National Literacy Trust Hub in Bradford

Media Highlights Nov 2014- Dec 2015







- Premier League Reading Stars push with Bradford City FC
- Local boxing star, Tasif Khan school visit
- Bradford Literature Festival and Telegraph & Argus partnership for Book Review writing competition
- World Book Day author visits rewarding successful Summer **Reading Challenge schools**
- Partnership with BookSpace and SLA for Library makeover offer
- 'Chitty Chitty Bang Bang' network competition winner
- Equivalent Advertising Value of £7,813 and audience reach of **271.961**

CUP HEROES SIGN UP TO READING PROJECT





RADFORD City's heroics in the FA Cup may soon have the unlikely side effect of improving reading skills among the city's

The club is already involved in a programme being run by the National Literacy Trust in an attempt to use role models to

secondary schools Author and Roald Dahl Funny Supported by the Premier League Prize winner, Jamie Thomson and Arts Council England, the was there to explain how author

> visits can inspire children to read for enloyment

Dan Walker, Deputy Head at Girlington Primary School, said "I held an assembly on the programme and pupils are now very enthusiastic about the idea of combining football and reading. I'm hoping to start the first reading stars team as soon as possible"

Imran Hateez the National Literacy Trust's Bradford hub manager says: "It's timely that this programme is starting in the immediate wake of Bradford City's heroics in the FA cup. We know how influential sports people can be to young people and that's why this programme has such an impact on attitudes towards reading

rtion of adults a **Boxing clever**

programme uses children's

them to enjoy reading and

improve their reading levels

passion for football to motivate

In 2014, out of those who took part

in the 10-week programme, three-

quarter making a year's progress

So far most Premier League clubs

quarters of children improved

their reading, with almost a

have signed up and details of

they emulate their heroes.

he website.

g children, and a

players favourite books will be passed on to children in the hope

Talks are underway that could

joining this programme, which

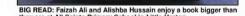
would see videos of them talking

their favourite reads loaded

ord has lower than average

of attainment in literacy

soon end up with City players



Search on for the best of budding book critics

New contest looking to boost district's literacy levels via a novel new approach

THIS spring sees the first Bradford Lit-erature Festival, featuring more than 100 events, and the Telegraph & Argus is urging youngsters to get involved before it starts, by writing about their favourite book vourite book.
The T&A's Children's Book Review ompetition offers young readers the sance to write up to 250 words reviewing a book they have enjoyed, or which

book review.

The campaign started last autumn th the aim of improving the literacy children and young people in the

district.

The National Literacy Trust and Bradford Council, together with a number of partners, established a literacy hub in the city with the twin aims of driving up literacy standards and encouraging young people to read and encouraging young people to read

ties, and local partners include the Bradford Bulls Foundation, the Coun-

Bradford Bulls Foundation, the Coun-cition Mosques, with kine Cricket Chib and Bradford Museums and Galleries. A focus of the composing to engaging the composition of the composition of the paged throughout a young person's life. and the composition of the composition of the Bradford Liferature Festival, said fa-tival events would bring people into the city contra and encourages a love of "If's not enough for parents to especi-literacy to be limited to school - It's "Without literacy cears' other part of the curriculum is closed to you."

characters: The characters - what are do you like or dislike scribe the main characters or two for each the characters - Enjoyment: What dislike about the book

for literature Sportsman reads from his favourite book by Ali to

Word is...books are best

TOP Bradford boxer has elped pupils learn the joys of eading after he visited their shool to talk about his favour-ebook. Tasif Khan, who recently

inspire schoolboys

e book.
Tasif Khan, who recently tade his boxing comeback after few years sidelined with injues, spoke to more than 50 boys. Dixons Allerton Academy yes-

rday.
The talk was part of the Brad-ird Literacy Campaign's orgo-ign work to provide children ith strong male role models he read and write for enjoy-

ient.
Tasif, from Girlington, helped unch the campaign last year, nd spoke to pupils about his fa-ourite book – Mohammed Ali's utobiography The Greatest: My

wn Story.
Run by the National Literacy
Yust, the campaign has linked
p with local sports stars like
asif, and players from Bradford
Ity and the Bradford Bulls as a ay to encourage more boys to et enthused about reading. Before his talk yesterday, Ta-if said: "I've been into boxing ince I was about ten, and when I

was younger my favourite books were ones by Realid Dahl, like George's Marvellous Medicine. "As I got older I read Mohammed All's autoblograph, he was a light of the property of the was much more than that, that is what is the kith me, it is not just what he has done in the ring. "He did a lot to flight for racial equality and the civil rights "Reading this taught me a lot about being strong-minded."

