

Appendix 4 – Integrated Authority 2022 Summer Reading Challenge Report

Integrated Authority 2022 Summer Reading Challenge Report

Manchester Libraries took part in the extended cross-authority pilot in 2022, having been one of the first Local Authorities to pilot this approach in 2021. The cross-authority pilot involves local authorities working collaboratively across teams/services to deliver the Summer Reading Challenge. In Manchester's case, Education funded and supported the pilot approach with fifty primary schools which signed up to be involved. Thirty-seven out of the forty schools involved in 2021 took part again, with thirteen new schools signing up.

The offer to schools

Pupils in the pilot schools were automatically joined to the Summer Reading Challenge and resources were delivered into schools for them to distribute to pupils. Additionally, children who were not already library members were automatically joined to the library. Given that the vast majority of schools had been involved in the 2021 pilot, the number of children joining as new members in 2022 was much smaller (6,472 v. 15,725 in 2021).

A Data Protection Impact Assessment was undertaken to ensure the secure transfer and handling of data from Education to the Library Management System. The transfer took place under 'Legitimate Interest', meaning that parents/carers were offered an 'opt-out' rather than an 'opt-in' to the scheme.

Children from non-pilot schools were also able to join the Challenge in their local library as part of a universal offer. Both pilot and non-pilot schools were offered a suite of Summer Reading Challenge engagement sessions. These ranged from library staff speaking at school assemblies to in-person and online meet-the-author sessions and Summer Reading Challenge launches in libraries. In total 16,870 children from 59 schools (both pilot and non-pilot) participated in these engagement sessions.

Statistics

The Library Management System is used to record participation in the Challenge. Any books that were read but not borrowed from Manchester Libraries will not be included in the results.

	Pilot	Non-pilot
Primary schools	50	93
Number on roll	20,700	38,253
Number joined Challenge	21,203	1,509
Number completed (read at least 6 books)	1,754	1,006
Number completed as % of pupil population	8%	3%
Total loans	25,790	12,813
Number of children borrowing at least one book	3,098	1,373
% children borrowing at least one book	15%	4%
% children borrowing a book during Challenge and up to 7/12/22	16%	
% schools involved in Challenge library sessions before school holidays	52%	35%

What is the impact of the pilot approach?

Manchester's approach is unusual amongst Local Authorities in that the Library Management System is used to record book borrowing for the Challenge. While this provides exact book borrowing data, it does not pick up any reading engagement that may have taken place in school or at home with non-library books. Headline data shows:

- Pilot school children constitute 35% of the primary school population, yet borrowed 67% of the books
- 28 of the 35 top performing schools for Challenge completers (read 6 books or more) are pilot schools
- 14 of the 16 schools with 10% or more of their pupils completing the Challenge are pilot schools
- 35 of the 50 schools have 10% or more of their children actively borrowing books (up to 7/12/22). This has increased from 31 schools who had 10% or more of children borrowing books during the Challenge period which ended on 18 September

The challenges of the pilot approach

The data shows that more children from the pilot schools completed the Challenge than children from non-pilot schools (8% v. 3%). However, these completion figures are lower when compared to overall completion figures pre-pilot. Pre-pilot, over 60% of children joining the Challenge would go on and complete (read 6 books or more). During the two years of the pilot, these figures have dropped to 24% in 2021 and 20% in 2022. This is not unexpected given the scale of the pilot approach.

The data also shows that children joining the Challenge in the Library (rather than via their pilot school) are more likely to go on and complete the Challenge. These children are more likely to be regular library users already, so joining the Challenge and borrowing books is already part of their regular routine.

The challenge in any future work will be to continue to engage with schools and convert Summer Reading Challenge joiners into active library users.

Proposed integrated approach 2023

Libraries will continue to monitor book borrowing by children from the pilot schools and be pro-active in working with these schools as part of the ongoing school engagement programme.

Education has once again agreed to fund an integrated approach to delivery and the same fifty schools will be invited to take part again. In 2023, automatic library card membership will not be offered, but the vast majority of children will already be library members from previous pilots. It is expected that in-depth targeted work will take place with six schools, with a particular focus on parental/carer engagement with the Challenge.