

NORTH LINCOLNSHIRE COUNCIL**CABINET****BUILDING ON THE SUCCESS OF NORTH LINCOLNSHIRE'S
IMAGINATION LIBRARY****1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 For Cabinet to note the continued success and impact of North Lincolnshire Imagination Library.

2. BACKGROUND INFORMATION

- 2.1 North Lincolnshire celebrated five years of the Dolly Parton Imagination Library book scheme in February 2018. The roll out of the Imagination Library has made a significant impact in raising parent, carer and family awareness of the importance of sharing and reading books with young children. The total number of children registered to date with North Lincolnshire Imagination Library Scheme is 16,109, making a real difference to early literacy. During the period 2016 to present (October 2018), consistently high rates of registration have been maintained with 90% of children currently registered. 3113 of the 8150 children currently registered live within neighbourhoods identified within 30% lower super output areas. A fifth of parents registering for the Imagination Library request Children Centre registration, increasing the reach for early help to our potentially more vulnerable children and families. 7959 children have now graduated from the scheme, having reached their 5th birthday. Since the scheme was launched in February 2013, an incredible 446,246 books have been gifted to children across North Lincolnshire. We expect that the 500,000 book will be delivered in April 2019.
- 2.2 The Foundation Stage cohort in 2018 consisted of 1986 children. 1741 children were registered with the Imagination Library prior to 01/06/18 (87.7%, an increase of 9.1 percentage points on the previous year).
- Of all children registered with the Imagination Library in North Lincolnshire, 72 % achieved a Good Level of Development: This is 7ppts higher than their unregistered peers.
 - Of the children registered with the Imagination Library who had no identified SEN, 76.6% achieved a Good Level of Development. Of the children in the same cohort not registered with the Imagination Library 51.8% scored a Good Level of Development which is 25 percentage points lower than their 'registered peers'.

- 2.3 The Dolly Parton trust promotes North Lincolnshire as a model of excellence. The trust describes North Lincolnshire as a ‘*world leader*’ with an exciting and innovative programme of work that engages the whole community, including health, early year’s educators, parents and carers.

"We have been amazed and bowled over by the council's passion to the development and delivery of the Imagination Library. This leadership and commitment has been demonstrated by the fantastic achievement of more than 90% of children enrolled in the Imagination Library: one of the highest levels of enrolment, not just here in the UK but internationally. North Lincolnshire provides invaluable input to the book selection process and makes sure that feedback from families plays a key role in choosing our UK books for the coming year. North Lincolnshire is the 'jewel in the crown' of our Imagination Libraries in the UK and we are extremely proud to be associated with you."

- 2.4 Parents frequently comment about how lucky they feel that North Lincolnshire supports the Imagination Library programme. Comments include how much they value the way the book arrives addressed to the child making it feel a really positive and unique approach to valuing the joy of sharing books. They comment on the quality and variety of the books and how it motivates them to make reading part of the home routine. In feedback, over 76% of parents tell us that they read more regularly with their children because they receive the books every month. They tell us that their children are excited to receive and share their books with them every month. Many families tell us that the books bring their family together for quality time with many older siblings enjoy sharing the books with younger siblings. Parents in North Lincolnshire are very aware of the value and importance of sharing books with their children from a young age, in terms of future attainment, wellbeing and skills for life, this message continues to be reinforced by the work of the North Lincolnshire Children’s Literacy Trust and the Words Count Campaign.

- 2.5 A unique aspect of the Imagination Library in North Lincolnshire is the diverse range of complementary activities promoting the joy of reading. Imagination Library continues to be promoted at Children’s Centres and through Library activities including Library Explorers, Library Book Chatter (new for 2018), Breakfast and Books and school parent reading workshops. Schools with children in the foundation stage have been targeted to check their Imagination Library sign up rates, and consequently the numbers of children in reception receiving books has increased.

Celebration events, marking the fifth year of Imagination Library in North Lincolnshire, have continued through the spring, summer and autumn terms and have now been completed in Barton, Brigg, Scunthorpe, Winterton, Epworth, and Crowle. At the most recent Extravaganza held at Holme Valley Primary school over 50 parents and carers attended.

The Great North Lincolnshire Rhyme Challenge - “great rhymers make great readers”, in collaboration with the Book Trust ,was launched in March 2018 as part of the Power of Words Festival (A month long celebration of book, stories and comics, with events held every day across north Lincolnshire.)

Over 105 Rhyme Challenge packs were given out to Early Years providers, with every provider committing to participating in the challenge with their parents and carers. This included a range of resources for parents to access on the on the Power Of Words website.

- 2.6 Community Engagement - North Lincolnshire's 90% registration is a significant percentage, however staff continue to increase registration by identifying and targeting the children who are not registered especially in our areas of greatest need. Local community and family events opens the door to further registrations - including; Peter Rabbit, Elmer and Rhyme Challenge sessions, Power of Words Festival, Booknics at Central Park and Normanby Park, Crowle Rescue Day, Ongo Carnival, Baysgarth Carnival, International Day, Health & Wellbeing Day, 20-21 and North Lincolnshire Museum open days, Scunthorpe Central opening, The Arc opening, schools and pre-school family events and much more.

The number of Imagination Lead Champions established across all localities to share and support the development of the Imagination Library within their communities has risen from 100 in June 2016 to 254. This includes 20 volunteers from the Scunthorpe Rotary Club who support the Library Explorer Sessions at Scunthorpe Central and over 90 students from North Lindsey College.

Lead Champions have attended "Book Chatter and Parent Partnership" training for practitioners and parent volunteers. 37 Imagination Library Lead Champions from across North Lincolnshire develop and lead practice, including parent partnership events 'All I need to know is ...', book chatter and book sharing sessions, enhancing the environment for communication, language and literacy, developing displays and the promotion of Imagination Library Book Chatter diaries. They meet once a term either at a school or setting so ideas can be shared.

Information for North Lincolnshire residents is included on the North Lincs Facebook page and the Words Count and Imagination Library newsletter, which is now produced online via Gov Delivery. Local businesses, voluntary groups, Rotary and charities such as Health Tree Trust have been extremely supportive and hands on supporters for the Imagination Library and have been instrumental in establishing a North Lincolnshire Children's Trust supported and chaired by a local author.

3. OPTIONS FOR CONSIDERATION

- 3.1 This report is for information and invites Cabinet to note the continued success and growth of North Lincolnshire's Imagination Library.

4. ANALYSIS OF OPTIONS

- 4.1 In acknowledging this report, cabinet recognises the success of the Imagination Library programme in North Lincolnshire and the difference it has made in terms of positive outcomes for young children and their families.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 Resources for the Imagination Library come within the budget allocation.

6. OUTCOME OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 Not applicable.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 Families, parents and organisations views are sought on a regular basis.

8. RECOMMENDATIONS

8.1 To note the continued success and growth of North Lincolnshire's Imagination Library and the difference it has made to young children's early learning outcomes.

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