

Read On - Write Away!

Corporate Plan

September 2004 – August 2007



a strategy to improve literacy in Derbyshire
and Derby City



After seven years as the Director of Read On - Write Away! I am leaving to take up a post at the Basic Skills Agency. These have been the best 7 years of my working life; I was given a unique opportunity to create and develop an initiative that built on two things close to my heart – partnership working and innovation in literacy. I have had the privilege of working with some wonderful people in the ROWA! team and on the Board – I can say quite categorically that it would not have become what it is without their energy, ideas, support and affection for what they are doing.

I hope this 3-year plan will give a framework for a new Director to take the best of ROWA! and move it forward in new directions.

Carol Taylor

July 2004

Read On - Write Away! was launched in February 1997. It was set up to bring together different aspects of literacy in Derbyshire to create a more strategic approach to improving standards of literacy for all. It was envisaged that it would concentrate particularly on areas of socio-economic deprivation, while offering something for everyone who wanted to be involved in Derbyshire and Derby City.

Over 7 years it has become an excellent example of a community focused approach to basic skills, working with and in local communities, in partnership with other agencies and organisations. It has gained a national reputation for innovative thinking and action.

Our strength has always been in being strategic, innovative and able to move swiftly. We will strive to continue to achieve this balance over the next three years. Our aim is two-fold – to continue to be recognised as the leading community focused basic skills organisation in the country and to use this position to give the best possible service to the people of Derbyshire.

Roger Taylor, Chair of the Board of Read On - Write Away! – July 2004



We are here to:

'..develop, promote, facilitate and disseminate innovative and effective community literacy and basic skills practice, cradle to grave.'

The aims of Read On - Write Away! are:

- *To make significant improvements in the levels of literacy and basic skills, especially of those most disadvantaged by their literacy skills.*
- *To promote a culture celebrating literacy in all its forms.*
- *To contribute to the economic development of the region by improving the skills of the current and future workforce.*

We will do this by:

- Developing and promoting innovative and effective activity to raise standards of literacy and basic skills in early years settings, schools, libraries, adult and FE provision, with employers and with the community and voluntary sector.
- Evaluating and disseminating best practice in community literacy and basic skills provision.
- Working in partnership with anyone who is or wants to be involved in encouraging adults, young people and children to develop literacy and basic skills, at local, regional and national level.
- Working to build capacity and ensure sustainability.
- Recognising and celebrating achievement.
- Influencing the national, regional and local strategic agenda.
- Contributing to the unlocking of additional resources within the area through developing expertise.



Read On - Write Away! values:

- The achievement of full potential for everyone.
- The literacies that people bring with them.
- The celebration of success, at whatever level people are achieving.
- The learner and potential learner, who are at the heart of everything that we do.
- A co-operative and collaborative method of working, emphasising mutual rights and responsibilities.
- The people who work for us, as the most important resource we have.





Our Goals

Five key goals will shape the work of ROWA! over the next three years.

These are:

- ❖ To continue developing innovative and exciting initiatives which raise standards of literacy and basic skills across all ages.
- ❖ To further develop a strategy which removes barriers to learning, appeals to potential learners and enables people to progress.
- ❖ To build on our existing reputation for developing strategies in partnership with other organisations, ensuring Derbyshire remains a place where people want to learn.
- ❖ To ensure ROWA! remains the leading community focused basic skills initiative in the UK.
- ❖ To develop ROWA!'s capacity to market itself and to sell its goods and services.



GOAL 1

To continue developing innovative and exciting initiatives which raise standards of literacy across all ages.

Target 1 To ensure 1000 adults per annum gain a nationally recognised accreditation through ROWA! activity.

Target 2 By 2007, to pilot and develop 6 new initiatives to engage 800 new learners in non-accredited first steps learning.

Target 3 Through Family Literacy, Language and Numeracy, to work with 15 new schools and 10 voluntary/community organisations new to FLLN.

Target 4 To raise standards of literacy of 90% of children involved in ROWA! provision.

Target 5 To develop 2 initiatives per annum to engage young people, of whom 50% are NEET, in learning.

