)

- **Creative People and Places Fund:** This fund focuses on investment in parts of the country where peoples' involvement in the arts is significantly below the national average, with the aim of increasing the likelihood of participation. In several funded projects, libraries are acting as project partners. Applications are now closed. (<http://www.artscouncil.org.uk/funding/apply-for-funding/strategic-funding/commissioned-grants/creative-people-and-places-fund/>)
- **Grants for the Arts:** This is a rolling programme, funded through the National Lottery, for activities carried out over a set period, which engage people in England in arts activities and help artists and arts organisations in England carry out their work. ACE welcomes applications from libraries and involving libraries, for a wide range of artistic activity. (<http://www.artscouncil.org.uk/grantsforthearts>)
- **Libraries Grants for the Arts fund:** ACE will make available an additional £6 million of National Lottery funded Grants for the arts to libraries from September 2012. ([www.artscouncil.org.uk/what-we-do/supporting-libraries](http://www.artscouncil.org.uk/what-we-do/supporting-libraries))
- **Strategic Touring Programme:** This funding programme is designed to encourage collaboration between organisations, so that more people across England experience the arts, particularly in places which rely on touring for much of their arts provision. Libraries provide a wide-reaching cultural infrastructure nationwide. (<http://www.artscouncil.org.uk/funding/apply-for-funding/strategic-funding/grant-programmes/strategic-touring-programme/>)

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*More information on these available funds from ACE and other possible sources can be found in Section 7 of the Toolkit.*

A further important development at national library level is the creation of four national offers by the Society of Chief Librarians (SCL) in the areas of reading, health and well being, information and 'digital'. The Reading Agency is working with SCL on this new "Universal Reading Offer" strategy to help combat the effects of cuts by retaining and developing shared reading programmes with inbuilt economies of scale. The Universal Reading Offer (URO) creates a shared reading calendar; combines impact evidence into a shared evidence bank and retains the investment of key partners from the creative industries. The Universal Reading Offer is "a new strategy to keep the momentum going in hard times". As SCL's chair of the Books and Reading Group, Tony Durcan, says:

*"The age of austerity will end; we have to think about the future. Let's not implement cuts in a way that ends up with a uniformly grey, dull offer to the public, without any real social impact. [...] There is evidence of a huge public demand for our reading groups, author events, rhyme times [...]. The new strategy we're proposing is about us all putting our collective energy into a few really big things to keep the sparkle going."*

The Reading Agency describes the Universal Reading Offer as "focusing on doing fewer, bigger things together to deliver economies of scale and share best practice whilst keeping partners on board and strengthening the ability to evidence impact on local authority priorities. The strategy

consists of universal library sign up to a baseline reading offer supported by a national toolbox of programmes, partnerships and calendar spikes enhanced by regional and local initiatives." The Reading Agency is aiming for a 100% sign-up rate to the Universal Reading Offer by all Local Authorities across the country.

The Reading Agency is also leading work with SCL to develop a shared public library health offer integrating health information and creative reading activity. An important driver for this work will be the new Arts Council-funded Library Development Initiative; which includes a shared Books on Prescription project combined with creative reading activity.

*For more information on the Universal Reading Offer and how it supports partnerships, see Section 6 of the Toolkit.*

# 4 Outline profiles

## 4.1 The Library Sector

Libraries play a key role in the community and for many, are 'a lot more than just buildings'. As Viv Bird from Booktrust says:

**“Libraries are about community space. The best libraries are more than [a collection of] books – they bring the community together.”**

Generally funded, managed and run by Local Authorities (LA) on a statutory basis (with some exceptions where, whilst the duty to ensure the service remains with the LA, the running of the library has been delegated), public libraries fulfil a crucial role as part of the community support structures, frequently supplying a wide range of services. It is important for libraries to be able to demonstrate the value of their activities to council priorities. Participation levels both on a regular basis and at 'special events' play an important role in libraries' measures of performance. Library Services vary considerably in size and consequently total audience numbers; within the South East and East, they range from 5 branch libraries in Bedford Borough to 99 libraries and 11 mobile libraries in Kent.

Libraries work across a wide range of agendas and with a wide range of partners both within and outside the Local Authority. People access their services from within the library buildings, on-line and via mobile library services. They lend out DVDs and music as well as books and provide

access to newspapers and the internet. They have a strong information role and have prioritised developing reading and learning, digital skills and services and community cohesion and civic values. They are important community centres running an active programme of events for local people and local community groups. They are used by a wide demographic audience, including hard to reach groups.

Most libraries run CYP, parent and family activities – providing children with education from early on and 'giving children a better start in life' were mentioned as key reasons for reader development activities in a library survey conducted for this toolkit (see below). Libraries offer shared activities for parents / carers, families and children to do together, leading to positive outcomes for adults as well as children; for example, building skills and confidence in reading to children. Book award schemes with local schools or book groups for young children are popular activities in bringing new literature to children and their teachers. Some Local Authorities run dedicated School Library Services that have service level agreements with the public libraries to ensure complementarity and provide a traded service which schools can buy in to. As services with a particular remit for reader engagement with young people, they are considered experienced in reader development work.

Libraries aim to be inclusive, providing accessible activities for disabled people (for example reading groups for the visually impaired) or for 'harder to reach' groups who are not usually library users. For the libraries, these activities are an important way of

building new relationships and reaching new audiences to both increase and diversify their user base.

Whilst not all libraries' activities focus on reading and literature, libraries consider the promotion of literacy, spreading the 'enjoyment of reading' and broadening readers' choices as an important part of their work and a key reason for the engagement in reader development activities. As survey results below show, 51.7% of libraries in the South East and East have a Reader Development Strategy and staff specialising in reader development. Most libraries run or support reading and literature activities such as book groups and 'meet the author' events. To support this, most libraries (100% in the survey below) tap into a wide range of available national literature activities and initiatives such as World Book Day / Night. Equally, whilst less regularly (on average less than once a month according to the survey), many libraries also run related activities in partnership with local literature / reader development and arts organisations. Engagement here varies from providing venue space to full joint planning of activities.

*More information about these activities and the activities of relevant national and local organisations can be found in the survey headlines below and in sections 4.2 and 4.3 of the Toolkit.*

Recent trends in visitor demographics and user behaviour have centred on libraries' changing role in the community, with falling numbers of active borrowers and increased demand for other services. Changing demographics in the local community, in particular the aging population, play

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a key role in shaping the offer of individual libraries and the development of specific activities for this visitor group.

A further important trend for libraries is the increased focus on self-service and online activities – there has been a noticeable rise in visits to public library websites in recent years, with visits increasing by 19% in 2007/08 alone. An increased provision of library services online is likely to have contributed to this growth, particularly access to library catalogues and the ability to reserve and renew loans over the internet. Whilst all libraries now have an online platform as part of their Local Authority website, there are however major differences in the level of online information and activities from simple events calendars to interactive features for target audiences. In evidence of the increased relevance of libraries' digital offer, The Reading Agency in 2011 published a report titled *Libraries and Digital*, looking into the use of digital media in libraries to develop audiences for reading. They found that whilst libraries are enthusiastic about online reader development and social media and recognise its relevance, many currently have difficulties around strategic planning, staff confidence and council IT infrastructures, which will need to be overcome in future.

Libraries are clearly going through a difficult period of restructuring, which is leaving many unsure of their future, and which might bring difficulties in long-term planning and a perceived 'risk' in joint work. However, a key message from the sector is that anyone interested in partnerships with libraries but unsure about how, should engage in conversation with their local

libraries to gauge a picture of their current situation and discuss options. As the below survey shows, joint activities are clearly part of libraries' work and libraries are keen for this to continue in the future.

*A list of all Library Service and School Library Service contacts in the South East and East is provided in Section 8.1 of the Toolkit.*

There are also a number of sector umbrella organisations, which play an important role bringing libraries together and supporting cross-communication, spearheading developments and providing a joint voice for the sector. Key amongst these are:

- **The Society of Chief Librarians (SCL):** a peer support organisation which provides regional networks for heads of libraries to share best practices and works to develop public libraries and promote their value and contribution. The SCL together with The Reading Agency developed the new library reading strategy for 2012-15, the Universal Reading Offer (see Section 5)
- **The Association of Senior Childrens' and Education Librarians (ASCEL):** a national membership network of librarians "who work together to stimulate developments and respond to initiatives relating to children and young people in public libraries and educational services." ASCEL are active in the development of new policies and strategies, CPD, and the promotion and dissemination of relevant discussion and information
- **The School Library Association (SLA):** an association providing support to school library staff and committed to "promoting high quality reading and learning opportunities for all"

## Headlines from Library Survey

As part of the research for this Toolkit, a survey was sent out to all Library Services in the South East and East regions. Based on 29 responses, it had a highly positive completion rate, with only one library service not responding. Whilst the survey, along with information gained from interviews with key sector players, has already served to inform the above 'Outline profile' of the library sector, the following section gives the full headlines from the survey. These provide further interesting insight into libraries' reader development activities as well as their key reasons for doing so. It also highlights the barriers libraries perceive to engaging in joint work, as well as the support needed to be able to continue developing joint reader development activities in the future.

### Libraries' Reader Development Strategies and work with LAs

- 51.72% of libraries have a Reader Development (RD) Strategy
- 51.72% of libraries have staff specialising in RD (between 1 and 10)
- 93.1% of libraries work with the LA on RD activities
  - mostly regarding delivery, supporting new audiences and publicity
  - only 4 out of 27 respondents mentioned fundraising

### Libraries' Reader Development activities

- 89.66% of libraries do their own RD activities
  - Mostly Reading Groups, Storytelling, work with CYP and vulnerable groups and meet the

- author events
  - Only 13 out of 26 mentioned online activities
  - 69.23% say they engage in own RD activities every week
- 89.66% do RD work with schools
  - 57.69% have a School Library Service (SLS). 42.31% don't have a SLS and are not planning to establish one
- 80.77% do RD work with adult education providers
- 65.52% of libraries work with local literature/ RD organisations, 10.34% don't and 24.14% don't yet but would like to in the future
  - Frequent partners: local festivals, Children's Centres, bookshops, local poetry / writing societies
  - Frequent activities: meet the author events, live literature, providing venue space, reading groups
  - Frequency: 52.63% said "less than once a month"
  - Most replied that these activities are instigated both by libraries and literature organisations
- 79.31% work with local arts and cultural organisations such as museums, theatres, art galleries, on themed author / history events etc., 17.24% don't yet but would like to in the future
  - Most frequent partner organisations: theatres, art galleries, museums, festivals
  - Frequent activities: storytelling, author events, themed & seasonal events, family learning
  - Frequency: 72.73% said "less than once a month"
- 100% tap into national programmes
  - Most popular are World Book Day, World Book Night and BBC, Reading Agency and Booktrust activities

#### Funding and Target Groups

- 44.83% have accessed funding for RD activities, 27.59% haven't, 27.59% hope to in the future
  - National funding is most frequent, followed by local business and local trusts/funds (most frequent examples: ACE's Libraries Development Initiative, Reading Agency funding); only 1 has received European funding
  - 9 out of 12 think it is easier to obtain funding for partnership projects
- 62.07% say they have specific target groups: largest groups are CYP and families, other groups given are visually impaired, groups who are not usually library users (i.e. homeless, prisoners, isolated women)

#### Key objectives for pursuing RD activities

- Increase library use and diversity of users
- Promote literacy and broadening readers' choice, 'enjoyment of reading'
- Community support and participation
- Education from early on, 'giving children a better start' and lifelong learning
- Bringing people together

#### Main barriers to joint projects

- Staff availability, capacity, time and expertise, if cuts are made
- Resources and funding (being reduced)
- Promotion, overcoming public perceptions
- Expectations of funding bodies re. venue and audience size
- Ensuring sustainability
- The pressure of keeping libraries open in the most efficient manner

#### Support libraries say they need to develop RD activities

- Staff and funding support, resources for staff training
  - More sustainable funding opportunities
- Examples of successful activities, database of support and funding organisations would be very useful
  - Sharing best practice
- Affordable coordination of range of activities
  - "It will be important to use partners, friends groups and volunteers to support staff in the delivery of reader development"
  - "Continued relationships with publishers"
  - Help finding authors
- Shared marketing, national promotion, publicity resources
  - Raised perception of importance
- Closer links between ACE, SCL and authorities
- National and regional activities that small authorities can tap into, leading to a fairer spread of authors, events, activities amongst library authorities
  - Realistic audience figures from publishers/publicists for author events
  - Opportunities that are easy and quick to develop; realistic criteria for participation in (national) programmes and activities (i.e. regarding audience numbers, venue space)

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## 4.2

### Relevant national organisations and their current key focus

There are a number of high-profile national organisations, which focus on bringing literature and reader development activities across the country and providing a strong voice for the sector, such as The Reading Agency, Booktrust and the National Literacy Trust. A further important player is the BBC with its extensive BBC Learning programme as well as learning representatives in all regions.

These organisations run a variety of programmes and activities which create opportunities for literature and reader development, and which libraries and other organisations can tap into locally. These include both nation-wide activities such as competitions and online resources (for example the BBC Short Story award or The Reading Agency's Reading Groups for Everyone) as well as locally-implemented activities such as The Reading Agency's Reading Partners scheme or Booktrust's Bookgifting campaigns.

As nation-wide organisations with a certain amount of 'clout', these organisations also engage in relevant research of their own as well as awareness-raising campaigns, policy advice and lobbying, and the development of relevant support structures. Perhaps currently most prominent in this area is the

development of the Universal Reading Offer by The Reading Agency and SCL (described above and in Section 5 of the Toolkit). Other developments of note include The Reading Agency's research into the role of technology for reading habits and libraries' digital presence (see research report 'Digital reading project, part of the Libraries Development Initiative'), looking for new ways to develop cross-sector partnerships, and issues around libraries and diversity as part of libraries' community development. The National Literacy Trust in turn focuses in particular on literacy attainment and is currently engaged in a campaign called 'Words for Life', which uses targeted communication by working with leading consumer brands to encourage people from disadvantaged communities to take part in reading and literacy activities.

