

THE READING AGENCY



SUMMER READING CHALLENGE

THE
READING
AGENCY

SILLY
SQUAD

Summer Reading Challenge 2020
sillysquad.org.uk



Schools pack

Summer Reading Challenge: Supporting your students this summer

The Summer Reading Challenge takes place over the summer holidays throughout the UK. Run by national charity The Reading Agency, and delivered with the support of the UK public library network, it is the UK's biggest free reading promotion for primary-aged children.

The programme reaches over 700,000 children each year, motivating them to keep reading during the summer holidays and helping to maintain reading skills and confidence.

With the current situation, the 2020 challenge will run June to September, offering children and families the chance to take part online and receive rewards for their reading. While libraries remain closed, they will continue to support the Challenge through virtual services and e-lending platforms.



*While the real world is closed our
imaginary worlds let loose...*

The power of reading in a crisis

*“These books gave
Matilda a hopeful
and comforting
message: You are
not alone.”*
Roald Dahl

- Children are aware we're in a crisis – affecting mental health, self esteem, friendships and relationships
- Lives are in limbo – children and parents are missing structure, inspiration and guidance from schools and libraries not knowing when 'normal' will return
- Children are missing other children – we need to provide a sense of community and connection



Dave Warren 2019 for The Reading
Agency with thanks to Pancras Square
Library



A Seriously Silly Summer!



Join the Silly Squad this Summer !

This summer we're going to get silly! The Summer Reading Challenge 2020 will feed the imaginations of the UK and create a greater sense of togetherness through the joy of reading.

For 2020 we are delighted to present the 'Silly Squad' – our hilarious cast of characters ready to bring the UK a seriously silly summer.

Using the power of silly, we will help kids stay kids and embrace the fun just when we need it most.

We have created our online Silly Squad to entertain and engage children with uplifting content and reading recommendations.

Dave Warren 2019 for The Reading Agency
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Summer Reading Challenge: We're going digital!

With the disruption caused by COVID-19 and the impact of social distancing on schools and public libraries, we are delivering the 2020 Summer Reading Challenge online so we can ensure we continue to reach as many children and families as possible.

The all-new digital Summer Reading Challenge with its Silly Squad theme will launch earlier than usual to keep children reading over the summer and support parents and carers with children already at home.

Through the online Summer Reading Challenge, we will...

- Offer something reassuringly familiar – themed activities, space to share recommendations and rewards for keeping up with reading
- Ensure the programme remains free of charge for all
- Create much-needed support for libraries, educators, publishers, authors and parents, all with the same goal: to inspire kids to read for pleasure



It's so easy to take part

- **Children sign up to our easy-to-use website** and create their own profile at sillysquad.org.uk from 5th June onwards.
- **They set their own challenge to read any amount of books during the Challenge**, with children being encouraged to read anything that makes them happy – whether it be comics, joke books, poetry, fiction or non-fiction; in digital or print format; from e-book lending through the public library service or from what they already have at home.
- **Each time they finish a book, they add it to their profile and write a review.** They are rewarded with activities and incentives along the way, such as online badges, games and videos.
- **Families are encouraged to join in and 'Get Silly' with downloadable activities, games, quizzes and more.** With new content to enjoy each week, the fun will continue throughout the summer to keep families engaged.
- **They receive a downloadable certificate** once they've completed their challenge!



Dave Warren 2019 for The Reading Agency with thanks to Pancras Square Library

How can the Summer Reading Challenge support your pupils?

- The programme can offer something fun to do together for your families and communities, creating stronger bonds
- The Summer Reading Challenge keeps children actively reading over the summer, supporting the transition between year groups and stages
- The Challenge encourages children to become more independent in their reading, helping them develop an identity as a reader
- Children who take part maintain reading confidence levels over the summer and are more enthusiastic about books and reading
- Reading for pleasure supports mental wellbeing, boosting children's confidence and self-esteem, more important than ever during this time



How you can support us

Promoting the Summer Reading Challenge in your school is one of the most effective ways of spreading the word! **Find all the resources below at www.sillysquad.org.uk**

- Tell parents about the Summer Reading Challenge! Use our handy digital newsletter banner in your digital newsletters, class blogs, PTA platforms or on your website
- Use our digital asset pack to spread the word through your social channels
- Tell children about the Summer Reading Challenge website at www.sillysquad.org.uk where they can take part, find book recommendations, fun and silly events, downloadable activities, competitions and play games
- Hold a live or online Silly Squad-themed assembly using our template assembly presentation to tell children and families all about the fun happening with the Challenge this summer
- Use our activity sheet to engage children with a personalised Silly Squad invitation
- Choose books from the Silly Squad collection to share with your class through online or live class reading time
- Celebrate after the summer! Encourage children to bring in their certificates or congratulate completers in your school newsletter



Additional packs for hard-to-reach families

We are currently working to distribute our existing physical family packs to the most vulnerable and those without easy access to digital platforms through other distribution channels.

If this is something that is of particular interest to your school, please contact:

summerreadingchallenge@readingagency.org.uk



For illustration purposes only, activity packs do not come in bags

Useful information and links

The Reading Agency is a national charity working with people of all ages to tackle life's big challenges through the proven power of reading.

Access all the downloadable schools resources:

www.readingagency.org.uk/schools

Reading groups are a great way to encourage children to read more widely for pleasure. Find out more about our virtual Chatterbooks groups and resources here:

<https://readingagency.org.uk/resources/?programme=chat>

Find out more about our work at:

www.readingagency.org.uk

<https://www.instagram.com/readingagency/>

<https://www.facebook.com/readingagency>

<https://twitter.com/readingagency>

