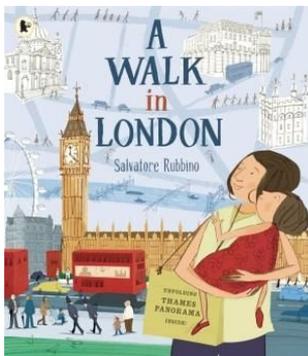
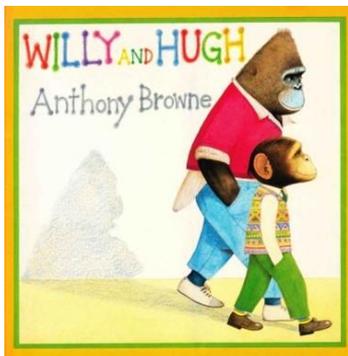
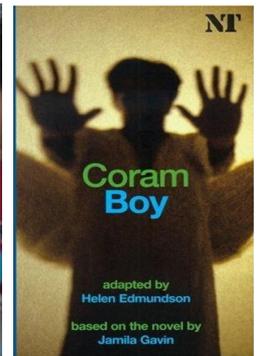
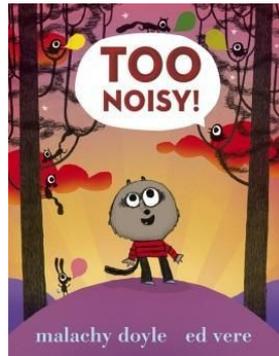
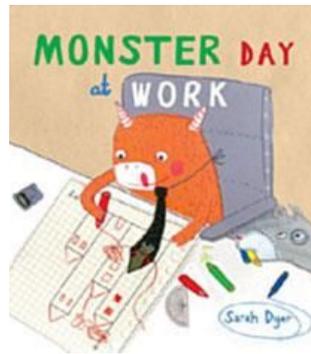
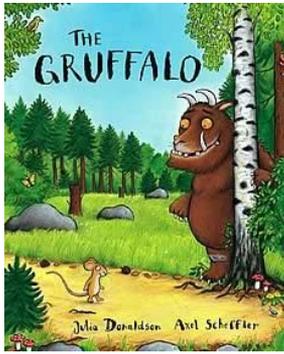


# Pop Up in Wales Proposal to Schools



I'm writing to introduce you to **an incredible offer we have for up to ten schools within ERW to participate in a unique children's literature festival in 2017**, which will generate excitement and enthusiasm for reading and writing for children, young people and families across the region.

For the past five years we have been delivering a successful reading for pleasure model where whole primary and SEN schools, and whole key stages from secondary schools, participate in a tailored reading programme (where every class is provided with a class set of an exciting, recently published book) which culminates in a week of in-class workshops delivered by the authors of those books (i.e. for every class) - workshops which are *pivotal* in transforming readers into writers. In the past five years we have delivered this model to 100 schools in London, Kent, Essex, Cambridgeshire and Shropshire, benefitting 51,000 pupils and their teachers, commissioning almost 1,800 in-class workshops by published authors, and providing over 31,000 books to schools.

Through significant support from **Paul Hamlyn Foundation**, we are looking to bring our model to schools in Wales - and to include those schools in the first UK-wide Pop Up Festival of children's literature. Pop Up Festival is a new framework we are building around the core programme, which will connect over 500 classrooms in all of our schools in a shared celebration of reading and writing.

### **Why Wales?**

We are particularly excited by the opportunities for arts-based learning projects created by the new curriculum in Wales, and the 'Creative Learning Through the Arts' initiative. Having programmed literature with multilingual schools, communities and families in England, we are also excited by the prospect of working in schools in Wales, including schools with large EAL cohorts. The programme in Wales will be supported by a Welsh education consultant, and we will be collaborating with Wales-based cultural and academic partners to ensure that the programme will have the greatest impact possible. We will also support the development of authors and illustrators in Wales, and encourage the publication of more children's literature in Welsh through this programme.

**Further details of the full programme package are detailed below. If you are interested in participating, or have any questions about the programme, please contact:**

**Saul Argent**  
**Education Manager**  
[education@pop-up.org.uk](mailto:education@pop-up.org.uk)  
**07450 835 455**

## Per School Programme Package

- ★ The proposal is for EVERY school to participate annually for THREE years - so that we can ensure lasting change on the teaching and learning of reading and writing.
- ★ EVERY class in each school (from nursery to year nine) will read a carefully selected, recently published text at the appropriate level - class sets will be provided (15 per primary class, 30 per secondary) - resulting in 100s more books for school libraries!
- ★ An exciting, interactive workshop is provided for every individual class with the author of their book - and we specifically commission the authors to deliver illustration, creative writing or other story-making activities to kick-start creativity!
- ★ Workshops can also take place in local libraries, cultural or heritage sites instead of classrooms, stimulating engagement with contexts and themes of the books they are reading.
- ★ Two teachers per school will enroll on a two-year creative writing CPD course delivered through Liverpool John Moores University's Creative Writing MA - and publish their own illustrated stories at the end!
- ★ Free entry for those teachers plus low cost tickets for any other staff attending Pop Up Lab - our new annual teacher conference bringing teachers and children's authors together to share creative practice - in June annually.
- ★ Access to [www.pop-up-hub.com](http://www.pop-up-hub.com) a digital space where classes can explore their books, authors and child-centred creative activities, and teachers can post pupils' stories as well as access/share teaching resources linked to their books.
- ★ A new Pop Up Festival magazine (one for every pupil and home) showcasing the programme alongside commissioned content by authors, teachers and young readers and writers - arriving in schools on World Book Day!
- ★ A programme of out-of-school activities taking place during Pop Up Festival week which we will broker through local partnerships.
- ★ Support for pupils undertaking Arts Award, including access to Pop Up's Discover (up to age 7) and Explore (age 7+) Arts Award log books created by illustrator David Lucas.
- ★ Access to Pop Up's evaluation tools, which can be used to create tailor-made evaluation reports for your school as part of the programme, showing the impact it has!

