



ANNUAL REVIEW 2010



PREMIER LEAGUE READING STARS (PLRS)

is an educational project that harnesses the motivational power of football to encourage families to enjoy reading.

It targets those hard to reach groups in society who may not have shown an interest in reading, but who do have a passion for football.



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BACKGROUND

Premier League Reading Stars (PLRS) uses the power of football to encourage families to read more.

PLRS is a national reading initiative that operates through a network of Premier League Clubs, schools and public libraries. Each of the 20 Premier League teams nominates a Reading Star to discuss his reading habits and recommend his favourite book. These titles form the Premier League Reading Stars Fixture List. In addition to the Fixture List, there is also a Subs Bench list of popular children's titles supplied free to partner libraries.

Each Club then adopts local libraries that host reading clubs based on the book choices of all 20 Premier League Reading Stars. The libraries recruit families through school referrals and run a programme of seven sessions, focussing on family literacy – encouraging parents to read with their children. It is designed to use the power of Premier League Clubs and players as a motivational tool to encourage children and adults to read. It targets those 'hard to reach' groups in society that may not have shown an interest in reading, but who do have a passion for

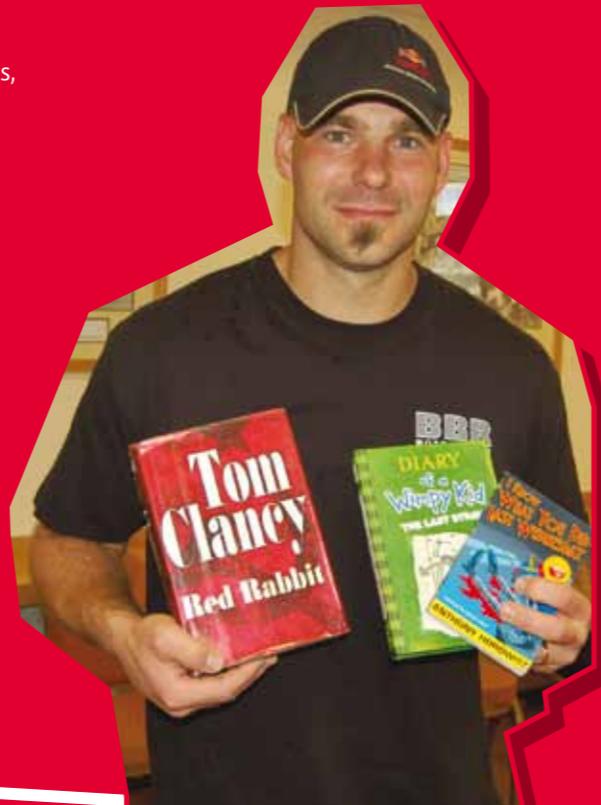
football. PLRS aims to create lifelong readers and raise awareness in the community of the resources available to them at local libraries.

PLRS has been running since 2003 following the creation of a unique partnership between the Premier League, the Football Foundation, the National Literacy Trust, and Arts Council England.

PLRS has five intended outcomes:

- **Increase access** to local libraries, to books and to professional football clubs.
- **Improve attitudes** towards all aspects of literacy.
- **Raise confidence** to read well, to enjoy reading, and to mix with others socially.
- **Provide motivation** towards to reading more and to improve one's reading ability.
- **Change perceptions** towards reading and the stereotypically negative view of readers.

This report covers 2010: the eighth year of the project with 72 public libraries registered with the scheme. Around 700 children took part, each accompanied by a parent or carer, totalling around 1,400 participants on the main scheme. Additional project work in schools, along with the national Premier League Reading Stars Challenge, increases the estimated number of participants for 2010 to over 60,000.



DEVELOPMENTS

Following successful applications in September 2008 to the Football Foundation, Premier League and Arts Council, the National Literacy Trust received funding to continue Premier League Reading Stars for two further years, up to and including December 2010.

This report covers the second year of that funding stream, which included:

- A continuation of the current project format: 20 Premier League clubs working with local libraries, up to a maximum of 72 libraries across the scheme. All partner libraries received free books, project merchandise and funding to host an author and bookshop visit.
- The national roll out of the Premier League Reading Stars Challenge for the second consecutive year.
- Pilot work of the PLRS curriculum in schools.
- A Strategic Overview of the project.



PROJECT ACTIVITY

THE ANNUAL LIBRARIANS TRAINING DAY:

The seventh annual PLRS training day was held on 4 December 2009 at the Premier League offices in London.

The training day has grown in both size and significance over the eight years of the project, and now represents a crucial and fundamental part of the project preparation. Educating new libraries and clubs on the key delivery processes, the training day also gives an opportunity for experienced librarians to feed back and share best practice. It is also the only time where almost all project deliverers are in the same room at the same time, allowing the PLRS staff to outline and emphasise what aspects of the project must be focussed on for the coming year.

Perhaps most importantly, the training day has proven to generate a great team spirit between PLRS staff and project librarians, creating personal and positive working relationships which carry through for the rest of the year.



The focus of the training day is the project instruction kit, known as the *Tactics Book* which explains how to run each session and each section of the project. The day also includes a presentation from PLRS author and workshop presenter Tom Palmer as well as staff from the Premier League and Football Foundation.

The training day also provides an excellent opportunity for such administrative tasks as expenses claims and library cost claims.

The training day for the 2010 project was attended by 60 librarians, with the remaining affiliated libraries being sent the *Tactics Book* and other resources by post.

PROJECT ACTIVITY

LIBRARY ACTIVITY:

72 libraries affiliated to the scheme, all aiming to run seven separate sessions as part of their PLRS project delivery, as instructed in the project *Tactics Book*.



Over 475 sessions were run as part of PLRS 2010.

84%

of libraries ran *The Kick Off* library-based session

80%

of libraries ran *The Second Leg* library-based session

100%

of libraries ran an *Author Visit* workshop

100%

of libraries ran a *Bookshop Visit*

68%

of libraries ran *The Football Fiction* workshop

60%

of libraries ran *The Replay* library-based session

72%

of libraries received a *Club Based Reward* session

94%

of libraries received a Premier League Ground Tour

44%

of libraries received free match tickets for a Premier League game

PROJECT ACTIVITY

LIBRARIES AFFILIATED TO THE SCHEME INCLUDED:

CLUB	LIBRARY	LOCAL AUTHORITY	AFFILIATED SCHOOLS
1. ARSENAL	North	London Borough of Islington	Grafton School, Eburne Road N7 6AR
	Central Library	London Borough of Islington	St. Mary Magdalene School
	John Barnes	London Borough of Islington	Hungerford School
	South	London Borough of Islington	Laycock School St. Mary's Sacred Heart St. John Evangelist
	Mildmay	London Borough of Islington	St. June/St. Paul's
2. ASTON VILLA	Aston	Birmingham City Council	Manor Park School
	Birchfield	Birmingham City Council	Canterberry School
	Kings Norton	Birmingham City Council	Kings Norton Primary
3. BIRMINGHAM CITY	Balsall Heath	Birmingham City Council	Clifton Primary School
	Ward End	Birmingham City Council	Ward End Primary School
	Centre for Child	Birmingham City Council	Topcliffe School
4. BLACKBURN	Darwen	Blackburn with Darwen Borough Council	St. Peter's CE Primary, St. Peter's RC Primary, St. James' CE Primary (Darwen), The Redeemer CE Primary
	Mill Hill	Blackburn with Darwen Borough Council	St. Peter's RC Primary
	Leyland	Blackburn with Darwen Borough Council	Woodlea Juniors, Leyland Methodist Primary Schools
	Rishton	Hyndburn Borough Council	St. Peter & St. Paul's Primary School
5. BOLTON	Heaton Library	Bolton City Council	Markland Hill Primary School
	Brightmet Library	Bolton City Council	Red Lane Primary School and SS Osmund and Andrews RC Primary School
	Highfield Library	Bolton City Council	Our Lady of Lourdes RC Primary School and Cherry Tree Primary School
6. BURNLEY	Burnley Central	Burnley Borough Council	Rosewood Primary School
	Padiham	Burnley Borough Council	St. John the Baptist RC Primary School
7. CHELSEA	Chelsea	London Borough of Kensington & Chelsea	Servite, St. Barnabas & St. Philip
	Pimlico	Westminster City Council	St. Gabriels Pimly School
	Kensington Central	London Borough of Kensington & Chelsea	St. Barnabas & St. Philip's Servite
	Sands End	London Borough of Hammersmith & Fulham	Langford Primary
8. EVERTON	Spellow	Liverpool City Council	Arnot St. Mary C of E
9. FULHAM	Fulham	London Borough of Hammersmith & Fulham	St. Thomas of Caterbury
	Epsom	Surrey County Council	Epsom Primary School
	Norwood/Brixton	London Borough of Lambeth	The Jessop Primary, Christ Church
	Mitcham	Merton Council	Bond Primary School
	Kingston Library	Royal Borough of Kingston Upon Thames	St. Johns C of E Primary School
10. HULL CITY	Central Library	Hull City Council	St. Mary Queen of Martyrs RC primary
	Ings CSC and Library	Hull City Council	Bellfield Primary school
	Stadium Library	Hull City Council	Paisley Primary School
11. LIVERPOOL	Breck Road	Liverpool City Council	All Saints Catholic Primary
	Crosby Library	Sefton Council	St. John's C of E Primary

