

# 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**

## Search on for the best of budding book critics

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

By Emma Clayton  
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THIS Spring sees the first Bradford Literature 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.

The FA's Children's Book Review Competition offers young readers the chance to write up to 250 words reviewing a book they have enjoyed, or which inspired in their memory for a particular reason.

And the National Literacy Trust's Bradford Literacy Campaign is offering tips for youngsters on how to write a book review.

The campaign started last autumn with the aim of improving the literacy of 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 for pleasure.

Bradford has lower than average levels of attainment in literacy among children, while a large proportion of adults also have a shortfall in literacy skills which can impact on everyday life in areas such as seeking employment.

The Bradford Literacy Campaign has funding from the Emma Fulbourn Foundation, tackling social inequali-

ties, and local partners include the Bradford Bulls Foundation, the Council for Mosques, Yorkshire Cricket Club and Bradford Museums and Galleries.

A focus of the campaign is engaging parents so that literacy begins in the home at an early age, and is encouraged throughout a young person's life.

Syina Aslam, co-organiser of the Bradford Literature Festival, said festival events would bring people into the city centre and encourage a love of reading in a variety of places.

"It's not enough for parents to expect literacy to be limited to school - it's part of life," she said.

"Without literacy, every other part of the curriculum is closed to you."

Here are some tips from the National Literacy Trust's Big Campaign on how to view:

• Recommendation: Would you recommend this book to other people? Think about persuasive writing you have done before - try and persuade your reader to read this book (or not), including reasons why.

Perhaps you'd even like to give the book a rating, for example how many stars out of five would you give?

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Here are some tips from the National Literacy Trust's Big Campaign on how to view:

• Summary: This is a quick overview of the sentences - but make sure you give away anything in the characters - what are you like or dislike about the main character or two for each?

• Enjoyment: What do you like or dislike about the book? How did you feel about it? How did you feel about it?



WORD UP: Boxer Tasif Khan with Mohammed Uzair Gulraaz and Roahan Jahangir

## Word is...books are best

District soars ahead of national average as more pupils enjoy reading challenge

By Kathie Griffiths  
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THOUSANDS of Bradford youngsters' love of literature has meant the district has sped ahead of the national 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 holidays, with those who complete the challenge awarded a certificate at the end.

In the run up to World Book Day on Thursday the National Literacy

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## Boxing clever for literature

Sportsman reads from his favourite book by Ali to inspire schoolboys

By Chris Young  
01274 705293  
chris.young@telegraphandargus.co.uk

"TOP Bradford boxer has helped pupils learn the joys of reading after he visited their school to talk about his favourite book.

Tasif Khan, who recently made his boxing comeback after few years sidelined with injuries, spoke to more than 50 boys at Dhons Allerton Academy yesterday.

The talk was part of the Bradford Literacy Campaign's ongoing work to provide children with strong male role models to read and write for enjoyment.

Tasif, from Girdlington, helped launch the campaign last year, and spoke to pupils about his favourite book - Mohammed Ali's autobiography *The Greatest: My Own Story*.

Run by the National Literacy Trust, the campaign has linked up with local sports stars like him, and players from Bradford City and the Bradford Bulls as a way to encourage more boys to get enthused about reading.

Before his talk yesterday, Tasif said: "I've been into boxing since I was about ten, and when I

was younger my favourite books were ones by Roald Dahl, like *George's Marvellous Medicine*.

"As I got older I read Mohammed Ali's autobiography, he was a big role model to me.

"He was the greatest boxer, but as I read this I found out he was much more than that, that is what stuck with me, it is not just what he has done in the ring.

"He did a lot to fight for racial equality and the civil rights movement.

"Reading this taught me a lot about being strong-minded.

"A lot of the kids in this school come from quite deprived areas, so it is good to do positive things like this and get people on board.

"A lot of boys say they don't like reading, but it is something that is so important.

"I've known that when I have to do things like read contracts."

He pointed out that reading books like autobiographies gave children a much better understanding of issues rather than skimming for information on Google or Wikipedia.

Having recently returned to boxing, Tasif hopes to rise up the ranks and further cement Bradford's place on the sporting map. He also wants to hold some of his

## EDUCATION MATTERS

by Chris Young



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

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

secondary schools.

Supported by the Premier League and Arts Council England, the programme uses children's passion for football to motivate them to enjoy reading and improve their reading levels.

In 2014, out of those who took part in the 10-week programme, three-quarters of children improved their reading, with almost a quarter making a year's progress. So far most Premier League clubs have signed up and details of players favourite books will be passed on to children in the hope they emulate their heroes.

