

ANGUS COUNCIL

CHILDREN AND LEARNING COMMITTEE – 19 APRIL 2018

The 4-4-2 Reading Challenge

1. BACKGROUND

- 1.1 On 6 February 2018, Scottish Book Trust and the Scottish Professional Football League launched their pilot project, The 4-4-2 Reading Challenge. The aim of the project is to inspire and encourage children to read in exchange for match tickets. Primary school children aged between 5-12 years are eligible to take part. 14 Scottish Professional Football League teams have signed up, along with over 200 local libraries in 11 local authorities.
- 1.2 Children must register by collecting a challenge card from their local library. Any child who is not already a member of the library can join for free. Children must borrow four books in total. The challenge cards will be stamped in the library after each book is returned. Once the challenge card is full, it can be exchanged for a free child's ticket, along with a discounted adult ticket, for an eligible match at any of the participating clubs. The suggested adult discount is 20%. The challenge card must be completed by 31st May 2018. The completed challenge cards can be exchanged for discounted tickets for eligible matches played before 31st October 2018.

2. THE 4-4-2 READING CHALLENGE IN ANGUS

- 2.1 Forfar Athletic FC and Arbroath FC have signed up to support the reading challenge in Angus. Children will be encouraged to visit Forfar or Arbroath public libraries to take part in the challenge, however Kirriemuir library will also hold a small number of challenge cards. Due to the rural location of many of the schools in the Forfar and Arbroath cluster, the mobile library service will support the project in those cluster schools. Children who are not already library members can join the mobile library.
- 2.2 All Head Teachers of the primary schools in the Forfar and Arbroath clusters will be visited by the Literacy Support Officer to encourage engagement with the challenge. These visits will be followed up by assemblies. ANGUSAlive library service will support the school assemblies. Forfar Athletic FC will send representatives to the school assemblies as best they can along with their club mascot. Arbroath FC is in the process of finalising their arrangements, but the format is likely to be very similar to the model being used in the Forfar cluster.
- 2.3 Schools will be supported as required throughout the project. The library service will monitor the progress of the children and record how many children complete. Scottish Book Trust also host a Summer Reading Challenge and it is hoped the 4-4-2 Reading Challenge will lead to further engagement with this. Last year over 600 children completed the Summer Reading Challenge in Angus.
- 2.4 SPFL Trust chief executive **Nicky Reid** comments: "The 4-4-2 Reading Challenge initiative is designed to encourage children who don't regularly visit the library or participate in sport to do so. As such, we think it's a real win-win opportunity for all concerned. Although this is a pilot project, we have high hopes that it can be a hugely successful programme, and so we are grateful to the SPFL for their support to allow us to kick-off." Marc Lambert, CEO of Scottish Book Trust, a charity changing lives through reading and writing, said: "Taking part in sport and reading are both important for young people's physical and mental health. As well as being fun, reading for pleasure can increase empathy, reduce stress and improve wellbeing, while all the research shows that children who read for pleasure also tend to do better at school. We're delighted to work with the SPFL to use sport to encourage a love of reading in Scotland's children."

Contact for further information: Pauline Stephen, Head of Schools and Learning.
Email: PEOPLE@angus.gov.uk