"A lot of the kids in this school

skimming for information on Google or Wikipedia.

ford's place on the sporting map. He also wants to hold some of his

bouts in the city so all his fans bouts in the City so all nis tans get to see him on his home turf. Imran Hafeez, Bradford Hub manager at the National Litera-cy Trust, said: "When children see how reading benefits people, it can have a really powerful im-

pact.
"This is why it's fantastic to "This is why it's fainastic to have the support of a local sports star who finds motivation to achieve success through reading as part of our work to promote strong reading role models,"

HAVE YOUR SAY You can leave a comment on this story at our websit telegraphandargus.co.uk

Young writer wins big on reading tour



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from almost 300 entrants as
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from almost 300 entrants as
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riting category, entrants were
asked to write.

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Chiffy car.

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District soars ahead

of national average as more pupils enjoy

reading challenge

THOUSANDS of Bradford young-sters' love of literature has meant the district has sped ahead of the na-

tional average in an annual reading challenge.

Each year the Summer Reading Challenge asks children between four and 12 to read up to six library books over the school summer holi-days, with those who complete the challenge awarded a certificate at tional average in an annual reading

WORD UP: Boxer Tasif Khan with Mohammed Uzasir Gulfraz and Rohaan Jahangi

Father's Day reading selfie campaign



'Submit a reading selfie, dads'

A CAMPAIGN to get more fa thers reading with their chil dren has called for dads to send selfies of them sharing books with their family.

The Bradford Literac Campaign is running the Father's Day competition which aims to promote the benefits of sharing books to gether as a family. The pictures will be put literating pallery of the Telegraph & Argus' wet Imran Hafeez, manager of the National Literacy Trusi Hub in Bradford, said: "Our work with children's centres has shown what a positive difference dads and male difference dads and male thildren's learning at home

can make.

"Taking time to share stories creates happy memories
as it is a great way of spending quality time together.

"Dads can be good reading role models by sharing

a variety of books, ebooks newspapers, magazines comics, websites and bro chures with their childres which are all great for gettin kids to enjoy reading. To enter the competition properties of their competition of their competition properties of their competition their children along with the title of what their tavourith book to read together is should be sent to jo.franks. (ilteracytrust.org.uk. The closing date for en GALLERY: Dads celebrate Father's Day with family reading selfies

In Mount reading to list daughter book, aged too.

First published Senday 21 June 2015 in Braeford

Braeford dads - Including a rugby league legend - are celebrating Fathe by bedding a children's literary campaign.

Robble Hunter-Paul, chief executive of Bradford Buils, has joined fellow Bradford dads and other male role models in taking pictures of themselves reading to their children as part of a flatford Literary Camp. competition.

Dads who submitted a photo, along with the title of their favourite bot share with their children, were in with a chance to win book tokens and demonstrated the control of the control.

The Bradford Literacy Campaign teamed up with the Telegraph and Argus magazine, local children's centres and local role model, the CEO of Bradford Bulls Robbie Hunter-Paul to launch a Father's Day 'family reading selfie' calling out to Dads to send in a photo of them reading to their children.

We sent a call out through the Telegraph and Argus, BCB Radio and through social media (including a retweet from Malorie Blackman) as well as publicity in children's centres. The Hub Manager incorporated the campaign into his work in engaging Dads at the Hub's 'Dad's Day' out in Malham through a book reading session in the countryside which was captured through photos.

We received 25 photos from Dads across Bradford which were all published in the Telegraph and Argus' website alongside information on the Hub's work with Dads. The gallery was retweeted over 25 times by key Bradford organisations such as Bradford Bulls and Bradford Council. Overall, the campaign provided over 250,000 opportunities to view messaging on the importance of reading together as a family and being a good reading role model.

Poster campaign

Bradford

Distributed across **50** early years settings, health settings and libraries across district including **100 First Buses** and the Big Screen in City Park.