Talks are underway that could soon end up with City players joining this programme, which would see videos of them talking their favourite reads loaded on the website.

Bradford has lower than average of attainment in literacy among children, and a quarter of adults are ill in literacy skills.

Author and Roald Dahl Funny Prize winner, Jamie Thomson was there to explain how author

visits can inspire children to read for enjoyment.

Dan Walker, Deputy Head at Girdlington 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 Hafeez, 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."



BIG READ: Faizah Ali and Aishba Hussain enjoy a book bigger than they are at All Saints Primary School in Little Horton

## Young writer wins big on reading tour



Jack Hinchcliffe with a Chitty Chitty Bang Bang poster

By Amanda Greenes  
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A SCHOOLBOY from Burley in Wharfedale has been selected from almost 300 entrants as the winner of the Bradford Literacy Trust's Chitty Chitty Bang Bang's Magical Reading Tour competition.

Eight-year-old Jack Hinchcliffe's humorous and descriptive winning entry involves a helicopter which finds the stolen Chitty car.

Ms Ross said: "I read Chitty Chitty Bang Bang files again in my class in September and they were totally captivated by it."

The competition's organiser, the National Literacy Trust is the charity behind the Bradford Literacy Campaign - an initiative which is working with Bradford Council and other partners to raise awareness of the importance of literacy skills.

of the original Ian Fleming story and an enthusiasm for writing and making up plays and stories at playtimes and at home.

For the competition's bonus writing category, entrants were asked to write a short story based on a story-starter by Frank Cottrell Boyce.

Jack's winning entry won him an e-reader, book vouchers and a copy of Ian Fleming's *Chitty Chitty Bang Bang* series.

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You can leave a comment on this story at our website telegraphandargus.co.uk

# Father's Day reading selfie campaign

 Robbie Hunter-Paul @RHunterPaul · Jun 18

Calling out 2 all fathers to take a selfie reading to your child & support Bradford Literacy Campaign for Fathers Day [ow.ly/OtCjc](http://ow.ly/OtCjc)

RETWEETS 12 FAVORITES 6



## 'Submit a reading selfie, dads'

A CAMPAIGN to get more fathers reading with their children has called for dads to send selfies of them sharing books with their family.

The Bradford Literacy Campaign is running the Father's Day competition, which aims to promote the benefits of sharing books together as a family.

The pictures will be published in an online gallery on the Telegraph & Argus' website on Father's Day — Sunday, June 21.

Dads who submit a photo along with the title of their favourite book to share with their children could win book tokens and books for their school or children's centre.

Book recommendations from dads will be featured on the campaign's website [ourstories.co.uk](http://ourstories.co.uk).

Recent figures by the trust found that fewer than a quarter of the children and young people who were surveyed agreed with the statement "my parents don't care if I

spend any time reading".

Imran Hafeez, manager of the [National Literacy Trust](http://National Literacy Trust) Hub in Bradford, said: "Our work with children's centres has shown what a positive difference dads and male carers' engagement in their children'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 brochures with their children which are all great for getting kids to enjoy reading.

To enter the competition (jpeg photographs or 'selfies' of dads reading to or with their children along with the title of what their favourite book to read together is should be sent to [jo.franks@literacytrust.org.uk](mailto:jo.franks@literacytrust.org.uk).

The closing date for entries is June 16.

GALLERY: Dads celebrate Father's Day with family reading selfies



Ben Higgins reading to his daughter Lucie, aged two.

Bradford dads - including a rugby league legend - are celebrating Father's Day by backing a children's literacy campaign.

Robbie Hunter-Paul, chief executive of Bradford Bulls, has joined fellow Bradford dads and other male role models in taking pictures of themselves reading to their children as part of a Bradford Literacy Campaign competition.

Dads who submitted a photo, along with the title of their favourite book to share with their children, were in with a chance to win book tokens and books for their children's centre.

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.




### Make room for reading

Make books a part of family life and your child will develop a love of reading



**Little and often**  
Try to read with your child for 10 minutes every day

**Make reading an important part of your home life**  
and you will make all the difference to your child's literacy development. A child who can choose books they enjoy and who can talk about books with their family should become a reader for life.



For more information visit [www.ourstories.org.uk](http://www.ourstories.org.uk)

BRADFORD LITERACY CAMPAIGN ourstories.org.uk

City of Bradford MDC

### Give your baby the best start in life

by reading and sharing stories with them from day one.



**Talking and listening**  
to babies from the moment they are born helps them develop good language and communication skills.

It's never too early to share a story with your baby. This will help you bond with your baby, soothe them and help them get to know your voice.

Making books a fun part of your baby's daily life will help give them a good start at nursery school.