PROJECT ACTIVITY

CLUB	LIBRARY	LOCAL AUTHORITY	AFFILIATED SCHOOLS
12. MAN CITY	Barlow Moor Library	Manchester City Council	Barlow Hall Primary
	Crumpsall Library	Manchester City Council	St. Ambrose Primary
	Moss Side Powerhouse Library	Manchester City Council	Webster Primary
13. MAN UTD	Swinton Library	Salford City Council	Irlam Primary, St. Teresa's RC Primary
	Irlam Library	Salford City Council	Irlam Primary, St. Teresa's RC Primary
	Urmston	Trafford Council	St. Ann's RC Primary
	Stretford Library	Trafford Council	St. Ann's RC Primary
14. PORTSMOUTH	Bridgemary	Hampshire County Council	Holbrook Primary School
	Leigh Park Library	Hampshire County Council	Trosnant Junior School
	Portsmouth Central 1	Portsmouth City Council	Harbour School, Tipner
	Portsmouth Central 2	Portsmouth City Council	Arundel Court Junior School
	Paulsgrove Library	Portsmouth City Council	Somers Park Primary School
	North End Library	Portsmouth City Council	St. John's RC Primary School
15. STOKE CITY	Stoke Library	Stoke-on-Trent City Council	St. Thomas Aquinas Catholic Primary School
	Meir Library	Stoke-on-Trent City Council	Grange Primary School
	City Central Library	Stoke-on-Trent City Council	Hanley St. Luke's CE(A) Primary School
	Longton Library	Stoke-on-Trent City Council	Gladstone Primary School
	Tunstall Library (Dads' project)	Stoke-on-Trent City Council	Dads' Group, Tunstall Library
	Washington Town Centre Library	Sunderland City Council	Biddick Primary School
16. SUNDERLAND	Silksworth Library	Sunderland City Council	New Silksworth Juniors
	Shiney Row Library	Sunderland City Council	Shiney Row Primary School
	Monkwearmouth Library	Sunderland City Council	Dame Dorothy Primary and Redby Primary
	Marcus Garvey	Haringey Council	Green School CE
17. TOTTENHAM	Coombes Croft	Haringey Council	Risley Avenue Primary school
	Wood Green	Haringey Council	Nightingale Primary
	Hornsey	Haringey Council	St. Gilda's Junior School
	Green Street	London Borough of Newham	St. James' Church of England and Earlham primary schools
18. WEST HAM UTD	Plaistow	London Borough of Newham	North Beckton and Ellen Wilkensons primary schools
	Watney Market Library	London Borough of Tower Hamlets	Bigland Green Primary School
	Chrip Street Idea Store	London Borough of Tower Hamlets	Bygrove Primary School, Mayflower Primary School
	Idea Store Whitechapel	London Borough of Tower Hamlets	Canon Barnett & Mowlem schools
	Bethnal Green Library	London Borough of Tower Hamlets	Canon Barnett & Mowlem schools
	Leigh	Wigan Leisure & Culture Trust	Sacred Heart Leigh and Leigh Central
19. WIGAN	Platt Bridge	Wigan Leisure & Culture Trust	Holy Family RC School and Platt Bridge Community
	Long Knowle	Wolverhampton City Council	Wood End Primary School
20. WOLVES	Whitmore Reans Library	Wolverhampton City Council	Dunstall Hill School, Wolverhampton
	Wolverhampton Central Library	Wolverhampton City Council	Merridale Primary School

PROJECT ACTIVITY

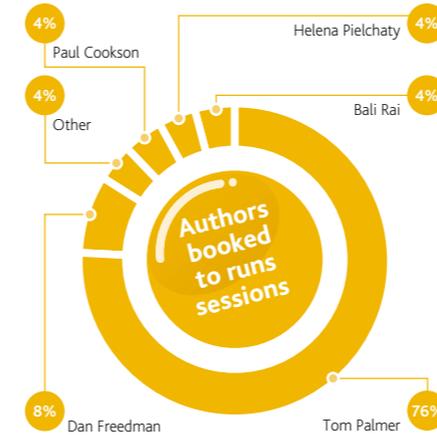
10 out of 20 Premier League clubs provided a player for their PLRS libraries presentation ceremony, representing a 50% success rate.

PLAYER APPEARANCES 2010:

CLUB	PLAYER	EVENT/PLAYER APPEARANCE	No OF LIBRARIES	ESTIMATED DELIVERY HOURS BY PL CLUB
Arsenal	Lukasz Fabianski	No player appearance in 2010	5	4
Aston Villa	Curtis Davies	No player appearance in 2010	3	4
Birmingham City	Keith Fahey	Stadium visit 21 April 2010	3	10
Blackburn Rovers	Paul Robinson	Ground Tour for libraries 22 April 2010 with Paul Robinson	4	6
Bolton Wanderers	Paul Robinson	Reebok Stadium event 27 April 2010 with Paul Robinson in attendance	3	10
Burnley	Wade Elliot	Ground Tour May 2010	3	4
Chelsea	Paulo Ferreira	Match tickets for Chelsea v Bolton 13 April 2010	4	4
Everton	Leighton Baines	Leighton Baines appearance at school 5 May 2010	1	8
Fulham	Mark Schwarzer	No player appearance 2010	5	4
Hull City	Boaz Myhill	Ground Tour Visit 19 April 2010, Boaz Myhill in attendance	3	10
Liverpool	Yossi Benayoun	Reducate Centre Certificate Presentation	2	6
Man City	Shay Given	Shay Given Q&A with all three Man City library projects 31 March 2010	3	10
Man Utd	Gary Neville	Old Trafford Certificate presentation Sept 2010	4	4
Portsmouth	David James	David James presentation event Fratton Park 26 April 2010	6	10
Stoke City	Danny Higginbotham	No player appearance 2010	5	6
Sunderland	Andy Reid	Ground Tour at Stadium of Light with Andy Reid in attendance 28 March 2010	4	10
Tottenham	Carlo Cudicini	White Hart Lane Ground Tour June 2010	4	4
West Ham	Jonathan Spector	Multi Sports event at Upton Park with Jonathan Spector 29 April 2010	6	10
Wigan	Emmerson Boyce	Stadium Visit with Emmerson Boyce for both Wigan library projects March 2010	2	8
Wolves	Marcus Hahnemann	Marcus Hahnemann Q&A event 5 May 2010	3	10

PROJECT ACTIVITY

100% of libraries ran an author visit session.



19
The average number of recruits per PLRS project was 19 with an average of 16 people attending all sessions across the whole project

38
On average, each library group purchased 38 books between them, at an average of 2.2 books per participant

7&4
On average, each child borrowed 7 books from their library during the project. On average, each adult borrowed 4 books from their library during the project

PROJECT ACTIVITY

4

On average, each project library recruited 4 new members from their Reading Stars groups, representing 21% of their project

96%

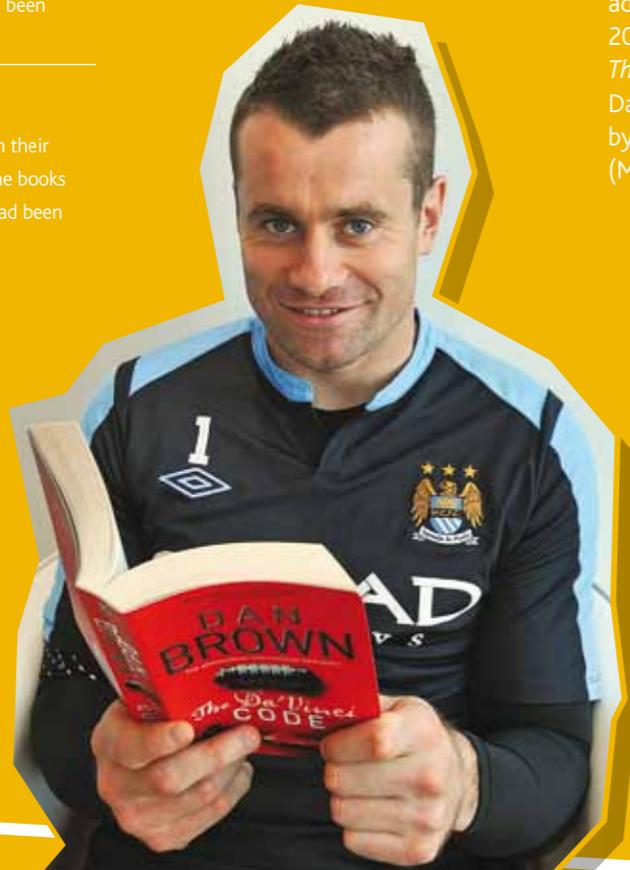
of libraries felt that the project had strengthened their relationship with local schools, with 72% of libraries feeling that their relationship with their local Premier League club had also been strengthened

84%

of librarians felt that reluctant readers in their group had been inspired to try one of the books on the reading list because they titles had been selected by footballers

2010 MOST POPULAR TITLES:

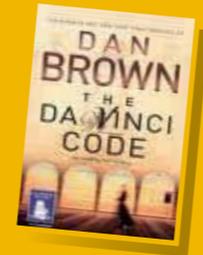
Each year, the reading list from the Premier League Reading Stars generates huge interest amongst both the media and the project participants. Every season the participants are asked to vote for their favourite title from the list...