*More information on these organisations' roles and activities, as well as contact details, can be found in Section 9 of the Toolkit.*

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## 4.3

# Relevant local organisations and festivals

### Literature organisations

As well as national organisations, a large number of regional and local organisations of all shapes and sizes – from larger, ACE funded organisations to local non-subsidised societies – are delivering a variety of literature and reading development activities throughout the South East and East regions. Whilst many focus on certain aspects of the literature sector (from reading and writing support to publishing and poetry events), many run regular and individual events for audiences in their local areas. These can be everything from regular live literature events in theatre settings such as those run by Lewes Live Literature, to community events such as 'Portsmouth reads Dickens'. Many of these organisations also engage in work with key target groups such as schools-based events or, for example, Hammer and Tongue's slam poetry events in prisons.

### Arts organisations

Work with literature and libraries also happens within wider arts organisations' programmes. A UK-wide map of all ACE funded National Portfolio Organisations, which cover a range of art forms including dance, literature, music, theatre and the visual arts, can be found here and includes links to each organisation:

<http://www.artscouncil.org.uk/funding/apply-for-funding/national-portfolio-organisations-map/>

A further group of key players are ACE's new 'Bridge Organisations' which are funded to ensure that "every child and young person has the opportunity to experience the richness of the arts and culture". Bridge Organisations use their experience and expertise to provide a direct connection between children and young people, schools and communities and organisations in the cultural sector, including museums and libraries. By developing a bridge between the arts and education sectors, the aim is to improve the delivery of arts opportunities for children and young people. More information can be found at

<http://www.artscouncil.org.uk/what-we-do/our-priorities-2011-15/children-and-young-people/bridge-organisations/>

### Festivals

A large (and increasing) number of local literature festivals and arts festivals take place throughout the South East and East each year. These are 'special events' which provide an easily identifiable platform for literature-related activities and often attract a number of high-profile authors to participate. Many of these festivals engage in a range of partnership activities with local venues including libraries, and provide events for varied audiences including children and families.

*Further information and contact details to all larger local organisations, Bridge Organisations and Festivals are provided in Section 9.3 – 9.5 of the Toolkit. A map of festivals in the South East and East can be found in the Appendix.*

# 5 What makes good partnerships – Case Studies

Our research has shown that there are a number of key characteristics of successful collaborations between libraries and literature organisations. Not all are to be found in every project, since collaborations take many forms and have various outcomes; however these are all notable features when looking at what drives successful collaborations, including some 'must haves' that are relevant to any joint project.

Featured here are a number of case studies, which demonstrate these characteristics in a practical context of collaborative working between the library and literature sectors within the South East and East, as well as one or two innovative examples from further afield.

## Planning a Partnership

A key feature and strength of collaborative activity is the sheer variety of ways in which libraries, local and national literature organisations and other organisations work together and support each other. This reflects the versatility of libraries and literature organisations alike, which work with reading and literature in various ways. Therefore there is no 'one-size-fits-all' model for partnership work. What is essential is that partnerships or joint activities at all levels between literature organisations and libraries need to be based on an understanding of each others' goals and operations and an appreciation of the mutual and complementary benefits of joint working. It is important to bear in mind that partners can work on a project even if their aims differ – a project can often serve several aims at the same time. It is often most effective when partnership projects are jointly

planned, to knit together different specialisms and aims from the outset. The Read/Write South West and Norwich Summer Reads case studies below are good examples of activity built on partners' varied aims and expertise.

Joint activities need not be complicated or more expensive, and can range from 'using' each others' names for marketing purposes to exchanging advice, venue space and contact databases, to full joint programming. As the below examples show, there are often ways of sharing skills and using each others' strengths and experience as a way of supporting the project and making it more successful. Working in partnership can lead to better chances of taking part in national programmes (see Reading Partners project below) or accessing possible funding sources particularly from ACE (see section 7 below).

## Positive Social Outcomes

Libraries' activities focus on supporting local council priorities and tying in with government agendas on health, job support, literacy etc. Such activities also offer potential for collaboration with non-arts related organisations such as health organisations, children's centres, care homes etc that may well welcome the opportunity to be involved. Literature and arts organisations are committed to the role of creativity in positive social change. Several successful projects have incorporated engagement with literature and arts activity in a way that enhances people's experiences and contributes to positive social outcomes (see Brighton City Reads as an example).

## Engagement with particular target groups

Libraries have a strong focus on key target groups such as children and young people, older people, unemployed, disabled and young people not in education, employment or training (NEETs). Focusing projects on particular target groups offers an ideal opportunity for developing and piloting activities that aim to support these people in a particular way (see MyVoice Roadshow Great Yarmouth and Brighton Unemployed Centre's Family project). Again, this can often mean bringing in outside (specialist) support, making this an important area for collaborative activities. Indeed, New Writing South says that a majority of their joint projects with libraries have been based on specific target groups.

## Cultural development

Successful collaborative activities achieve cultural development, in terms of building people's access to and deepening their engagement with literature and libraries. Cultural development in this context lies principally in aiming to broaden readers' choices and supporting their 'enjoyment of reading' – making the existing diversity of literature and literature-related activities (i.e. creative writing) available to everyone by encouraging library visitors to 'try out new things' (see WCN's Summer Reads as an example). Another aspect to cultural development is the diversification of the library user base, ensuring that the library is an inclusive environment in which all parts of society feel welcome.

Cultural development is also about the quality of artistic and cultural activity

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offered to the public, which drives both sectors, and is also the cornerstone of ACE's unified responsibility for arts, libraries and museums. In making decisions on applications to Grants for the arts (see section 7) ACE looks for the quality of arts activity, which includes the quality of experience for audiences and those taking part.

Finally, cultural development comprises wider partnerships with other arts organisations, museums and community organisations, in order to build a vibrant and joined-up 'cultural offer' for a place as a whole. (see Read / Write South West project).

### Interactive Online Activities

Clearly, online activities are becoming an increasingly important tool and vehicle for literature and reader development activities. As a new platform for projects, the internet is providing endless ways to engage with audiences, including hard to reach audiences such as young people, those with mobility impairments or those living in rural areas. Again, such activities can cover a whole range of projects, from small steps such as interlinking and signposting of partners' websites or events calendars to the development of whole web-based projects, such as the Reading Groups for Everyone or the MyVoice websites (see MyVoice Roadshow Great Yarmouth project). Crucially, particularly where websites already exist, they can offer a relatively cheap and easy-to-implement way of developing collaborative projects.

### Sustainability / "What happened next"

Sustainability is seen as a key indicator

of success – the more far-reaching and long-lasting the impact of a project is, the more worthwhile and successful projects or activities are considered to be. Sustainability can refer to the long-term impact on those taking part in a project as well as those organising it – successful projects can be an ideal starting point for the development of long-term partnerships and potential future joint projects. Sustainability in both respects is exemplified by the Brighton City Reads and Norwich City of Refuge case studies below. Regular networking and communication is a key factor in supporting the development of partnerships and in building on previous activities (see Writers in Libraries project). Adaptability and flexibility are important factors here, as well as creativity in recognising how previous project partners and participants might support further activities.

The Arts Council's forthcoming Libraries Grants for the arts fund, whilst for time-limited projects, will look to stimulate ambitious, lasting partnerships between libraries and artists and arts organisations. (See section 7 below).

### Impact & Evaluation

It is important to be able to evidence the impact of projects to provide accountability for funding and as a way towards securing possible future funding and galvanise support for projects and activities. Furthermore, evaluations offer a useful way of learning from past projects in order to be able to enhance and further develop new projects in the future (see Norwich City of Refuge and Brighton City Reads projects) (see *Section 7 of the Toolkit for more information*).

## Reading Partners – Kazuo Ishiguro author event

### Key features of success:

- Partnership planned between national and local partners from literature, libraries and Higher Education sectors, which secured a high profile national event and increased potential for future collaboration.

### Aims of project:

- Publishers Faber & Faber were looking for a large-capacity venue and assurances that the library they worked with could fill it and had good links to local reading group to do so, and had previous experience of holding high-profile events.

### Outline of project:

- Reading Partners used its email alert system to invite bids from UK library services.
- Detailed pre-planning won the day for the Kent Libraries team. They teamed up with Canterbury Christ Church University to provide a suitable venue, Augustine House, home of the university's new library and conference venue, with a main hall and large cafe where refreshments could be provided.
- The event was positioned as part of the university's ongoing free public lecture series, lending it added muscle in terms of marketing networks and pre-event publicity activity. There was a joint poster campaign with the university and marketing was done via the libraries' email distribution list to local reading groups and Canterbury Christ Church University's email lists for their public lecture series.

- Canterbury Christ Church University's team brought experience of running public events and huge marketing networks to the table. They secured advance media coverage, provided a ticketing advice line, and drew up a detailed itinerary for the event, to ensure smooth running to time.
- Tickets were made available from 1 February from three venues: the university library, Canterbury public library and the local Waterstones.

### Project participants:

- The Reading Agency – Reading Partners
- Faber & Faber publishers
- Kent Library Service
- Canterbury Christ Church University
- The local Waterstones were brought in to sell books for signing by the author after the event

### Target group:

- No specific target group

### Outcomes / Impact of the project:

- 90% of tickets were snapped up within two weeks; over 400 people came.
- One participant said: “[...] Having been to this event I’ll definitely read more now”, whilst a local reading group member said: “The venue was excellent and there was a diverse mix of people in the audience at this event – people of all ages and backgrounds – so it had obviously been made widely accessible.”
- On the basis of the event there were discussions between Kent Libraries and Archives team and Faber & Faber about further possible author events.
- Community development librarian Daren Kearl was invited to participate in the launch of Canterbury City Council's cultural policy.
- According to Daren Kearl, “Events like this increase public libraries' profile not just in the community but with other organisations who then wish to work in partnership with us.”

### Date:

- Spring 2011

### Based on:

- [www.readingagency.org.uk/adults/Kazuo%20Ishiguro%20Case%20Study.pdf](http://www.readingagency.org.uk/adults/Kazuo%20Ishiguro%20Case%20Study.pdf)
- [www.readingagency.org.uk/adults/reading-partners/](http://www.readingagency.org.uk/adults/reading-partners/)

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## Writers in Libraries project

### Key features of success:

- Complementary strengths of a literature organisation and a library service (e.g. in facilitating writers' groups and in reaching local communities) created lasting opportunities for literature participation in libraries by a range of community groups.

### Aims of project:

- Inspired by the success of readers groups in libraries, New Writing South and Brighton and Hove Libraries decided to team up to create Writers Groups of up to 20 writers who meet once a month to share work, expertise and craft.

### Outline of project:

- Pilot groups were set up in three branch Libraries: Portslade, Whitehawk and Hove.
- The selection of participating libraries was carefully considered, as was the time and day of the writers meeting: in Portslade, a mid week afternoon meeting was arranged to encourage older writers, a morning meeting aimed to encourage young parents in Whitehawk and a Saturday morning session in Hove was aimed at those in full time employment.
- The partners shared the work involved in ensuring the success of the groups equally, bringing their particular expertise to the project. Brighton and Hove Libraries offer space for the groups free of charge and the branch librarians provide hands on support if and when

required. New Writing South provided expertise in setting up the groups and commissioned three professional writers to work with each group as tutors during their first four meetings. The writers helped establish the groups with workshops, by providing guidance in how to run a creative writing group and identifying a leader in each group to manage future sessions.

- The first four sessions were crucial in setting the tone, level and expectation of the writers' groups.

### Project participants:

- Brighton and Hove Libraries: Portslade, Whitehawk and Hove Libraries
- New Writing South

### Target group:

- Local library users

### Outcomes / Impact of the project:

- Demand for the groups was overwhelming: "Portslade was soon full up and so many writers attended the first session at Hove Library that the librarian feared she may have to close on safety grounds!"
- After the initial four month period, the groups ran themselves, with library staff assistance on practical matters.
- A few months later, another group was established at the main Jubilee Library in Brighton. Other libraries also followed the idea: New Writing South helped set up
- groups in Crawley, and advised on

groups in Shoreham and Surrey.

Four years later, five of the groups set up are flourishing (only one fell by the wayside).

- The groups work in different ways with their library hosts: Crawley have an annual exhibition of work, Hove have produced an anthology of member's prose and poems, Brighton started with some public readings.
- Chris Taylor of New Writing South feels that one reason for the continued success of the project is the gravitas, professionalism and continued support that both the Libraries and NWS bring to the project: The libraries still offer free space to the groups and NWS visits each group once a year to give a talk or run a workshop and also keeps in touch with mailings and news of events.

### Date:

- Since May 2008

### Based on:

- Information provided by Chris Taylor, Director of New Writing South  
[www.newwritingsouth.com](http://www.newwritingsouth.com)

## Norwich City of Refuge

### Key features of success:

- This is a particularly good example of partnership work focussed on engaging diverse communities and resident communities alike, achieving positive social outcomes, impact, evaluation and a sustainable annual programme.

### Aims of project:

- The project was initially based on a 3-year programme (2006-09) supported by the Paul Hamlyn Foundation, which aimed at providing a sustained community programme around the central activity to which Writers' Centre Norwich, as member of the International Cities of Refuge Network (ICORN) committed: providing a place of safety for a writer in danger.
- Funding by Comic Relief (2009) aimed to support WCN's curatorial role (for one year) of Norwich's annual Refugee Week in June
- The initial programme aimed to get students and the community thinking about home and belonging, and what it may feel like to be exiled.
- A library programme included in the overall programme aimed to ensure that library staff are provided with the tools and skills required for engaging with refugees and asylum seekers in Norfolk, to increase their confidence, provide work experience opportunities for asylum seekers and refugees, ensure that more Consultation Groups in which refugees and asylum seekers are

- invited to voice their opinions are developed, and increase stock of foreign language books.

