

# Bradford Literacy Champions

## Improving literacy in your community

The National Literacy Trust is an independent literacy charity, working to ensure that disadvantaged children in the UK have the literacy skills they need to succeed.

We work where deprivation meets intergenerational low literacy to support families, young people, schools and communities to improve reading, writing, speaking and listening skills across the UK.

### About the project

Through the Literacy Champions project we want to address Bradford's significant literacy needs on a community level.

The National Literacy Trust has been active in Bradford since 2012. Over the past five years, the charity has worked with over 200 schools in the area, and created links with 30 local partners who have supported literacy in Bradford.

Literacy Champions want to help improve literacy in their community. They could be a parent, business professional, teacher, student, sports coach or just passionate about making a difference in their local area. They can do this in many different ways depending on who they are and the communities they are living and working in.

We have a dedicated Volunteer and Support Officer based in Bradford to work with volunteers, and community-based partners to support the development of ideas that will help improve literacy across the district.

### How will it work?

The Literacy Champions programme will be running for a year and we are looking for 50 volunteers to sign up.

We are looking for a diverse range of volunteers who will want to work on different ideas and initiatives across Bradford. To do this we are looking for organisations and groups to partner with who want to improve literacy within their communities.

We are keen to work with any partners who either have an idea to improve literacy that they would like to develop, or have an existing group of volunteers or service users who could work together to set up an idea.

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We are open to any ideas and are looking to work creatively with local organisations. Some ideas we could support Literacy Champions with are:

- Setting up a reading group for adults or children
- Helping parents visit a children centre for the first time by taking them along and making introductions
- Getting friends or neighbours to sign up to the local library
- Taking children from the neighbourhood to the library during the summer to help them complete the Summer Reading Challenge
- Offering an information session in their home to family and neighbours
- Organising a book swap in their local area
- Planning a literacy-based outing (such as a shopping trip or a trip to the countryside)
- Planning a local poetry session or competition for the community

The National Literacy Trust will work with partner organisations to support the group of volunteers to develop their ideas and plans.

We will run an engaging training session with volunteers to give them practical ideas and inspiration for their projects. Partner organisations and volunteers will also be given a resource pack to help them with their ideas.

We will provide ongoing support to partner organisations and volunteers to help their idea develop and make sure it is practical and achievable.

Towards the end of the project we will celebrate the Literacy Champions' achievements and hold events to share their great work and stories.

### Why it will make a difference?

By working with local organisations and local people, the Literacy Champions project will help to develop ideas that are relevant to local communities and make a real difference at a community level. The initiative's key aims are:

- **Engaging volunteers** in promoting the importance of literacy, empowering local people within their communities
- **Empowering parents** to find ways of supporting their own children's learning, by increasing parents' awareness, confidence and day-to-day interaction with their children
- **Increasing children's enjoyment** of books and print, contributing to children's early literacy development

Organisations and groups who get involved will benefit from increased capacity in the form of volunteers to help them deliver activities to benefit the community.

The overall aim of the project is to facilitate the delivery of innovative community-based ideas that bring about lasting change in communities where low literacy is entrenched, intergenerational and seriously impacting people's lives across Bradford.

### **How to get involved?**

If you think your organisation or group could get involved in Literacy Champions please contact us on [bradford@literacytrust.org.uk](mailto:bradford@literacytrust.org.uk) or 07913 122257 so we can discuss the project and your ideas further.