

We are seeking Expressions of Interest from primary, secondary and SEN schools and PRUs in Birmingham and surrounds to participate in a three-year children's literature programme which will take a radical, visual literacy approach to the teaching and learning of reading and writing across whole year groups.

Pop Up Festival is a half-term long literature programme model placing contemporary books and their authors at the heart of learning. Since 2011 Pop Up Festival has engaged almost 100,000 3-14 year-old pupils in over 360 schools in England and Wales through 3,500 author workshops, replenishing school libraries with almost 45,000 books. Our model has had a profound and evidenced impact on pupils reading and writing attitudes, behaviours, skills and achievements, as well as teacher practice and schools' curriculums.

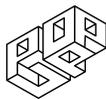
A Visual Literacy/Literature Programme

We are producing a new version of our model which will harness the power of visual literature and storytelling as a more inclusive way to engage learners across the broadest spectrum of ages, abilities, cultural and linguistic backgrounds. We are partnering with Birmingham City University's School of Visual Communication and School of Education to engage tutors, students and researchers - alongside dozens of children's authors; as well as visual arts institutions in the city - to deliver a rich and immersive three-year programme which will aim to transform schools' literacy and English offers through unique teacher training, tailored reading and writing programmes for all ages, external cultural visits, and an ambitious research project which aims to evidence improved literacy standards. This evidence - as well as best practice and pupils' achievements - will be platformed and celebrated at an end-of-project national conference in 2022.

The Programme - Spring term 2020-Autumn term 2022

Each school's programme - which will focus entirely on picture books, illustrated fiction and non-fiction, comics and literary graphic novels - will include:

- New books matched to every class, every year, 15 provided per class
- Half-day children's illustrator workshops in every class, every year, supported by illustration students
- Connected educational experiences for teachers and pupils in local galleries
- An annual one-day INSET for every teacher delivered by children's authors and university tutors



- An annual three-day 'visual storytelling' course at BCU for up to 30 teachers per year
- Access to Pop Up Hub, an online platform where teachers make and share resources and pupils publish stories
- Free Pop Up Magazine for every pupil and home, every year, with 80 pages of new content by the authors and illustrators of books in the programme
- Opportunities for every pupil to create work and be featured in an annual illustration exhibition at BCU
- BA illustration student mentoring experiences for pupils to develop their illustration skills

Which Schools Should Apply

In year one, the programme will be open to all year groups, but spaces will be prioritised for Year 1, Year 4, Year 7 and Year 9. The same groups will then continue to participate over the next two years as they progress across two more year groups. This will allow us to track progression, capture achievements, and evidence connections to attainment. We are ONLY seeking EOIs from schools which have two or more of the following characteristics:

- Genuine challenges around literacy acquisition, progression, attainment
- High EAL populations, and local communities where there is little or no English spoken in the home
- Significant numbers of children with SEN, including SEN schools
- Significant numbers of children with behavioural issues, including PRUs
- Significant numbers of under-achieving boys
- Low teacher morale and retention

Costs

The overall cost of this project is £240,000. The majority of the funding will come from Birmingham City University and grant funders. As we expect to involve 100 classes over three years, the unit cost per year per class is an £800 (£26.66 per pupil) - however, schools will contribute £250 per class per year (£8.33 per pupil).

Submitting an EOI

There are only places for 100 classes, and we will award places to schools on a first-come first-served basis. To apply, send a letter stating: how your school fits the criteria; why this visual literacy-programme is a good fit for your school; the year groups and number of classes per year group you would want to participate; and that you can contribute £250 per class in year one (with the expectation of continuing in years two and three, subject to circumstances). Please send this to **Jasmine Tucker, Education Manager, at jasmine@pop-up.org.uk** - you might also want to contact Jasmine on **07450 835 455** for a conversation about this opportunity.