

Project Brief



The Project Brief is the **first** thing to do. It should be completed before **any** activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.

Project Name	Selby District Children's Reading festival
Project Manager	Christina Gabbitas
Document Author (if different from Project Manager)	
Organisation Name	Children's Literature Festival

Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

The project is aimed to give young children and families a better opportunity of having access to reading and books with a dedicated annual literature festival.

This is set to help educate parents as well as the children.

Teachers can only achieve maximum impact with support from parents and families who also need educating on the benefits of reading.

There is a distinct lack of resource in this area, not just in Selby but many wards across England, with more emphasis being on gifted and talented children, and children who are interested in English. Our mission is to give children of all abilities an equal opportunity with the read aloud-interactive sessions.

Planned Festival:

January 28th – Launch of Poetry Competition – The Library and Selby Abbey

Children ages 7-14 to write about Selby Abbey. The winners will be announced at the Families & Communities Day on 30th March held at Selby Abbey. I wrote to Children's Author David Walliams who has donated signed books that I will use for this prize. David Walliams is unable to make the festival but wanted to show his support for such a worthy project.

This event will be targeted at all 42 Primary Schools within the district and secondary schools.

Tuesday 26th March – An Evening with the Artists Selby Town Hall Special Guest Musician Michael Bradley from The Undertones

27th & 28th – Schools Fest – All schools from Central Selby will be invited to receive interactive read aloud sessions with an author respective to their age group.

March 30th – Families and Communities Day – All invited to a free literature festival in Selby Abbey with read aloud-interactive sessions throughout the day and an opportunity to talk with authors and artists. More details are listed on the CEF Application form.

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

The project will deliver a free literature festival that is all about educating and bringing communities together and sits well with the Central CEF community development plan. The concept highlights the benefits that reading can have, not just educationally but socially and emotionally too. We want to make the festival inclusive and not exclusive. All primary schools in the Central CEF area will be invited to read aloud-interactive sessions, performed by the authors regardless of ability. We want to give children of all abilities an equal chance, not just children who are interested in English. All the children will receive an interactive session with an author/illustrator respective to their age group. Reading aloud sessions can have a huge positive impact. We will be utilising and encouraging usage of Selby Library. Research shows that libraries have a positive impact on all areas of learning, including, reading and writing skills and help with a child's self esteem

Promoting wellbeing, health and safety within our community is paramount in today's society. Encouraging children to read opens up a whole new opportunity and perspective on the world for them. Increasing positive activities for young children and their families is paramount in our communities. We can help encourage children to attend the events. Children and young people who are most engaged with literacy have better mental wellbeing than their peers who are least engaged. Research also highlights further benefits of reading, including how:

- 43 per cent of readers said reading helped them to sleep better;
- Two-thirds (64 per cent 'regular' and 61 per cent 'rare') of readers report strong empathy for others;
- 19 per cent of readers felt less lonely when reading.
- 57 per cent of readers report greater cultural awareness;
- 48 per cent reported increased levels of creativity; and
- 72 per cent are more likely to have greater community spirit.

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

The project will deliver a positive message with measurable impact. We need to help change the mindset of parents that being involved with a literacy festival is a positive measure and making the festival accessible for all without discriminating their financial position. An event that is accessible for all. The benefits of including and inviting the whole community in this celebration makes people feel valued. If people feel valued it gives them a greater sense of being and wanting to achieve.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

Children's Literature Festivals will deliver the project. Launch 28th January 2019 at Selby Library and Selby Abbey with a poetry competition. Children will be invited to write about Selby Abbey and the winning poem will be announced at the Families and Communities Day on 30th March.

26th March – An Evening with the Artists – Selby Town Hall
27th & 28th Schools Fest – All 12 central Schools invited to attend.
30th March – Families and Communities Day – Selby Abbey

All the event will be marketed through schools, local journals, Selby Town Hall Whats on, Selby Times and all online media.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

The project will be launched with a funded website by a local company, this will be launched (15th December) with all sponsors and supporters for the project with more to be added as funding is sought. The website will be www.selbycrf.com
January will be the launch of the Poetry Competition where children are invited to write about Selby Abbey with David Walliams signed books as prizes.
There will be a continual promotion of the festival from January and beyond March at families and communities day. I will propose that the next date will be set shortly after the festival to keep up the momentum for the 2020 event.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs** –
 - Author Costs £6,300
 - Marketing/Publicity/Banners/Leaflets £2,300
 - Venue Hire, Selby Abbey & Town Hall
 - Accommodation Travel £2,500
 - Event Insurance £400.00
 - Equipment £1,350
 - Books £5,000
- **People** –
 - Authors: Donovan Christopher African Rap Poet,
 - Salma Zaman Asian Author, Teacher & Arts Award Winner
 - Andy Seed Ex-Teacher & Blue Peter Book Award Winner
 - Ursula Hurst – Professional Illustrator Artist & Ex Teacher (currently showcased V&A Illustration Awards)
 - Michael Bradley, Musician, Author & Celebrity
 - Christina Gabbitas Dame Beryl Bainbridge Award & Education Award

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

Current funding

Pledged:

North Yorkshire Stringer Communities Programme £1,000
Selby District Council – Cllr Mark Crane £2,500
Wrapped Branding – Free dedicated Website Value £2,000

Awaiting Approval:

Awards For All £10,000

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

The main risk is not having enough funding for what we want to achieve. Supplying free books are a luxury, so these maybe limited.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

Volunteers:

We have the support of Selby Soroptimists once again. The ladies group fully supported and volunteered helping to make the organisation of the festival a huge success.

The poetry competition is to invite children to write about Selby Abbey with its 950 celebration, this is a great way to help more parents and children form the community. An invitation to this will also be sent out to children up to age 14 Selby secondary schools.

The festival does not depend on other projects for its implementation or success.