

# Appendix 1 - National Literacy Trust Hub in Peterborough

Jonathan Lewis



PETERBOROUGH  
CITY COUNCIL

## History

- Established in 2014 as one of the first NLT Literacy Hubs in the country – alongside Middlesbrough and Bradford. There are now 14 NLT Hubs across the country.
- Senior Steering Group established – seen as a flagship approach for other hubs. This includes the Chief Executive.
- Strong partnerships have been established that enabled the Year of Reading to be implemented – led by Headteachers.

PETERBOROUGH  
CITY COUNCIL

# Pop Up Shops

Partners coming together in 2016, 2017 and 2019 to facilitate activities and competitions to promote enjoyment for reading at a central venue.



**Visit our FREE Peterborough Literacy Hub**  
 Saturday 23 July - Thursday 1 September  
 Open: 10am - 3pm (Tues - Sat)  
 33-35 Bridge Street, PE1 1HH

- Fun literacy activities
- Arts and crafts
- Free books
- Advice on literacy support for all ages
- Games, films & music
- Healthy eating advice and activities

Visit: [www.citycollege-peterborough.a.uk/](http://www.citycollege-peterborough.a.uk/) or call 01733 76 1361 for more information.



# Media coverage and partnership working



## Poetry on Peterborough's buses

Congratulations go to ten year old Melydy The Bill, of Longthorpe Primary School, who wrote a poem about life in Peterborough which can now be seen on a poster in selected Stagecoach buses in the city. The Peterborough Literacy Campaign, a National Literacy Trust initiative to boost literacy levels in the area, ran the Love Peterborough poetry competition, which was judged by actor Warwick Davis, local poet Mark Grist and Kevin Tighe, chief executive of Vivacity. Entries were of a high standard, and were inspired by the Cathedral, the fascinating heritage and the serene Wensleydale landscape.

**Peterborough walk and talk trail quiz**

**Talk tips for days out**

Take a walk around Peterborough and answer these questions to be in with a chance of winning a **£200 cash prize!**

- Peterborough East gate**  
 How many towers are there on the Peterborough East gate?  
 (a) 1 (b) 2 (c) 3 (d) 4
- Peterborough Central Library**  
 How many floors does the Peterborough Central Library have?  
 (a) 3 (b) 4 (c) 5 (d) 6
- Peterborough Museum**  
 How many floors does the Peterborough Museum have?  
 (a) 3 (b) 4 (c) 5 (d) 6

When you have answered all the questions, please fill in your name and contact details below then hand the quiz in to Peterborough Museum or your local library by 28 August 2015.


Name: \_\_\_\_\_  
 Email address: \_\_\_\_\_  
 Phone number: \_\_\_\_\_  
 Postal address: \_\_\_\_\_

Are you a literacy enthusiast? It's free to join! Add all the dates to yours! [www.literacy-peterborough.com](http://www.literacy-peterborough.com) to sign up



Competitions organised by NLT  
 Walk and Talk Trail developed in partnership with Vivacity initially. The Cressett and the New Theatre provided free theatre tickets for families and childminders and preschools.






# A Vision for Reading in Peterborough




**PETERBOROUGH  
READS**

**National Literacy Trust** **COMMUNITY FUND**

**PETERBOROUGH CITY COUNCIL** **Vivacity** **City College Peterborough**




**PETERBOROUGH  
CELEBRATES**  
Reading

Developed in partnership with NLT, Vivacity and PCC to embed reading and improving adult and child literacy



# A Vision for Reading in Peterborough






**A Vision for Reading in Peterborough**  
2018 - 2020

Ensuring that every child in every community in Peterborough can enjoy reading and can read well is crucial to the success of our city. This vision commits the city to improving reading in a new and exciting way, not only strengthening the resources of the city's schools and teachers but establishing reading as a priority for every service, business and community agency committed to Peterborough's future.

This vision builds upon the great work already being done in Peterborough by the City Council, the National Literacy Trust, Vivacity and other partners. It sets out a strategic pathway and three key priorities to guide how we can all work together so that we ensure that every child has improved life opportunities through reading. We have all pledged to play our part in helping children to have a lifelong love of reading and build a reading city. We invite you to join us.

Gillian Beasley - Chief Executive, Peterborough City Council  
Kevin Tighe - Chief Executive, Vivacity  
Jonathan Douglas - Director, National Literacy Trust



**A Vision for Reading**



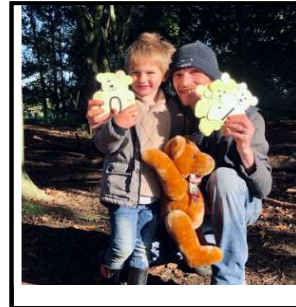




## Bear Hunt at Ferry Meadows

### Peterborough Reads hosts anniversary Bear Hunt event at Nene Park

17 Oct 2019



**You are invited to join the National Literacy Trust's celebration event**  
 We are celebrating 30 years of the classic children's book *We're going on a Bear Hunt* by Michael Rosen, in partnership with Walker books.

