



SPL Reading Stars: Tactics Book 2010

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**PREMIER LEAGUE
READING STARS**



Founder Partners

1. A MESSAGE FROM THE PROJECT MANAGER

Welcome back! So here we are for the second season of SPL Reading Stars!

For those of you who took part in season one, thank you for all your hard work. As you will have seen from the evaluation report, which you can still download from www.thebigplus.com, you worked with 190 parents and 225 children, giving them the confidence to support each other in their reading: 91.3% of parents stated that they are now spending more time reading with their children. You also introduced many to the pleasures and opportunities that come from improved literacy skills. Thank you and well done.

So the pressure's on for year two! And with that, a warm welcome to new colleagues!

As with every good project, a second year should embrace lessons learnt from its first steps. So for 2010, there are going to be some changes, and the main lean is towards you!

This project can only really thrive if you make it your own, because you know your communities and how you can help them best. So the theme for 2010 is autonomy. We will help by providing support, materials, advice, and a glamorous and exciting source of inspiration – the SPL!

We also hope to see a stronger emphasis on targeting an audience who will really benefit from the project. To support you with this, we have given you a longer lead-in to recruit your squad, and passed on best practice from those who did this most successfully in 2009. A lot of this comes from working with key community figures, such as family liaison workers at schools. And when you gather your group together, we need to make sure that there is a focus on the needs of the parents, while still bringing the benefits of the project to their children.

One of the aims of the SPL Reading Stars project is to stimulate learning in families, but the primary objective is to support adults to improve their own literacy skills so they can help their children. It is important when recruiting participants therefore that projects are able to establish that the adult participants require support for their literacy.

Additionally, the project's partnership with the beautiful game provides a unique motivational opportunity to establish new groups and to encourage the involvement of adults who may not have participated in any learning before.

The last shift this year is an increase in evaluation. We don't want to frighten you! But we do want to help you to show how you are meeting your outcome requirements, so there will be questionnaires for all which your groups must complete before the project starts, as well as a second set for afterwards. Focus groups will also be held to deepen our learning as we want to keep getting better at this!

The Tactics Book itself is designed to give library and adult literacy delivery staff information and guidance on how to successfully run six group sessions.

It outlines suggested content for these sessions, as well as providing some examples of content which project staff may find helpful. But you don't have to run it in this order, or even use the activities which we are giving you here; although these sessions will allow you to deliver the project's aims and objectives. Because you know your local audience, you may have better methods! So if you do, please share them with us so that we can share them with the group.

This year we are tightening the timeframe. We need you to start on or close to Saturday 27 February. We will be sending you all your project resources the week beginning 22 February. The SPL has gained agreement from all of their clubs for a specific reward package, and for this reason, all sessions must be finished by 17 April. Sessions can take place on any day, at any time, to suit your group.

Delivery staff should complete and return by email to me the Group Information Form before your sessions start. Should you have any questions, at any point, please don't hesitate to contact me or other members of the SPL Reading Stars central team; all of our details are at the end of the Tactics Book.

I would like to take this chance to say a big thank you to all the partners who are making this project possible – Learning Connections and Skills Development Scotland for funding the entire scheme, the Scottish Library and Information Council for support and advice, the National Literacy Trust for delivering the project, and of course, the Scottish Premier League and their clubs for providing the inspiration! All organisations are really committed to making the project a success so thanks everyone.

And finally, very importantly, thank you to all of you for getting involved – good luck with your sessions and enjoy!

Best wishes,

Jim Sells
Project Manager, SPL Reading Stars

2. SPL READING STARS EXPLAINED

Each of the 12 SPL clubs:

- nominates a Reading Star,
- who chooses one children's book and one adults' book,
- giving us a list of 24 titles.

We then photograph each player with their book selection and find out why these books are special to him.

All project libraries receive:

- free copies of all the book choices,
- a set of this year's Quick Reads titles,
- and a set of books known as the *Subs Bench*; brilliant, inspiring and accessible titles chosen by literacy professionals like you.

Each Scottish Premier League Club:

- links with local libraries,
- ALN staff & local schools,
- to recruit 10 families per library.

Library and ALN staff then co-deliver six SPL Reading Stars sessions including:

- a visit to a bookshop,
- a visit from an author,
- and a reward from their SPL club.

We hope that a combination of all this excitement, the fantastic Kit Bags, the access to new books and the inspiration of all our footballers will create a genuine interest in reading and provide a foundation for further learning.