The most popular children's title from the 2010 PLRS list was *Fantastic Mr Fox* by Roald Dahl, selected by Danny Higginbotham (Stoke City).



The most popular adults' title from the 2010 PLRS list was *The Da Vinci Code* by Dan Brown, selected by Shay Given (Manchester City).



PROJECT ACTIVITY

THE RECRUITMENT PROCESS:

Through a variety of ways, PLRS aims to target those who are disinterested in reading but who do have a passion for football.

Feedback from our project librarians regarding recruitment included:

"We liaised with the literacy coordinator from a local school, who selected the families to take part."

"We spoke with the local school and the deputy head advised me of the team's choice."

"We contacted our local school. We met with the Year 4 teacher who selected ten children who we thought could benefit from the scheme."

"We asked the school involved to choose children who they thought would benefit most from the sessions."

"First we contacted the school and arranged a meeting. We proposed that the headmaster and teachers should decide who would benefit the most but also asked for a couple of keen readers in the group to support the other young people."

QUALITATIVE FEEDBACK FROM THE LIBRARIANS:

"PLRS has been a really positive experience for all the groups. The children were great and I was really pleased at the enthusiasm from the parents who are so busy but still found time to come to the sessions. Many have commented on the fact that it has been good to have time together with their children, that they have now started reading and also that they feel more confident generally. Thanks PLRS – we've put a lot of hard work in, but it's been well worth it!"

"It brought together mums, dads, grandparents and the children. The children were excited that a family member was there to share it with them. Two of the children thought one of the books they picked from the PLRS stock was the best read of their lives. And two of the adults said that they had got back into reading again – after years of not picking up a book. It was a great success. Many, Many thanks."



PROJECT ACTIVITY

"Generally really positive feedback from children, parents, school and really good attendance, especially from parents. I felt it was something children and parents would remember for a long time. Parents also mentioned how fantastic it was to have quality time with their child doing something they wouldn't normally do. I remember at Waterstones how shocked parents were by the children's disappointed reactions when we asked if we could hold onto one of the books the children had bought – bearing in mind they were all originally reluctant readers! We also got each parent and child to produce a display together to promote reading during the World Cup. That was good to see – heads bowed getting on with it – really enthusiastic. Thumbs up all round!"

"It has been great to see the pupils' enthusiasm grow as well as their knowledge of authors and football. I've learned things too. The parents, pupils, school and community are benefiting from this scheme."

"Billy (a self-confessed book hater) joined the library; Jason, a rather hyper-active boy, became more involved and attentive as the sessions progressed."



"Jason gained in self confidence. He was particularly enthralled by the author visit. Prior to this he was a very hyperactive boy who found it difficult to keep still. During the author visit he sat and listened to Dan Freedman and asked him lots of questions. Victoria has medical problems which means that she has very severe migraines

which affect her behaviour. She calmed down and after one particular session, wrote a spontaneous letter to Sue and I thanking us for running the Reading Stars sessions and telling us how much she loved it."

"One child struggled with his written work but wanted to produce a story for our booklet so he persevered. One child was lacking in confidence but during sessions with his friends from school he became more involved. One child's older sister became particularly involved and showed a keen interest in something she would not normally have participated in. The Head commented on how enthusiastic and excited the children were the morning after the evening session."

"One child in particular has had a traumatic life so far. The teachers were delighted that he turned up to all sessions and was so excited to be part of the PLRS."

"One of our PLRS members was so excited to go to the sessions he was awake at 5 o'clock in the morning asking when could he go!"

PROJECT ACTIVITY

"For one family English was a second language and attending PLRS supported the child and the parents' reading skills and raised awareness of community support with services such as the public library."

"George and his dad, Kevin, attended every session. Kevin particularly enjoyed spending quality time with his son. George was so eager to tell me one Thursday night how he'd read over 80 pages of one of Tom Palmer's books on his way from Hull to the Man City match (he and Dad are Man City season ticket holders) and finished the book on his way home. They have also written to Shay Given in the hope that he might sign his card for them. One of our other boys, Aiden, tells me he is now 'totally addicted to Tom Palmer's books'. Mum says he didn't read much before!"

"At least four of my families had English as a second language and as the weeks went on it was great to see the parents come out of their shells and take part, each week we had an ice breaker game that was quite silly and as none of them knew each other it made everyone laugh. Then at the last session a lot of the mums were swapping phone numbers saying they would keep in touch, it was great!"



PROJECT ACTIVITY

EXAMPLES OF PUBLIC LIBRARY/PREMIER LEAGUE CLUB RELATIONSHIPS:

"Fulham provided each of the children and their parents with match tickets, goody bags and gave the group a tour of Craven Cottage with food provided."

"The Team's Community Worker attended meetings with library staff and organised a presentation evening at the club which included the tour of the stadium, a Wolves mascot present and there was a question and answer session with Marcus Hahnemann, who was excellent with the children and stayed until the end of the event."

"Deborah Glynn at Manchester City organised a tour of the stadium and presentation where we met Shay Given. Deborah also gave the children goody bags containing City photos and a Horrid Henry book."

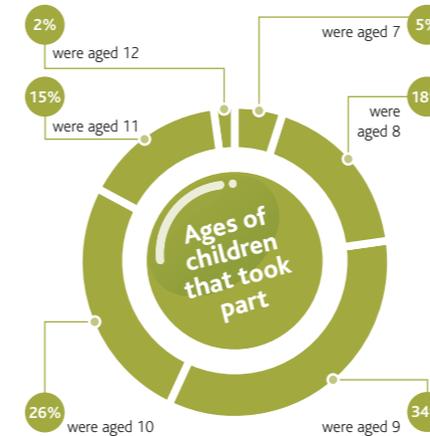


PROJECT RESULTS

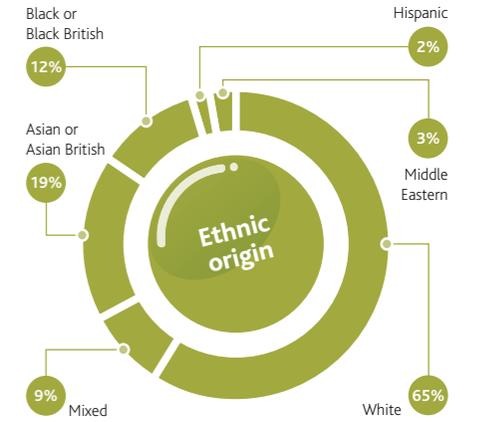
All children, parents and carers registered to the scheme are asked to complete online evaluation PRE and POST project questionnaires.

PLRS aims to measure changes in attitude towards reading, leading to behavioural change and subsequent enhanced enjoyment and ability.

CHILDREN:



65% of the children were boys
35% of the children were girls



PRE PROJECT:

How much do you enjoy reading?

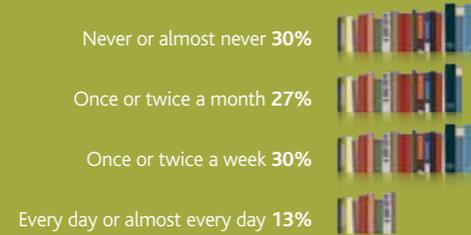


How confident do you feel about reading?



PROJECT RESULTS

How often do you read outside of school?



POST PROJECT:



How confident do you feel speaking in front of other people?

15%

Very confident

21%

Quite confident

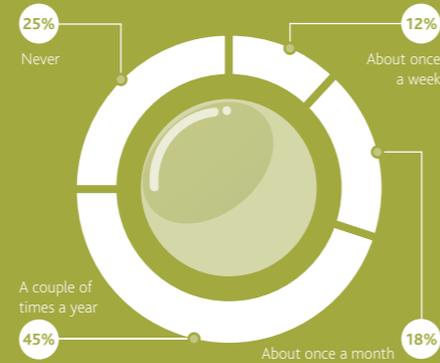
35%

Not very confident

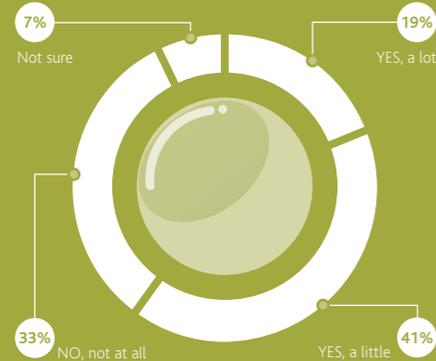
29%

Not confident at all

How often do you go to the library?



Do you read with your family?



Do you ever go to a bookshop?