### Outline of project:

- As a literature development organisation, WCN started out using the medium of creative writing and later on, other creative arts. The programme focussed on working with libraries, schools, youth groups, museums, art centres and other partners working in both the creative and the refugee / asylum sectors. It included workshops, public readings, competitions, digital story projects and media training events.
- Work with schools: The 'Strangers and Canaries' schools project paired refugee writers with local writers in Norfolk schools and youth groups. The students learned about refugees and asylum seekers through creative writing workshops initiated through the topic of the 'Strangers' of Norfolk.
- Libraries programme: This included a number of events at libraries across Norfolk on the theme of refuge. These were aimed at the general public and included a series of readings, performances, workshops, exhibitions and storytelling.
- Surveys distributed throughout the events to collect data and feedback; this fed back into detailed reports for the Paul Hamlyn Foundation and Comic Relief following the end of the 3-year programme, and provided valuable data which fed into the future development of the programme.

### Project participants:

- Writers' Centre Norwich, as part of the International Cities of Refuge network
- Local libraries, schools, arts venues and community centres

### Target group:

- Local community
- Refugees resident in the local area and 'writers in danger'

### Outcomes / Impact of the project:

- Since the initial programme, City of Refuge now takes place annually, with events throughout the year. Each year WCN take part in and programme various Refugee Week events in Norwich in June, celebrating the contribution of refugees to the UK.
- Activities are complemented by a national and international set of partners supported by ICORN.
- WCN has been able to raise awareness of the positive contributions refugees and asylum seekers make to this community and the country.
- Feedback from young people has shown that it has been a very meaningful experience.

### Date:

- Since 2006

### Based on:

- Paul Hamlyn Foundation Grant report, provided by WCN
- <http://www.writerscentrenorwich.org.uk/norwichcityofrefuge.aspx>

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## MyVoice Roadshow – Great Yarmouth

### Key features of success:

- High level of engagement from disadvantaged young people, including good online activity, part of a national programme with a local focus.

### Aims of project:

- The creation of a day-long event as part of a reading and writing roadshow led by and for young people.
- Providing a model for getting young people fired up and excited by reading, writing and getting involved in their communities.

### Outline of project:

- All roadshows were targeted at, and co-produced, programmed and promoted by young people themselves.
- In Great Yarmouth, 21 young people aged 11-18 were involved in the programming, planning and promotion of the event. The group of young people met 12 times to select from a list of offers from performers, artists and authors and to help plan the day.
- The event took place at Great Yarmouth Community Library.
- As part of the project, the group were trained in interview and video techniques and received advice from professional events managers.
- A blog with input from various participants as well as podcasts is featured on the MyVoice website.

### Project participants:

- The Reading Agency (the roadshow is part of MyVoice, a creative reading and writing programme for young people run by The Reading Agency)
- Great Yarmouth Community Library, one of five library venues in England to get involved in the project

### Target group:

- Creative yet disadvantaged young people who would not normally engage with the arts or literature

### Outcomes / Impact of the project:

- The group showed outstanding abilities in working as a group to plan and deliver a complex day-long event. All of the group were incredibly enthusiastic and determined to make the day a success.
- On the day, 80 young people attended, experiencing learning opportunities such as writing and music workshops and enjoying performances of singing, dancing and MCing.
- According to one participant, “it made a nice difference for my ideas to be taken seriously for a change”.

### Date:

- Spring 2011

### More information:

- <http://www.myvoice.org.uk/great-yarmouth/>

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## Read / Write SouthWest (Cyprus Wells)

### Key features of success:

- A particularly good example of partnership work across sectors and a region engaging a range of hard-to-reach groups through creative writing and reading.

### Aims of project:

- To build relationships with hard-to-reach, disadvantaged and undersupported communities, and create meaningful, sustainable partnerships with these groups.
- 1520 children and young people will report an improved perception of community participation and a greater confidence in their reading / writing, communication and life skills.
- At least 200 young people will have been active as volunteers at their community library, increasing their confidence and skills in communication and social interaction, and improving skills to seek employment or further education and training opportunities.
- 1700 adults will report improved social interaction, improved communication and writing skills, and more positive participation with community libraries and community decision making.
- 80 writers will report they have received training and support so they are able to positively and actively engage with beneficiaries and communities in ways which add value and increase the scope and quality of reading and writing development the library is able to provide.

### Outline of project:

- For children and young people: Provision of 'Writer Squads' as well as workshops targeted to interest children with particular needs; guided writing 'clubs'.
- Provision of a Writer in Residence to create and guide reader and writer groups..
- Consultation between the WiR and the community will be an on-going process, and the role of the WiR is to work locally to identify and recruit from groups who meet their target beneficiaries..
- Libraries will create 'community engagement plans' or a 'creative / arts engagement plan' and will be supported in refining and updating this plan throughout the life of this project and beyond.
- The WiR will make contact with groups who meet the target beneficiary profile.
- Project partners will enable and support the WiR to establish contact with community groups, to begin to get non-engagers to access the library for the first time. All activities must include reading and writing, deliverable by a WiR, a writer or other literature specialist.

### Project participants:

- Cyprus Wells with support from a Writer in Residence
- Local libraries, prisons and community venues

### Target group:

- Children and young people: LAC and NEET, children of parents in prisons, children of culturally specific communities, children not currently engaging with their library and; any child facing disadvantage of any kind, but particularly those with poor reading and writing skills.
- Adults: Adults from culturally specific communities, adults who are not engaging with their library due to issues of age, health or mental health; any adult facing disadvantage of any kind, but particularly poor reading and writing skills, hard-to-reach and new communities.

### Outcomes / Impact of the project:

- see aims above

### Date:

- March 2012 – March 2013

### Based on:

- Partner briefs for the project
- More information available at <http://www.cypruswell.com/about-us.php>

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## Tell Us Another One

### Key features of success:

- A community-focused project in the North West planned and delivered by various partners over a significant timeframe, pooling funding and expertise, to produce a range of high quality participatory activity engaging marginalised communities and offering cultural development in the region.

### Aims of project:

- This is a 3-year creative writing project run by Cartwheel Arts following the success of phase one. Phase two focuses on developing a digital strand and is funded by Arts Council England through Grants for the arts, The Big Lottery Fund, and Bury, Oldham and Rochdale Councils
- The project aims to bring communities together to explore their creative writing talents by delivering high quality creative writing and storytelling workshops within libraries throughout Greater Manchester
- To provide a platform for emerging writers to showcase their work alongside established and talented northern writers
- To develop a digital strand, using digital media to engage participants and increase distribution

### Outline of project:

- Collaborating with libraries as venues the project runs monthly creative writing workshops for adults and young people within Rochdale, Bury and Oldham. These groups are called “Story Groups” and are free and open to everyone.
- The Story Groups are led by professional high quality artists and workshop leaders such as Lemn Sissay, Helen Clare, Shamshad Khan, Steve Garside, Anjum Malik and Tony Walsh. The groups explore various styles and forms of writing
- Cartwheel Arts also run other short participatory arts projects which explore creative writing through a number of mediums including visual arts and film making
- The project’s online newsletter, Scribble, enables the professional writers and participants to distribute their work
- Cartwheel Arts provide free digital training sessions in several locations across Bury, Middleton, Oldham and Rochdale including an introduction to social media, web for Writers and digital audio editing

### Project participants:

- Cartwheel Arts
- Oldham Coliseum Theatre and Oldham Library including other local libraries across Greater Manchester
- Community groups throughout Bury, Middleton, Oldham and Rochdale

### Target group:

- Target groups include refugee and asylum seekers, young parents and younger and older people within the three local authority areas
- The project is targeting communities from deprived areas and people with little to no previous writing experience

### Outcomes / impact of the project:

- Phase one resulted in two of the Story Groups constituting themselves as independent organisations and securing funds. The two groups are now partners with Cartwheel Arts for the second phase of this project
- The finale of the Scribble Festival run by Cartwheel Arts saw participants showcasing their work within Oldham Library alongside poet Lemn Sissay
- Story Groups have re-invigorated a sense of community, increasing self-esteem and self-confidence and in some cases helped people to get back into employment, training and education
- Cartwheel Arts were able to run a richer programme than would have been possible if these organisations had been working alone
- By reaching and engaging people from deprived areas it has offered the communities and professional writers involved an opportunity to diversify their perspectives

### Based on:

- <http://www.artscouncil.org.uk/news/arts-council-news/poetry-and-knitting-goes-down-storm/>

## Brighton Unemployed Centre Families Project

### *Salt and Vinegar*

#### Key features of success:

- Engaging target group through a partnership between a community organisation, library and author, demonstrating positive social outcomes.

#### Aims of project:

- To produce an anthology of work written by Centre users, *Salt and Vinegar*.
- To encourage writing drawn from personal experience, concentrating on developing descriptive language skills.

#### Outline of project:

- Author Bridget Wheelan ran special workshops and offered one-to-one tutorials for those who wished - "people queued for the opportunity to talk and the result was powerful writing from many who felt unable to participate in a conventional class".
- Jubilee Library (Brighton & Hove's flagship library) got involved early on, offering the participants their conference rooms for free for the launch of the anthology on World Book Night.
- Waterloo Press offered to publish the anthology for free; a designer was involved to help with the layout of the book.

#### Project participants:

- Brighton Community Centre with writer in residence Bridget Wheelan (the project was part of Brighton Unemployed Centre Families Project, "a hub of creative education, running affordable classes")
- Jubilee Library, Brighton
- Waterloo Press, a local non-profit poetry press

#### Target group:

- Low waged, unwaged and unemployed visitors to the Community Centre
- The project set out to be inclusive - some of the participants were living in temporary housing, surviving the consequences of addiction, family disintegration or ill health, others were retired local residents, volunteers, single parents etc.

#### Outcomes / Impact of the project:

- Over 30 participants contributed to *Salt and Vinegar*; the aim was to include at least one contribution by each participant of the project.
- Bridget feels that it was "important that the writer always retained control. No one had to stay in class; no one had to read out; no one had to submit their work for publication".
- "Good writing emerged from many inexperienced writers because they were treading on territory that belonged to them. Through telling their story they learnt how stories were told".

- At the launch at Jubilee Library, authors gave an hour long spoken word performance. This venue and inclusion within the programme of World Book Night "gave the project real status in the eyes of the participants and meant that we were part of the official programme giving us city-wide promotion".
- According to a participant, "*Salt and Vinegar* proves you don't have to be famous to tell your story. Ordinary people have stories to tell, too."
- A local freelance journalist wrote the project; the article, *Tales of the Unexpected*, was published in the Guardian in 2008. The publicity meant that bookshops were happy to stock the anthology.

#### Date:

- throughout 2009

#### Based on:

- <http://www.guardian.co.uk/society/2008/jan/02/socialexclusion>
- a Lapidus journal article provided by Bridget Wheelan (<http://www.lapidus.org.uk>)

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## Brighton City Reads

### Key features of success:

- Creating lasting impact and activity through partnerships across sectors, engaging target groups as part of high quality literature programme.

### Aims of project:

- A city-wide reading initiative which aims to “spread a love of books and ideas to the widest possible audience throughout Brighton & Hove”.
- “To encourage as many people as possible from different sectors of the community to come together and engage with books in a wholly inclusive way”.

### Outline of project:

- Concept: one book is selected for the whole community to read, discuss, debate and creatively engage with in a series of special events, workshops and performances.
- Activities take place in The Old Market Arts Centre in Hove and across the whole of Brighton & Hove in libraries, community centres, pubs, book shops.

### Project participants:

- Collected Works, a local reader development organisation
- Brighton & Hove libraries and museums
- Sussex Community Foundation
- Visit Brighton
- Further local groups and companies functioning as partners, funders and supporters
- Volunteers

### Target group:

- Residents of Brighton & Hove

### Outcomes / Impact of the project:

- Evaluation report for 2010 City Reads includes statistics from the analysis of 110 feedback forms collected at City Reads events, quotes from participants, volunteers, an overview of activities and outcomes, information on ‘City Reads’ marketing and press appearance as well as learning outcomes for the organisers.
- 49 events, over 50 volunteers, a new City Reads website, over 200 free books left across the city in a ‘bookcrossing’ scheme.
- 38% of all City Reads participants had never been to or taken part in a book event before. Over 38% of 2010 participants were men – a rise of nearly 20% and a clear target achievement from the previous year.
- From a volunteer: “I gained confidence working with people and facilitating groups and it raised my awareness of mental health issues.”
- From a participant: “All in all it was like watching an intriguing live television show that you could also be part of – absolutely brilliant.”
- Good example of sustainability – the event has been going strong since 2005, many of the Read Aloud groups set up during City Reads continue outside of the event and the event organisers recently set up as a year-round reader development organisation (Collected Works).

### Date:

- Annually since 2005; with focus on 2010 evaluation report

### Based on:

- City Reads evaluation report 2010  
[www.cityreads.co.uk](http://www.cityreads.co.uk)

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## Winchester Poetry Weekend

### Key features of success:

- Cultural development in terms of practice and engagement in poetry – involving writers, audiences and participants, leading to ongoing programme.

### Aims of project:

- The Literature Development Officer, in partnership with the Winchester Discovery Centre, planned to host a weekend of poetry events to promote the art form and engage with readers and writers.
- One aim of the programme was to supply information about how poets could seek further opportunities and publication.
- Another was to entertain, through the crossover of comedy and poetry, and music and poetry, to broaden the audience base. The programme would include events for children, for families and for adults.

### Outline of project:

- The Literature Development Officer contacted leading independent poetry publisher Bloodaxe – the proposed Weekend dates in March 2011 coincided with Bloodaxe's publication of the much anticipated anthology 'Being Human'. Serendipity in programming does exist!
- Editor Neil Astley agreed to hold a seminar on 'How to get published or not' and to launch the anthology with poets David Constantine and Helen Dunmore.

- Previous project work with the excellent stand up poet Elvis McGonagall led to a discussion about bringing together a Friday Night Stand-Up.
- Recommendations from fellow literature sector workers helped shape the remainder of the programme, including an Apples & Snakes' children's show and workshop for adults on the poetic voice.
- The event was included in the seasonal brochure and also publicised in a flyer to send to targeted groups in the area, from writers to readers groups, schools and colleges.