3. TEAM KIT

A Team Kit includes:

- One copy of each book selected by our 12 SPL footballers (24 titles).
- One copy of each book on the specially created Subs Bench (25 titles).
- One book display stand.
- A selection of SPL Reading Stars project posters, both of the players and the book lists.
- A set of 12 individual A5 player cards, highlighting each player's book choice and 10 extra copies of the player card for your specific club (one for each child).
- SPL Reading Stars bookmarks (30).
- Certificates for each child for the end of project presentation ceremony (10).

Every official SPL Reading Stars library receives one delivery of a Team Kit to use throughout their SPL Reading Stars season.

Each delivery team should also make up a Boot Bag for each participating child from the stock in the Team Kit. You should have 10 of each item in the delivery in order to make up 10 individual Kit Bags.

Each Kit Bag is made up of:

- One SPL Reading Stars Boot Bag.
- Three SPL Reading Stars bookmarks.
- One A5 card of the Reading Star of your SPL club.
- Three SPL Reading Stars book plate stickers.
- One SPL sticker book.
- One SPL Reading Stars team t-shirt.
- One mini football.
- One special SPL Reading Stars football pen.

4. LEARNING GOALS AND INDIVIDUAL LEARNING PLANS

Delivery staff should acquire, through the group recruitment process, a knowledge and understanding of the learning goals of each adult who is going to participate.

This prior knowledge will go some way in allowing staff to tailor the literacy content and level to suit the needs of each learner.

Staff should negotiate and develop individual learning plans with each adult learner. The plans should not be complex documents but they should be designed to evidence the distance travelled by the learner. Please involve the learner in this process.

5. THE SIX SPL READING STARS SESSIONS

Session One: The Kick Off

The first session provides an opportunity for delivery staff to introduce the six sessions.

You may wish to start the first session with an ice breaker. Below are two examples of football-related ice breakers. You can, of course, use your own football-related ice-breaker if you prefer.

The HEAD/CATCH game!

Arrange your group in a circle. Throw the ball to someone. If you say HEAD IT they have to catch it. If you say CATCH IT they have to head it!

Then throw a football around the room. Each time someone catches it, they have to stand up, introduce themselves to the rest of the group and say their favourite football team, favourite book and something unusual, like their favourite dessert!

Match the club to the Reading Star

Download and print off the 12 photographs of our SPL footballers and the document with 12 club crests from our project website.

Before the session starts, you should blue tack the 12 player photographs to the wall. Next, cut out the club crests and put them in a bag. One person at a time (both the children and the adults) can then pick a crest out of the bag.

The challenge is to blue tack the correct club crest to the correct player. This will help the group to become familiar with the 12 players on the project. This game can also be played in teams and with time limits.

Introduce the books

The first session also provides an opportunity for the group to see and hear about what the focus of the SPL Reading Stars project is all about – the players' book choices.

One way of introducing the books in a fun way is to play the 'Player Card Activity':

- Each A5 player card shows a picture of the player, the name of his book choice, his quote about why he chose it and a synopsis of the plot.
- Hand out the player cards to everyone in the group. Each person is then encouraged to stand up and tell the group which player card they have and, if possible, something about that player and that team.
- An alternative to handing the cards out at this point is to distribute the cards prior to the beginning of the session. This will allow time for the delivery staff to help the learner to find out more about what's on the card.
- Finish this activity by giving the group an opportunity to look through all of the books in their own time. Encourage everyone to take a book home from this first session.

There are a number of possibilities for ending the first session and preparing for the second one.

Staff may wish to give learners individual pieces of work linked to their goals or alternatively paired activities involving an adult and child.

Please use the players' book choices as a resource to draw on for any learning activities.

Session Two: The follow up

Everyone enjoys a quiz! Why not begin the second session with the SPL Reading Stars football quiz?