33%

YES

64%

NO

3%

Not sure

PROJECT RESULTS

POST PROJECT:

Do you think that taking part in Premier League Reading Stars has made you:

54%

Read more with your family

40%

Talk about reading more with your family

48%

Talk about reading more with your friends



Do you think that participating in PLRS has made you:

Enjoy reading more **64%**

Feel more confident about reading **41%**

Better at reading **49%**

Read more often **51%**

As a result of Premier League Reading Stars, do you now feel more confident speaking in front of other people?

YES, a lot **45%**

YES, a little **39%**

NO, not at all **5%**

Not sure **11%**

68%

of children attended five or more PLRS sessions

21%

of children attended all seven PLRS sessions

87%

of children read two or more books during their Reading Stars project

18%

read four books, 15% read five and 12% read six

88%

of children said they enjoyed participating in the project

One child managed to read 29 books in the space of their PLRS project!

PROJECT RESULTS

71%

of children say they now read more because they know that footballers read

38%

of children said that meeting a footballer was their favourite part of PLRS, making this the most popular section of the scheme, with meeting an author the second favourite element of the scheme at 37%

88%

of children said that they will go to their library more because of PLRS

84%

of children felt that they are now reading more with their family

41%

of children joined their local library because of PLRS

96% of children said they will read more regularly because of participating in Premier League Reading Stars.

QUALITATIVE FEEDBACK FROM THE CHILD PARTICIPANTS:

"I now read books more often."

"It's made me read more!"

"I enjoy reading a lot more than before."

"Since I have been coming, it has made me more confident in reading and speaking to everyone about my books. I love reading!"

"Am now more confident in reading books and I really find them enjoyable."

"It has made me read nearly every day!"

"I am confident in reading more so it has changed a little part of my life."

"Yes, it has made me more confident to tell other people about the books I have read."

"Yes, it has made me more confident in life."

"It has made me read more and express my opinion."

"I have learnt more about how much fun different books can be and how much fun football can be."



PROJECT RESULTS

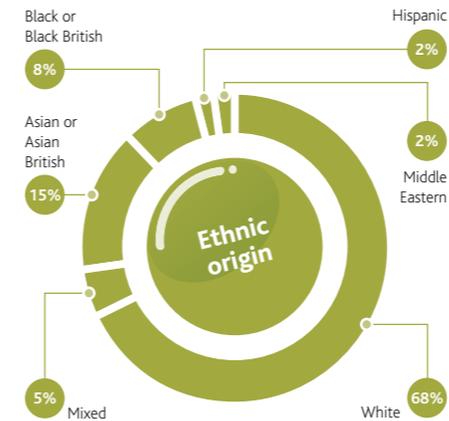
ADULTS:

30%

of adult participants were **Male**

70%

of adult participants were **Female**



Adult employment status:

I am employed full time **28%**

I am self employed **8%**

I am employed part time **30%**

I am a stay at home parent **17%**

I am a carer **3%**

I am retired **6%**

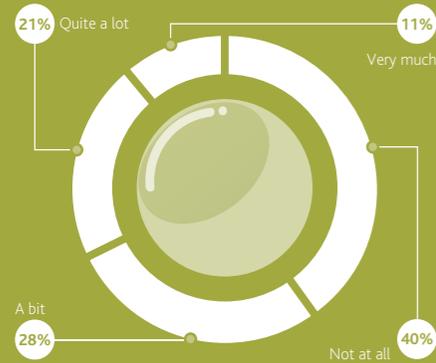
I am currently unemployed **8%**



PROJECT RESULTS

PRE PROJECT:

How much do you enjoy reading?



How confident do you feel speaking in front of other people?



How confident do you feel about reading?



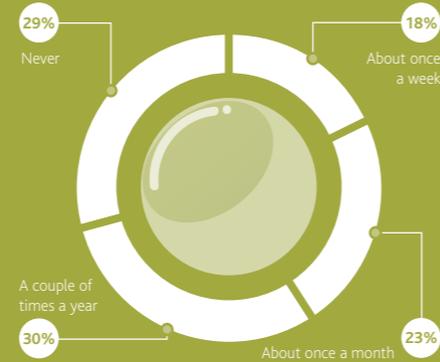
Do you read with your family?



Are you a member of your library?

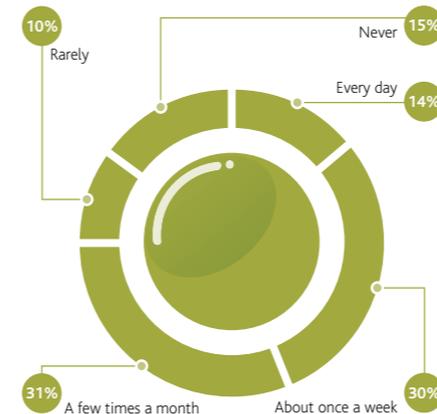


How often do you go to your library?

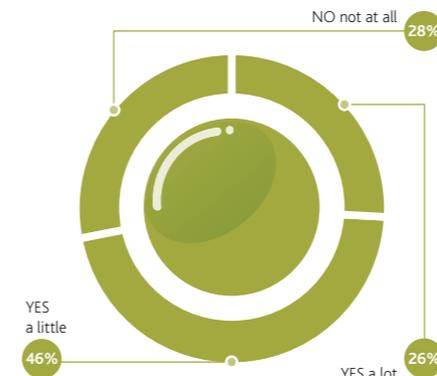


PROJECT RESULTS

How often does your child read outside of school?



Do you read with your child?



POST PROJECT:

Do you think that participating in PLRS has made you:



75% of parents attended five or more PLRS sessions

78% of parents read two or more books whilst participating on PLRS

21% of parents read three books

13% of parents read four books

6% of parents read five books

53% of parents said that taking part in PLRS had made them enjoy reading more

40% of parents now feel more confident speaking in front of other people as a result of taking part in the PLRS activity workshops

65% of parents say that they are reading more regularly because of PLRS

87% of parents think that they will go to their local library more because of PLRS

25% of parents joined their local library because of PLRS

41% of parents feel that their child's reading confidence has improved since participating on PLRS

PROJECT RESULTS

22%

of parents feel that their child is reading more because of PLRS

52%

of parents felt that they are reading more as a family because of PLRS

74%

of parents feel that their child will keep reading regularly as a result of PLRS

84%

of parents feel that they are reading more with their child as a result of PLRS

81%

of parents feel that their child's schoolwork has improved since participating on PLRS

85% of parents said PLRS gave them an opportunity to bond with their child.

QUALITATIVE FEEDBACK FROM THE ADULT PARTICIPANTS:

"It's a reminder that the library is a fun place to go – not as boring as I thought!"

"It has inspired me to read again – to make time for books when I had got out of the habit of reading for me."

"We read together everyday now. Matt's school work has also improved. Matt loved the course – especially the books."



"I am now a more committed parent to my child."

"Luke has read books by authors he would not normally read."

"It changed my life a lot in terms of confidence."

"Spending quality time with my son. Taking time off work."

"I have been able to encourage my children to read lots more, other than school work."

"It has made me realise how important reading is for children. It has also enabled the children to enjoy reading and realise that it is not a chore. I think it is a brilliant scheme with several positive benefits for both children and parents."

"James has wanted to go out more on Saturday mornings. It has been really nice for him to bond more with his dad as a result of going with him. Colin came to most of the sessions with James and I have come for the last two."

PROJECT RESULTS

"Me and my daughter have bonded a lot better doing something together and the meetings are nice to meet other parents."

"It has definitely given me the impetus to attend my local library and borrow books to read. This has had a positive influence on my family too as my younger children are also encouraged to borrow books from the library. Overall, it has been an enjoyable experience and I will encourage others to participate in the future."

"It has given my daughter and I more things to talk about and has made Grace more confident in reading and writing."

"It has given me special time with my son, something we don't always find the time for."

