

# **Read North East**

# **Campaign plan**

Read North East is a creative campaign to raise children’s literacy levels in the North East. It is a campaign from the North East Literacy Forum, led by the National Literacy Trust and supported by Penguin Random House UK, the Education Endowment Foundation and Greggs PLC.

The campaign focuses on encouraging parents to talk and read to their babies and children, strengthening the culture of reading across the region, and engaging businesses to support the campaign.

Read North East will bring together and amplify the successful literacy-focused projects and initiatives already taking place in the region through the campaign channels below, while introducing new activities to inspire local children and families to get reading.

**Campaign channels**

**Partnerships**

Partnerships are vital to the success of Read North East. The North East Literacy Forum will work closely together to deliver the campaign, building links with other regional and local literature and education partners, and wider leisure and cultural organisations.

Partner activity:

We will support and amplify existing literacy-focused events and activities to raise the profile of reading and storytelling in the area, bringing everything together under the Read North East brand. We will work with partners to embed campaign messaging into press releases and use the Read North East logo across materials. Partner activity will be profiled on the Read North East website and in collateral to raise awareness and encourage greater participation.

Wider partners:

We will also maximise community reach by developing partnerships with a range of local organisations. This could include sports teams, transport, public health, voluntary organisations and faith groups. Many of these organisations attended the launch event on 29 March and have already pledged their support.

Partners will be encouraged to feature Read North East on their websites, in newsletters and on social media, with copy provided by the National Literacy Trust.

**Media partnerships**

Building and utilising strong relationships with local media outlets to secure regular media coverage about the campaign will help us to reach a wide audience and will be crucial to the success of the Read North East. Following fantastic support of the launch, we will look to create a formal media partnership with **Trinity Mirror North East** to cover the campaign on a regular basis across their publications:

* Newcastle Chronicle / Chronicle Live
* The Journal
* Evening Gazette / Gazette Live

We will also target additional media outlets to reach a diverse audience and target specific local areas with relevant news. This includes:

* Northern Echo
* BBC Radio Tees
* BBC Newcastle
* BBC Look North
* ITV Tyne Tees
* Love Middlesbrough
* Sunderland Echo
* Hexham Courant
* Berwick Advertiser
* Durham Advertiser
* The Shields Gazette
* Darlington and Stockton Times
* Northumberland Gazette
* Hartlepool Mail
* Local commercial and community radio stations

To generate consistent coverage and maximise reach of our messaging, we will feed regular stories to the media about the campaign, including:

* Events and activities
* Interviews with spokespeople and ambassadors
* National Literacy Trust research e.g. North East findings of children’s reading research
* Seasonal tips and advice for parents e.g. Christmas-themed reading ideas

Penguin Random House has an existing national relationship with the Trinity Mirror group. We could discuss a reader offer, with readers collecting Read North East branded vouchers to claim a free book.

The National Literacy Trust will draft press releases, to be circulated to Forum members, and then release these to Read North East media partners and other target media. We will also work with partners to ensure Read North East messaging is incorporated into press releases about existing events and programmes.

**Read North East web presence**

The National Literacy Trust will develop, host and manage the Read North East webpages at [www.literacytrust.org.uk/readnortheast](http://www.literacytrust.org.uk/readnortheast). A “vanity URL”, redirecting to these pages [www.readnortheast.org.uk](http://www.readnortheast.org.uk) has been created and will be used across the campaign.

As the campaign progresses, the web content will be split over additional sections and updated regularly to reflect the latest campaign updates. Content will include:

* Success stories
* Information for parents, schools and businesses
* Campaign news
* Events
* Information on libraries
* Campaign partners
* Image gallery

As an established website with 60k monthly unique users, [www.literacytrust.org.uk](http://www.literacytrust.org.uk) has strong SEO and features high in google searches of relevant words. This means it will be easier for people looking for the campaign without the web link to find the Read North East webpages, than if we created a new website. Using pages within the National Literacy Trust website is cost-effective, enables us to have full control over the structure of the pages and allows us to update content quickly.

**Social media**

Social media will be a key channel to engage parents and the wider public in the North East, and raise awareness of key messages using the #ReadNorthEast hash tag. This hash tag will be monitored daily and we will ensure we are responding and reacting to posts when relevant.

We will post regularly from the National Literacy Trust accounts (50k Twitter followers, 9k Facebook fans) and for key campaign moments and milestones we will draft a series of tweets / Facebook posts that can be sent to Forum members, partners and ambassadors to share through their channels.

**Campaign collateral**

To spread campaign messages and reach key communities on the ground, we will create and distribute engaging campaign collateral, using Penguin Random House’s character assets.

The National Literacy Trust will draft copy and work with Penguin Random House to decide the most relevant assets to use (e.g. Peppa Pig). When logos of Forum members are used, collateral will be sent to members for approval.

Collateral development will be subject to budget but initially we would look to produce:

* Posters with key campaign messages
* Leaflets for parents with tips for reading with their children and book recommendations
* Bookmarks to be given out at libraries, children’s centres, doctor’s surgeries etc.

Working with partners, we will reach parents and specific target groups by distributing collateral in places that they regularly visit. This could include on buses, supermarkets, in GP waiting rooms or at the cinema, as well as through online channels.

Collateral will also be sent to be displayed at other family-focused events and festivals in the region.

**Ambassador engagement**

The influence of celebrities and ambassadors can play an important role in helping to raise awareness of the campaign and spreading key messages. The National Literacy Trust will identify potential ambassadors and reach out to secure their support. Ambassadors could include:

* Newcastle, Sunderland and Middlesbrough players
* Alan Shearer
* Sir Ridley Scott
* Rowan Atkinson
* Emeli Sandé
* Scarlett Moffatt
* Chris Ramsey
* Sarah Bridget Scott
* Jamie Bell
* Jeff Brown
* Brenda Blethyn
* Martin Shaw
* Robson Green
* Gina McKee
* PRH author ambassadors

Throughout the campaign, we will manage regular liaison with Read North East ambassadors to keep them up to date with the campaign and opportunities to get involved. We will provide key messages and campaign updates for them to share through their channels and secure quotes and attendance at

**Key messages**

Messages will be incorporated into collateral and materials in a fun and engaging way, with wider copy around them to provide context.

**Parents and families**

* Sing, rhyme or read together with your child every day from birth
* Reading with your child for just 10 minutes a day will make a difference

**Pupils**

* There is a book for everyone – have you found yours?
* You might enjoy reading a book, magazine, poem or comic

**Campaign measurement**

The success of the campaign will be measured in the following ways:

* Value of media coverage – measured by advertising value equivalent of articles about Read North East
* Reach of media coverage – combined opportunities to view of all pieces about Read North East
* Social media engagement – impressions and retweets of posts about Read North East, use of hash tag (#ReadNorthEast)
* Case studies, qualitative feedback and quotes, which will be written up and shared on the Read North East webpages
* Resources distributed – e.g. books, flyers, bookmarks
* Attendance at events and increased participation in programmes as far as possible.

 **[ENDS]**