

the reading agency

“groupthing will give libraries the tools to reach out to the online generation and to work with them on their own terms.” Sharon Kirkpatrick, ASCEL

“It's going to be amazing. With groupthing, and the work already grounded in public libraries, we will be able to tap into young people's passion and creativity for words and narrative in ways we have never been able to before.” Tony Durcan, Newcastle Library Service

groupthing for public library services

groupthing is an online community where young people creatively engage with reading and words. It is a major new initiative from The Reading Agency, who develop it with young people.

groupthing gives the public sector and its partners a new tool to hook young people into words and reading. groupthing redefines reading so that more young people recognise themselves as readers, are empowered by that realisation, and start reading more.

groupthing's audience is young people aged 13 up to 18 who consider themselves readers and those who don't – but who are interested in words in other contexts.

groupthing promotes all forms of reading and words magazines, non-fiction, manga, graphic novels, plays, scripts, music (lyrics), short stories, film, games, websites, blogs, journalism, fiction, poetry, spoken word and 'how to' manuals.

groupthing manifesto is spontaneous, vivid, irresistible, curious, passionate, pushy, lively, tantalizing, inventive, fun, different, informative, irreverent, expressive, diverse, engaged, independent

groupthing
where creative things meet

read
readingagency.org.uk

groupthing is a safe, easy to use, accessible networking site. All content is post moderated by Tempero (www.tempero.co.uk) and no personal details are visible. The site will have been risk assessed by the NSPCC. We are working in partnership with the RNIB to ensure the site is accessible for all young people.

Young people's participation is driving the site forward at every stage. They told us they wanted a place where they could communicate online, find out about activities, be part of virtual groups, create content, express and share their creativity.

As a subscriber you can:

- Set up any number of exclusive group pages where your young people can showcase their creative work (audio, video, image, text), rate and review, chat about and debate what they are passionate about.
- Create 'closed' (invited members only) or open (anyone can join) group pages.
- Advertise events, link to your web pages and catalogues, add a 'group' friend, let people know your news, create polls and use the locator to show where you are.
- Use the site as an outreach tool and for consultation and as online space for your reading, gaming and manga groups, book prizes and festivals.
- Through the part of the site that is only open to professionals you can:
 - be part of an online 24/7 professional community, talking to others from libraries, education, the public sector and creative industries
 - get advance notice of what's coming up on the site - the latest news and offers
 - read our regular columns on manga and graphic novels, games and online (amongst others!)
 - be part of debates about what's affecting young people's engagement with reading, words and creativity
 - get opportunities to engage your young people in creating content and entering competitions
 - access opportunities from the site's content partners: like author events, free stuff, focus group testing.

Subscribing to groupthing will help you:

- Meet new statutory guidance for local authorities on positive activities and Local Area Agreement targets around volunteering and accreditation for young people aged 13 to 19 (NI 6 and NI 110).
- Contribute to local priorities and targets for literacy by encouraging young people to read for pleasure and develop the reading habit.
- Deliver the national Library Offer to Young People (<http://digbig.com/4wfbby>).
- Strengthen community cohesion – through improving group and inter-group dialogue and understanding (local and central government Shared Priorities 1-7).

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- Support young people's mental and emotional health by helping them enjoy life and make a positive contribution (Local Area Agreement Blocks 1-4 and Every Child Matters outcomes).
- Contribute to young people's enjoyment and achievement through increased participation in cultural activities.
- Enrich individual lives, strengthen communities and improve places where people live through culture (Local Area Agreement Blocks 1-4, cross-cutting outcomes).
- Support empowerment, participation, consultation, and volunteering opportunities for young people wherever this needs to happen in your service.

grouphing is underpinned by the principles of Fulfilling their Potential, the national libraries change programme for young people. It's also part of The Reading Agency's new modular Participate programme.

What's the technical specification?

grouphing does not have a minimum operating system requirement – it will run on most modern operating systems (ie: XP, Vista/OSX, Linux). It does have a minimum browser requirement: Firefox 2 (or better), Safari 3 (or better), Opera 9 (or better) or Internet Explorer 7 (but 6 will work too). To play the audio and video content on the site you will need Flash player 9. The site will have cookies.

When can I be part of it?

- Second release for closed beta testing from November 2008
 - Soft launch January 2009
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What does a subscription to grouphing cover?

- Ability to use the site across any terminal and laptops for outreach work.
- Access to the 'hidden' professional side of the site.
- Unlimited ability to set-up as many group pages as you want.
- If you run a school library service, this is included in the subscription rate.

Subscription rates: public library services

Early adopter one year subscription rate available until 31 December 2008:

Public libraries with more than 150 full-time staff: £600 + VAT

Public libraries with less than 150 full-time staff: £500 + VAT

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One year subscription rate from 1 January 2009:

Public libraries with more than 150 full-time staff: £700 + VAT

Public libraries with less than 150 full-time staff: £600 + VAT

Two year subscription deal: (10% off one year subscription rate)

Public libraries with more than 150 full-time staff: £1260 + VAT

Public libraries with more than 150 full time staff: £1080 + VAT

Special deals

If you are a Headspace authority, part of a Fulfilling Their Potential regional project or are considering subscribing to **groupthing** as a regional consortium please contact info@groupthing.org for information on special discounted rates.

A whole year subscription to **groupthing** comes as part of the Creative Reading Module of the Participate programme, for more information: www.readingagency.org.uk

If you run a school library service (but are not part of a public library service) please contact info@groupthing.org for information on our subscription rates.

For more information

contact: info@groupthing.org

or go to: www.readingagency.org.uk

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