

March 2014

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www.norfolk.gov.uk



Dear Headteacher

Norfolk's Raising Readers

I am writing to ask for your support for Raising Readers, an initiative from Norfolk County Council, which aims to boost early learning and reading and establish a platform for our strategy, 'a good school for every Norfolk learner'.

Teachers and staff supporting children across Norfolk know that getting children reading is the single most important achievement to support learning and development and improve their lives. But in Norfolk, we know only 67% of children are reaching the expected levels in reading by age five, compared to an east of England average of 73%.

Raising Readers highlights the importance to parents and carers of talking and sharing stories with children every day, to help them develop the speaking and listening skills they need to get them ready for reading.

Please help us to get our message to the parents and carers of children in your reception and year 1 classes. We will shortly be sending you a package of materials for every child in these groups. This includes:

Share your Day diary – there is a different topic for each day of the week for children to chat about with their parent or carer.

Printed letter – this accompanies the diary for parents and carers explaining Raising Readers and the Share your Day diary activity.

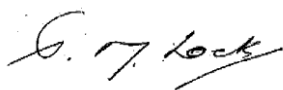
Raising Readers stickers – for children who bring back their completed diary, with all the topics ticked, to get a Raising Readers sticker reward.

If possible, we would like staff to discuss the activity with children in the last week of term and give out the diaries, so children can fill them in during the Easter holidays.

I do hope you support this important campaign. To find out more visit www.norfolk.gov.uk/raisingreaders

And please remember, if your school would welcome volunteers from Norfolk County Council or other local businesses, to support reading in your school, please send your contact details to staffviews@norfolk.gov.uk

Yours sincerely



Sheila Lock
Interim Director of Children's Services