

Reader Development Strategy

Moray Libraries Service recognises the importance of reading as an essential lifelong learning skill. The service actively encourages and promotes the development of this skill and the enjoyment of reading, writing and literature.

We want to develop a strong reading culture where reading is a valued activity from the earliest age. The social, educational and familial benefits of 'reading-rich' homes are well documented. But the enormous social and individual costs of low levels of literacy, compounded by no access to books, is equally well known.

The key purpose of Reader Development is to encourage more people to read more and to gain more from reading. Reader Development is a core activity of an effective library service.

The aims of the Reader Development Strategy are to:

- Increase and develop the enjoyment of reading for more readers – celebrating reading, writing and literature
- Develop reading skills
- Raise the profile, status and value of reading in the community
- Encourage more people to use libraries
- Support existing readers, irrespective of age and social background and encourage them to widen their reading choices
- Offer opportunities for people to share their reading experiences
- Create lively and welcoming environments for readers to browse and read.
- Organise and promote activities to involve readers and writers and make these events accessible to all
- Promote the stock through accessible and interesting displays
- Provide a wide range of stock in a range of formats to support customers in their reading choices
- Develop staff to enable them to share their reading experiences with library users and other staff and to increase the enjoyment of reading for more readers
- Provide trained staff who are able to talk to customers about their reading choices
- Encourage the sharing of books in a family environment and the love of reading it creates.

We will deliver this strategy by:

- Implementing our stock selection and development policies
- Implementing our annual Service Improvement Plan and setting targets for achievement in relation to this plan
- Establishing a programme of displays in our libraries to encourage reading and to promote the stock in a range of formats

- Developing our staff in Reader Development awareness and publicity and promotion techniques
- Establishing a programme of events and activities to attract and include readers of all ages, abilities, interests and social background
- Making relevant information available through the libraries area on the Moray Council website www.moray.gov.uk/libraries and other social media networks
- Encouraging and supporting reading groups to include all age ranges, abilities, interests and social background
- Consulting our readers and the wider community
- Working in partnership in the community with other providers
- Participating in regional and national programmes and initiatives as appropriate
- Working with our partners to identify and share good practice around literacy in the early years including Scottish Book Trust's Early Years Book Gifting Programme.
- Highlighting the importance of working in partnership to ensure the development of literacy skills
- Strengthening connections with health partnerships to promote the importance of literacy to parents through our shared networks
- Working with partners to ensure that all young people are given an appropriate offer of post-16 learning with opportunities to continue to develop literacy skills
- Working with partners to increase literacy learning opportunities for and within the workplace
- Continuing to work with SQA to look at the feasibility of offering ICT literacy qualifications for adults, including those in the workplace
- Supporting an effective lifelong literacy strategy
- Supporting the delivery of Shared Reading initiatives through partnerships with Moray Health and Social Care Partnership and trained volunteers.
- Developing supported access to electronic books through partnership with MCHSCP and trained volunteers
- Developing a Books on Prescription scheme to build on the existing Health matters collections through partnership between library services and primary care service providers.