Love Bradford poetry competition in partnership with....

 Linked to creative writing work in Bradford Hub.

Partnership with:

- Telegraph & Argus who will promote competition with features on Hub's creative writing work, tips for children and will publish winning poems in special edition.
- Kirkgate Shopping Centre providing £100 Shopping Vouchers.
- First Bus who will display winning poems on
- Poster distributed to all schools and libraries in Bradford, Madrassas and community groups and First Buses who will display call out in January 2016.
- Literacy themed event planned in Kirkgate Shopping Centre in March\April to celebrate winners. Developing partnerships with community to get involved in activities.





Telegraph & Argus







Exciting new competition underway to give Bradford children a chance to become published poet



Bradford Walk and talk trail quiz



₼ Like Page

Looking for Free family fun in Bradford this week? Pop in to get your 'Bradford Walk and Talk Trail Quiz sheets'. Find out fascinating facts about the city's best know landmarks and maybe even win some prizes



Bradford's landmarks celebrated through free walk and talk trail quiz activity sheet to support...

Families are being encouraged to visit Bradford's best known landmarks as part of a quiz which aims to ...

DURSTORIES ORG UK

8.000 Distributed at schools, childrens' centres, libraries and community centres.

- 250 to be put in goodie bags for Better Start Bradford community event on 9 December.
- Endorsed by Bradford Bulls Chief Executive, Robbie Paul who handed them out at opening of new Westfield shopping centre.
- Coverage in Telegraph & Argus, BCB Radio, Positive Educate.
- Highlighted as an 'imaginative initiative' for addressing low literacy levels in early years children in the North highlighted in Institute of Public Policy Research report

Special walk to **boost literacy**

City's buildings the focus of walk and talk scheme

solver of treatments upon dis-traction (stillings are bridge used to a scheme to bein home sizi-less) brown, with.

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here created by the Bradford Lib-mary Computer.

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early learning TUDAY'S inscitute of Public Policy Research report late the state of the North makes for depressing moding. To static has fested tracked differences between the North and fasted for the muscles of ultilities from poor backgrounds who actions good development by the age of from

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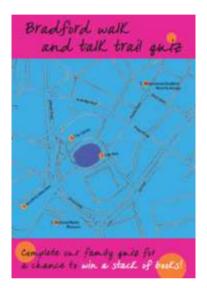
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But the rest owns of the overall problems would be obser to home. remark the closer is facility.

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National Media Museum





Bradford Walk and Trail **Quiz Boosts Literacy**

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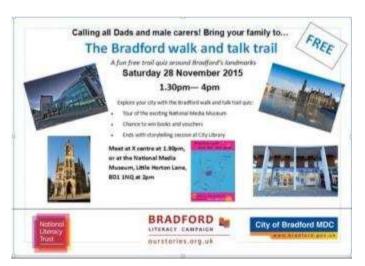
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The Read Revel Laborator Commission has becomed up with the National Media Massack and Brodford Librarian to Investigation for Maraco activity for familian called the Brodford Walk and Talk Froil Quic which salebrates the pity's architecture and sultare by quitting femilies during a day out in the city.

The said eleat features questions on some of Bradford's favouritagems including the igoric Brudford Afrombra, the feed nating National Media Movecon and the beautiful

Bradford Walk and Talk Trail Quiz Dads Day







11 Dads and 16 children took part.

 Welcomed by staff at National Media Museum for storytelling and craft activities. Dads signposted to other free activities at museum.

 Promoted on social media by CEO of Bradford Bulls

 Interactive traditional stories at City-Library.

Four library sign ups.

"We really liked all the stories this afternoon and we're looking forward to coming to the library again to take out lots of books."

"This is the first time I have taken my daughter out without her mother and it is the first time I've been to the National Media Museum – Emelia really liked decorating her fairy wings and we will come again."





Literacy activity gets Dads exploring Bradford's gems and joining library

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Developed to prefere this, with the National Media Autories and Developed Consense, the just blood between developed on proceed the National Autories and Section for Indexist, to server beginters which tray and making around the other Consense exhibition of the Wildood Media Autories and City, Library in Medical Cook to be the Seventaced Autories feedful Library, Consequent controller, our afficiency angue.

