

Project Report 2016



The Report

In January 2016 it was announced that *Hamish and the Worldstoppers* by Danny Wallace had been chosen as the 'big read' for Young City Reads 2016. This report is designed to document and evaluate the project and detail any thoughts for development and improvement for future years.

Partners and Sponsors

Major Partner: Brighton Festival

In addition to commissioning YCR 2016, the project was supported throughout by Brighton Festival's Creative Learning and Marketing departments. Brighton Festival also hosted the final schools event with Danny Wallace and Jamie Littler during Brighton Festival 2016 at Brighton Dome Concert Hall.

Brighton & Hove City Libraries

As well as hosting two World Book Day launch workshops, Brighton & Hove City Libraries offered themed library visits for schools and supported the project through reciprocal marketing.

Publishers: Simon & Schuster

The publishers of *Hamish and the Worldstoppers* provided Collected Works with professionally branded marketing materials including: posters, stickers, bookmarks and pop-up banners. In addition they provided 200 free copies of the book, which were distributed to schools where need was greatest.

“Thanks so much for yesterday - what a truly wonderful day it was! The noise was incredible and I'm not sure I've ever seen so much enthusiasm at a book event, in all my years in publishing! I know Danny and Jamie loved it too - and it was great to see so many of the kids wanting books signed. Thanks so much to you and the team behind the scenes - I know how much work goes into the project, so we really do appreciate all your hard work.”

Elisa Offord, Marketing and Publicity Director, Simon & Schuster

Book Nook, Hove

Book Nook were the official bookseller at the final event at Brighton Festival and offered schools a 20% discount on class sets of the book (which included free delivery).

Boho Gelato and Pizza Face, Brighton

Local ice-cream vendor Seb Cole kindly created us our own fundraising flavour 'Caramel Carbuncle' - named by this year's author - which raised £820 for the project whilst on sale from March to June 2016. This money will be spent on books and workshops for schools in more deprived parts of the city during next year's YCR.



Background and Context

Award winning organisation Collected Works CIC (CW) has over 10 years experience in running shared reading projects in the community (both large and small scale). Its work has received acclaim from many high profile members of the local community including: Caroline Lucas MP, former Mayor of Brighton (Councillor Bill Randall), Lisa Rodrigues CEO of Sussex Partnership Foundation Trust and Louise Zahra (lead co-ordinator on Every Child a Reader at Brighton & Hove City Council).

In 2013 Collected Works CIC (CW) delivered the first ever 'big read' for children in Brighton & Hove called Young City Reads (YCR). This hugely successful pilot project ran during Brighton Festival and was led by guest artistic director and former children's laureate, Michael Rosen, who praised the scheme for its 'inventiveness and simplicity' in its approach to encouraging children and young people to read for pleasure.

Since then CW has been commissioned by Brighton Festival to deliver the Young City Reads project annually and also to take over management of the Festival's own Adopt an Author. scheme. Together, with the Festival's children's literature programme '26 Letters' these two initiatives make up Brighton Festival's impressive children's reading offer.

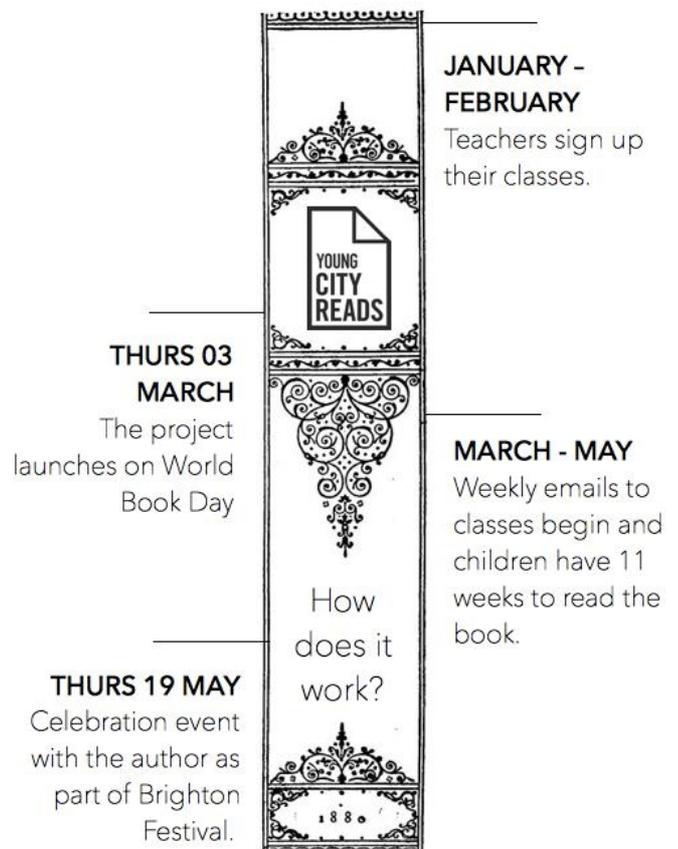
What is Young City Reads?

