



## CASE STUDY - SCUNTHORPE UNITED READING STARS PROGRAMME 2018



After the success of our first **Scunthorpe United Reading Stars** the North Lincolnshire Council Strategy Group of '**Words Count**' have once again agreed to invest in this exciting programme which sits at the heart of a number of our strategic priorities aimed to promote literacy. The project builds on our overarching theme launched in 2015, 'reading for pleasure.' It is delivered in partnership with the **National Literacy Trust**, **Study Parks** and **Scunthorpe United Football Club**.

### What the programme consists of...

Each school is invited to select a cohort of around 15 learners to access the programme. Resources provided by the programme will include lesson ideas, activity books, certificates, posters, football themed books, medals and more.

The model proposed is that schools embark on an enhanced programme linking literacy to football. The approved project consists of 5 key strands.

**Strand One** - Teachers and support members start their journey on this programme with a **Scunthorpe United Reading Stars training session at Glanford Park**. This session provides staff with an overview of the programme, information on how to set up an in-school book club, and practical ideas on how you can use the resources to deliver the programme successfully in school. At this session, each school is given a **Scunthorpe United Reading Stars resource kit worth over £150**, which includes football themed books, programmes, magazines, games, posters, stationery, and much more. We also invite the Education Library Service, so that you can find out about signing your children up to the library and about borrowing football themed book boxes to support the programme.



Participating schools also receive a **football themed reading workshop**, delivered at Glanford Park, home of Scunthorpe United Football Club, by renowned children's author **Tom Palmer**. Tom is the author of three Puffin fiction series for children including Football Academy, Ghost Stadium and Foul Play and we are delighted to have secured his services for this strand of the programme. Tom has also developed a set of resources aimed at schools who wish to further engage reluctant readers through sport. Tom is a motivational speaker who has an excellent track record of successfully engaging the children in a positive conversation about reading and writing. During this day schools take part in Tom's well know football quiz and penalty shootout (prizes available) they also have an opportunity to meet the players during a Q & A session and finally they will see parts of the stadium as they go on a spooky Ghost Stadium tour.



Scunthorpe United Reading Stars pupils also will attend a workshop with professional and much loved poet Ian Bland. Ian has worked as a professional poet and performer for over 16 years. He has visited thousands of schools, libraries and festivals. Ian is well known for his work with Wigan Football Club and has recently featured on BBC1's Match of the Day.



**NEW for 2017/2018 Cohort – POETRY CPD with Ian Bland** As an added bonus to this year's programme, participating Scunthorpe United Reading Stars schools were offered two FREE places on Ian Bland's poetry CPD workshop for teachers.

A fantastic opportunity to learn how you can make poetry fun in the classroom and really engage your pupils to learn to love poetry.

**Strand Two** – Participating schools are given a resource kit and resource memory stick to use back in school worth over £150. We suggest that schools run a weekly, book club style, football themed session for their participating pupils. The content and length of the book club is completely up to the school, but we recommend that it runs for at least 10 weeks. There are lots of pre-written lesson ideas for teachers or teaching assistants to use during these sessions. However, we ask schools to mix and match the resources they think will work the best. For example, this year after the Ghost Stadium Tour, some schools chose to carry on with this book and use some of the resources available from Tom Palmers website [www.tompalmer.co.uk](http://www.tompalmer.co.uk) We also recommend that schools register and access the Premier League Primary Starts website as there are loads of great resources to support your school based programme. **You can register for FREE here** <https://plprimarystars.com/register/readingstars>





**Strand Three** - Participating schools will visit the **Study Centre at Glanford Park** and participate in a football themed literacy session and have a ground tour. ***Transport is provided to and from school for the strand 3 option.***

**Strand Four** - All participating schools receive a visit in school from a local sports personality and Reading Stars ambassador. This year it is Brian Laws. Brian is a former professional football player and manager of Scunthorpe United and Burnley (whilst they were in the Premier League.) During these visits he will talk about his experience and enjoyment of reading and the children will have the opportunity to take part in a really exciting and fun football themed game.

### **Strand Five - NEW for 2018/2019 Cohort**

**This year we would like to introduce a family learning element to the programme. This will be a fun and relaxed 2 hour family after school session with Tom Keenan. Tom is an author and teacher, having recently spent time teaching and coaching football in Cambodia. Tom's first children's book 'Vong's Cambodia Adventure' will be included in this year's resource kit.**

**Strand Six** - Finally, children and their families were invited to attend an 'end of season' celebration which will acknowledge and celebrate the hard work of the targeted learners and the engagement of the schools. The participants took part in a Graduation Ceremony at Glanford Park. Scunthorpe United Manager, Nick Daws and of course Scunny Bunny were present to give out medals and certificates.

