

The Imagination Library Programme for Bracknell Forest Children

An invitation for businesses

We are looking to launch this programme in Bracknell Forest and would like to invite businesses to be part of this.

Programme summary (International scheme)

Each month, enrolled children from birth to age five, receive a high quality, age appropriate book in the post, free of charge. Books include traditional stories and rhymes, books by beloved authors and illustrators, non-fiction content, and newly published titles.

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Why now?

- Evidence that this scheme improves literacy and school engagement of children.
- Many of the existing support and activity groups for vulnerable (and all) children have been disrupted due to COVID-19.
- Evidence that children are now less prepared for starting school ([article just this week!](#)) due to COVID and nursery disruption.
- The Oak National Academy have also recognised this need (although this is for school aged children and is e-books only). Launching new partnership with the National Literacy Society.
- Increasing inequalities arising from COVID, disparities between wealth.

“ I think it’s vitally important that every child should have an opportunity to access books. As most schools – and their libraries – are closed at the moment, the free online library is needed more than ever.

Dame Jacqueline Wilson, in the context of the new Oak National Academy Free e-Book Scheme

”

The business opportunity

- Supporting local children and their parents
- Building local connections
- Boosting COVID recovery
- Corporate Social Responsibility
- Good PR!

Imagination Library strives to...

Enhance participants' home literacy environments so that...

- ✓ Books are available in homes
- ✓ Carers begin reading to children early in life
- ✓ Carers read to children frequently and for increasing amounts of time as they age

Promote positive attitudes and increased motivation to read so...

- ✓ Children ask adults to read to them
- ✓ Children "play" with books independently

Increase the number of interactions between caregivers and children during reading so...

- ✓ Children respond and contribute to book reading
- ✓ Children practice reading skills

Such that children develop emerging literacy skills including...

- ✓ Understanding print conventions
- ✓ Naming letters and making letter sounds
- ✓ Increasing their vocabulary
- ✓ Understanding oral sounds, syllables, and words
- ✓ Improving auditory memory



Case Studies

In the UK the programme runs with over 200 affiliate partners and delivers more than 40,000 books every month to children.

Existing programmes mostly focus on one of the following groups:

- Looked after children
- Sure Start centres
- Virtual schools
- Primary schools
- Housing Associations
- Specific age and location groups e.g. only 2 year olds who live in Kingston upon Hull

Local programmes

- Slough Virtual School (55 children)
- West Berkshire Council Family Hub (1070 children)