Young City Reads is a 'big read' for primary school children (Key Stage 2) in which one book, by one author is chosen to read together then: discuss, debate and creatively engage with. YCR supports primary school children across Brighton & Hove with their reading, offering special help and support for emergent readers and children from disadvantaged backgrounds. YCR produces free resources, drama workshops and fun events based around children's books to help young readers discover the joy of reading for pleasure. Its aim is to make reading a fun activity for all children regardless of ability.

62 classes signed up to take part in YCR 2016 from 38 schools, 73% of the city's primaries. This year's chosen book was *Hamish and the Worldstoppers* by Danny Wallace.

The project launched on World Book Day (3 March 2016) with two drama workshops at Jubilee library, led by local actor Tom Dussek and supported by library staff. These were delivered to targeted ECaR* schools St Bartholomew's Primary (Year 5) and Carlton Hill (Year 4).

*ECaR (Every Child a Reader) is a literacy programme for the lowest achieving children. CW worked closely with Brighton & Hove's ECaR Leader, Louise Zahra to identify schools that needed targeted support from the YCR team.



Total no. of children participating

1,860



250

books gifted to schools in areas of the city highest on the national deprivation index

62 2016

classes from 38 schools

2015

50

classes

33

2014

classes

17

2013

classes



200

children entered our competition to win the book's sequel



at a glance

148

children and teachers

attended the final event

at Brighton Dome



100

children and teachers arrived by Big Lemon buses thanks to money raised by local authors

92

children took part in a free drama workshop

The Launch – World Book Day

On World Book Day (3 March 2016) partner organisation Brighton & Hove Libraries hosted free workshops for two local ECaR primary classes: Year 5 from St Bartholomew's Primary and Year 4 from Carlton Hill Primary.

Pupils met local actor Tom Dussek who led a drama workshop that introduced the story's themes whilst in character as Madame Cous Cous. The group explored countries of the world via a library treasure hunt and helped Madame Cous Cous to restock her International Sweet Shop.



Weekly Emails and Resources

Following an initial 'Welcome' email which contained a fully comprehensive *Hamish* Reader's Guide (written by Collected Works and designed by the publisher) 10 free weekly emails were sent to participating classes (those that had registered and completed an opening evaluation) between the launch on World Book Day and the final schools event at on 19 May.

Each bulletin contained a free downloadable resource teachers could print out and share with their class and points for discussion, jokes and interesting facts inspired by the plot.

THE STARKLEY POST

Britain's fourth most boring town doesn't exactly have the most exciting newspaper...

Read these cuttings from the Starkley Post and then finish the 'What's That Smell?' article below.

MAN VISITS WRONG SHOP

Old Mr Neate from Alhamoot Alley meant to walk into the bakers today - but walked into the butchers instead!

"As soon as I realised my mistake I walked into the bakers," said Old Mr Neate, laughing.

The story certainly made the rounds. It even became the most popular story of all time on the Starkley Post.

WHAT'S THAT SMELL?

website - even beating UNUSUAL YELLOW CAR IN TOWN and WHAT'S THAT SMELL?

key and plans are about to replace it.

"It's very early stages but I can confirm that we are considering the possibility of may-tying a new colour printer," said Ramp. "Bit of course we may not as the current printer is absolutely fine."

Last year the Council invested in a new mouse mat - a luxury that local teacher Ever Longmother called "madness".

POTATO LOOKS A BIT LIKE DOG

Starkley resident Tinky Puck thought readers might be interested in a picture he took of a small potato he says looks like a dog.

"It looks like a dog," says Mr Puck. "Even though it's just a potato. Was there, I'll get it."

Mr Puck couldn't find the photo in the end, but says the potato really does look like a dog.



SYNONYM SCRAMBLE

A synonym is a word that means the same thing as another word. For example, scary is a synonym of frightening, and shut is a synonym of closed.

Can you match up the pairs of synonyms below?