## What does it cost?

We have secured funding from Paul Hamlyn Foundation to cover 50% of the full costs over three years. We run a 'decreasing subsidy' financial model, which provides 75% of each school's costs for their first year of participation, followed by 50% in the second year, and 25% in the third year. The cost per school depends on the number of participating classes. Below is an estimate for a one-form entry primary school, and an eight-form entry secondary:

School size	Total cost	PHF contribution (75% in year 1)	School to pay (25% in year 1)
Primary school (7 classes)	£5,219	£3,914	<b>£1,305</b>
Secondary KS3 (24 classes)	£10,895	£8,171	<b>£2,724</b>

We understand that school budgets are tight, but we know from experience that once schools experience Pop Up they comprehend the full value of the programme. The 25% fee in year one is not flexible; however, we can support schools in raising income to cover fees through small grants or local sponsorship - including offering sponsors' logos in our Pop Up Festival magazine (print run: 30,000).

You might also like to look at Arts Council Wales' Creative Collaborations fund. They are offering grants of up to £25,000 for schools "wishing to work in a sustained way with an arts organisation". Any applications for this fund would need to come from the school, but we would be able to advise you in an informal capacity if you decide to do so. See <http://www.arts.wales/what-we-do/creative-learning/the-all-wales-arts-and-education-programme/experiencing-the-arts/creative-collaborations> for more details.

## What are we looking for?

We want to partner with up to ten primary, secondary or SEN schools this year, with a view to continue working with us over three years, supported by funding from PHF. We hope to work with a broad range of schools from across the region, including, where possible, both Pioneer and Lead Creative Schools.

Interested schools should get in touch with Pop Up using the contact details below. You will need to send us the number of classes in your school so that we can work out the specific costs for your school over three years. It would also be helpful if you could let us know why your school would be interested in participating, and what you hope to gain from the project.

Please contact:

**Saul Argent**  
**Education Manager**  
[education@pop-up.org.uk](mailto:education@pop-up.org.uk)  
**07450 835 455**

## Testimonials & Evidence

“The opportunity to read excellent books and to meet and work with real authors has had a **profound impact** on our children. I cannot recommend the project strongly enough.”

*Headteacher, Sir Joseph Williamson’s Mathematical School, Medway, Kent*

“Through this programme teachers can see a **direct link between reading and attainment.**”

*Headteacher, Elizabeth Garrett Anderson School, Islington, London*

“The academic year would never be the same without Pop Up. Every year it creates a **buzz of excitement across the whole school.** Pupils tell us it’s the favourite part of their learning, and teachers tell us that learning during Pop Up is more meaningful.”

*Assistant Headteacher, Millfields Primary School, Hackney, London*

“The Pop Up programme over the past two years has furthered our whole academy literacy drive, **creating a love of reading** and further encouraging our students to engage with and develop their writing and communication skills... We would fully support and continue to endorse Pop Up as being a champion for literacy!”

*Principal, Bradfields SEN school, Medway, Kent*

**See our work in action! Primary:** <http://bit.ly/2cakUqh> **Secondary:** <http://bit.ly/2cgwZxy>

Stats below are from evaluation of 1,000 pupils and 50 teachers in six primaries, three secondaries and two SEND schools in 2015-2016:

### Pupils Reading & Writing

- ★ 74% of pupils rated their book ‘excellent’ or ‘good’ - and 77% gave their author workshop the same ratings - while 81% would ‘love to read another book’ by their author

### Teachers & Teaching

- ★ 86% of teachers rated their books and author workshops with 4 or 5 out of 5 - and 87% would ‘work with another book by the same author’ in their classroom.
- ★ 91% of teachers at Pop Up Lab ‘learned something new’ which they will ‘use in class’, and left wanting to ‘practice more creative writing’ with their pupils
- ★ 94% of teachers in creative writing CPD sessions said the course would ‘increase confidence in [their] writing with pupils’ and 100% would recommend the course to colleagues

### Headteachers

- ★ 89% of heads ranked author workshops as the main benefit of working with Pop Up
- ★ 79% ranked ‘pupils encountering authors and collaborating creatively with them’ as the most effective route to encouraging writing for enjoyment.
- ★ 85% of heads have confirmed their schools’ continued participation into years two and three of their programmes