The SPL Reading Stars Quiz:

- Q1 Which team was promoted to this season's SPL?
A1 St Johnstone Football Club (1 point).
- Q2 Name three football magazines.
A2 Match, Fourfourtwo, Shoot, Match of the Day, World Soccer etc (3 points).
- Q3 Name three things that you would read at a football match.
A3 Score board, match day programme, advertising boards etc (3 points).
- Q4 Name the former Hearts' goalkeeper who was transferred to Sunderland in the highest transfer ever received by an SPL club. You get an extra point if you know what the transfer fee was.
A4 Craig Gordon. £9m. (2 points).
- Q5 Who is the Assistant Manager of Rangers Football Club?
A5 Ally McCoist. (1 point).
- Q6 Who is the Scotland manager? You get an extra point if you know which SPL team he left to take up the post.
A6 Craig Levein. Dundee United Football Club. (2 points).
- Q7 What is the full name of Hearts Football Club?
A7 Heart of Midlothian Football Club. (1 point).
- Q8 Name as many footballers as you can who have written an autobiography.
A8 Neil Lennon, Barry Ferguson, John Terry, Wayne Rooney, David Beckham etc. (1 point for each).
- Q9 Which city will host this year's World Cup Final?
A9 Johannesburg.
- Q10 Name three ways you can read the latest football news?
A10 Text message, internet, Sky Sports news ticker etc. (3 points).

Delivery staff could use the remainder of the second session to further develop the work around learners' goals started in the first session.

Given that there will be a time period away from the library venue to accommodate the author visit and the book shop visit, delivery staff may wish to think about setting individual pieces of work or paired activities around learners' goals to be completed at home.

Session Three: The Author Visit

Each library in the SPL Reading Stars project is funded to host a visit from an author. This can be a really engaging and memorable session for those taking part. You can invite the author to deliver a session to your SPL Reading Stars group for the standard fee of £200 plus travel expenses. Delivery staff are not required to get involved in any financial aspect of the author visit.

The author visit process is:

- Group to contact author.
- Book the session date.
- The author will invoice Project Manager Jim Sells.

The SPL Reading Stars recommended authors are:

Tom Palmer

Tom's novels include: *Shaking Hands with Michael Rooney*; *Foul Play: The Football Detective* and *Boys United*. Tom's Football Reading Game contains a talk and a quiz based on Tom's writing. This is followed by an indoor penalty shoot out complete with mini ball and goalposts! You can book Tom directly by calling 01706 813 641 or emailing tompalmer@tesco.net. Visit Tom's website at www.tompalmer.co.uk

Mark Thomson

Mark's been writing his poetry in his native tongue since leaving a Dundee building site six years ago. He performs his street poetry at poetry slams and music festivals bringing music and poetry together. Mark's first book, *Bard Fae Thi Buildin Site* was published in 2007. He leads creative writing courses and runs literacy workshops. His learners range from adults in HMP Edinburgh, to children, working with Barnardo's. You can book Mark directly by calling 07984 088132 or emailing markthomsonpoet@hotmail.co.uk. Visit Mark's website at <http://www.markthomsonpoet.co.uk>

Ron Fairweather and Fergus McNicol

Ron and Fergus are a duo who performs a mixture of songs, stories and sketches under the name of *Macastory*. They present fun-filled shows and workshops that include football to schools, libraries and theatres. They have performed to audiences that have numbered 4 to 400. You can book Ron and Fergus directly by calling 07910 221 556 or emailing info@macastory.co.uk

Session Four: The Bookshop Visit

Each SPL Reading Stars project is funded to take their group (a maximum of ten children and ten adults) along to a bookshop to buy new books for themselves.

Each child can spend £15 and each adult £5, paid for by the project. This is a total budget of £200 for each group.

We've negotiated a 20% discount at Waterstone's. If you choose to go to one of their stores you will be able to spend a total of £240.

We have one central account at Waterstone's which we pay at the end of the SPL Reading Stars season.

Please contact Project Manager Jim Sells if you wish to use an alternative bookseller.

The bookshop visit process is:

- Select your nearest bookshop.
- Contact them to book-in your group and find out how they would prefer to organise the visit.
- Accompany the group to the bookshop. Please ensure that all books are taken to the cashier at the same time to be logged onto our central account. Make sure you take the account card ID with you. You will be emailed this in March. Please be careful with these account numbers. We do not want the system to be abused!

Remember, the maximum allowance is £200 per library (unless you use Waterstone's in which case it is £240). **Anything over this amount must be paid for by the individual.**

All bookshop visits must take place by 3 July 2010.

Session Five: The Football Fiction Workshop

Ice breaker: ANYONE can tell a story about ANYTHING!