(These are all words you'll find in Hamish and the Worldstoppers!)

| | |
|-----------|-----------|
| finish | earth |
| oily | peeved |
| brilliant | greasy |
| soil | wonderful |
| weird | end |
| start | applause |
| annoyed | strange |
| clapping | puzzled |
| confused | begin |

Can you think of your own synonyms for the words that Scratch and Mole have written below?

| | |
|----------|-------|
| horrible | funny |
| nerd | grin |



THE QUIZZER

Can you cut out and make the quiz question generator below and then quiz your friends Hamish-style?

- Pick a character. Open and close the generator while you spell out each letter of their name.
- Pick a number. Open and close the generator that many times.
- Pick another character and unfold to reveal their question.




Each week, my class couldn't wait to hear what the next task was going to be. We have a special section of the class dedicated to Hamish with the books, poster and activities.

Class Teacher, Saltdean Primary

The kids absolutely loved the resources. Two children were responsible for introducing them to the rest of the class.

Class Teacher, City Academy Whitehawk

I found the emails encouraging and they made the kids really engaged. The activities were fantastic.

Group Leader, Home Educators

Great for daily starter activities

Class Teacher, Carden Primary

Great to work on and some children took them home for homework

Class Teacher, St Nicolas Primary

The children loved receiving the emails and carrying out the activities during guided reading sessions.

Class Teacher, Patcham High School

The Event – 19 May, 1.30pm, Brighton Dome Concert Hall

Our closing celebratory event was held at Brighton Dome Concert Hall on Thursday 19 May as part of Brighton Festival. 1142 participating children and teachers were in attendance. The event lasted for 1 hour and consisted of an audience with Danny Wallace and live drawing from *Hamish* illustrator Jamie Littler. This was followed by a book signing in The Founder's Room.

Just back from a VERY ENERGETIC and INSPIRING Young City Reads event! What a huge number of young readers you have gathered. Congratulations!

John Prebble, Chief Executive New Writing South



They absolutely LOVED it. They laughed from beginning to end and were desperate to meet Danny Wallace. The whole event was really well organised and entertaining throughout. There were a good range of activities for the children to enjoy and they had a brilliant time. They could not stop talking about how much fun it was.

Class Teacher, Coombe Road Primary



This was an excellent event; well planned and organised. The children loved having this to look forward to and were thrilled to end up in the front row. It was the perfect end to a perfect YCR scheme.

Class Teacher, Middle Street Primary

They loved it! We even got to meet the author and have our books signed they were so friendly and fun!

Class Teacher, City Academy Whitehawk

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Drama Workshops

We were able to offer three participating classes, from schools with high FSM stats, free drama workshops to compliment their exploration of the story. These workshops were led by professional drama tutor Simon Magnus. 92 children in total from three schools: Goldstone Primary, St Mark's Primary and Queen's Park Primary benefitted from these workshops.



The workshop was very good! They loved the warm up activity and the pause practise. The best part was when one of the Terribles appeared... they were both shocked and frightened at the same time! They keep asking me whether it was real or not and I tell them of course!

Andrew Cotton, Class Teacher, Queens Park Primary

Bus Sponsorship

Local writers Paul McVeigh and Jo Bloom organised sponsorship of three big lemon buses to enable classes from two participating schools (Saltdean Primary and St Nicolas Primary) who are on the periphery of the city to attend the event at Brighton Dome.

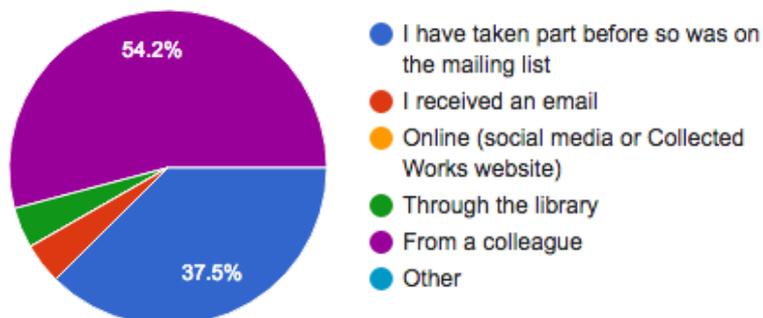
Wow! I have just read this out to my class and they were jumping around the classroom! Thank you so so much for this offer! What a lovely email to receive after quite a long week!



Project Impact and Feedback

24 of a potential 62 teachers (39%) filled out our closing evaluation online after the project had ended. Here is a summary of feedback that may inform next year's project.

How did you hear about YCR 2016?



“ Really pleased that we took part. Would definitely recommend.