Activities include:

- Visiting Vivacity's Book Bus
- Going on a Bear Hunt story time
- Sensory activity

We will be outside so please come appropriately dressed.

Date: October 17th  
 Time: 10am to 11.30am or 1pm to 2.30pm  
 Venue: Ferry Meadows Visitor Centre

Please RSVP to Sally Atkinson on [sally.atkinson@peterborough.gov.uk](mailto:sally.atkinson@peterborough.gov.uk)

**Peterborough Reads** logo and **small talk** logo.



## Reading Buddies

- 135 Reading Buddies active in 26 schools – original target was 100.
- 170 Reading Buddies have been trained over the two years.
- Reading Buddy volunteer Award Ceremony in November 2019.



**Reading Buddy**

has attended *Becoming a Reading Buddy* training

on .....

at .....

signed ..... (Peterborough trainer)

Thank you for supporting *A Vision for Reading in Peterborough* and committing to making a difference to literacy in the city.

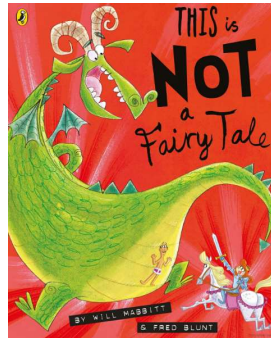
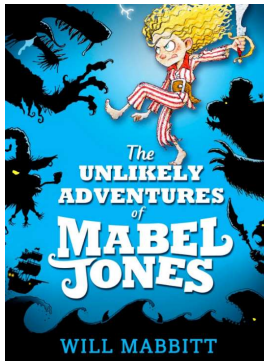
Logos for Vivacity, Peterborough Literacy Campaign, and City College Peterborough.

## More authors visiting the City



### Peterborough Celebrates Reading Conference

Friday, 22<sup>nd</sup> November 2019, 9.15-3.30  
Kingsgate Conference Centre



Schools Reading Conference as part of the Year of Reading: Key Note speech and workshop from Will Mabbitt which was funded by NLT and then follow-up visits into schools.



## Local businesses engaged

- National Literacy Trust Literacy Toolkits to schools e.g. John Lewis – 10 schools have benefitted
- Books on Buses
- BGL - staff provided books for Pop Up Shop in the summer



## Vision for Reading – Impact so far

- Library membership increased: new members up by 2566 between the start of the Vision for Reading and December 2019
- Increased opportunities to read in a variety of places e.g. 17 micro-libraries, books in GP surgeries, books on buses, events.



## Culmination of Vision for Reading

- Book Bench Trail around the City - part-funded by local businesses are currently in participating schools (10).
- They will be decorated based on a book theme chosen by the school and then installed across the city at key locations to create a Book Bench Trail.



Examples of BookBench artwork

## School Readiness

- A key focus for the NLT Literacy Hub in Peterborough
- START Project Board established
- Coordinating School Readiness events
- Developing resources for parents



Coordinated by NLT Literacy Hub Manager– Children’s Centres, Reps from preschools and nurseries, School reps, Health visitors, Cross keys Housing, City College Peterborough, PCC Early Years Team and School Improvement



## School Readiness Events





## COVID-19 Response

- Publishers provided books
- Disadvantaged children in schools, preschools and childminders received books and packs e.g. Roald Dahl(Penguin Random House), Harry Potter (Bloomsbury), picture books (BGL)
- 10 schools received books and NLT membership and author visits from KPMG sponsorship
- WH Smith donated pencil case and paper for community groups and schools
- Peterborough Reads website and Facebook page created for competitions and story telling



## What next?

- Hungry Little Minds national project replacing Small Talk in Peterborough promoting the development of home learning environments for birth to 5 year olds via events and Peterborough Reads Facebook page – Project Officer promoting reading via a literacy trail and giving out book packs at Nene Park over half-term
- Digital to Doorstop project – Promoting the importance of literacy to disadvantaged families not currently engaged virtually and via packs - Local Officer being recruited
- Literacy Champions – volunteers within local communities setting up their own literacy projects using their ideas. New Coordinator being recruited
- Stakeholders group being developed to engage all partners
- NLT have a huge role to play around fund raising including access the Big Lottery Funding



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