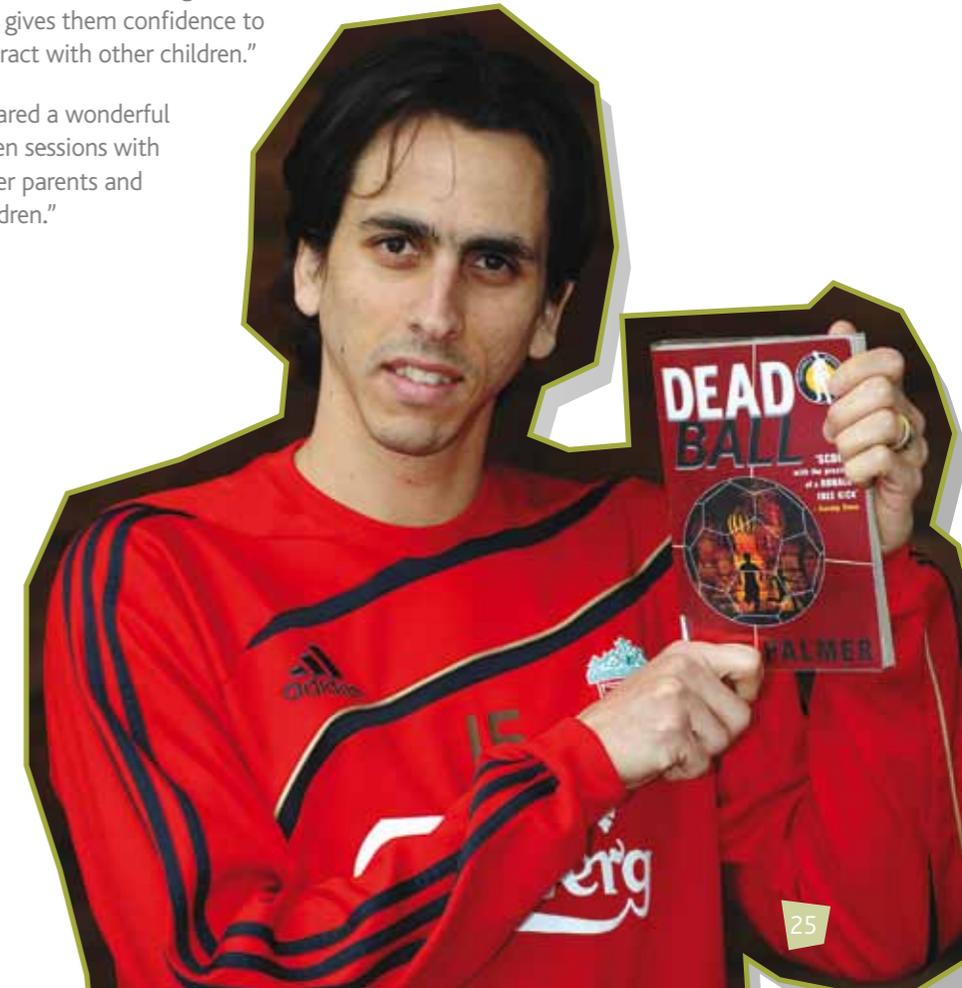
"I got to enjoy listening to Conor read and know that this was our special time spent together."

"It has given us a better outlook on reading."

"I feel it has definitely made my son realise he can enjoy reading and he is doing so."

"It gave my son more confidence in reading in front of others and as I take my daughter with us, she is now more interested in reading and talks about what she reads. I just want to say thank you for this opportunity. It gives children an incentive in reading more and gives them confidence to interact with other children."

"Shared a wonderful seven sessions with other parents and children."



THE TOPPS STICKER ALBUM COMPETITION

Sticker mad football and reading fans across the country were treated to a once in a lifetime opportunity this season – the chance to meet the Premier League's top goalkeeper Shay Given – all courtesy of a PLRS competition with TOPPS Stickers!

PLRS and TOPPS Stickers have enjoyed a long standing and positive relationship over a number of Reading Stars seasons, with TOPPS providing free sticker albums and stickers to all PLRS participating children. In 2010, it was decided to take that partnership one stage further, with a jointly run, national competition.

TOPPS ran a full page, PLRS designed advert in this year's edition of the Match Attax album, challenging youngsters to write a 250 word match report, complete with their own headline, before sending their entries in to PLRS HQ. Entries flooded into the office at PLRS HQ in London, with famous

Sky Sports News and Daily Express journalist Mick Dennis charged with judging all the entries. Mick picked the top 25 entries, who all qualified to attend a special session with Manchester City Star Shay Given at the City of Manchester Stadium.

Mick was suitably impressed with the standard of entries for the competition, saying:

"I was really impressed by the passion for football that shone through in all the entries. Some of the reports were really more like radio or TV commentaries – but those who had tried to produce newspaper reports did so, with some clever use of words."

"I think I shall be working with some of these young people in a few years!"

When the big day finally arrived, the 25 youngsters raced to the City of Manchester Stadium to take part in a host of TOPPS



activities at their Swap & Play event, before being whisked into the Man City media centre for their special meeting with Shay.

Every child was given the chance to ask Shay a question and have their photo taken with the Republic of Ireland star.

The competition generated outstanding coverage and awareness of the PLRS scheme across the country, whilst also encouraging a number of reluctant readers to actually write something, and have the confidence to send in their entry to a national competition.

The response from the competition and the actual winners' day, was incredibly positive and beneficial to the scheme.

THE PREMIER LEAGUE READING STARS CHALLENGE

2010 saw the continuation of the PLRS national poster campaign, with the second consecutive season of the Premier League Reading Stars Challenge.

The PLRS Challenge allows any formalised group of children in the country the chance to get involved, through a free poster and sticker resource pack, available through the Reading Stars website.

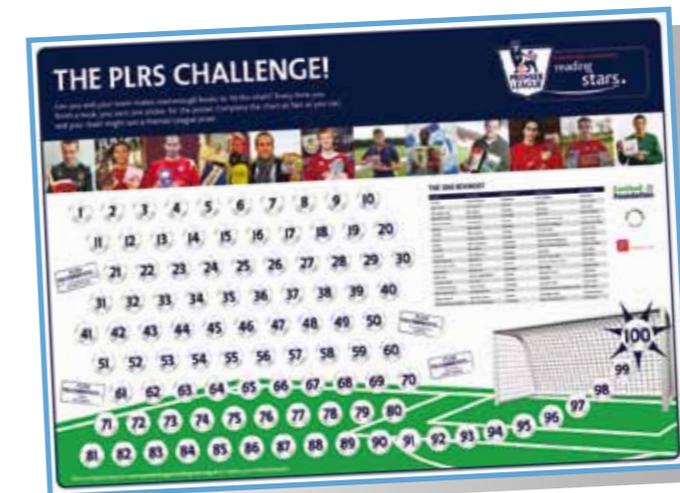
The challenge is simple: fill the chart with reading stickers, one earned for every completed book read. When the class hit 100 stickers – the challenge is complete! All groups that register a

completed project go into the hat for quarterly national draws to win top Premier League prizes, including free books and free match tickets.

The PLRS Challenge was launched in April 2009. Since then, nearly 5000 poster packs have been distributed, motivating around 150,000 children in the country!

On average in 2010, it took schools between six to eight weeks to complete their PLRS Challenge poster, with many teachers running the project

alongside their usual literacy activities – encouraging class members to take books home to read in their own time.



THE PREMIER LEAGUE READING STARS CHALLENGE

QUALITATIVE FEEDBACK FROM TEACHERS:

"Year 6 are highly motivated by football and the chance to win football stuff was engaging for them. For Year 2 it was more about putting a sticker on the chart, but boys loved that it was football orientated. Good vehicle for other learning as well as increasing reading – children had to tell somebody else in the class about the book they'd read/favourite characters etc so promoted speaking and listening targets and comprehension too."

"A group of very reluctant readers found that working together made the goal much smaller for them as an individual, making reading a far less daunting task."

"The project raised the profile of reading. Boys and girls interested in football really responded very well. Children fed back to class about each book read, to qualify for a sticker. Got real team spirit about challenge – desperate to get sticker and talk about their book. Made reading cool and they offered book to peers at end of talk in response to question from child – is it up for grabs?"

"It had a very significant impact on the group. It brought them together as a team who encouraged each other to read. It inspired all members of the group to read much more than they usually would."

92%

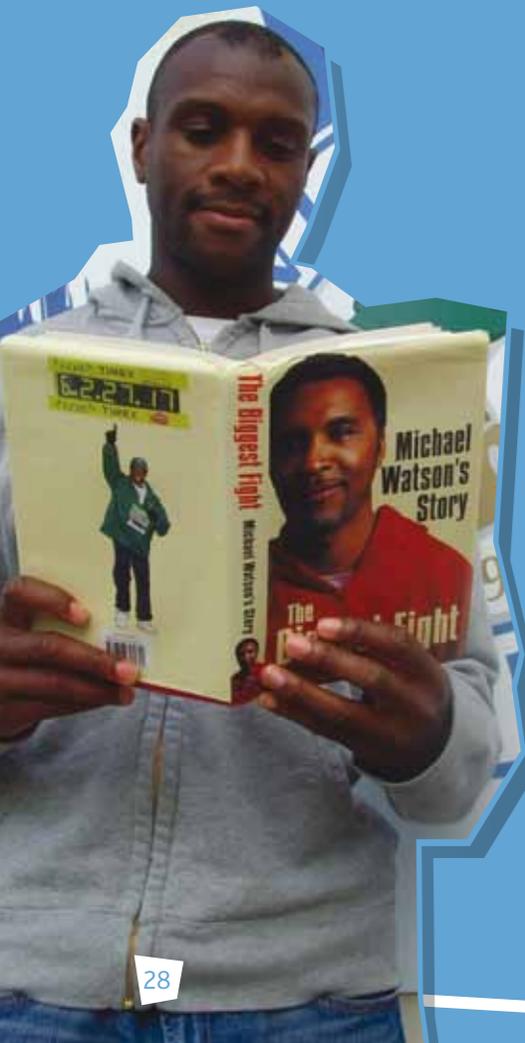
of teachers said that the PLRS Challenge made their class want to read more

83%

of teachers felt that the children in their class would keep reading regularly after the project had finished

The PLRS Challenge is available for FREE to absolutely ANYONE.