For more information visit [www.ourstories.org.uk](http://www.ourstories.org.uk)

BRADFORD LITERACY CAMPAIGN ourstories.org.uk

City of Bradford MDC

# 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.



## Winners will see poetry in motion

Young competition winners to see their poems in print and displayed on buses

**By Chris Young**

The Telegraph & Argus has teamed up with the Bradford Library Trust and the Kirkgate Centre for an exciting new initiative to give children a chance to become published poets.

Open to all children aged between seven and 14, the Love Bradford Poetry Competition is a chance for young poets to have their work published in a special edition of the Telegraph & Argus.

The winning poems will be displayed in selected First Buses in Bradford and in a special edition of the Telegraph & Argus.

For further details, please visit: [www.ourstories.org.uk](http://www.ourstories.org.uk)

**Please see this WPA**  
Read more about this competition at [www.ourstories.org.uk](http://www.ourstories.org.uk)

**Telegraph & Argus**

**Kirkgate**  
SHOPPING

**First**

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



The Kirkgate Centre will host a literacy event for young, aspiring writers in conjunction with the T&A. Centre manager Catherine Elze, left, is pictured with a young girl Freya Baskin.

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**REAL CHRISTMAS**  
Sat 6th & Sun 6th December  
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Send your news, pictures & videos

Most Popular





# 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.



Calling all Dads and male carers! Bring your family to...

## The Bradford walk and talk trail

A fun free trail quiz around Bradford's landmarks

**Saturday 28 November 2015**  
1.30pm – 4pm

Explore your city with the Bradford walk and talk trail quiz:

- Tour of the exciting National Media Museum
- Chance to win books and vouchers
- Ends with storytelling session at City Library

Meet at X centre at 1.30pm, or at the National Media Museum, Little Horton Lane, BD1 1NQ at 2pm

**National Literacy Trust** | **BRADFORD LITERACY CAMPAIGN** | **City of Bradford MDC**

ourstories.org.uk

*"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."*



**BRADFORD LITERACY CAMPAIGN**

Home | Story to Go | Age 0 to 5 | Age 6 to 7 | Age 7 to 11



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

Eleven families from children's centres across Bradford set off on the Bradford Literacy Campaign's Bradford walk and talk trail quiz.

Developed in partnership with the National Media Museum and Bradford Libraries, the quiz sheet featured questions on some of Bradford's favourite attractions for families to answer together while they are walking around the city. Copies are available in the National Media Museum and City Library in Bradford. It can also be downloaded on the Bradford Literacy Campaign's website, ourstories.org.uk.

Parents and children were led by children's centre staff on a tour of the city's landmarks including the National Media Museum where the learning took off and led them with the story of the 'Mystery of the Cobbleway Fairies' during a storytelling session. Children also took part in craft workshops where they decorated fairy wings and made their own pop up table alphabets.

The trail location on the trail is Bradford's City Library, where families were rewarded for completing the walk with an interactive storytelling session from South Asian Arts Organisation, Kala Sangam. Dads and children also enjoyed performances of traditional music and signed up for library membership. One Dad signed up to the library with his eight year old daughter, he said "We really liked all the stories this afternoon and we're looking forward to coming to the library again to take out lots of

**Robbie Hunter-Paul** @RHunterPaul · Nov 24  
Bradford dads have fun with kids this weekend, free event activities, storytelling & quiz @mediamuseum ourstories.org.uk/dads-and-child @Kala\_Sangam

**Literacy Trust** @Literacy\_Trust · Nov 20  
Calling Bradford Dads - join free event of fun activities, storytelling and a quiz with @mediamuseum @kala\_sangam goo.gl/30cWd

*"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."*



# Case study: Bradford barber puts books in the spotlight



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 its 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 CAN HELP A CHILD



**EDUCATION MATTERS**  
By Emma Chapman

Did you know that writing a letter can help a child learn to read? Research shows that children who learn to write letters early on are more likely to become successful readers. This is because writing helps children to understand the relationship between letters and sounds. When a child writes a letter, they are also thinking about the sound that letter makes. This helps them to remember the sound and to recognize it when they see it in a word.