### Project participants:

- Winchester Discovery Centre and Literature Development Officer Angela Hicken (part of the Centre's Events Team)
- The publishing sector, namely Bloodaxe Books
- The burgeoning network of performance poets, including the excellent Tongue Fu band
- Literature agencies, such as Apples & Snakes

### Target group:

- The residents and visitors to Winchester.

### Outcomes / Impact of the project

- Through eight events, the Weekend directly engaged 481 people across age ranges, including a sell out workshop with maximum 20 participants.

- It exceeded expectations regarding audience figures for a number of events. Attendees wrote in with positive feedback following the Weekend.
- The poets involved were complimentary about the programme shape, publicity and organisation – important factors in growing the reputation of the venue and Hampshire as a key destination for live literature. "The Discovery Centre is impressive and we were all very heartened by the welcome we were given and by the audience's deep interest in poetry. Thank you for all the organisation." Helen Dunmore

- In an aim to continue supporting less commercial literary art forms, the Poetry Weekend's success led to the planning of 'Telling Tales, A Story Weekend in Winchester' in March 2012. This event balanced readings, talks, advice for writers, entertainment, storytelling theatre for families, and participation.

### Info on date and place

- Three days, Friday 11th to Sunday 13th March 2011 at the Winchester Discovery Centre.

### Based on

- information provided by Angela Hicken, Literature Development Officer
- <http://www.artscouncil.org.uk/funding/funded-projects/case-studies/libraries-and-literature-how-arts-and-culture-are-working-collaboratively/>

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## Summer Reads – Norwich

### Key features of success:

- This is a particularly good example of cultural development, widening people's engagement with literature, including through online activity, and a sustainable annual programme.

### Aims of project:

- To introduce and make available the best in local, national and international fiction, poetry and non-fiction to Norfolk readers
- To engage readers in a community reading programme and encourage widespread participation
- To showcase Worlds, WCN's summer international literary salon, to a wider audience by providing content and further information on the website and generally drive traffic to the WCN website
- To act as a springboard for innovative ideas about bringing readers together
- On a wider level, to raise Norwich's profile as a UNESCO City of Literature

### Outline of project:

- 6 books chosen each year; free books given to libraries and books stocked in major Norfolk bookshops
- Print circulated widely and regular use of interactive social media (ie via WCN website, Facebook, Twitter and Goodreads). Exclusive content on WCN website.
- Activities include Book Clubs, Author events, 'Vote for your favourite' (online and at venues) with prize draw, Read in' Café - providing the space and time for readers to read and book quizzes to launch and close the programme and a Flashmob, bringing readers together for visible public demonstration of Summer Reads
- Detailed analysis of library lending statistics and media usage throughout project (ie website and social media traffic), providing recommendations for next years' Summer Reads event

### Project participants:

- Writers' Centre Norwich, bookshops, libraries and other venues across Norwich, various publishers

### Target group:

- The residents and visitors to Norwich

### Outcomes/ Impact of the project

- 2193 lendings across 6 libraries of the 6 chosen books
- Visible rise in visits to the WCN website, with the Summer Reads webpage as third most popular webpage; success in reaching new audiences
- Increase of twitter @WCNBookClub followers to 534
- Successful use of facebook with increased feedback on posts; social media sites were successful in getting people to the Summer Reads page

### Info on date and place

- Annually since 2010; with focus on 2011 reports

### Based on

- Information provided by Chris Gribble, Director of Writers' Centre Norwich

### More information

- Summer Reads 2012:  
[www.writerscentrenorwich.org.uk/yoursummerreads.aspx](http://www.writerscentrenorwich.org.uk/yoursummerreads.aspx)

# 6 Partnerships and the Universal Reading Offer

In the last ten years, libraries have been modernising and evolving their reading services with visible results. As described above, they are no longer static books warehouses, but instead offer a lively, social service to encourage reading for pleasure. Much effort has been focused on children's work, and children's book borrowing has risen for the last seven years. There's a big challenge in an age of austerity to keep up this momentum. As mentioned above, The Reading Agency is working with SCL on a new strategy for 2012-15 called the Universal Reading Offer (URO). This:

- Focuses libraries' efforts on taking collective action by prioritising key programmes and partnerships
- Gives libraries a ready-made set of tools offering economies of scale and easy ways to share best practice
- Helps retain the investment and resources arising from nationally brokered partnerships with the BBC, 40 publishers and others
- Creates a shared evidence bank and advocacy resources to help libraries show how they make an impact

The URO aims to deliver a minimum universal library offer on a local basis with the help of a national 'toolbox' of shared programmes, partnerships and calendar spikes prioritised by SCL. This baseline offer is enhanced by regional and local activity. The offer builds on the growth in public demand for a 'lively, engaging library reading offer' within a difficult funding environment. Its goal is to safeguard best practice, support continued innovation, keep partners investing in the sector and deliver economies of scale by "focusing doing fewer, bigger things together". Leading national programmes such as Summer Reading

Challenge and Reading Groups for Everyone run as easily identifiable and well-known threads through the offer, complemented by local activities and events (see *Figure 1 below*).

Partnerships play an important role in delivering a lively and engaging reading offer – as the Reading Agency says, the URO provides a new framework for the development of library partnerships with regional and local organisations as well as national partners. It thus reinforces the key opportunities for collaboration between literature organisations and libraries in order to achieve most impact.

Work is also underway to integrate youth provision and innovation including a year round youth volunteering offer; a greater role for young people in decision making about youth library provision and the development of dynamic reading services including reading groups and events. Digital innovation is also a key development strand.

The aim is that by working more closely together within a clear but flexible framework, libraries and their partners will benefit from economies of scale, shared learning and a stronger evidence based closely tied to key local authority priorities. Work is currently underway to develop this shared evidence base supported by best practice case studies and linked advocacy messages.

## Figure 1: A calendar of the URO's prioritised shared toolbox delivering a baseline offer

- the strategy work together to create a shared offer across the library network
- Five focal points (calendar spikes) for a shared library network push on reading
- Shows key programmes and their timeframe within the year
- Plans for additional enhanced menu of activities, capturing other nationally brokered programmes, and additional calendar spikes e.g. literary prizes

More information can be found at:

[www.readingagency.org.uk/about/the-universal-reading-offer](http://www.readingagency.org.uk/about/the-universal-reading-offer)

[www.summerreadingchallenge.org.uk](http://www.summerreadingchallenge.org.uk)

[www.readinggroups.org](http://www.readinggroups.org)

[www.readingagency.org.uk/new-thinking/health](http://www.readingagency.org.uk/new-thinking/health)



# 7 Funding

## 7.1 Funding opportunities from Arts Council England (ACE)

### Grants for the Arts

Grants for the Arts are for activities carried out over a set period, which engage people in England in arts activities and help artists and arts organisations carry out their work. Grants for the Arts is an open-access fund which people can apply to at any time and is funded by the National Lottery.

ACE welcomes applications from libraries and involving libraries, for a wide range of artistic activity. Exciting artistic activity inspired by books and reading can further bring the written word to life. From community reading projects that build a shared enjoyment of reading, to literature and arts festivals where libraries provide inviting venues, to regular events featuring selected writers, or other art form collaborations e.g. with a professional theatre company or visual artists: all these activities offer opportunities for collaboration between libraries, literature and other arts and cultural organisations which benefit people and communities and which applications to Grants for the Arts can support.

Artistic quality and public engagement are key criteria of Grants for the Arts. Libraries and literature organisations bring together complementary strengths to meet these criteria.

<http://www.artscouncil.org.uk/funding/apply-for-funding/grants-for-the-arts/>

ACE will make available an additional £6 million of National Lottery-funded Grants for the arts to libraries from September 2012. This ring-fenced fund will support projects that stimulate ambitious and innovative partnerships between libraries and artists and / or arts organisations, encouraging communities to participate in cultural activities. The Libraries Grants for the arts fund can support a wide range of artistic activity that supports, enhances and enriches libraries' core work, and develops libraries' role as a cultural provider in their communities. Funding will run from September 2012 until March 2015 – ACE will announce more details when the fund opens.

### ACE Strategic Touring Programme

The £45 million Strategic Touring Programme is designed to encourage collaboration between organisations, so that more people across England experience and are inspired by the arts, particularly in places which rely on touring for much of their arts provision.

With the programme's focus on partnerships, ACE welcomes applications from libraries, literature and other arts organisations for collaborative activity. Libraries provide an extensive network of venues around the country with expertise in connecting with communities and less engaged audiences. Working with literature and arts organisations can create strong artistic activity to reach a range of communities.

The Strategic Touring Programme has

six funding rounds for applications between March 2012 and February 2013. Applications can be submitted at any time during this period.

<http://www.artscouncil.org.uk/funding/apply-for-funding/strategic-funding/grant-programmes/strategic-touring-programme/>

### ACE funding eligibility grid

A grid listing all ACE funding opportunities for 2011 – 2015 and the respective eligibility criteria for arts organisations, museums and public libraries to apply can be found here:

<http://www.artscouncil.org.uk/funding/museums-galleries-and-libraries-eligibility-funding/>

## 7.2 Top tips for applying to Grants for the Arts

The following guidance applies particularly to applications to Grants for the arts from and involving libraries, and for projects involving reading and literature. However many points here are relevant to any kind of application to Grants for the arts. N.B. case studies that received Grants for the arts funding include 'MyVoice Roadshow', 'Tell us another one' and 'Brighton City Reads'.

### Meeting the criteria

There are four main criteria for Grants for the arts, against which all applications are assessed. All applications need to demonstrate how they meet these criteria:

- I The quality of the arts activity, or its ongoing effect on artistic practice (or

- both) and the quality of experience for audiences and those taking part.
- 2 How the activity increases opportunities for the public to engage in arts activities.
  - 3 How the activity will be managed and its ongoing effect.
  - 4 How realistic the activity is financially, and its future effect.

### Grants for the arts is an evidence-based process

Applications, whether from individuals or organisations, cannot rely on assumed knowledge. The more information that an applicant can provide that evidences how the activity meets the criteria, the better.

### Clear focus on artistic outcomes

- Grants for the arts funds can only be used to support arts activity, so applicants need to be clear about the artistic outcomes of the project.
- Sometimes these are present in the project but not articulated in an application.
- The quality of arts activity is based on the information provided in the application and by supporting information such as artists' CVs. ACE will want to know which artists / organisations are involved and the artistic rationale for their selection.
- ACE is looking for evidence that a project delivers an excellent quality of artistic experience for participants. For example this might mean participatory work in a community context led by experienced creative facilitators.

### Partnership working

Partnership working can strengthen

a project and application across all criteria. A particular aim of the new Libraries Grants for the arts fund is to stimulate ambitious, lasting partnerships between libraries, arts organisations and communities. ACE will make available an additional £6 million of National Lottery-funded Grants for the arts to libraries from September 2012. [www.artscouncil.org.uk/what-we-do/supporting-libraries](http://www.artscouncil.org.uk/what-we-do/supporting-libraries)

### Guidance on reading-specific projects

- Organisations can apply for the development and delivery of projects that support access to reading for pleasure for individuals and communities.
- It is important to note that as Grants for the arts must be allocated to arts activity, proposals for reading development activity must present how the activity will – immediately or in the longer term – lead to more people reading literary work for pleasure. ACE supports public engagement with a diverse range of literature, including literary fiction, poetry and work in translation.

### Target audiences

- Libraries' ability to reach a diverse range of communities provides a strong basis for widening public engagement in arts activity and meeting the criteria of Grants for the arts.
- Applicants are advised to think about (and articulate):
  - the target audiences for the activity
  - audience development – is an activity designed to engage new audiences?

- how will the activity be marketed?
- have target audiences and communities been involved in the planning of the activity?

### Libraries and other artforms

The majority of applications received from library services or involving libraries mainly relate to literature and / or reader development activity. ACE welcomes applications that involve artists and arts organisations working in various artforms that will extend libraries' role as a cultural provider in their communities.

### Scale and ambition

ACE welcomes ambitious applications to Grants for the arts for activity that can make a significant and lasting impact on the cultural life of communities. Whilst Grants for the arts funds time-limited projects, these can be large-scale, both in terms of budget and time frame where appropriate.

### Match / partnership funding

- Grants for the arts requires applicants to demonstrate a minimum of 10% match funding in an application. This can be made up of cash support, in kind support, or a mixture of the two.
- Whilst library services may not always be in a strong position to secure high levels of external cash support, applicants should consider the types of in kind support available to them, and how they might effectively represent this in their budget.

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## 7.3

# Strategic Commissioning

Whilst commissioning – the idea of the government commissioning charities and social enterprises to support the delivery of public services – is already well established in the social service and health sectors to help support the delivery of social outcomes, the cultural sector has so far been less represented in this approach. However, recent developments such as the government’s commitment to enhance the capacity of the voluntary and community sector, as well as publications such as the Localism Act 2011, the Modernising Commissioning Green Paper 2010 and the Open Public Services White Paper 2011, suggest that commissioning will become an increasingly widespread approach in the delivery of public services across all public service sectors.

Importantly, commissioning is a local approach, based on the identification of current and future needs within a community. According to the 2010 Green Paper, “**commissioning is the cycle of assessing the needs of people in an area, designing and then achieving appropriate outcomes. The service may be delivered by the public, private or civil society sectors**”.

New opportunities from the sides of central and local government as well as the ACE are now being developed. A comprehensive introduction to the Arts Council’s approach to strategic commissioning including useful

information for applicants and links to further websites for those interested in engaging in commissioning can be found here: <http://www.artscouncil.org.uk/what-we-do/our-priorities-2011-15/collaboration-and-partnerships/local-government-community-and-place/strategic-commissioning/>

Further general information about commissioning and procurement with a detailed step-by-step guide – such as information on how to identify local needs – can be found here: <http://www.ncvo-vol.org.uk/advice-support/public-service-delivery/commissioning-procurement/commissioning-procurement-step-step>

## 7.4

# Useful funding websites

## Arts Council England – Other sources of arts funding

This webpage lists some of the main sources of funding for the arts in the UK as well as providing details of organisations offering advice on funding, and information on funding for education and training, business and overseas funding. It also lists relevant trusts and foundations as well as organisations providing information on fundraising resources. <http://www.artscouncil.org.uk/funding/other-sources-of-arts-funding/>

## Funding Central

Funding Central is a website for charities, voluntary organisations and social enterprises providing access to funding and finance opportunities as well as tools and resources supporting

organisations to develop sustainable income strategies. These include an online search tool for grants as well as useful support and advice on fundraising and grants. Users registered on the site can register to receive an e-newsletter with customised funding information.