To request your pack log on to: www.plrschallengeregistration.org.uk or go to: www.premierleaguereadingstars.org.uk for more info.



THE PREMIER LEAGUE READING STARS CHALLENGE

PLRS CHALLENGE CASE STUDY:

The Premier League Reading Stars Challenge that I chose to run at Cornfield School in Littlehampton, West Sussex from May–July 2010, proved to be extremely successful within our secondary school.

As you have already been made aware, Cornfield School is attended by excluded children, meaning that they are pupils that have been excluded from a mainstream setting, and have not been successful in other placements they further attended such as PRUs'. Therefore, by the time they reach us, a large majority would have missed a lot of their education, and have a very negative view of any type of schooling.

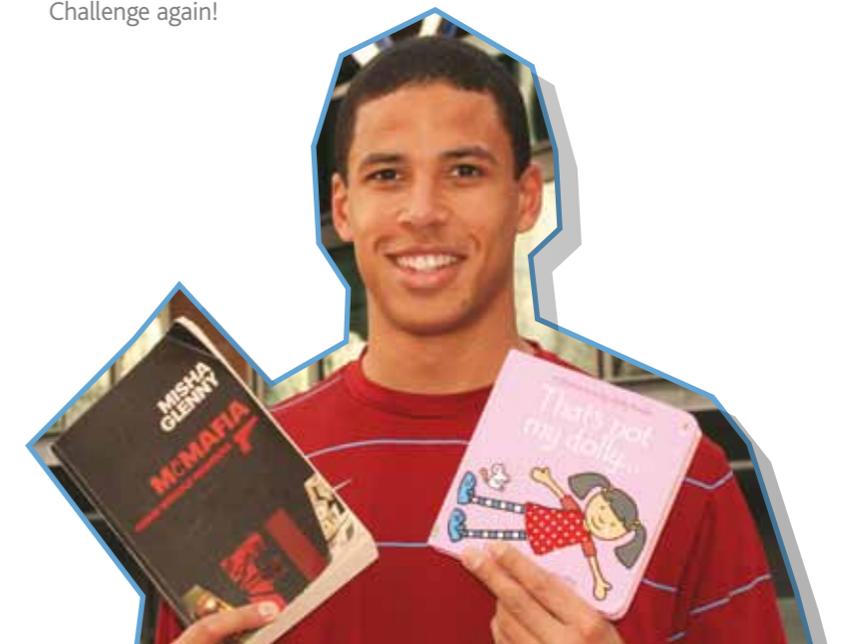
I chose to launch the challenge with primarily those students in KS3, as they are absolutely sport crazy, particularly with football. Therefore, this seemed like the perfect thing for them to take part in. However, I honestly did not think it would be as successful as it has been! All kids from Year 7 to Year 9 were immediately interested and enthusiastic to take part in the competition, as they were really keen to win the top prize.

In order for us to achieve reading the 100 books by the end of the Summer Term, we put aside one English lesson for them a week, where they would be given the opportunity to read a book of their choice. This again has been really successful, so much so, that Year 7 and Year 8 have even been reading books during tutor time, which is something that they have refused to do in the past. Also, because of the clear success of this challenge, I have now put into the English Subject Development Plan for September 2010/2011, to continue with 'in-house' reading challenges, and of course will be entering Cornfield into next year's Reading Stars Challenge again!

Therefore, I would like to say a huge thanks to yourself and the others who have organised this challenge, as without it I honestly believe that we would have continually struggled to engage the children in reading, and certainly wouldn't have made it as fun as your challenge has. It really has made a massive difference in the way that the KS3 boys view reading now, so, long may it continue!

Many thanks and best wishes.

Sarah Poole
Subject Leader of English at
Cornfield School



MEDIA COVERAGE

Each year the project holds a national media launch, with a focal event for broadcast media and numerous follow up national newspaper hits over one designated weekend to create widespread coverage of, and interest around the scheme.

Due to the high profile nature of the scheme, PLRS also attracts additional



sporadic media coverage both locally and nationally throughout the year in a number of publications, as well as Premier League clubs' official websites and match day programmes.

In April 2010, West Ham United hosted the national media launch involving first team goalkeeper, Jonathan Spector, reading to local children from his book choice: *Huckleberry Finn* by Mark Twain. The children also got to enjoy a session of multi sports activity on the pitch at Upton Park, with Jonathan Spector joining in the fun. The event was covered specifically by BBC's *Match of the Day* and shown in the community feature section of the Sunday morning repeat show.

In terms of print and website coverage, PLRS attracted coverage in a number of regional newspapers following the media launch, and particular articles in national newspapers including; *The Sun*, *The Guardian*, Timesonline and the websites of premierleague.com, *Four Four Two* magazine and *NurseryWorld*.

Such prevalent and significant media coverage allows the impact of the scheme to reach far greater audiences than the finite number of families

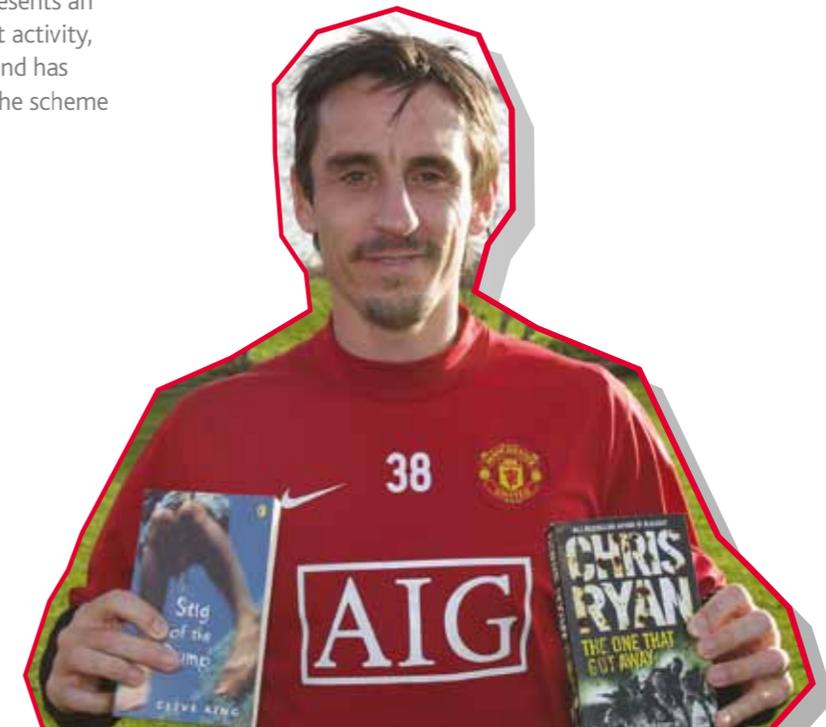
actually registered with PLRS libraries. This coverage is one of the strongest aspects of PLRS and helps to create a strong brand identity for the project, recognised throughout the country.



MEDIA COVERAGE

THE PLRS PROJECT NEWSLETTER:

The project also produces a central newsletter, documenting key events, good news stories and best practice amongst the scheme. The Official Newsletter is distributed to all Premier League clubs, all affiliated libraries and schools as well as all project participants. Copies are also sent to key partners of the scheme, trustees of the Football Foundation, as well as being available for anyone to download from the project website. The newsletter represents an excellent overview of project activity, both factually and visually, and has become an integral part of the scheme over the past five years.



FINANCIAL OVERVIEW

Figures include forecast spend to the end of calendar year 2010.

	Annual Allocation	Actual Spend	Variance Amount
Project Staff Costs			
Project Coordinator ¹	38,866.00	26,861.42	12,004.58
Football Foundation costs	10,500.00	10,500.00	0.00
National Literacy Trust Management Costs	2,824.00	0.00	2,824.00
	52,190.00	37,361.42	14,828.58
Central Project Costs			
Project staff training (club staff)	3,000.00	2,933.01	66.99
Training and Meetings	4,000.00	5,517.45	-1,517.45
Posters/Player Cards	8,500.00	9,344.35	-844.35
Newsletters/Tactics Books	4,000.00	326.24	3,673.76
Travel and subsistence	850.00	0.00	850.00
Leaflets	0.00	336.05	-336.05
Certificates	1,300.00	951.75	348.25
Bookmarks	1,000.00	976.57	23.43
Book plate stickers	400.00	0.00	400.00
Press and Media	5,000.00	4,460.70	539.30
Distribution	300.00	0.00	300.00
Online Evaluation Costs	485.00	124.49	360.51
Project sundries – couriers	1,000.00	0.00	1,000.00
Project telephone	485.00	124.00	361.00
	28,835.00	24,970.61	3,864.39
Library Project Costs			
Librarian Time	11,100.00	9,450.00	1,650.00
Library Books	22,400.00	19,723.02	2,676.98
Display stand	2,500.00	3,750.00	-1,250.00
Kids' goody bag	6,000.00	5,446.13	553.87
Kids' T Shirts	3,500.00	3,563.78	-63.78
	45,500.00	41,932.93	3,567.07
Library Activity Costs			
Author visits	25,962.00	15,646.36	10,315.64
Free books	15,647.00	12,052.90	3,594.10
	41,609.00	27,699.26	13,909.74
Development			
Club activity costs – Extension Projects	11,000.00	1,510.00	9,490.00
PLRS Challenge Production	6,000.00	6,047.40	-47.40
PLRS Challenge Distribution	25,000.00	2,114.09	22,885.91
Additional Project Activity	21,724.00	13,196.86	8,527.14
Contingency Fund ²	9,250.00	0.00	9,250.00
	72,974.00	22,868.35	50,105.65
TOTAL	241,108.00	154,832.57	86,275.43
Invoices yet to be processed			31,468.00
Management costs yet to be processed ³			14,828.58
Total Predicted Underspend 31 December 2010			34,508.43

Total underspend for 2009 = 21,724 + 1,647 + 4,962 = £28,333

¹9975 expected for NLT Temp (£15 per hour x 7 hours x 5 days x 19 weeks)

²7,500 has been moved to this category from FF Management Costs as of 27/08/10

³(The Additional Saving on Project Manager is 2,029.58)

PLRS FINANCIAL COMMENTARY 2010

Starting with an annual budget of £212,775 and adding in the additional £28,333 underspend from 2009, the total working budget for PLRS 2010 was £241,108. As highlighted in the table above, the underspend from 2009 was distributed between Library Activity costs (Arts Council funded activities – £6,609) and Additional Project Activity (£21,724).

