

ANGUS COUNCIL

ENVIRONMENTAL & LEISURE SERVICES COMMITTEE –29 MAY 2003-

THE READING MAZE

REPORT BY THE DIRECTOR OF LEISURE SERVICES

ABSTRACT

This report seeks to inform Council that Cultural Services will again promote a Summer Reading Challenge aimed at primary school children during the summer holidays. The theme for this year will be the Reading Maze

1. RECOMMENDATION

It is recommended that the Committee agrees to note the promotion of a Summer Reading Challenge within all Angus Libraries this summer.

2. INTRODUCTION

This is the fourth year that Cultural Services have participated in the summer reading challenge jointly promoted by Launchpad and Books for Students the previous promotions being the Reading Relay in 2000, the Reading Carnival in 2001 and the Reading Planet in 2002

The upcoming Reading Challenge is entitled the Reading Maze and like previous Reading Challenges it will be promoted during the school summer holidays.

3. BACKGROUND /FINDINGS

The aim of the Summer Reading Challenge is to encourage and strengthen reader development amongst primary age children by encouraging them to read at least six titles from a set selection during the period of the school summer holidays.

All the titles will be displayed in attractive display bins with a range of marketing and promotional materials such as posters, bookmarks and banners to attract the attention of all children.

As in previous years each primary child will receive a personal invitation to enrol in the Summer Reading Challenge as well as a wall frieze and collectable stickers as they proceed through the reading challenge.

All children completing the reading challenge will receive a certificate and medal at an awards ceremony in their local library at the end of the Reading Challenge

4. FINANCIAL IMPLICATIONS

It is estimated that the overall expenditure on new book stock and promotional materials will be some £4000 and this has been allowed for within the 2003/4 Leisure Services Revenue budget

5. HUMAN RIGHTS IMPLICATIONS

There are no Human Rights implications contained in this report.

6. CONSULTATION

The Chief Executive, the Director of Education, the Director of Law and Administration and the Director of Finance have been consulted in the preparation of this report.

**JOHN R ZIMNY
DIRECTOR OF LEISURE SERVICES**

BACKGROUND PAPERS

NOTE: No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information), were relied on to any material extent in preparing this report.