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Case study: Bradford barber puts books in the spotlight







Hairdressers helping boost literacy skills

BARBERS and hairdressers were encouraged to get children to read to them while getting a back to school haircut to boost literacy in the city

un the city.

Umar Khatab Khokar,
hairdresser at Tabby's Trims on
Thomston Road in Girlington,
supported the Bradford Literacy
Campaign by getting children
popping in for a trim to read a
book while in their chair.
Children's books provided by
the Bradford Literacy Campaign
are available at the barber's for
children to entertain their
stylists, and other barbers are
being encouraged to get

involved to get children reading.

We gave away free children's books to barbers and hairdressers in Bradford to encourage them to ask children to read to them as they get their haircut. The local paper, the Telegraph & Argus championed the idea through it's print newspaper and Facebook page which has been shared widely through our target media such as the Asian Echo and Bradford Council's communication channels. In total, the story has received 500+ likes and 250+ shares on Facebook.

Umar Khatab Khokar, hairdresser at Tabby's Trims who took part in the campaign said: "Taking part in this initiative has been great. There's been a real buzz in the shop with new customers who saw the publicity and children getting excited about all the books we have"

- Success story from PLRS programme on Bradford Council's website.
- Letter writing research
- £15,000 school library makeover at **Sandal Primary**
- Feature on success of Bradford Hub in Telegraph & Argus and Urban Echo.
- Bradford Bulls CEO raises awareness of Bradford Literacy Campaign at opening of Westfield shopping centre with storytelling and handing out of free books.
- Free books with eye tests at Boots Opticians over August.
- Contribution of poem from Hub Manager for national Poetry Prize.
- Poetry resource pioneered by Appleton Academy.



WRITING A LETTER





Premier League Reading Stars boosts pupils' reading and writing skills at Girlington Primary School





And the marginian lim helped turn the annual Glollington Provide lists a feedbar Provide

colliest work going on."



Robbie Hunter Paul is helping celebrate the opening of s practice in the city's brand-new shopping centre -

Appleton Academy pioneers innovative approach to teaching poetry

Library Trust that in Brestructo severas an impostive new resource which is no simbilitie sid in redonal receipt at experience for teaching poetry to key Stage 3 pupili

The creation of Groot Poetry Harmigh Times Chauses to 21st Contary Poets linger when English tracher, Mahwash Hauter was inspired by workship delivered in actions to National Liberary Total transference in Brainton, invan-Hartney Through the lend knowledge for turning on of the court word, before executangly reludant resolute and writers to argage with poetry by demonstrating how it can be used as a vehicle for exploring contemporary insules and pupils' settlidently. So hieralists classics, such as Chauser's The Wee of Bully sufficience contemporary posity remarks appropriate testallist in without distallants who work liven to write their more pleasures using his stone air a Manufus

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After seeing her situated confidence grow, Melvelich west on to develop the work under the guidance of the National Library Trust, and Learning and Learning

people to rea

on The Poetry Prize which rune until the end of August. Entrants must be over the age of 16. Poems can be up to 16 lines long and written in English Imran Haleer (pictured), the manager of the National Literac Trust Hub in Bradford has written a poem to inapire people to enter, which can be read on tre campaign's website. Visit Interacytrust.org.uk/poetryprize

Key Links

http://www.thetelegraphandargus.co.uk/news/14111700.Exciting_new_competition underway to give Bradford children a chance to become published poet/

http://www.bradfordbulls.co.uk/news/post/bulls-chief-to-open-new-store

http://www.yorkpress.co.uk/news/11853982.Bradford boxer is a big hit with sch oolchildren as he fights to boost interest in reading/

https://bso.bradford.gov.uk/userfiles/file/Communications/ALYSON/Edition%209%2 0week%20beginning%205%20October%202015%20version%2011.pdf

http://worldstorytoday.com/?tag=bradford-literacy-campaign

http://www.thetelegraphandargus.co.uk/news/13644873.Bradford hairdressers hel p boost literacy by getting children to read to them while having haircut/

http://www.thetelegraphandargus.co.uk/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/videoandpictures/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/galleries/gal

http://www.thetelegraphandargus.co.uk/news/13895257._Great_excitement__amo ng pupils after 15 000 super library opens at primary school/