

Can you help? Children's literacy campaign: 28 January - 18 March 2019

Background:

From 28 January to the 18 March 2019 Nottingham City Council will be teaming up with partners to run a citywide campaign to promote children's literacy.

The campaign will promote the following messages:

- **"Ambitious for every child"** to set the tone of raising aspirations.
- **"Read today, succeed tomorrow"** and **"Today's readers, tomorrow's leaders"** to raise awareness of the link between children's reading and better outcomes in later life.
- **"Together we can unlock children's potential"** to attract people to take action to support children's literacy. Key actions will include library visits, volunteering and fundraising.

The campaign will measure impact through:

- An increase in the number of children's library memberships and level of book borrowing.
- An increase the number of people volunteering to help children to read.
- Raising £5000 for the Dolly Parton Imagination Library which helps Nottingham children be ready for school at age 5 by posting a free book to their home address each month from birth.

Key campaign partners:

Campaign partners are growing daily, but key partners contributing to the campaign so far include:

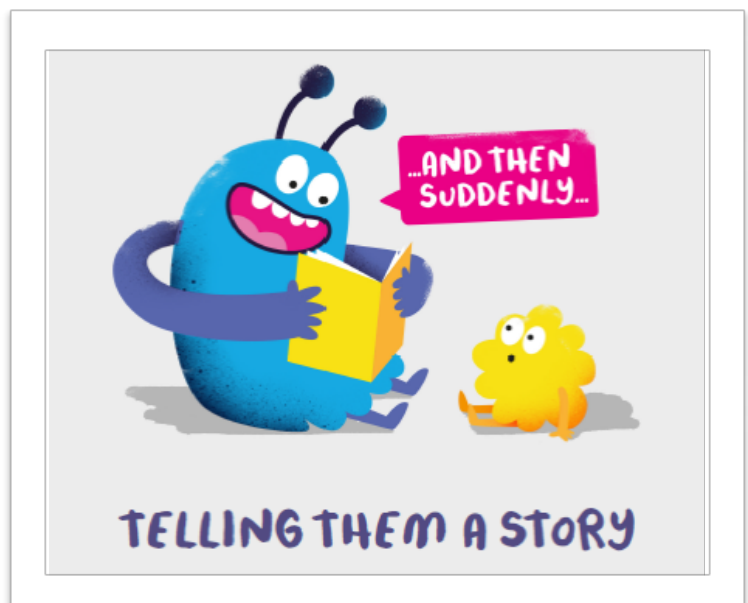
- Read On Nottingham - Children's Literacy Hub
- Small Steps Big Changes (SSBC)
- Nottingham City of Literature
- Literacy Volunteers
- Nottingham Community & Voluntary Service
- Nottingham CityCare partnership

What will the campaign look like?

The campaign will feature cute little monsters similar to those shown on these images.

This campaign will be advertised in the following places:

- On banners on the front of the Council House in the City Centre
- On bus shelter posters across the city
- On social media and in the press media



Can you help? Advice & guidance from teaching colleagues being sought!

To help the campaign reach as many families as possible, we would like to work with schools to develop some simple activities for children.

We would love to work with teaching colleagues with a passion for literacy activities! We are inviting your guidance, advice and expertise to help us shape the campaign.

A workshop will be held at **2pm on Friday 14th December at the NST offices**. The Nottingham Schools Trust is based in the former Children's Centre building at Walter Halls Primary and Early Years School:

Nottingham Schools Trust, Walter Halls School, Querneby Road, Nottingham, NG3 5HS. The post code for SAT NAV is **NG3 3AB**. Please use the entrance on The Wells Road access via the green gates. There are limited spaces for parking but alternatively, there is on-street parking on The Wells Road.

The workshop aims:

The workshop will aim to work with teaching colleagues to co-produce some literacy activities. The activities will then be promoted to all Nottingham schools and academies throughout the campaign.

Current activity ideas include:

- Top 100 reads - helping children and young people vote for their favourite book. The output of this activity will be a list of Nottingham's favourite books for each age group.
- Former headteacher and Portfolio Holder for Early Intervention and Early Years, Cllr David Mellen will be undertaking a challenge to read to 5000 children over 50 consecutive days from 28 Jan to 18 March. Can he visit your school assembly to read to your children? The outcome of this activity will be £5000 raised for more Nottingham children to enrol with the Dolly Parton Imagination Library book gifting scheme.
- BBC East Midlands Today 'spoof' news story to be videoed and shown in primary school assemblies. The BBC newsreaders will explain that cute little monsters have gone into the city's libraries to find the readers of today, who will be the leaders of tomorrow.... Children will be given an Activity Sheet to take home encouraging them to visit the library with their parents. Librarians will have hidden little monsters around the library... each monster will have a word that makes up a sentence... children will complete the sentence on their Activity Sheet and get a bookmark or sticker. Possible sentence could be "I'm a reader today, I'll be a leader tomorrow". The outcome of this activity will hopefully be an increase in library visits, memberships and book borrowing.
- Gathering practical tips to get children reading from teachers, parents and carers. The outcome of this activity will be to enable ideas and approaches to be shared throughout the campaign. The ideas, approaches, tips and advice will be summarised and reported at the end of the campaign.
- Volunteering roles - A number of volunteering schemes operate within Nottingham including the Literacy Volunteers programme to support reading in schools. This activity would aim to promote the range of volunteering opportunities. The outcome of this activity will be an increase in the number of volunteers accessing these established schemes.

RSVP

We would be very grateful if teaching colleagues could volunteer to attend the workshop on the 14th December. Your guidance, advice and expertise to help shape the campaign will be greatly appreciated. With your input, the campaign activities are more likely to be successfully adopted by schools and academies across Nottingham. Together we can reach more families across the city.

Please rsvp to esme.macauley@nottinghamcity.gov.uk by 10th December. Thank you