### **Target Group...**

The Words Count 'Scunthorpe United Reading Stars' Project is aimed at **primary school and secondary school pupils in KS2 & KS3.**

We would recommend that schools select a group of up to 15 participants (maximum) based upon greatest need – some schools may choose more 'reluctant' readers who are football fans, with a lack of motivation rather than lack of comprehension. Other groups selected may be those from economically disadvantaged backgrounds or boys.

The Scunthorpe United Reading Stars programme centres around engagement and pupils' motivation to pick up and read for pleasure – helping make positive steps in transforming attitudes towards literacy by engaging those who have a passion for football and using this passion to inspire a love of reading.

### **Funding 2017/2018...**

Once again we secured match funding to be able to support **10 local schools**. The cost of the 2017/2018 programme per schools should be over £1200. However, once again we can offer a **50% subsidised reduction** on the cost, bringing the contribution down to **£600 per school.**



# Words Count News

Conference Edition



## Scunthorpe United Reading Stars 2017

A partnership between Words Count, the National Literacy Trust and Scunthorpe United FC saw award-winning children's author Tom Palmer return to Scunthorpe to deliver an inspiring day full of literacy activities.

Pupils from 10 local schools enjoyed an interview session and penalty shootout with players as well as a 'Ghost Stadium' tour of Glanford Park, inspired by Tom's 2014 football thriller.

The event aimed to encourage reluctant readers through their love of sport which has been a huge success.

Christopher, a pupil at Lincoln Gardens Primary School, declared: "This is the best day ever!"

Tom Palmer reflected: "I have worked with dozens of football clubs over the last decade and it is great to see

Scunthorpe United FC and North Lincolnshire Council doing such fantastic work with schools.

"I don't know of any other football club or council doing such intense work with so many schools and children. The posters, the author visits, the story based stadium tour, the utter engagement of the children and their teachers. There was so much to be impressed with.

"In a time when many councils, football clubs and school have abandoned collaborative work like this because of money and staffing issues, it is a joy to see and be part of the Study Parks and Words Count project"

## Scunthorpe Reading Stars Feedback & Press Coverage

Read Scunthorpe Telegraph's coverage of the Scunthorpe United Reading Stars Launch including a short video clip of Tom's penalty shootout with Scunthorpe United



Players and school pupils, visit...

<http://www.scunthorpetelegraph.co.uk/young-football-fans-meet-author-and-net-against-scunthorpe-united-players/story-30144112-detail/story.html>

**Why not check out our Scunthorpe United Reading Stars video from 2015/2016, showcasing a few elements of this amazing programme, visit...**

[https://www.youtube.com/watch?v=2mHs8JYN1w&list=PL1VJQezw\\_fo1kX648VhKvMD9PRo9qYLrk&index=2](https://www.youtube.com/watch?v=2mHs8JYN1w&list=PL1VJQezw_fo1kX648VhKvMD9PRo9qYLrk&index=2)



## Tom Palmer Testimonial

*"I have worked with dozens of football clubs over the last decade and it is great to see Scunthorpe United FC and North Lincs Council doing such fantastic work with schools. I don't know of any other football club doing such intense work with so many schools and children. The posters, the author visits, the story-themed stadium tour, the utter engagement of the children and their teachers. There was so much to be impressed with. In a time when many councils, football clubs and school have abandoned collaborative work like this because of money and staffing issues, it is a joy to see and be part of the Study Parks and Words Count project"*

We value the feedback from our Reading Stars Schools and always strive to improve the programme year on year. Here are a few things you told us you really liked....

Engaged reluctant readers!  
Great choice of authors!  
Promoted a love of reading!

We liked the CPD for teachers

Suitcase of resources was FAB!

Interesting texts - chosen to engage all the children.

Boys were really engaged

Children loved Ghost Stadium and were keen to read it back at school

Children came back to school and taught the rest of the class 'Dinner Lady Dance'

Impressed by the children's behaviour, engagement and writing during the Study Park's literacy lessons. Children loved the stadium tour and their confidence grew whilst using the green screen technology.

Children really liked the football Fantasy session back in school and the boys particularly loved finding out about how Brian Laws became a player and a manager. Very engaging!

### Next steps... 2018/2019

If you are interested in securing your subsidised place on the **Words Count 'Scunthorpe United Reading Stars' project**, you can register your interest now by e-mailing [sue.moulds@northlincs.gov.uk](mailto:sue.moulds@northlincs.gov.uk) or [emma.wilkinson@northlincs.gov.uk](mailto:emma.wilkinson@northlincs.gov.uk)

Places will be allocated on a first come basis. Only a few places remain for the 2018/2019 cohort.