<http://www.fundingcentral.org.uk/>

# 8 Evaluation Frameworks

Evaluations are an important aspect of libraries' and funded organisations' activities. They provide an understanding of these activities in terms of their impact, and constitute important tools in respect of funding bodies as well as in the development of future activities. According to one library representative, for libraries a central aspect of any impact analysis for example is to show how libraries are contributing to council priorities. With the likely increase of commissioning in the sector, the requirement for good evaluations will become ever more present. Importantly, as representatives of ASCEL stressed, key to a successful evaluation is using the right evaluation tools and techniques, and being aware of which evaluations are most useful for which activity, so that events can be planned accordingly. The below evaluation frameworks were both developed to support activities in the library, museums and archives sectors, and were named by the Library Sector as particularly useful.

## Inspiring Learning for All

This is a self-help improvement framework for museums, libraries and archives which was originally developed by the Museums, Libraries and Archives Council. It is aimed at supporting organisations in assessing their strengths and planning improvements, providing evidence of the impact of their activities and improving their strategic and operational performance.

It includes two separate frameworks, Generic Learning Outcomes (GLO) and Generic Social Outcomes (GSO). Whilst the GLOs describe what and how people learn in museums, libraries

and archives and help identify and evidence the benefits for people in taking part in such activities, GSOs aim to demonstrate benefits to the wider community, including social cohesion, health and well-being.

The website also includes a section on learning how to measure outcomes and approach evaluations.

Following the closure of MLA, ACE is currently hosting the Inspiring Learning for All website. It should be noted that whilst the GSO and GLO frameworks are still considered very useful for evaluations, the policy context for these frameworks is now out of date – for example referring to the now ended Every Child Matters initiative.

<http://www.inspiringlearningforall.gov.uk>

## URO Logic Model framework

As part of the Universal Reading Offer, the Logic Model framework presents a useful overview of how services offered by libraries, in conjunction with the activities included in the URO, can enhance library service outcomes, provide benefits to the local community and feed into strategic outcomes for Local Authorities.

<http://www.readingagency.org.uk/about/the-universal-reading-offer/>

# Contact Lists, Universal Reading Offer and Funding Information

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Libraries and literature organisations alike recommend potential partners should simply get in touch if they are interested in collaborating. The most relevant contact details are provided below and are correct at time of publication. General contact details can also be found online.

N.B. this is not an exhaustive list but represents the range and number of partners working in reading and literature in the South East and East.

# 9 Contact Lists and Maps

## 9.1 Library Services and Schools Library Services

Library Service (incl. No of branch libraries)	Contact details (Reading contact)	School Library Service (with relevant contact details)
<b>South East</b>		
<b>Bracknell Forest Council</b> (9 libraries)	Glynis Norman Stock and Support Services Manager T: 01344 35 2403 Glynis.norman@bracknell-forest.gov.uk	part of West Berkshire School Library Service www.berkshire-els.gov.uk contact: Jeremy Saunders T: 0118 9015989 jeremy.saunders@berkshire-els.gov.uk
<b>Brighton &amp; Hove Council</b> (15 libraries, 1 mobile library)	Kate Register Reading and Learning Manager Kate.register@brighton-hove.gov.uk	www.buckscc.gov.uk T: 01296 382268 sls@buckscc.gov.uk
<b>Buckinghamshire County Council</b> (26 libraries, 4 mobile libraries)	Julia King Reading & Learning Development Team Leader T: 01296 383125 juking@buckscc.gov.uk	
<b>East Sussex Library and Information Service</b> (25 libraries, 3 mobile libraries)	Chris Desmond Reader Development Manager chris.desmond@eastsussex.gov.uk	www.eastsussex.gov.uk T: 01323 416324 or 417030 slams@eastsussex.gov.uk
<b>Hampshire County Council</b> (53 libraries, 6 branch libraries)	Angela Hicken Literature Development Officer T: 01962 846018 Angela.hicken@hants.gov.uk	www3.hants.gov.uk/sls T: 01962 826660 www3.hants.gov.uk
	Alec Kennedy Head of Library and Information Services T: 01962 826681 alec.kennedy@hants.gov.uk	
<b>Isle of Wight Council</b> (11 libraries, 3 mobile libraries)	Rob Jones Libraries Officer, Library Headquarters T: 01983 203885 Rob.jones@iow.gov.uk	www.iwight.com/ contact: Elspeth Jackson T: 01983 203880 elspeth.jackson@iow.gov.uk
<b>Kent County Council Libraries, Registration and Archives</b> (99 libraries, 11 mobile libraries)	Sheila Golden Reading and Literacy Manager T: 7000 5242 Sheila.Golden@kent.gov.uk	

Library Service (incl. No of branch libraries)	Contact details (Reading contact)	School Library Service (with relevant contact details)
<b>Medway Council</b> (16 libraries, 2 mobile libraries)	Lyn Rainbow Strategic Librarian T: 01634 338736 Lyn.rainbow@medway.gov.uk	
<b>Milton Keynes Library Service</b> (9 libraries, 1 mobile library)	Angela Warren Senior Librarian (Adult Engagement) Angela.Warren@Milton-keynes.gov.uk	www.milton-keynes.gov.uk/ T: 01908 647611 sls@milton-keynes.gov.uk
<b>Oxfordshire County Council</b> (43 libraries, 8 mobile libraries)	Jane V. Mason Reader Services Manager: Adults jane.mason@oxfordshire.gov.uk	
<b>Portsmouth City Council</b> (9 libraries, 1 mobile library)	David Percival Learning and Engagement Manager david.percival@portsmouthcc.gov.uk  Dominic Kippen Literature Development Officer dominic.kippen@portsmouthcc.gov.uk	www.portsmouth.gov.uk T: 023 92326612 school.library@portsmouthcc.gov.uk
<b>Reading Borough Council</b> (7 libraries)	Alison England Libraries & Resources Manager T: 01189 015970 Alison.england@reading.gov.uk	part of West Berkshire School Library Service www.berkshire-els.gov.uk contact: Jeremy Saunders T: 0118 9015989 jeremysaunders@berkshire-els.gov.uk
<b>Royal Borough of Windsor and Maidenhead</b> (11 libraries, 1 mobile library)	Mark Taylor Head of Libraries, Arts & Heritage T: 01628 796989 Mark.taylor@rbwm.gov.uk	part of West Berkshire School Library Service www.berkshire-els.gov.uk contact: Jeremy Saunders T: 0118 9015989 jeremysaunders@berkshire-els.gov.uk
<b>Slough Borough Council</b> (7 libraries)	Liz McMillan Projects and Performance Manager Tel: 01753 787519 Liz.mcmillan@slough.gov.uk	part of West Berkshire School Library Service www.berkshire-els.gov.uk contact: Jeremy Saunders Tel: 0118 9015989 jeremysaunders@berkshire-els.gov.uk
<b>Southampton City Council</b> (11 libraries, 2 mobile libraries)	David Baldwin Libraries Manager T: 02380 832219 David.baldwin@southampton.gov.uk	www.southampton.gov.uk T: 023 8078 0507 SLS@southampton.gov.uk
<b>Surrey County Council</b> (52 libraries)	Janet Thomas Library Programme Manager janet.thomas@surreycc.gov.uk	

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Library Service  
(incl. No of branch libraries)

**West Berkshire Borough Council**  
(9 libraries, 2 mobile libraries)

Contact details  
(Reading contact)

Mike Brook  
Library Services Manager  
mbrook@westberks.gov.uk

School Library Service  
(with relevant contact details)

part of West Berkshire School Library Service  
www.berkshire-els.gov.uk  
contact: Jeremy Saunders  
T: 0118 9015989  
jeremy.saunders@berkshire-els.gov.uk

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**West Sussex County Council**  
(36 libraries, 6 mobile libraries)

Alan Goodman  
Community Services Team Leader  
T: 01903 704806  
Alan.Goodman@westsussex.gov.uk

www.westsussex.gov.uk  
contact: Susan Heyes  
Head of Schools Library Service  
T: 01243 816755  
susan.heyes@westsussex.gov.uk

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**Wokingham District Council**  
(10 libraries)

Heather Dyson  
Adult Outreach Development Officer  
T: 0118 974 3712  
heather.dyson@wokingham.gov.uk

Library Service (incl. No of branch libraries) East	Contact details (Reading contact)	School Library Service (with relevant contact details)
<b>Bedford Borough Libraries</b> (5 libraries, 1 mobile library)	Sue Shead Youth Service Manager ReadEast Representative sue.shead@bedford.gov.uk	www.galaxy.bedfordshire.gov.uk T: 01234 228755 sls@bedford.gov.uk
<b>Cambridgeshire County Council</b> (32 libraries, 4 mobile libraries)	Brenda Mead Adult Stock and Promotion Librarian ReadEast Representative T: 01223 718367 or 07766 510217 Brenda.mead@cambridgeshire.gov.uk  James Nicol Adult Stock and Promotions Manager ReadEast Representative james.nicol@cambridgeshire.gov.uk	
<b>Central Bedfordshire</b> (12 libraries)	Angela Martin Senior Librarian – Adult & Community Services ReadEast Representative T: 0300 300 8053 angela.martin@ centralbedfordshire.gov.uk	www.galaxy.bedfordshire.gov.uk T: 01234 228755 sls@bedford.gov.uk
<b>Essex County Council</b> (73 libraries, 12 mobile libraries)	Annastasia Ward Reader Services Development Manager ReadEast Representative T: 01245 244953 annastasia.ward@essex.gov.uk	www.secure.essexcc.gov.uk T: 01245 542600 sls@essex.gov.uk
<b>Hertfordshire County Council</b> (47 libraries, 5 mobile libraries)	Shirley Everall Reader Development Officer ReadEast Representative T: 01707 897589 shirley.everall@hertscc.gov.uk  Sue Valentine Principal Librarian: Resources ReadEast Representative T: 01707 281593 sue.valentine@hertscc.gov.uk	

Library Service (incl. No of branch libraries)	Contact details (Reading contact)	School Library Service (with relevant contact details)
<b>Luton Culture</b> (8 libraries, 1 mobile library)	Andrew Bond Senior Librarian, Community Engagement ReadEast Representative T: 01582 - 547435 andrew.bond@lutonculture.com	www.lutonlibraries.co.uk T: 01582 598 065 sls@lutonculture.com www.norfolk.gov.uk
<b>Norfolk County Council</b> (47 libraries, 13 mobile libraries)	Karen Holland Service Support Librarian – Adults ReadEast Representative T: 01603 223190 karen.holland@norfolk.gov.uk  Norfolk Library Service based at Millennium Library: www.theforumnorwich.co.uk/ explore/millennium-library	contact: Kirsten Francis Manager Schools and Young People's Library Services T: 01603 222266 kirsten.francis@norfolk.gov.uk school.library.service@norfolk.gov.uk
<b>Peterborough (Vivacity Trust)</b> (10 libraries, 1 mobile library)	Elaine Wilkinson Librarian ReadEast Representative T: 01733 864277 Elaine.Wilkinson@vivacity- peterborough.com	
<b>Southend-on-Sea Borough Council</b> (7 libraries, 1 mobile library)	Susy Chaplin ReadEast Representative T: 01702 612621 susychaplin@southend.gov.uk  Simon May Libraries Services Manager Simonmay@southend.gov.uk	Served by Essex School Library Service www.secure.essexcc.gov.uk T: 01245 542600 sls@essex.gov.uk
<b>Suffolk Libraries Direct</b> (44 libraries, 6 mobile libraries)	Paul Howarth Stock Manager ReadEast Representative paul.howarth@suffolk.gov.uk  Helen Boothroyd Libraries Operational Lead Helen.boothroyd@suffolk.gov.uk	Paul Cunningham Schools Library Service Manager T: 01473 583505 paul.cunningham@suffolk.gov.uk
<b>Thurrock Council</b> (9 libraries, 1 mobile library)	Jenny Meads ReadEast Representative T: 01375 383611 jmeads@thurrock.gov.uk	Served by Essex School Library Service www.secure.essexcc.gov.uk T: 01245 542600 sls@essex.gov.uk

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## 9.2 Relevant national organisations

### The Reading Agency

- an independent charity with a mission to make people feel inspired and confident about reading and broadening access to reading
- champion reading with children in their formative years, work with young people / adults find reading a challenge
- specialises in spreading reading through libraries and sees as 'primary partnership base'
- works with every UK local authority; also reaches readers through broadcasters, publishers, workplaces, schools, prisons and youth services
- carries out and commissions research and organises discussions within and beyond the library sector
- active in public policy and advocacy, working with government departments and think tanks
- offers new Consulting Service 'Leading Reading' for Local Authorities
- key driver in development of Universal Reading Offer

#### Key programmes

- Runs a number of high profile national initiatives and has developed five key tools to engage readers – reading challenges, reading groups, author contact, promotions and volunteering:
  - Summer Reading Challenge
  - 6-Book Challenge
  - Reading Groups for Everyone website
  - MyVoice website
  - Chatterbooks Reading Groups for Children
  - Reading Partners, scheme promoting collaboration between libraries and publishers
  - runs training courses and events related to the projects

#### Contact details

The Reading Agency Ltd  
Free Word Centre  
60 Farringdon Road  
London  
EC1R 3GA

[www.readingagency.org.uk](http://www.readingagency.org.uk)

For more information on the Reading Partners programme, contact Sandeep Mahal

0871 223 2041

[sandeep.mahal@readingagency.org.uk](mailto:sandeep.mahal@readingagency.org.uk)

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## Booktrust

- independent reading and writing charity
- nationwide impact on individuals, families and communities, and culture in the UK: supports everyone from CYP to OAP who would benefit from the positive impact that books, reading and writing can have on their lives.
  - ensure access to books and the opportunities to enjoy and be confident in their reading and writing
- Provide resources and tools to support professionals in helping children and adults to grow in their reading and writing
- Promote quality recommendations and book lists, range of prizes to promote great writing and emerging talent
- Extensive website: features over 7,000 independent book reviews
- Booktrust events take place up and down the country to inspire people to get more involved with reading and writing in their communities
- High value on research to measure impact that reading and writing have on lives (use SROI) and communicate that to the widest possible audience. Act as an instigator for change
  - The research also informs partners at local, national and international level. Use research to support responses to government consultations

### Key programmes

Bookgifting programmes

- **BOOKSTART AND BOOKSTART BABY PACKS:** aims to bring families into libraries and help every child become a reader for life. Bookstart co-ordinators in libraries work in partnership with health and early years professionals, local network of Bookstart coordinators, managed by regional Booktrust team, Booktrust offers training sessions to library co-ordinators
- **BOOKTOUCH:** designed for blind and visually impaired children aged 0-4 years
- **BOOKSHINE:** for deaf children aged 0-4 years
- **BOOKTIME:** Booktime is aimed at all reception aged children and their parents and is delivered to schools in the Autumn term for distribution. It reinforces the Bookstart message about the importance of reading for pleasure and helps to build positive home and school relationships. Special library resources are available and proactive libraries often arrange special Booktime events to attract families into the library at the weekend. Where capacity allows, some library services use Booktime to arrange school visits and recruit new library members.

