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Who are Pop Up Projects?

Not for profit running events and programmes centred around children's literature.

OUR MISSION STATEMENT

Our vision is of a more literate, creative society where **reading, writing and storytelling** are widely valued, enjoyed, practiced and celebrated.

We work collaboratively with educational, arts and heritage organisations to **enable** children, **empower** teachers, and **engage** families from all walks of life to read more widely, write more creatively, and develop visual storytelling skills.



POP UP FESTIVAL

Pop Up Festival- Core Model

- Matching classes with books
- Delivering class sets of books for teachers to explore with pupils
- Teacher CPD from authors
- Pop Up Hub- Resource sharing platform
- Pop Up Magazine
- Creative workshops with authors of matched texts in Festival week



POP UP PROJECTS

2011-2019 Reach

- Estimated reach of up to **100,000 young people**
- Around **3,500 author workshops** delivered
- Over **360 schools** across England and Wales
- Around **45,000 books** provided to schools.
- Over **100 teacher CPD sessions** delivered



POP UP FESTIVAL

Impact 2016-2018

Reading for pleasure: 79% rated their book 'good' and 'excellent', 91% loved their author workshop & 80% would read another book by the same author

Engagement in reading and writing: 85% increased their independent reading and 80% their independent writing frequency

Gender gap: 16% increase in boys who looked forward to reading 'often' / 'all the time', closing the original 15% gender gap to just 1% by year 3



POP UP FESTIVAL

Impact 2016-2018

Improving composition writing

- **Language:** using new and known vocabulary imaginatively (76% of teachers agreed)
- **Confidence:** sharing of writing with others and taking risks (57%)
- **Originality:** experimenting with story structure (43%)
- **Frequency:** writing independently (38%)



POP UP FESTIVAL

Impact 2016-2018

SEN Pupils

- In one SEN school the percentage of pupils who made progress above expectation in writing tripled from 29% to 91% over 3 years
- In the same school no English GCSEs were taken in 2016 - but 31 were achieved in 2017, 46 in 2018, and 85 in 2019



POP UP FESTIVAL

Impact 2016-2018



Teachers

- 89% **learned new skills** from the author that would influence their literacy teaching
- 80% of teachers said the project had **challenged their teaching practice**

“The author visit provided an insight into how creative I can be whilst striving for standards.”

POP UP FESTIVAL

Birmingham Visual Literacy Project

Aim of the project:

To evidence the potential of visual literacy to improve attainment and wellbeing in young people facing disadvantage.





What is 'Visual Literacy'?

The ability to decipher images - including the ability to think, learn, and express oneself in terms of images - and to read and make sequences of images in combination with text to produce narratives.

Improving comprehension, inference, vocabulary, and preparing young people for 21st century culture.

POP UP FESTIVAL

Birmingham Visual Literacy Project

Cost

Non-profit, all funding just covers our costs.

Unit cost is £800 per class per year, we ask schools to contribute just over 30% of this.

£250 per class per year.



POP UP FESTIVAL

Birmingham Visual Literacy Project



Who is it for?

- Primary, Secondary, Special schools, and PRUs
- Schools and pupils who face certain challenges and disadvantages (see letter).
- Any year group or whole schools. Years 1, 4, 7 and 9 prioritised for research purposes.

POP UP FESTIVAL

Evaluation and Research

Evidencing impact through robust research design.

BCU School of Education will explore:

- the successes and challenges of the project,
- teaching and learning approaches,
- the effect on young people's progress.

We hope this research project will have impact on practice and policy across the Education sector- sharing this in conference in year three



POP UP FESTIVAL

Evaluation and Research



Both qualitative and quantitative methods, allowing a wide range of data to be collected.

- Interviews with teachers and artists
- Focus group discussions with young people (we propose using creative methods to engage young people)
- The collection of English attainment data to track progress over time
- Observations of teaching sessions

We hope these methods will look at the change in **pupil attainment in literacy and creativity** but also allow us to gather **teacher and young people perspectives**.

All data collection methods will be discussed in consultation with participating schools.



Supporting public funding
**ARTS COUNCIL
ENGLAND**

Pop Up Projects
pop-up.org.uk