Print off and cut out a list of scenarios like the ones below:

- The best goal you've ever scored.
- The best game you've ever seen.
- A funny thing that happened to you on the way to the football ground.
- The happiest moment of your life.
- The most pain you've ever been in.
- The best holiday you've ever been on.
- The most nervous you've ever been.
- The scariest moment of your life.
- The best meal you've ever eaten.
- The hardest thing you've ever done.

Cut them out and put them in a bag.

Go round the group, asking each person to pick one out of the hat. Everyone then has 60 seconds to think of their answer!

Arrange your group in a circle and throw the SPL Reading Stars Mini Football to someone to start off. Whoever catches the ball has to throw the ball back to you and then tell their story! Encourage everyone to be as descriptive as possible, and if necessary, to make something up!

Delivery staff may use the remainder of the session in a number of ways but ideally any activity should build upon the work around learners' goals from previous sessions.

Using the learners' individual learning plans, staff may also wish to discuss with the learner what they've achieved from attending the group. Has the learner achieved the goals that they set out to do? Staff should, where possible, begin to document this distance travelled.

This session also provides an opportunity for delivery staff to discuss 'what next' for the group? One option for the adults, for example, may include joining a local literacy group.

Session Six: The Club Reward

This is a great way to end the project and should ideally be your last project session. It is important to try to organise this as soon as possible and before the end of the football season. The session might look a little different at each club but should revolve around the idea of being an end-of-project presentation event.

For 2010, the SPL has agreed a specific package, which each club has agreed to deliver. The package is:

- A club celebration event, ideally hosted at the stadium, within 8 weeks of project completion
- An opportunity for the player to meet the families and discuss his interest in reading and to award certificates

We have suggested that a tour of the stadium and refreshments would be very welcome too! Bear in mind that your group may visit the training ground, rather than the stadium, or that your player visits the groups at the libraries.

In order for this to be achievable, projects must finish by 17 April. If you go beyond that date, the clubs may be unable to give you a player visit within the agreed 8 weeks, as the season will be over, and we'll all be watching the World Cup.

Last year, Jim Sells led on the relationships between you and your club, this year we're handing it over! So please call your club representative early on, to establish what your reward ceremony will look like, and when it will take place. If you're lucky, your club may wish to offer more incentives, so do ask... tactfully!

You may, for example, be able to get some match tickets for your group, several clubs provided this in 2009. If in doubt, ring Mark Dunlop at the SPL who will be more than happy to help negotiate for you.

Lastly, remember that fixtures (and players!) change, and so you may need to be flexible around dates, which might be frustrating. Please bear with the clubs on this; these aren't everyday opportunities after all. Again, if you need help around this, Mark will help.

6. THE PROJECT WEBSITE

All of the downloadable resources, latest news and project details can be found at www.thebigplus.com

The project website includes:

- An evaluation of SPL Reading Stars 2009.
- The players' book list.
- Player photos.
- Player quotes.
- Evaluation questionnaires.
- The Tactics Book.
- Template media release.

7. MEDIA CORNER

The project management team will be working to make sure SPL Reading Stars receives wide coverage in both local and national media. This coverage will help spread the message of the project to a wide audience across the country.

The media coverage may affect your group in different ways:

We will arrange a national launch event with one or more of the Reading Stars. If your club is involved, you may need to be on hand to arrange an extra SPL Reading Stars group to fit in with any resultant media interest. This may happen at very short notice, so thank you for your anticipated support!

We are also keen for all of the projects to benefit from some local media coverage. Invite your local newspapers to one of your events, especially if it is your end of club reward session.

We do however need to know about any plans that you may have around this, so please contact Paul Murphy from The Big Plus before you make contact with your local media.

You can email Paul at paul.murphy@sds.co.uk or call him on 0141 285 6021.

8. THE EVALUATION PROCESS

Community Learning and Development and Public Libraries in Scotland have an integrated and well established approach for self evaluation of their services to the public. HMIE provide an inspection framework for CLD which now encompasses learning communities focused around schools. Since 2006 the Scottish Library and Information Council supports a verified self evaluation framework – Public Library Quality Improvement Matrix. Both frameworks are based on EFQM (European Framework for Quality Management). Further details of these are available at:

- <http://www.slainte.org.uk/files/pdf/slic/PLQIM/plqim.pdf>
- www.hmie.gov.uk/documents/publication/hgio2cld.pdf

In addition local authorities need to report to Audit Scotland on Best Value and Performance Indicators and to Scottish Government on their own local outcome indicators linked to the Single Outcome Agreement.