- **BOOKED UP:** Booked Up is aimed at year 7 children and continues to support independent reading for pleasure. Libraries can purchase the Booked Up list of titles at a greatly subsidised cost. Pro active libraries can use library displays and promotions to encourage children to use their local library to access the whole of the Booked Up list.
- **LETTERBOX CLUB:** a targeted programme which aims to support the educational outlook of children in care

### Contact details

Booktrust  
Book House  
45 East Hill  
London  
SW18 2QZ  
[www.booktrust.org.uk](http://www.booktrust.org.uk)

For information on Booktrust's 'Bookgifting' programmes:  
[www.booktrust.org.uk/bookgifting/](http://www.booktrust.org.uk/bookgifting/)

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## National Literacy Trust

- independent charity
- aims to transform lives through literacy by supporting those who struggle with literacy and the people who work with them
  - literacy as lever for social mobility and social justice
- provide support through projects, networks and communities across UK; work with schools, early years and local areas/communities in order to ensure that literacy support is available to all who need it > run projects and promotions in schools, libraries and football clubs, provide advice and resources to teachers, librarians, early years settings and other literacy professionals
- campaign to improve public understanding of the vital importance and impact of literacy > aim to raise awareness and ensure the Government takes action
  - Words for Life campaign: uses carefully targeted communication to encourage people from disadvantaged communities to take part in reading and literacy activities. The campaign works in partnerships with leading consumer brands in order to reach our target audience

### Key programmes

- YOUNG READERS PROGRAMME: national programme to motivate disadvantaged CYP to read for pleasure > involves children, schools and libraries in inspirational literacy events which link fun and reading
- PREMIER LEAGUE READING STARS: ACE – funded project targeting pupils who are not reaching the expected levels in literacy for their age by reaching them through something they are interested in: football. Includes toolkits for teachers and librarians, involvement of libraries and potentially literature organisations in bringing in authors for the project  
([http://www.literacytrust.org.uk/premier\\_league\\_reading\\_stars](http://www.literacytrust.org.uk/premier_league_reading_stars))

### Contact details

National Literacy Trust  
68 South Lambeth Road  
London SW8 1RL  
[www.literacytrust.org.uk](http://www.literacytrust.org.uk)

Programme and Research information around libraries:  
[www.literacytrust.org.uk/libraries](http://www.literacytrust.org.uk/libraries)

The National Literacy Trust provides a free monthly email newsletter for professionals working in literacy containing news and comment, policy developments, research and resources:  
<http://www.literacytrust.org.uk/newsletter>

## BBC Learning

- Create learning for all audiences
- Events are tied to TV / radio programming > BBC Central chooses themes > offer to libraries around these themes (Strong focus on nature and history)
- Work with different parts of BBC > use their specialist knowledge of audiences
- Production and Commission: events and online, create projects and content with partners
- Example recent Dr Who project – writing competition for primary school children. Use inspiration of BBC content and talent in enjoyable and productive learning activities
- Looking at what's legacy of a moment of inspiration – from TV programme, from BBC events etc. What do you carry with you from that event / What is the long-term impact
- Local Reps for Education
- Shift towards family & children activities > collaboration between BBC Learning and BBC children
- Pick up on key programmes like 6-Book Challenge, World Book Night / Day > promotion
- Feel libraries are 'natural partners' for them and value venue space (accessibility / space / computers)

### Key programmes

No key programmes as relate to TV / radio programming but send out regular newsletter

### Contact details

Main BBC Learning website:

[www.bbc.co.uk/learning/](http://www.bbc.co.uk/learning/)

Things to do – website lists all activities run by BBC and partners throughout the UK:

<http://www.bbc.co.uk/thingstodo>

Eleanor Gloster & Lorna Palmer  
Regional Project Managers  
BBC Learning South East

01273 320432

[eleanor.gloster@bbc.co.uk](mailto:eleanor.gloster@bbc.co.uk)

[lorna.palmer@bbc.co.uk](mailto:lorna.palmer@bbc.co.uk)

Madeleine Forrester  
Regional Project Manager  
BBC Learning East

01223 287106

[madeleine.forrester@bbc.co.uk](mailto:madeleine.forrester@bbc.co.uk)

Liz Waite, BBC Learning, distributes a newsletter with upcoming news and events for libraries. For more information or to be added to the distribution list, contact

[liz.waite@bbc.co.uk](mailto:liz.waite@bbc.co.uk)

## 9.3 Relevant regional literature organisations and publishers

Name	Core activities and relevant programmes	Contact details
<b>South East</b>		
<b>Apples and Snakes</b>	<ul style="list-style-type: none"> <li>• leading organisation for performance poetry in England</li> <li>• reputation for producing exciting and innovative participation and performance work in spoken word.</li> <li>• partnership projects with venues, literature organisations and artists taking place across the country</li> </ul>	<p>Programme Co-ordinator in the South East: Pete Hunter; based at The Nuffield Theatre in Southampton  <a href="mailto:info@applesandsnakes.org">info@applesandsnakes.org</a>  <a href="http://www.applesandsnakes.org">www.applesandsnakes.org</a></p>
<b>Bookfeast</b>	<ul style="list-style-type: none"> <li>• passionate about encouraging everyone to enjoy reading, writing and talking about books</li> </ul>	<p>based in Oxfordshire  <a href="mailto:contactus@bookfeast.net">contactus@bookfeast.net</a>            Angie Prysor-Jones            T: 01865 514149  <a href="http://www.bookfeast.net">www.bookfeast.net</a></p>
<b>Collected Works</b>	<ul style="list-style-type: none"> <li>• a Reader Development organisation</li> <li>• runs City Reads, an annual citywide reading initiative conceived to spread a love of books and ideas to the widest possible audience throughout Brighton &amp; Hove</li> </ul>	<p>based in Brighton  <a href="mailto:cityreadsbrighton@gmail.com">cityreadsbrighton@gmail.com</a>  <a href="http://www.cityreads.co.uk">www.cityreads.co.uk</a></p>
<b>Company Paradiso</b>	<ul style="list-style-type: none"> <li>• aim to enable disadvantaged people to break down barriers to creativity and education</li> <li>• "We enable people to tell their stories"</li> </ul>	<p>Creative director Jon Potter  <a href="mailto:jon@companyparadiso.co.uk">jon@companyparadiso.co.uk</a>  <a href="http://www.companyparadiso.co.uk">www.companyparadiso.co.uk</a></p>
<b>Creative Future</b>	<ul style="list-style-type: none"> <li>• registered charity that gives those excluded by society the chance to reintegrate through their own talents by providing training and support for artists and writers, whether beginner or advanced.</li> <li>• offer exhibiting and publishing opportunities</li> <li>• raise the profile of individual artists/writers and the organisations they access</li> <li>• challenging public stereotypes of marginalised people</li> </ul>	<p>Community Base, 113 Queens Road, Brighton, BN1 3XG            Office: 01273 234780            Dominique De-Light: 07866 677950            Simon Powell: 07795691579  <a href="http://www.creativefuture.org.uk">www.creativefuture.org.uk</a></p>
<b>Hammer and Tongue</b> Oxford, Brighton	<ul style="list-style-type: none"> <li>• largest promoter of slam poetry in the UK</li> <li>• promotes live literature through events, meetings and educational workshops in schools and prisons.</li> </ul>	<p>The Old Music Hall, Oxford, OX4 1JE            Tel: 07906 885069  <a href="mailto:events@hammerandtongue.co.uk">events@hammerandtongue.co.uk</a></p>
<b>Lewes Live Literature</b>	<ul style="list-style-type: none"> <li>• Organising events that bring together the spoken word, performance, creative writing workshops, music, film and visual art</li> </ul>	<p>PO Box 2766, Lewes, BN7 2WF            T: 0 797 203 7612  <a href="mailto:info@leweslivelit.co.uk">info@leweslivelit.co.uk</a>  <a href="http://www.leweslivelit.co.uk">www.leweslivelit.co.uk</a></p>
<b>Modern Poetry in Translation</b>	<ul style="list-style-type: none"> <li>• international magazine for the translation of poetry into English</li> </ul>	<p>The Queens College            Oxford, OX1 4AW            Deborah de Kock  <a href="mailto:administrator@mptmagazine.com">administrator@mptmagazine.com</a>  <a href="http://www.mptmagazine.com">www.mptmagazine.com</a></p>

Name	Core activities and relevant programmes	Contact details
Myriad Editions	<ul style="list-style-type: none"> <li>Independent publisher of high quality fiction, graphic fiction atlases and other titles</li> </ul>	based in Brighton T: 01273 720 000 info@myriadeditions.com www.myriadeditions.com
New Writing South	<ul style="list-style-type: none"> <li>New Writing South is the creative writing hub in South East England, dedicated to inspiring, nurturing and connecting all kinds of writers across the region and beyond. It has three strands:</li> <li>The support of emerging and early career writers with workshops, feedback, mentoring, networking, bursaries and development and innovative and creative work with established, professional writers.</li> <li>A full Creative Learning programme that places writers with young people in schools, libraries and elsewhere, encouraging their creativity and expanding their writing skills.</li> <li>An eclectic programme of live literature events for audiences</li> </ul>	9 Jew Street, Brighton, BN1 1UT T: 01273 735353 admin@newwritingsouth.com www.newwritingsouth.com  Writer Hubs in Hampshire, Margate, Portsmouth and Rye
Outside in: Inside out	<ul style="list-style-type: none"> <li>dedicated to promoting and exploring world literature and children's books in translation</li> </ul>	info@OutsidelnWorld.org.uk www.outsideinworld.org.uk
Reading Quest	<ul style="list-style-type: none"> <li>early literacy charity which transforms the lives of youngsters struggling with reading and writing</li> </ul>	The Old Music Hall 106-108 Cowley Road Oxford OX4 1JE T: 0186503207 info@readingquest.org.uk www.readingquest.org.uk
Roald Dahl Museum and Story Centre	<ul style="list-style-type: none"> <li>award winning, family-friendly museum and literature centre situated in the village where Roald Dahl lived and wrote</li> </ul>	81-83 High Street, Great Missenden Buckinghamshire HP16 0AL General and school enquiries: admin@roalddahlmuseum.org
The Story Museum	<ul style="list-style-type: none"> <li>The Story Museum exists to celebrate children's stories and to share 1001 enjoyable ways for young people to learn through stories as they grow.</li> <li>take story performances, exhibitions, activities and ideas to schools and communities.</li> <li>plans for a new centre of children's literature and storytelling in the heart of Oxford</li> </ul>	Rochester House, 42 Pembroke Street Oxford, OX1 1BP office@storymuseum.org.uk www.storymuseum.org.uk
Tongues and Grooves	<ul style="list-style-type: none"> <li>enables people from all walks of life to express themselves through writing and performance</li> </ul>	Based in Southsea T: 077 75 244 573 enquiries@tongues-and-grooves.org.uk www.tongues-and-grooves.org.uk

Name	Core activities and relevant programmes	Contact details
Tower Poetry	<ul style="list-style-type: none"> <li>exists to encourage and challenge everyone who reads or writes poetry</li> </ul>	Christ Church, Oxford, OX1 1DP T: 01865 286 591 info@towerpoetry.org.uk www.towerpoetry.org.uk
Two Rivers Press	<ul style="list-style-type: none"> <li>has been publishing in and about Reading since 1994</li> <li>varied list of individually designed, thought-provoking books</li> </ul>	Based in Reading T: 0118 987 1452 www.tworiverspress.com
Workers of Art	<ul style="list-style-type: none"> <li>a community interest company that aims, through its work, to engage others with and through the arts</li> </ul>	Based in Sandwich T: 07540 998 872 info@workers-of-art.co.uk www.workers-of-art.co.uk
QueenSpark Books	<ul style="list-style-type: none"> <li>established in 1972 and now the most longstanding and prolific community publisher in the UK</li> <li>publishes books, website and photographs about the people and history of Brighton &amp; Hove</li> </ul>	QueenSpark Books 10-11 Pavilion Parade Brighton BN2 1RA T: 01273 571710 www.queensparkbooks.org.uk
Waterloo Press	<ul style="list-style-type: none"> <li>publishes inventive and stimulating poetry from the UK and abroad</li> </ul>	95 Wick Hall, Furze Hill Hove, BN3 1NG waterloopress@hotmail.co.uk www.waterloopress.co.uk

