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Who are Pop Up Projects?

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





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- 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







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



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%)





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



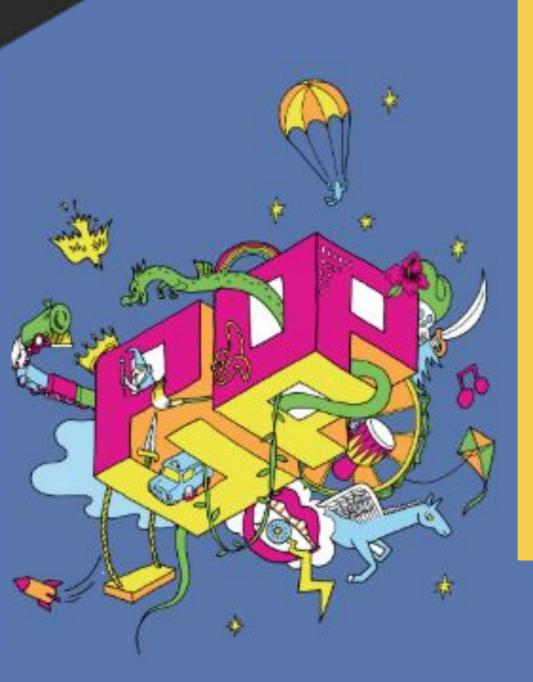


Teachers

- 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."





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.





- Three year funded programme starting in academic year
 2019-2020, ending in 2022.
- Up to 100 classes from schools in and around Birmingham
- Partnered with BCU School of Education, and School of Illustration



Sept-Dec: Schools come on board, funding confirmed January-March: Books and authors matched to every class. Pre-project evaluation

April: Teacher CPD. Books delivered

Summer term 2020

- Exploring texts in schools. Magazines delivered.
 Access to Pop Up Hub to share work.
- Mid-June: Illustrators and Illustration students deliver workshops in schools and galleries- every class gets a ½ day workshop

July-Sept: Teachers and tutors create resources, post-project evaluation & debriefs.

Sept-Dec: Book matching process started early

PLUS: 3 day (non-consecutive) Visual Storytelling course at BCU for 30 teachers per year





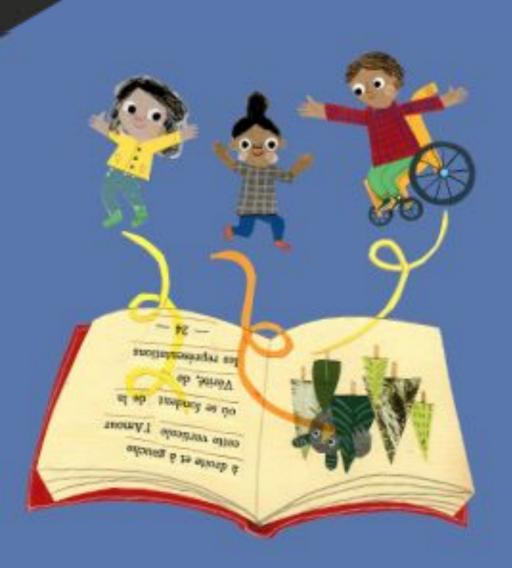
Cost

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.





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.





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





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.





Next steps

- Submit your EOI as soon as possible to secure your place
- Funding update by the end of the year

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Pop Up Projects pop-up.org.uk