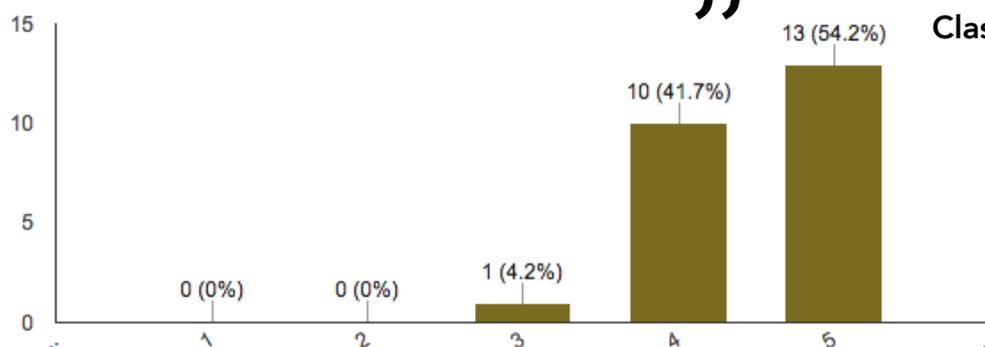
Class Teacher, Fairlight Primary

Can't wait to take part again next year!

Class Teacher, St Luke's Primary

On a scale of 1 to 5 how fully were your own expectations of the project met?

Well done to everyone who organised this. You have certainly met your aims and I can't wait to find out what the book will be for next year!!



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Class Teacher, St Luke's Primary

What made you want to take part?

“ Gives children a chance to really immerse themselves into a rich text and discuss collaboratively.

To celebrate young readers and to motivate the children to read. The fact that there were other schools in Brighton and Hove reading the same book provided additional encouragement to the children.

Great opportunity to read a book and discuss as a class. Different people imagine and understand books differently. Great chance to share these differences.

We have very much enjoyed previous years and wanted to take part again. It is exciting to be part of a city wide read of such a great story, to promote children reading for pleasure whilst developing their skills in comprehension and inference. The opportunity to see the author and illustrator is also not to be missed, and very inspiring for the children.

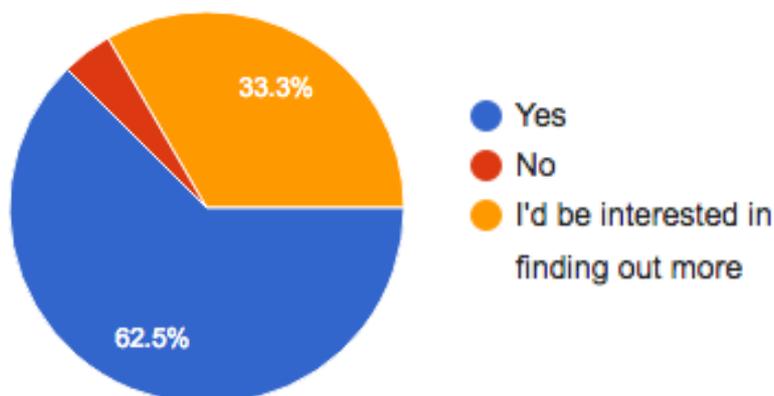
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Conclusion and lessons learned

- Any Q and A element of the event will be briefed in detail with the author and the team beforehand so as to ensure it is as smooth as possible. One teacher suggested liaising with teachers before the event about this element but this might prove too difficult logistically with these kind of numbers in attendance.
- The book choice was extremely popular this year, although one teacher suggested choosing a slightly shorter book next year, as it was hard to fit this into 10 weeks reading time. We will bear this in mind when shortlisting for next year's title.
- We intend to enlist the help of some high profile advocates who can spread the word about the impact of this project before YCR 2017 and get educational journalists on board who can write a feature on this impact.
- The project worked well for the two secondary schools involved, one of which took part with an EAL group of pupils (English as an additional language). We can confidently promote this to teachers of KS3 next year.

Suggested additions for 2017

We have successfully secured funds from Artswork to invest in implementing Arts Award Discover opportunities into YCR 2017. We asked those teachers surveyed whether they would be interested in their class achieving this accreditation for taking part and the response was very positive.



We will also look to secure funds to document the project on film and create a simple and fun evaluation method for children at the final event.

More information

To find out more about Young City Reads or Collected Works CIC please contact:

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Thankyou to our funders



Young City Reads has really gathered momentum in the last few years, this was the biggest and best yet.

Vanessa Lewis, owner of The Book Nook, Hove