Name	Core activities and relevant programmes	Contact details
<b>Apples and Snakes</b>	<ul style="list-style-type: none"> <li>• leading organisation for performance poetry in England</li> <li>• reputation for producing exciting and innovative participation and performance work in spoken word</li> <li>• partnership projects with venues, literature organisations and artists taking place across the country</li> </ul>	<p>Programme Co-ordinators in the East: Hannah Jane Walker, based at Writers Centre Norwich info@applesandsnakes.org www.applesandsnakes.org</p>
<b>British Centre for Literary Translation</b>	<ul style="list-style-type: none"> <li>• Britain's leading centre for the development, promotion and support of literary translation</li> <li>• has a number of partners including the Translators Association and English PEN, as well as being part of the RECIT international network of translators</li> <li>• uses public events to raise interest in and awareness of literary translation, and provides ongoing professional development and academic debate to literary translators, whatever their level</li> </ul>	<p>Based at University of East Anglia Director: Dr Valerie Henitiuk T: 01 603 592785 bclt@uea.ac.uk www.bclt.org.uk</p>
<b>Bertram Publisher Services</b>	<ul style="list-style-type: none"> <li>• provides distribution for publishers and the book industry, as well as supplying books and audiovisual materials to library services and educational institutions</li> </ul>	<p>T: 0871 803 6666</p>
<b>Black Dog Books</b>	<ul style="list-style-type: none"> <li>• independent publisher covering regional literature</li> </ul>	<p>Peter Tolhurst Black Dog Books, 104 Trinity Street, Norwich, NR2 2BJ blackdogbooks104@gmail.com</p>
<b>Cafe Writers</b>	<ul style="list-style-type: none"> <li>• monthly meetings to promote the work of new and established writers across Norfolk and further afield, covering poetry, prose and drama</li> <li>• provide competitions, classes and courses</li> </ul>	<p>Chairman: Martin Figura Martinfigura@cafewriters.org.uk www.cafewriters.awardspace.com</p>
<b>Cambridge Publishing Management</b>	<ul style="list-style-type: none"> <li>• management, editorial and production team who undertake project management of publications</li> </ul>	<p>Burr Elm Court, Main Street Caldecote, Cambridgeshire CB23 7NU T: 01954 214 000 www.cambridgepm.co.uk</p>
<b>Cambridge University Press</b>	<ul style="list-style-type: none"> <li>• working since 1534, the publishing house for the University of Cambridge</li> </ul>	<p>UPH, Shaftesbury Road Cambridge CB2 8BS information@cambridge.org T: 01223 358 331 www.cambridge.org</p>

Name	Core activities and relevant programmes	Contact details
<b>Cambridge Writers</b>	<ul style="list-style-type: none"> <li>created around 60 years ago, the organisation is comprised of published and unpublished writers in and around Cambridge</li> <li>offers advice, feedback and discussion, including on possible publishers, as well as a monthly newsletter</li> <li>holds 5 monthly meeting groups where members' work is distributed and discussed</li> </ul>	<p>Kathy English  cambridgewriters@hotmail.com  www.cambridgewriters.net</p>
<b>Cant Books</b>	<ul style="list-style-type: none"> <li>independent publisher established in 2009</li> <li>aims to publish new fiction which may be overlooked by larger publishers</li> </ul>	<p>Publisher/Editor: Daniel Pounds  Cant Books, 54 Old Palace Road  Norwich NR2 4JQ  T: 01603 473756  cantbooks@gmail.com</p>
<b>Circuit Publications</b>	<ul style="list-style-type: none"> <li>produces monthly magazine, along with several other local publications</li> </ul>	<p>3 Hales Yard, Diss, IP22 4AF  www.yourlocalmagazine.net</p>
<b>East Anglian Writers</b>	<ul style="list-style-type: none"> <li>affiliated with the Society of Authors</li> <li>has a membership of over 200 professional writers from across the East</li> <li>holds social and professional events to bring writers together, as well as two annual parties and a one-day tour</li> </ul>	<p>Acting Chair: Alison Pressley  chair@eastanglianwriters.org  www.eastanglianwriters.org.uk</p>
<b>East Publishing</b>	<ul style="list-style-type: none"> <li>Norwich-based, award-winning publisher of magazines, books and other materials</li> <li>poetry publisher based in Norwich</li> </ul>	<p>East Publishing Ltd  9 Rigby's Court, Norwich NR2 1NT  mail@eastpublishing.com  www.eastpublishing.com</p>
<b>Egg Box</b>	<ul style="list-style-type: none"> <li>publish primarily non-fiction, factual and historical books, as well as academic reprints</li> <li>acts as a small private publisher for those who want to self-publish</li> </ul>	<p>Nathan Hamilton  www.eggboxpublishing.com</p>
<b>Erskine Press</b>	<ul style="list-style-type: none"> <li>founded in 2009</li> <li>publishes hardback re-prints of classics, as well as new illustrated fiction, non-fiction and poetry by writers from across the region</li> </ul>	<p>Crispin de Boos  Erskine Press, The White House  Sandfield Lane, Eccles, NR1 6 2PB  T: 01953 887277  www.erskine-press.com</p>
<b>Full Circle Editions</b>	<ul style="list-style-type: none"> <li>supports writing from new writers, primarily through poetry and short stories</li> <li>aims to expand its publishing into local history and children's literature</li> </ul>	<p>Parlham House Barn, Brick Lane  Framlingham, Suffolk IP13 9LQ  Genevieve@fullcircle-editions.co.uk</p>
<b>Gatehouse Press</b>	<ul style="list-style-type: none"> <li>based in Suffolk</li> </ul>	<p>www.gatehousepress.com</p>

Name	Core activities and relevant programmes	Contact details
<b>Hammer and Tongue Cambridge</b>	<ul style="list-style-type: none"> <li>largest promoter of slam poetry in the UK</li> <li>promotes live literature through events, meetings and educational workshops in schools and prisons</li> </ul>	The Old Music Hall, Oxford OX4 1JE T: 07906 885069 events@hammerandtongue.co.uk
<b>Holland Publishing PLC</b>	<ul style="list-style-type: none"> <li>one of UK's leading independent children's book publishers</li> </ul>	18 Bourne Court, Southend Road Woodford Green, Essex IG8 8HD www.hollandpublishing.co.uk
<b>John Clare Cottage Trust</b>	<ul style="list-style-type: none"> <li>Heritage Trust for the 17th century English poet John Clare</li> <li>Host a a year-long education programme, as well as public events, volunteering and placement opportunities at John Clare Cottage, the poet's birthplace</li> </ul>	Chief Executive: Sara Blair-Manning Clare Cottage, Woodgate, Helpston Peterborough, Cambs PE6 7ED T: 01733 253330 ceo@clarecottage.org www.clarecottage.org
<b>Latitude Poetry Club</b>	<ul style="list-style-type: none"> <li>monthly poetry club in Norwich, hosted by Luke Wright, the host and co-curator of the Latitude Poetry Arena at the annual Latitude Festival in Suffolk</li> </ul>	Host: Luke Wright www.lukewright.co.uk
<b>The Lutterworth Press</b>	<ul style="list-style-type: none"> <li>one of the oldest independent publishing houses in Britain, running for the last 200 years</li> </ul>	The Lutterworth Press PO Box 60, Cambridge CB1 2NT T: 01223 350 865
<b>METAL Southend</b>	<ul style="list-style-type: none"> <li>provides residencies for both UK and international artists</li> <li>interested in the social and political impact of both the artists' working processes and the work itself</li> <li>provides a programme of events, exhibitions, publication and discussion</li> </ul>	Metal at Chalkwell Hall Chalkwell Avenue, Southend on Sea SS08NB Tel: 01702 470700 chalkwell@metalculture.com www.metalculture.com
<b>Mousehold Press</b>	<ul style="list-style-type: none"> <li>independent publisher since 1994</li> <li>primary focus on books about Norfolk</li> </ul>	Mousehold Press, Victoria Cottage Constitution Opening Norwich NR3 4BD Tel: 01603 425115 enquiries@mousehold-press.co.uk
<b>Nasty Little Press</b>	<ul style="list-style-type: none"> <li>publishes work by live poets</li> </ul>	luke@nastylittlepress.org www.nastylittlepress.org
<b>Norfolk Children's Book Centre</b>	<ul style="list-style-type: none"> <li>provides a number of different services for teachers and parents to help them provide reading materials for children</li> </ul>	Marilyn Brocklehurst Norfolk Children's Book Centre Alby, Norwich NR11 7HB Marilyn@ncbc.co.uk www.ncbc.co.uk
<b>Norfolk Writers Meetup Group</b>	<ul style="list-style-type: none"> <li>a members-only group that provides feedback on work, and knowledge about publishing within a relaxed setting</li> </ul>	www.meetup.com/writers-29/

Name	Core activities and relevant programmes	Contact details
<b>Norwich Living History Group</b>	<ul style="list-style-type: none"> <li>not-for-profit group that aims to record, publish and promote oral histories of Norwich</li> </ul>	<p>www.reminiscence4life.co.uk info@reminiscence4life.co.uk</p>
<b>Norwich Poetry Club</b>	<ul style="list-style-type: none"> <li>a monthly poetry event in Norwich, run by poets Martin Figura, Luke Wright, Hannah Jane Walker and John Osborne</li> </ul>	<p>www.norwichpoetryclub.tumblr.com</p>
<b>Norwich Writers Circle</b>	<ul style="list-style-type: none"> <li>exists since 1943</li> <li>holds a yearly programme of events with established writers visiting bi-monthly meetings in the city</li> <li>runs competitions and workshops, including the annual Open Poetry Competition</li> <li>holds regular manuscript evenings where writers can read and receive feedback on their work</li> </ul>	<p>Chair: Adrian Dearnley Norwichpoetry@hotmail.co.uk www.norwichwriters.org.uk</p>
<b>North Norfolk Childrens' Book Group</b>	<ul style="list-style-type: none"> <li>book group for individuals of any age who enjoy children's books</li> <li>members predominantly in Norfolk but also across the country</li> <li>organises bi-termly talks with children's authors in the Aylsham area</li> </ul>	<p>Gwynneth Bailey Tel: 01 603 871 628 Gwynneth60@aol.com www.nncbg.co.uk</p>
<b>Paragraph Publishing</b>	<ul style="list-style-type: none"> <li>specialises in producing high quality specialist magazines</li> </ul>	<p>Paragraph Publishing Ltd St Faiths House, Mountergate Norwich NR1 1PY T: 01 603 633 808</p>
<b>The Poetry Trust</b>	<ul style="list-style-type: none"> <li>one of the UK's leading poetry organisations</li> <li>provides an on-going live and digital programme (including monthly podcasts and the annual Aldeburgh Poetry Festival), education opportunities, courses, prizes and publications</li> </ul>	<p>The Poetry Trust, 9 New Cut Halesworth, Suffolk IP19 8BY T: 01986 835950 info@thepoetrytrust.org www.thepoetrytrust.org</p>
<b>Poetry Wivenhoe</b>	<ul style="list-style-type: none"> <li>a monthly meeting to which national poets are invited to read their work, alongside local poets, as part of open mic events</li> <li>runs several local poetry competitions, and have released a collection through a local publisher and bookshop.</li> <li>a partner of Essex Poetry Festival</li> </ul>	<p>Chair: Chris Tanner chair@poetrywivenhoe.org poetrywivenhoe.org</p>
<b>The Rialto</b>	<ul style="list-style-type: none"> <li>UK's leading independent poetry magazine, published three times a year</li> <li>also home of the award-winning Rialto poetry publisher</li> </ul>	<p>Art Director: Nick Stone The Rialto, PO Box 309 Aylsham NR11 6LN www.therialto.co.uk</p>

Name	Core activities and relevant programmes	Contact details
Salt Publishing	<ul style="list-style-type: none"> <li>publishes around 80 books a year</li> <li>specialises in poetry and biography, among others</li> </ul>	Director: Chris Hamilton-Emery Salt Publishing, 12 Norwich Road Cromer, Norfolk NR27 0AX Tel: 01263 511 011
Science Art Writing (SAW) at UEA	<ul style="list-style-type: none"> <li>an education project at several schools in Norfolk, where science was used as inspiration for art and poetry</li> <li>Anne Osbourn, a plant biologist who led the project, has since set up SAW Press to launch a collection of the students' poetry</li> </ul>	<a href="http://www.uea.ac.uk/hum/creativity/newsarchive/Science+Art+and+Writing">www.uea.ac.uk/hum/creativity/newsarchive/Science, +Art+and+Writing</a>
Southend Poetry Group	<ul style="list-style-type: none"> <li>monthly members' meeting, discussing poets and different topics, as well as holding workshops for members to read their work</li> <li>a partner of Essex Poetry Festival</li> </ul>	Turnedor029@yahoo.co.uk <a href="http://www.southendpoetry.co.uk">www.southendpoetry.co.uk</a>
Sundown Arts	<ul style="list-style-type: none"> <li>nine year old arts event held in Southend-on-Sea</li> <li>now curates events around the country</li> <li>showcases a number of performing arts, including spoken word</li> </ul>	Creative Producer: Jo Overfield (to be contacted through the Sundown website) <a href="http://www.sundownarts.org">www.sundownarts.org</a>
University of East Anglia	<ul style="list-style-type: none"> <li>has over 14,000 students</li> <li>ranked in top 1% of universities world wide</li> <li>home to the internationally renowned British Centre for Literary Translation, and the MA in Creative Writing</li> </ul>	University of East Anglia Norwich Research Park Norwich NR4 7TJ T: 01603 456161 <a href="http://www.uea.ac.uk">www.uea.ac.uk</a>
Unthank Books	<ul style="list-style-type: none"> <li>publisher</li> <li>home of the Unthank School of Creative Writing, offering evening courses in prose fiction, poetry and screenwriting for new and experienced writers</li> </ul>	Based in Norwich <a href="http://www.unthankschool.com">www.unthankschool.com</a>
Writers' Centre Norwich	<ul style="list-style-type: none"> <li>literature development agency based in Norwich</li> <li>works on one-off and on-going projects and events in schools, with aspiring and established writers, with the public and in partnership with other organisations</li> <li>interested in the social and creative impact of creative writing, as well as human rights issues and freedom of expression within writing</li> <li>works locally, nationally and internationally</li> </ul>	Chief Executive Chris Gribble Writers' Centre Norwich 14 Princes Street, Norwich NR3 1AE T: 1603 877177 M: 07800 662879 chris.gribble@writerscentrenorwich.org.uk <a href="http://www.writerscentrenorwich.org.uk">www.writerscentrenorwich.org.uk</a>