Project Staff Costs came in on budget, with all management costs and internal on-costs accounted for. The final four months of 2010 will see a saving of £2,029 due to staffing changes.

Central Project Costs, including all printed materials and marketing materials, ended the year £9,110 under budget. The main causes of the underspend included a £3,674 saving on planned travel costs, and savings of around £1,000 on staff training, newsletters and distribution.

FINANCIAL OVERVIEW

Library Project Costs came in at £3,567 under budget. In particular, savings were made on the costs of books for libraries (£2667) thanks to the continued 25% discount from book provider Peters and £1,650 unclaimed on Librarians' Time.

Library Activity Costs reflected a substantial underspend of £13,909. Such an underspend was generated through lower than expected costs for author visits (despite 100% of libraries running an author visit session) and lower than budgeted spend at bookstores (despite 100% of libraries running a bookshop visit).

Within the **Development** category of the budget a substantial £11,000 saving was made as a result of the PLRS not running a Premier League club **Extension Work** projects. The decision was made by the project Steering Group not to run the option for extension projects, due to the changing structure of the way in which Premier League community grants are overseen. To run a PLRS extension project would not appear confusing to Premier League clubs at this time. With a smaller than expected take

up of PLRS Challenge posters in 2010, substantial savings were also made on the allocated budget for PLRS Challenge poster distribution. With £21,724 being carried over from 2009 into **Additional Project Activity**, it was agreed by the Steering Group to employ an external research company to evaluate in detail the qualitative success of PLRS 2010. Further to a tender process, market researchers BDRC Continental were employed to undertake this piece of work, with their costs coming in at £24,000, thus fully utilising this element of the 2010 budget.

Underspend at 31 December 2010 will be discussed by the project Steering Group and re-distributed or reclaimed as appropriate and at the discretion of each individual funding partner.



TOTAL PARTICIPANTS

CLUB	Number of Libraries	Number of Participants
Arsenal	3	60
Aston Villa	3	60
Birmingham City	3	60
Blackburn Rovers	4	80
Bolton Wanderers	3	60
Burnley	2	40
Chelsea	4	80
Everton	1	20
Fulham	5	100
Hull City	3	60
Liverpool	2	40
Manchester City	3	60
Manchester United	4	80
Portsmouth	6	120
Stoke City	5	100
Sunderland	4	80
Tottenham Hotspur	4	80
West Ham United	6	120
Wigan Athletic	2	40
Wolves	3	60
PLRS TOPPS Day	-	50
PLRS Challenge	-	60,000
PLRS Challenge	72	61,490

LETTERS FROM THE PARENTS

The Official PLRS Newsletter gets lots of post, with letters from parents and children on the Reading Stars scheme. Here's our pick of the best...

"I would like to say a very big thank you to you both from myself and Luke and Ashley for this last few weeks. We have all enjoyed the sessions at the library, not to mention meeting Tom Palmer of course ☺ and tonight was just fantastic. Being able to meet David James and have a look round Fratton Park was just amazing. The only thing now is I'm not sure who to choose, Tom Palmer or David James?"

Anyway, a really BIG thank you to you both for making it happen and for making it such fun..."

Julie, Parent, Portsmouth FC project

"As another successful PLRS scheme comes to a close we would like to say just how beneficial and what a positive experience it has been for the families and all the staff involved. There has been very positive feedback from the school and the families, one parent in particular has been overwhelmed by the experience and couldn't thank us enough for our involvement. Once again Birmingham City Football Club have been extremely supportive and generous, the tour of the ground was the highlight of the scheme. Our tour guide, Nick Coleman was an absolute gem with his genuine enthusiasm, wit and anecdotes, he made it a day to remember. We're all looking forward to our final session with Tom Palmer whose performance last time was so outstanding the pupils are still talking about it. We sincerely hope the Football Foundation continue to fund this amazing scheme, it triggers or renews people's passion for reading and provides a unique and unforgettable experience.

Heartfelt thanks."

**Kerry and Helen from
Balsall Heath Library**

"Thank you so much for the complimentary tickets for the Fulham Vs Wigan match. My brother took my son (he's ten) to see it (his first proper football match) he absolutely loved it and is now asking for a season ticket! I have just seen one of our reading stars in the Library who also went to the match with his Dad and was telling me all about it. He and his family joined the Library through the Reading Stars. I was just talking to his Mum who was telling me that before Reading Stars they had never set foot in a Library and now her son is nagging her to bring him in as well as his brother and sister.

Just shows that Reading Stars is well worth all the effort!!

Thanks!"

Theresa, Mum, Fulham FC Project

CONCLUSION

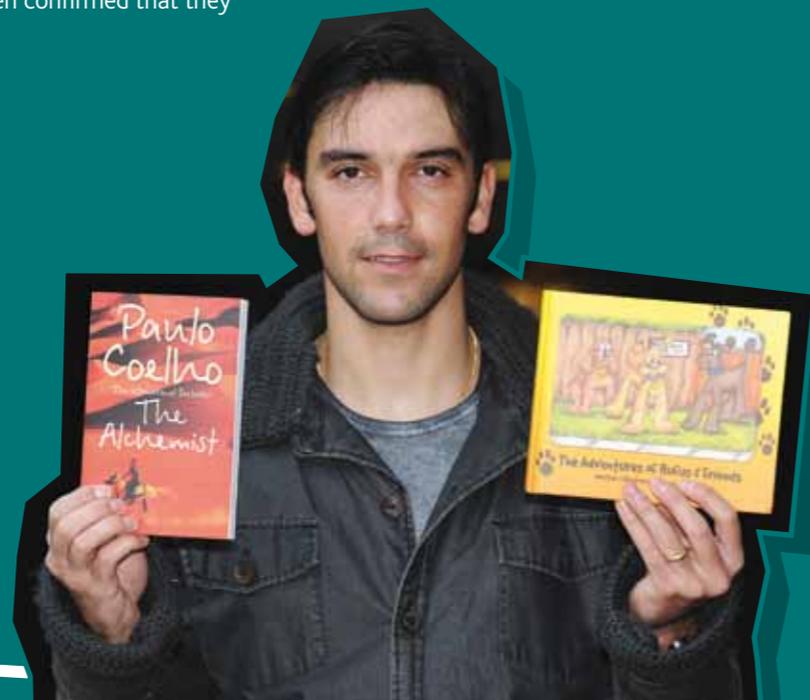
PLRS 2010 has produced an impressive showing of project activity, with more single sessions being run in one season than ever before.

32% of libraries ran six PLRS sessions as part of their project, with 52% of libraries running all seven designated PLRS sessions. Over 450 sessions in total were delivered during PLRS 2010 – a record for one year of the scheme. The high percentage of libraries willing to commit to running six or more PLRS sessions during their programme demonstrates not only enthusiasm towards the project, but also strong commitment to the actual content of the sessions, with library staff clearly feeling that running the outlined designated sessions were worthwhile workshop experiences for their participants. 100% of libraries ran both bookshop visits and author visits – the first time both aspects of the scheme have been fully utilised. The PLRS delivery curriculum outlines activities for seven sessions, and with over half of all projects completing the full programme, there is clear evidence that the content of the scheme is meeting the expectations of the project deliverers. Interestingly, 16% of libraries actually

ran more than eight sessions – one more than expected – again demonstrating huge commitment and enthusiasm towards the scheme.

The quality of delivery within these sessions and the impact that they have had on participants is highlighted by the significant changes in attitude the project has brought about in 2010. The fact that on average, each child borrowed seven books from their library during the PLRS programme highlights the sudden interest in books and reading that the scheme generates. 87% of children confirmed that they

read and completed two or more books during the seven week period of PLRS demonstrating the change in behaviour created by the scheme. With many of the child participants admitting that before the project, they hardly read at all (73% of children stating they *didn't enjoy reading* and 30% saying they read *never or almost never*) to read two whole books within the space of seven weeks is a dramatic improvement and a sizeable achievement for many of these children. One child even managed to complete 29 books!