...of young people aged 11 to 16 who have written letters to their favourite football club. The letters were written in a variety of styles and some were very creative. The letters were written by children who were in Year 5 and Year 6 at Sandal Primary School. The letters were written as part of a project called 'Writing a Letter to Help a Child'. The project was run by the Bradford Literacy Campaign. The project was successful because it helped children to learn to write letters and to understand the relationship between letters and sounds. The project was also successful because it helped children to learn to write letters in a variety of styles and to be creative. The project was also successful because it helped children to learn to write letters to their favourite football club. The letters were written in a variety of styles and some were very creative. The letters were written by children who were in Year 5 and Year 6 at Sandal Primary School. The letters were written as part of a project called 'Writing a Letter to Help a Child'. The project was run by the Bradford Literacy Campaign. The project was successful because it helped children to learn to write letters and to understand the relationship between letters and sounds. The project was also successful because it helped children to learn to write letters in a variety of styles and to be creative. The project was also successful because it helped children to learn to write letters to their favourite football club.



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

## BULLS CHIEF TO OPEN NEW STORE



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

...the opening of the new Boots Opticians in Bradford ... in support of the Bradford Literacy Campaign. ... will read stories to the pupils of Girlington Primary School, who are ... as well as handing out ...

# LITERACY PROJECT IS EMBRACED BY PUBLIC



**EDUCATION MATTERS**  
By Chris Young

...to get children reading. Mr. Harker said: "The Bradford Literacy Campaign has been a fantastic success because it has helped to get children reading. It has also helped to get children writing. This is because writing helps children to understand the relationship between letters and sounds. When a child writes a letter, they are also thinking about the sound that letter makes. This helps them to remember the sound and to recognize it when they see it in a word. And the campaign has helped to get children reading. It has also helped to get children writing. This is because writing helps children to understand the relationship between letters and sounds. When a child writes a letter, they are also thinking about the sound that letter makes. This helps them to remember the sound and to recognize it when they see it in a word."

...results opportunities. We've helped ... up literacy in different ... and more people know ... about the importance of literacy ... than they did about it months ... ago. "The link to helping with research ... that will support teachers to have ... their delivery resulting to enhanced ... readers. There is already a lot of ... excellent work going on."

## BRADFORD LITERACY CAMPAIGN

Home | Baby 0-3 | Age 3 to 5 | Age 5 to 7 | Age 7 to 11

### Appleton Academy pioneers innovative approach to teaching poetry

A teacher at Appleton Academy in Bradford has pioneered an innovative approach to teaching poetry. The teacher, Mrs. Harker, has developed a new resource which is now available as a national model of excellence for teaching poetry to Key Stage 3 pupils.

The creation of *Great Poetry through Time: Classics to 21st Century Poets* began when English teacher, Mrs. Harker, was inspired by workshops delivered in schools by National Literacy Trust Hub Manager in Bradford, Anwar Harker. Through rap and lyrical performances of the work, Mrs. Harker encourages reluctant readers and writers to engage with poetry by democratizing how it can be used as a vehicle for exploring contemporary issues and making self-identity. By blending classics such as Chaucer's *The Wife of Bath* with more contemporary poetry, Mrs. Harker's approach resulted in enthused students who were keen to write their own pieces using rap as a vehicle.

Mrs. Harker stated that her approach to making poetry more relevant to pupils' interests by comparing Shakespeare and Chaucer to rap lyrics, including those from her own lyrics. Through creating opportunities to read a rich range of poetry from the past and present and encouraging readers, Mrs. Harker found she was able to increase her pupils' comprehension of poetry by showing that the ideas behind the works of traditional poets continue to live on in the lyrics of some of the music they listen to.

After seeing her students' confidence grow, Mrs. Harker went on to develop the work under the guidance of the National Literacy Trust, and teaching and learning ...

### Get involved in a writing competition

THE charity behind the Bradford Literacy Campaign has started a competition to inspire young people to read more.

The National Literacy Trust is working in partnership with Bloomsbury Children's Books on The Poetry Prize which runs until the end of August.

Entries must be over the age of 10. Poems can be up to 10 lines long and written in English. Anwar Harker (pictured), the manager of the National Literacy Trust Hub in Bradford, has written a poem to inspire people to enter, which can be read on the campaign's website. Visit [literacytrust.org.uk/poetryprize](http://literacytrust.org.uk/poetryprize)

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## 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.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\\_schoolchildren\\_as\\_he\\_fights\\_to\\_boost\\_interest\\_in\\_reading/](http://www.yorkpress.co.uk/news/11853982.Bradford_boxer_is_a_big_hit_with_schoolchildren_as_he_fights_to_boost_interest_in_reading/)

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

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

[http://www.thetelegraphandargus.co.uk/news/13644873.Bradford\\_hairdressers\\_help\\_boost\\_literacy\\_by\\_getting\\_children\\_to\\_read\\_to\\_them\\_while\\_having\\_haircut/](http://www.thetelegraphandargus.co.uk/news/13644873.Bradford_hairdressers_help_boost_literacy_by_getting_children_to_read_to_them_while_having_haircut/)

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