## 9.4 Bridge Organisations

Name	Core activities and relevant programmes	Contact details
<b>South East</b>		
<b>Artswork</b>	<ul style="list-style-type: none"> <li>• national youth arts development agency</li> <li>• committed to transforming the lives of children and young people through arts and cultural practice.</li> <li>• work through strategic alliances with the arts, cultural, education, youth and community sectors and aim to act as national champion to increase opportunities for children and young people to lead, participate, work in, experience and enjoy the arts</li> <li>• as Bridge Organisation covers the whole of the South East</li> </ul>	Artswork Ltd, Unit 26 Bargate Shopping Centre East Bargate Southampton, SO14 1HF Tel: 02380 332491 Email: <a href="mailto:info@artswork.org.uk">info@artswork.org.uk</a> <a href="http://www.artswork.org.uk/south-east-bridge">www.artswork.org.uk/south-east-bridge</a>
<b>East</b>		
<b>Norfolk and Norwich Festival</b>	<ul style="list-style-type: none"> <li>• flagship arts organisation for the East of England with a reputation for innovative, inspirational programming and commissioning</li> <li>• stages Norfolk and Norwich Festival each May</li> <li>• collaborates throughout the year with local, national and international partners to produce work for a huge and diverse range of audiences, participants and communities</li> <li>• as Bridge Organisation cover Norfolk, Suffolk, Cambridgeshire and Peterborough</li> </ul>	Augustine Steward House 14 Tombland Norwich, NR3 1HF T: 01603 877750 <a href="mailto:info@nnfestival.org.uk">info@nnfestival.org.uk</a> <a href="http://www.nnfestival.org.uk">www.nnfestival.org.uk</a>
<b>Royal Opera House Thurrock</b>	<ul style="list-style-type: none"> <li>• works with schools, colleges and communities through a programme of locally based projects</li> <li>• as Bridge Organisation cover Essex, Southend, Thurrock, Bedford Borough, Central Bedfordshire, Hertfordshire, Luton and Thames Gateway</li> </ul>	High House Production Park Vellacott Close, Purfleet Essex, RM19 1RJ T: 01708 891200 <a href="mailto:getinvolved@roh.org.uk">getinvolved@roh.org.uk</a> <a href="http://www.roh.org.uk">www.roh.org.uk</a>

## 9.5 Relevant regional literature and art festivals (with literature arm)

Name	Core activities and relevant programmes	Contact details
<b>South East</b>		
<b>Brighton City Reads</b>	<ul style="list-style-type: none"> <li>annual citywide reading initiative conceived to spread a love of books and ideas to the widest possible audience throughout Brighton &amp; Hove.</li> <li>one book is selected for the whole community to read, discuss, debate and creatively engage with in a series of special events, workshops and performances</li> <li>run by Collected Work, a Reader Development agency based in Brighton</li> </ul>	Director: Sarah Hutchings <a href="mailto:cityreadsbrighton@gmail.com">cityreadsbrighton@gmail.com</a> <a href="http://www.cityreads.co.uk">www.cityreads.co.uk</a>
<b>Brighton Festival</b>	<ul style="list-style-type: none"> <li>the largest arts festival in England</li> <li>long tradition for attracting the most exciting performers from across the globe, as well as promoting local artists</li> <li>the Books and debate programme draws on the main themes of each Festival</li> </ul>	<a href="mailto:info@brightonfestival.org">info@brightonfestival.org</a> <a href="http://www.brightonfestival.org">www.brightonfestival.org</a>
<b>Bookfeast Schools' Festival</b>	<ul style="list-style-type: none"> <li>runs events and workshops with popular authors, illustrators and poets, suitable for children in primary school year groups 1-6</li> </ul>	<a href="mailto:contactus@bookfeast.net">contactus@bookfeast.net</a> <a href="http://www.bookfeast.net">www.bookfeast.net</a>
<b>Canterbury Festival</b>	<ul style="list-style-type: none"> <li>Kent's international arts festival</li> <li>attracts an audience of over 70,000 people of all ages to 200 free and ticketed events</li> </ul>	<a href="mailto:info@canterburyfestival.co.uk">info@canterburyfestival.co.uk</a> T: 01227 452853 <a href="http://www.canterburyfestival.co.uk">www.canterburyfestival.co.uk</a>
<b>Charleston Festival</b>	<ul style="list-style-type: none"> <li>now in its 22nd year, takes place over a 10 day period at the end of May</li> <li>the festival takes place in a traditional marquee in the beautiful grounds of the farmhouse garden of Charleston, the home and meeting place for the writers, painters and intellectuals known as the Bloomsbury group</li> <li>attracts an array of writers, performers, politicians and thinkers, both high profile and up and coming, national and international</li> </ul>	<a href="mailto:info@charleston.org.uk">info@charleston.org.uk</a> <a href="http://www.charleston.org.uk">www.charleston.org.uk</a>
<b>Chichester Festivities</b>	<ul style="list-style-type: none"> <li>now in it's 38th year, takes place over three weeks at various venues around Chichester</li> <li>offers a mix of music, literature, outdoor concerts, jazz, theatre, opera, film, comedy, talks, community arts and street theatre</li> </ul>	<a href="mailto:info@chifest.org.uk">info@chifest.org.uk</a> T: 01243 785718 <a href="http://www.chifest.org.uk/">www.chifest.org.uk/</a>
<b>Chichester Writing Festival</b>	<ul style="list-style-type: none"> <li>offers the opportunity for published and unpublished authors to come together, debate and find out about all aspects of the art, craft and business of writing</li> </ul>	<a href="mailto:communications@westdean.org.uk">communications@westdean.org.uk</a> <a href="http://www.westdean.org.uk">www.westdean.org.uk</a>

Name	Core activities and relevant programmes	Contact details
<b>Folkestone Book Festival</b>	<ul style="list-style-type: none"> <li>• readings with authors, workshops, talks and seminars</li> <li>• programme includes events such as film screenings, theatre performances, live music, quiz nights, walks, workshops and comedy nights</li> </ul>	<p>info@folkestonebookfest.com            Box Office: 01303 858 500            www.folkestonebookfest.com</p>
<b>Guildford Book Festival</b>	<ul style="list-style-type: none"> <li>• established in 1989, now a key cultural event in the area</li> <li>• staged annually across venues within the town over ten days in October and attracts high profile authors and discerning audiences</li> </ul>	<p>Director: Glenis Pycraft            director@guildfordbookfestival.co.uk            Manisha Thacker            marketing@guildfordbookfestival.co.uk            www.guildfordbookfestival.co.uk</p>
<b>Havant Literary Festival</b>	<ul style="list-style-type: none"> <li>• aims to celebrate the written and spoken word in the Borough of Havant and establish Havant as a centre of literary excellence by attracting high quality speakers, nurturing and showcasing local writing talent and providing new opportunities for local people to experience literature in direct, accessible and dynamic ways</li> </ul>	<p>havantlitfest@gmail.com            www.havantlitfest.org.uk</p>
<b>Sunday Times Oxford Literary Festival</b>	<ul style="list-style-type: none"> <li>• presents a series of major addresses by well-known authors and public figures</li> <li>• aim to promote stimulating debate around the big issues of the day</li> <li>• popular 'Conversations with Poets' event</li> <li>• full programme of events for children</li> </ul>	<p>Festival director: Sally Dunsmore            info@oxfordliteraryfestival.org            Tel: 01865 286074            www.oxfordliteraryfestival.org</p>
<b>Oxfringe</b>	<ul style="list-style-type: none"> <li>• began in 2007 with two small literary events, one in conjunction with Blackwell's bookshop's 'On the Fringe' programme</li> <li>• annual series of literary, theatrical comic, artistic and musical events</li> </ul>	<p>info@oxfringe.com            www.oxfringe.com</p>
<b>Portsmouth BookFest</b>	<ul style="list-style-type: none"> <li>• aims to promote both book buying and book borrowing especially amongst groups who may not have previously considered participating in book related events.</li> <li>• runs events such as meet the author, editors, Bookswap etc</li> <li>• Recently won Library Development Initiative funding which aims to extend reach and activities of Bookfest</li> </ul>	<p>Portsmouth Literature Development Officer: Dominic Kippen            Dominic.Kippen@portsmouthcc.gov.uk            Learning and Engagement Manager: David Percival,            david.percival@portsmouthcc.gov.uk            www.portsmouthbookfest.co.uk</p>
<b>Portsmouth Festivities</b>	<ul style="list-style-type: none"> <li>• eleven day annual arts festival presenting a diverse programme of around 70 events celebrating Portsmouth's history and heritage</li> <li>• aim of providing opportunities for the community – with a focus on young people – to engage with the arts</li> <li>• programme includes concerts, talks, drama, dance, outdoor events, education projects, exhibitions and a platform for local performers</li> </ul>	<p>Tel: 023 9282 4355            www.portsmouthfestivities.co.uk</p>

Name	Core activities and relevant programmes	Contact details
<b>South East</b>		
<b>Aldeburgh Poetry Festival</b>	<ul style="list-style-type: none"> <li>run by The Poetry Trust</li> <li>UK's pre-eminent annual celebration of national and international contemporary poetry</li> <li>events include workshops, discussions, readings and exhibitions</li> </ul>	Director of The Poetry Trust: Naomi Jaffa njaffa@thepoetrytrust.org info@thepoetrytrust.org T: 01986 835950 www.thepoetrytrust.org
<b>Bedfordshire Book Festival</b>	<ul style="list-style-type: none"> <li>a joint collaboration between Bedford Borough Libraries and Central Bedfordshire Libraries</li> <li>programme of free events across 17 libraries</li> <li>includes author visits, writing workshops, storytelling, children's activities, and a 'Readers Day' for Bedfordshire reading group members, and other interested individuals</li> </ul>	Adult Services Manager, Bedford Borough Council: Anthea Slark anthea.slark@bedford.gov.uk www.bedford.gov.uk/council
<b>Bedford Book Festival</b>	<ul style="list-style-type: none"> <li>a new festival for anything and everything to do with books, literature, publishing, reading, comics etc.</li> </ul>	wearebedford@goodthingsltd.com www.bedfordbookfestival.co.uk/
<b>Cambridge Wordfest</b>	<ul style="list-style-type: none"> <li>conceived and launched in 2003; held twice each year, in spring and winter</li> <li>aim to bring the best new and established writers to Cambridge</li> </ul>	Director: Cathy Moore cathy@cambridgewordfest.co.uk www.cambridgewordfest.co.uk
<b>Essex Book Festival</b>	<ul style="list-style-type: none"> <li>library-lead until 2011, now transformed into trust</li> <li>brings mix of bestselling authors and exciting talent</li> <li>offers book related crafts and writers' workshops</li> <li>for younger audiences teamed up with the Just Imagine Story Centre (2012)</li> </ul>	Director: Belinda Farrell Belinda.Farrell@essex.gov.uk hello@essexbookfestival.org.uk www.essexbookfestival.org.uk
<b>King's Lynn Literature Festival</b>	<ul style="list-style-type: none"> <li>held during weekend in March (Fiction) and September (Poetry) each year</li> <li>aims to present some of the best contemporary writers in a congenial and informal setting</li> <li>also offers educational activities</li> </ul>	Anthony Ellis enquiries@lynnlitfests.com 01553 691661 (office hours) 01553 761919 (other times) www.lynnlitfests.com
<b>Linton Children's Book Festival</b>	<ul style="list-style-type: none"> <li>community event involving every school, playgroup and tots group in the village as well as local community groups</li> </ul>	info@lintonbookfest.org www.lintonbookfest.org
<b>Hotbed Festival</b>	<ul style="list-style-type: none"> <li>run by Menagerie Theatre Company</li> <li>includes debates, staging new writing, storytelling, workshops, readings, events for young people</li> </ul>	office@menagerie.uk.com Tel (Paul Bourne): 07876 680145 www.menagerietheatre.co.uk
<b>Norfolk and Norwich Festival</b>	<ul style="list-style-type: none"> <li>aims to use the transformational nature of the arts, culture and creativity "to bring about positive change for individuals, communities and the spaces in which they live"</li> <li>ACE Bridge Organisation (see above)</li> </ul>	info@nnfestival.org.uk www.nnfestival.org.uk

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<b>Shorelines – Literature Festival of the Sea</b>	<ul style="list-style-type: none"> <li>celebrates writing that has 'sea' as central theme</li> <li>includes author readings, screenings, competitions</li> </ul>	Collette Bailey Colette@metalculture.com chalkwell@metalculture.com Tel: 01702 470 700 www.metalculture.com
<b>Southend Libraries Book Festival</b>	<ul style="list-style-type: none"> <li>annual event bringing authors and events to the area</li> </ul>	libraryservicedevelopment@southend.gov.uk www.idea13.org
<b>Spring Literary Festival</b>	<ul style="list-style-type: none"> <li>run by University of East Anglia, Centre for Creative and Performing Arts</li> <li>range of meet the author events</li> </ul>	to join the mailing list, please contact: literaryevents@uea.ac.uk www.uea.ac.uk/lit/eventsnews/events/litfest
<b>Ways with Words Literature Festival</b>	<ul style="list-style-type: none"> <li>run by Ways with Words</li> <li>run each November</li> <li>focus on 'books and ideas'</li> </ul>	Tel: 01803 867373 www.wayswithwords.co.uk
<b>Worlds Literature Festival</b>	<ul style="list-style-type: none"> <li>run by Writers' Centre Norwich</li> <li>takes place in Norwich every year towards the end of June</li> <li>brings together writers from around the world in a week of events, readings and discussion</li> </ul>	info@writerscentrenorwich.org.uk Tel: 01603 877177 www.writerscentrenorwich.org.uk/ worldsliteraturefestival.aspx

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