Target 6 To develop community focused provision, through external funding, by developing 6 pilot projects by 2007, with a new focus on older people, health and literacy issues, teenagers and fathers of young children.

Target 7 Through School Based Training, develop 2 new schemes/programmes per annum to support adults, including professionals, in raising standards of literacy and numeracy, and thereby provide additional benefits to children in and out of school.



GOAL 2

To further develop a strategy which removes barriers to learning, appeals to all potential learners and enables people to progress.

Target 1 To ensure all Derbyshire schools have participated in ROWA! activity by 2007.

Target 2 To review ESOL in all ROWA! provision.

Target 3 To relaunch and manage the Books for Babies strategy.

Target 4 Through the ROWA! volunteering strategy, to recruit 500 new volunteers each year of whom 10% will progress to further learning opportunities.

Target 5 Through Workplace Basic Skills work with 6 employers per annum.

Target 6 To work with a minimum of 10 geographical communities to remove barriers to learning by engaging learners in opportunities that will motivate them to progress.



GOAL 3

To build on our existing reputation for developing strategies in partnership with other organisations, ensuring Derbyshire remains a place where people want to learn.

Target 1 To work with 20 new partner organisations each year.

Target 2 To develop 6 new projects in order to maintain ROWA!'s strategic approach.

Target 3 To work in partnership to meet relevant literacy and basic skills targets set locally, regionally and nationally.

Target 4 To ensure that every library in Derbyshire has engaged in a ROWA! project.

Target 5 To play a key role in the development and delivery of the post-16 basic skills Capacity Building strategy for Derbyshire.



GOAL 4

To ensure ROWA! remains the leading community focused basic skills initiative in the UK.

Target 1 To ensure ROWA! remains the leading community focused basic skills initiative in the UK.

Target 2 To retain Investors in People.

Target 3 To offer high quality admin support to enable ROWA! staff to achieve all targets and actions agreed in the Annual, Corporate and other plans.

Target 4 To disseminate all major schemes and projects managed by ROWA! with high quality accessible documents.

Target 5 To ensure ROWA! meets any nationally or locally set standards, including its own QA procedures and is ready to deal with any Inspection of all or part of its work.

Target 6 To celebrate the achievements of all those involved in ROWA! activity.



GOAL 5

To develop ROWA!'s capacity to market itself and to sell its goods.

Target 1 To set up a marketing arm of ROWA! - a Company Limited by Guarantee/Social Enterprise - to develop the potential of the organisation, and have a turnover of £50,000 in its first full year of trading.



Read On - Write Away! is managed by a Board of Partner organisations who offer core funding, support and expertise. The Partners are represented by the Chief Executives of the following organisations:

Derbyshire LEA

Derby City Council

Derbyshire Libraries and Heritage

The National Literacy Trust

Derbyshire Learning and Skills Council

Plus two co-opted Partners - Joy Street and Stuart Almond.

Read On - Write Away! works in partnership with a wide range of other organisations to raise standards and celebrate literacy; these include:

Sporting Futures, Royal Mail, Derbyshire County Council Youth Service, Derbyshire Constabulary, SureStart, Community Action Partnerships, Children's Information Service, Ouch Training, Healthy Living Network, Homestart, Colleges, UNISON, MAC Project, Early Years Partnerships, CVS, DIAGP, Chesterfield Football Club, Derbyshire Learning Partnership, St John's Ambulance, Gemma Books, BT, MIND, NCH Action for Children, Derbyshire Pre-School Learning Alliance, Volunteer Reading Help, Adult Education Services, Connexions, Youth Offending Team, Social Services, BITC

Read On - Write Away! has been funded by the following agencies in the past 3 years:

Department for Education and Skills	Single Regeneration Budget
Paul Hamlyn Foundation	Derbyshire Social Services
New Opportunities Fund	Millennium Volunteers
The Coalfields Regeneration Trust	The Youth Justice Board



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Please visit our new website for comprehensive and up-to-date information on Read On - Write Away!

www.rowa.org.uk