CONCLUSION

On average, across the scheme, 68% of all participants attended five or more sessions with 21% of children attending all seven designated sessions. Attendance is traditionally a problem for Saturday morning clubs, especially in local libraries, but the return of nearly three quarters of all child participants attending the majority of the sessions demonstrates a clear commitment to the scheme and its importance within the families that attend. With 54% of children saying that the scheme has made them read more with their family and 85% of parents saying the scheme gave them an opportunity to bond with their child, the impact of the scheme within the family is highly significant and should not be underestimated. With additional comments from the parents including: "I am now a more committed parent to my child", the true impact of PLRS goes far beyond reading habits with their family.

The essence of the scheme is the interest and engagement with reading generated through the involvement of Premier League players. The fact that 84% of librarians felt that reluctant readers in their group had been inspired to try one of the books on the reading list because the titles had been selected

by footballers again proves that this theory is valid.

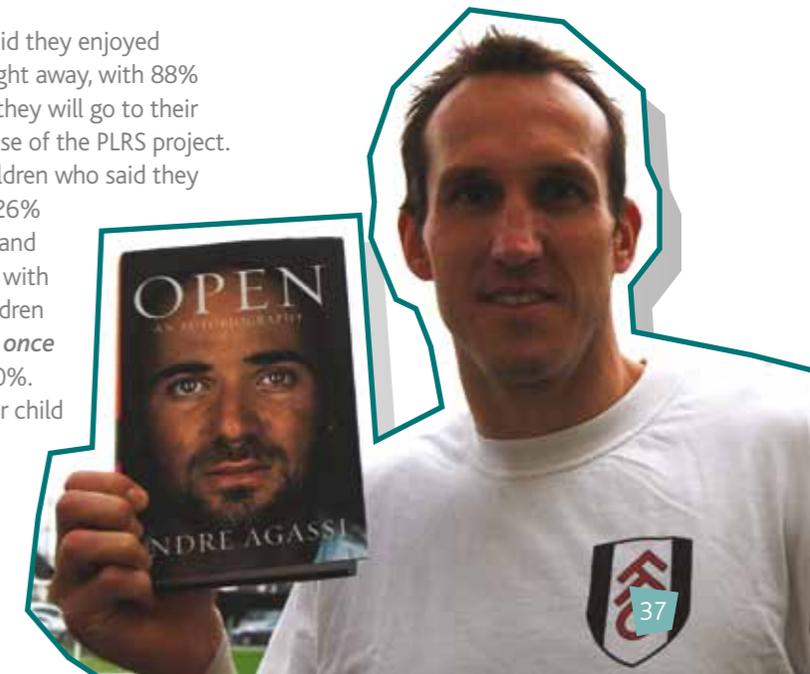
Arguably, the most important impact of the PLRS project is what happens following that initial inspiration. Once the participants have been inspired to try a footballer's recommended read, the content of the project sessions aims to harness that initial interest, and bring about an enduring change in attitude. The significant differences in attitude and behaviour before and after the child has participated in the project, show these changes taking place in the 2010 project.

64% of children said they enjoyed reading more straight away, with 88% of children saying they will go to their library more because of the PLRS project. The number of children who said they *never* read fell by 26% between the start and end of the project, with the number of children reading *more than once a week* rising by 30%. With one particular child commenting that; "I am confident of reading more, so PLRS has

changed a little part of my life", the enduring effect of the project is clearly highlighted.

Once the project had finished, 96% of children said that they would read more regularly because of PLRS – an incredible success rate when working with initial reluctant readers.

Changing attitudes towards reading and eventually improving reading habits are the two most important outcomes of PLRS and the above results demonstrate the success the project has delivered on these outcomes in 2010.



CONCLUSION

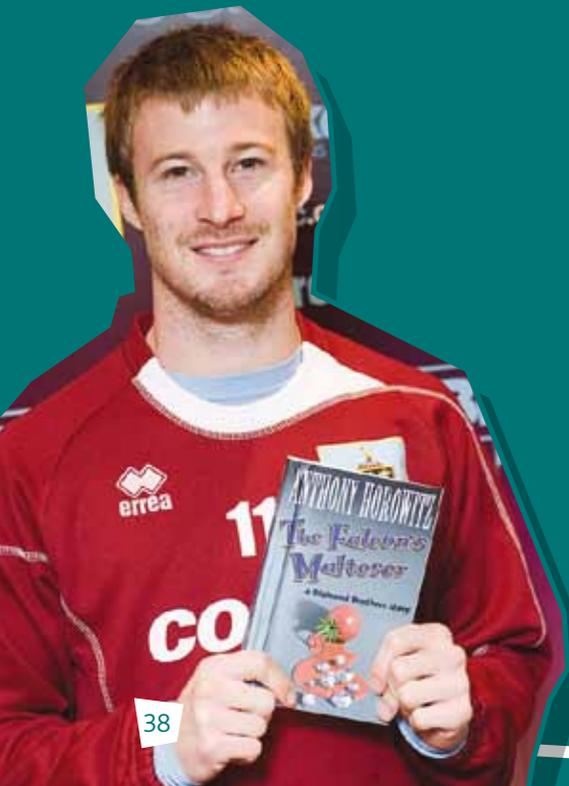
An interesting side effect of participating in PLRS workshops is the positive impact on both social confidence and reading out loud. 45% of children said that they now felt more confident speaking in front of other people having participated in PLRS, with 40% of parents saying the same. Such impacts are highlighted by the comments of one parent, who said: *"(PLRS) gives children incentive to read more and gives them confidence to interact with other children."*

Utilising footballers as reading role models of course is the single most significant motivating factor, with 71% of children saying they will read more now, specifically because they know that footballers read. This is one of the strongest aspects of the project as the list of the twenty Reading Stars and their book choices can be the main draw for many of the participants to become involved and the players are often the most significant factor in inspiring those participants to actually pick up a book. 94% of libraries received a Premier League Ground Tour and ten out of twenty Premier League clubs sent their Reading Star to meet their library groups. Both factors are invaluable to the engagement and subsequent inspiration of the scheme.

The fact that 84% of parents now feel they are reading more with their child because of the impact of PLRS and that 87% of parents think they will now go to the library more demonstrates the enduring effects the scheme can have, far beyond the time period of the seven project sessions.

The increases in reading habits amongst the children in particular have also generated positive effects within the school environment. 81% of parents felt that their child had improved their school work since participating in the scheme, demonstrating a positive effect of the scheme, outside of the library in which the sessions took place. This is further highlighted by the comments of one parent, who said: *"We read together every day now. Matt's school work has also improved. Matt loved the course – especially the books."*

PLRS therefore holds an important and high profile role in the promotion of literacy to both children and families. Premier League Reading Stars can at the very least raise awareness of the enjoyment and importance of reading throughout this targeted age group and potentially make significant changes to the behaviours of those children. For those lucky enough to take part in the designated library sessions, the experience can be both memorable and rewarding. One parent summed up their experience by simply saying: *"We shared a wonderful seven sessions with other parents and children."*



AIMS FOR 2011

The findings from the Strategic Overview concluded overwhelmingly to continue the scheme into 2010, extending the reach of the PLRS content specifically into schools.

The research conducted by BDRC reported categorically that PLRS is very highly regarded among child participants, parents and

librarians. The structure of the scheme, its basis on football and the energy and enthusiasm of the librarians all provide



an incentive for children and their parents to enhance their enjoyment of reading.

Meeting authors, visiting bookshops and enjoying the professional skills of librarians to help choose appropriate materials is great fun, enjoyable and certainly productive.

It is very apparent that there are positive 'unintended' consequences of PLRS, most notably the social and familial aspect of children spending quality time with parents and using reading as a means of bonding.

The only substantive element of concern is the policy (or lack of it?) applied by schools at the participant recruitment stage. It was common to find children who were not 'poor readers'.

One of the ways the scheme works is the power of the 'I want to be like [footballer]'. Some librarians reported that some better readers in a group are likely to make a similar 'I want to be like him/her' positive impact on the whole group as they encourage the less engaged readers to enjoy reading, too.

On the basis of BDRC'S qualitative assessment, they recommend that PLRS should continue its valuable and highly regarded work.

Taking into account the findings of both the 2010 project and the research conducted throughout the year, a proposal has been submitted to the Premier League to continue the work of the scheme over an 18-month period, focussing specifically on increasing the number of institutions running PLRS workshops to 1500.

The national PLRS Challenge would also continue, also including a new online and digital element via the Premier League's official website, www.premierleague.com

With the withdrawal of the Football Foundation's large Community Grants Scheme, a 66% shortfall in the PLRS budget needs to be made up, potentially through additional contributions from the Premier League and Arts Council England.

A decision will be made on the future content and governance of Premier League Reading Stars by September 2010.



Football Foundation

For more information contact:

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www.premierleaguereadingstars.org.uk



Reading The Game