The project partners wish to ensure that evaluation of this project is not disproportionate to its scale and also properly reflects impacts and outcomes which can be used for reporting to the overall corporate objectives. For Year 2 there will be a baseline and exit participant questionnaire.

So, from the Self Evaluation Frameworks – the project should be able to demonstrate and evidence:

- Impact on participants – 2.1
 - How does this project address the needs of various learners and how do you know?
- Facilitating Learning/Participant Learning 5.4 and 5.5
 - What opportunities are there for progression through this partnership?
 - How does the library service identify and meet the interests of a broad range of reading interests and abilities?
 - In what ways does the library service offer a range of reading choices and events?
- Developing Skills and confidence
 - In what ways has SPL Reading Stars engaged in individual and social development?

Part 1: Online Questionnaires

To help us to gather all this information, please go to the project website, www.thebigplus.com, to fill in the pre and post-project questionnaires.

All delivery staff, adult and children participants are asked to fill in an online questionnaire both before the project starts, and one at the end of the project.

Completing the questionnaires will really help us, not only in terms of feedback on the sessions but also on how we can improve for the future.

Please take time to complete these and tell us what you think!

Every practitioner who completes a questionnaire will go into a draw to win a fabulous prize!

Part 2: Case Studies

When running the sessions, we would like staff to, where possible, identify children, parents and/or families who have stood out as a result of the project. Use the completed individual learning plans to help with this.

We're looking for:

- Someone who may have changed their behaviour and/or attitude towards learning
- Someone whose confidence about reading has improved during the course of the project
- Family relationships that have blossomed as a result of the project;
- Enduring effects. Have some of the families from the project returned to the library on their own? Have they done things since the project that they might not have done before? Has it helped to create an enduring change?

We realise that you already have a lot of things to think about. But if you could supply us with some of these details, it would really help us to demonstrate how the project can bring about change.

You don't need to write an essay on it! Send an email with a few notes to the Project Manager Jim Sells. Or, if you would prefer, someone from the project team will speak to the families/learner(s) directly.

Photographs of any case studies would also be most welcome.

9. GROUP INFORMATION FORM

Library delivery staff	
Name	
Email address	
Phone number	
Position	
Library name	
Library address	
Dates and activities of planned Tactics Book sessions	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6.
Number of participants registered for the sessions: Adults: Children:	
ALN delivery staff	
Name	
Email address	
Phone number	
Name of contact at school	
Their position	
Their email address	
Their phone number	
School name(s) and address(es)	

LIBRARY CLAIM FORM

Every official SPL Reading Stars library is entitled to claim an allowance of £150 to cover expenses for their group. There are two stages in order to receive the allowance:

1. Delivery staff should send the Group Information Form to the Project Manager Jim Sells: jim.sells@literacytrust.org.uk. Please email Jim if you would like an electronic version of this document to complete.
2. On receipt of this form, each library will be sent the Library Claim Form. Staff should complete and return.

Please note: Each library should complete and send the Tactics Book Group Information Form **before** the start of their six Tactics Book sessions.

10. CONTACTS

General Enquiries:

Jim Sells
SPL Reading Stars Project Manager
National Literacy Trust
68 South Lambeth Road
London, SW8 1RL
Tel: 020 7820 6263
Mobile: 07979 863 734
Email: jim.sells@literacytrust.org.uk

SPL club related enquiries:

Mark Dunlop
The Scottish Premier League Limited
Hampden Park
Glasgow, G42 9DE
Tel: 0141 620 4151
Email: markdunlop@scotprem.com

Library related enquiries:

Elaine Fulton
Director, Scottish Library and Information Council/CILIP in Scotland
1st Floor Building C, Brandon Gate,
Leechlee Road
Hamilton, ML3 6AU
Tel: 01698 458888
Email: e.fulton@slainte.org.uk

ALN related enquiries:

Vincent Moore
Learning Connections
Lifelong Learning Directorate, The Scottish Government
5th Floor, Atlantic Quay
150 Broomielaw
Glasgow, G2 8LU
Tel: 0300 244 1365
Email: vince.moore@scotland.gsi.gov.uk

Media and resources related enquiries:

Paul Murphy
Marketing Executive
Skills Development Scotland
Alhambra House
45 Waterloo Street
Glasgow G2 6HS
Tel: 0141 285 6021
Email: paul.murphy@sds.co.uk