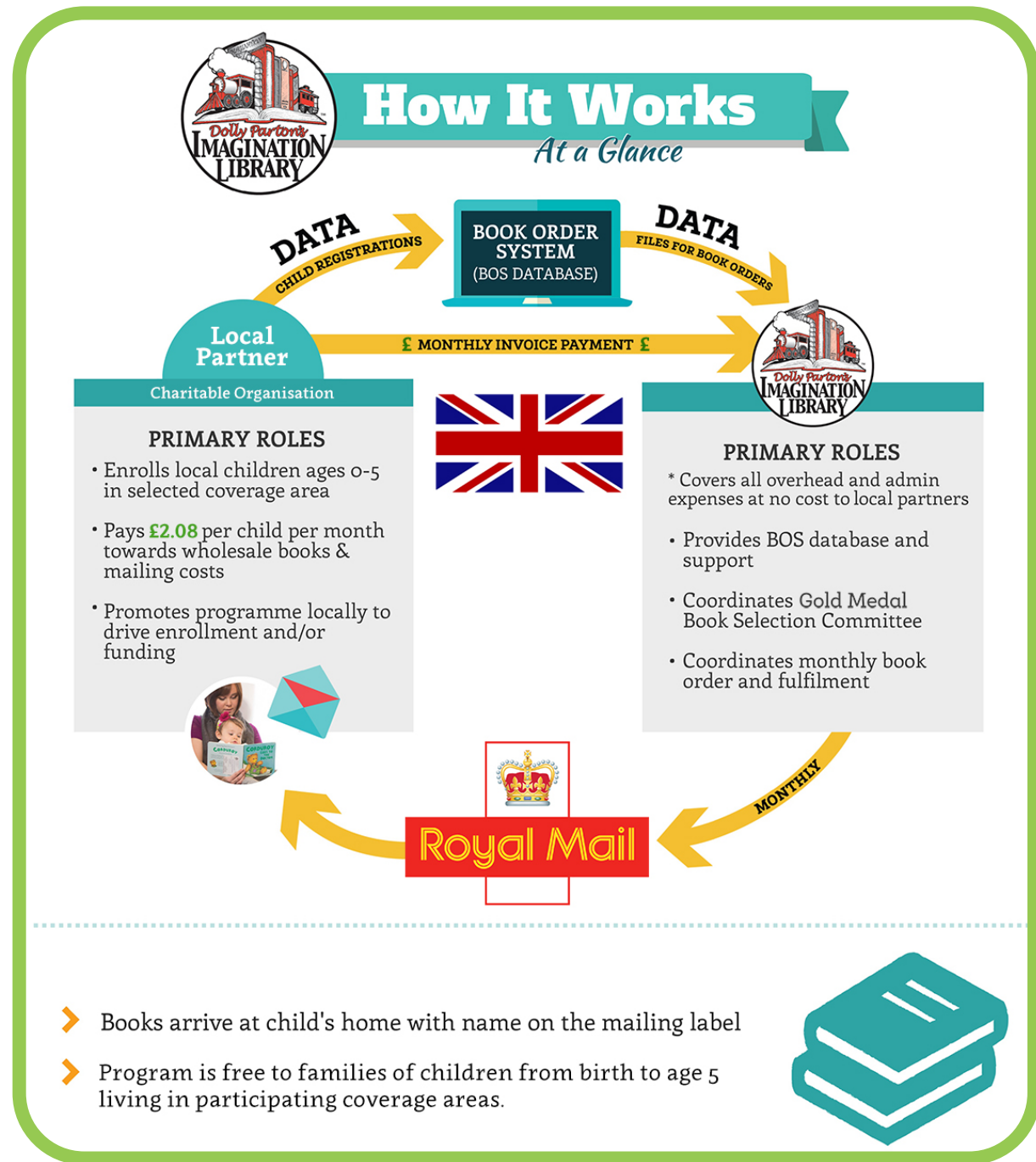
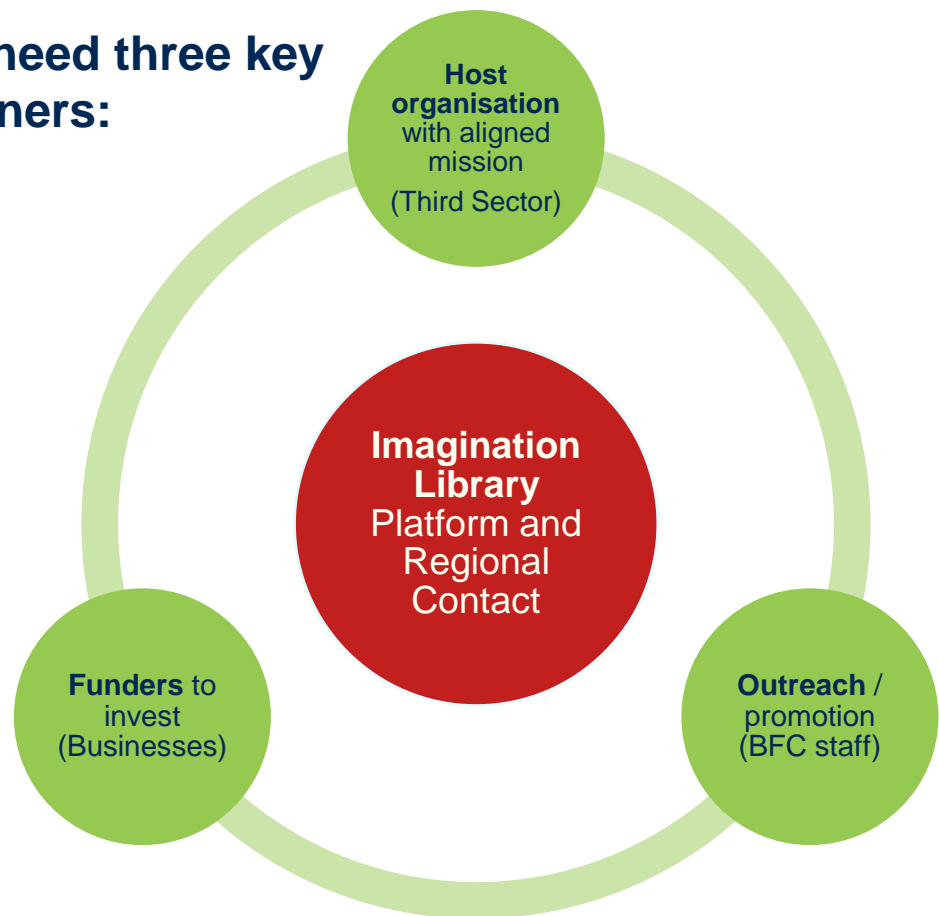


Costs and delivery model

Funding

£25 per child per year (to receive 1 book every month).
Total cost will depend on number of children enrolled/
eligibility.

We need three key partners:



Target Cohort

Our focus is for supporting vulnerable children and those whose families are in financial hardship.

Potential Group (all are children under 5 years/0-60 months)	Approx. Cohort size	Average uptake (65%)	Annual Funding Estimate	
Children in Need (CIN)	190	124	£3,100	Indicates vulnerable child
In receipt of Early Help targeted support	43	28	£700	Indicates vulnerable child
Receiving Early Years Pupil Premium	TBC (100-200)	TBC (65-130)	TBC (£1,625- £3,250)	Indicates financial hardship
Total	383	246	£6,150	

Funding is per enrolment therefore there is no overspend or underutilised spend.

Figures are early estimates based on programme uptake elsewhere. Investors could cap funding for an agreed number of children.

The ask?

Would your business like to be the annual investor/sponsor for this programme?