

Project Report 2019-20



Welcome

The 4-4-2 Reading Challenge encourages children through the power of football.

First established in 2017, our incentive-based programme inspires children of primary school age to read four books at their local library.

In return they earn two tickets to a participating SPFL club, free for themselves, and discounted for an adult.

Here's how the programme works:

- Choose and borrow four books
- Collect one stamp for each read book on a handy postcard
- Exchange the card for a FREE child's ticket and a discounted adult ticket for SPFL football matches at participating clubs*

A difficult time

Football season (and academic year) 2019-20 has been very different with the backdrop of a global pandemic, caused by Covid-19.

The programme effectively ended in March when schools closed, and the country went into lockdown.

That said, at the point 4-4-2 Reading Challenge ended, the project was on target to exceed results recorded during the previous campaign in 2018.

In particular, we are delighted to report that more children actively took part (+60%) and more challenges were completed, too (38%).



Which clubs participated?

This year, 14 SPFL clubs participated in the the 4-4-2 Reading Challenge:



Partnerships

The 4-4-2 Reading Challenge was again generously funded by the Scottish Professional Football League.

To deliver the project, we worked with the Scottish Library & Information Council (SLIC), Scottish Book Trust, and Bòrd na Gàidhlig.

SPFL Trust chief executive Nicky Reid is delighted with the project's success after two years.

“The 4-4-2 Reading Challenge initiative is designed to encourage children who don't regularly visit the library or attend sport to do so.”

“As such, we think it's a real win-win opportunity for all concerned. The programme has engaged with nearly forty thousand kids in just under two full seasons, and we hope that can continue to grow.”



How the 4-4-2 Reading Challenge is helping with a big goal

Pamela Tulloch, chief executive at the Scottish Library and Information Council (SLIC) explains why the 4-4-2 Reading Challenge can help Scotland's libraries secure a better future for children.

For children and young people, reading regularly can help improve literacy and learning.

But reading is an activity that must be practised, and we fully support initiatives that encourage children to read often and to explore various genres and material.

This is where libraries offer a valuable service; they are welcoming, accessible and trusted spaces, where children can learn and grow their imagination with a range of reading activities.

Public libraries in Scotland use many creative and innovative ways to engage children in books and reading, and we have a number of partnerships and initiatives in place that are designed to inspire a love of reading for pleasure.

The 4-4-2 Reading Challenge is an excellent example of a successful partnership, making reading fun and exciting, as well as encouraging children to be active and seek out further interests.

Key Performance Statistics

Background

This year's metrics are over a five month period, versus eight months during the previous campaign (2018). Although we have included comparison statistics, it is based on very different time periods and circumstances. That said, we are delighted that there was a significant increase in the number of children participating, with more books read and match tickets issued. This was despite a very slight drop in the number of schools (and therefore pupils) engaged, in terms of promoting the challenge. We're confident that in the event that the 4-4-2 Reading Challenge had been completed in 'normal' times, metrics would have been significantly up on a like for like basis.



Our CEO Nicky Reid helped launch the 4-4-2 Reading Challenge with St Mirren's Cody Cooke and children at Thorn Primary School in Paisley.

4-4-2 Dùbhlán Leughaidh



4-4-2 Dùbhlán Leughaidh at Bun-sgoil Lochardil, Inbhir Nis (Lochardil Primary School)

In 2019-20 we were delighted to secure a grant from Bòrd na Gàidhlig to enable the challenge to be accessible in Gàidhlig.

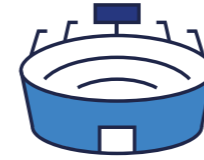
This comes at a time when there are an increasing number of schools providing Gaelic Medium Education (GME) across Scotland.

"Bòrd na Gàidhlig is delighted to have supported the 4-4-2 Reading Challenge to ensure that pupils with Gaelic can participate in this exciting initiative," said David Boag, Director of Language Planning and Community Developments at Bòrd na Gàidhlig,

"The project supports the aim that Gaelic is used more often, by more people and in a wider range of situations"



In numbers



Participating clubs
14 (+1)



Number of schools engaged
84 (-3%)



Number of schools pupils engaged
18,546 (-9%)



Number of books issued
3,516 (-21%)



Match tickets issued
468 (+41%)



Number of new library members
217 (+1)



Local authorities (councils) involved
10 (-1)



Libraries
204
Mobile Libraries
20 (+12%)



Books read to get tickets
936 (+38%)



Boys

61%



Girls

39%



Children directly engaged
1233 (+60%)

Clubs & libraries

The perfect match

Angus Council is in a unique position with three SPFL clubs participating in the 4-4-2 Reading Challenge, more than any other local authority in Scotland.

In total 260 children participated (30% of all engaged through schools).

A former teacher who sits on the committee at Brechin City helped sow the seeds on a strong partnership between the club, local library, and Maisondieu Primary School.

Sylvia Main, Children and Families Libraries Lead at Angus council explains: "Martin Smith, a retired principal teacher at Maisondieu Primary School and a committee member at Brechin City saw the 4-4-2 Reading Challenge as a fantastic opportunity to engage young readers, including reluctant readers (especially boys) to start to enjoy reading using football as an incentive.

"On behalf of the club, Martin visited the library to discuss how we could work together to establish a partnership to encourage and engage the children.

"The library created book displays highlighting both fiction and non-fiction books for various age groups about all aspects of football.

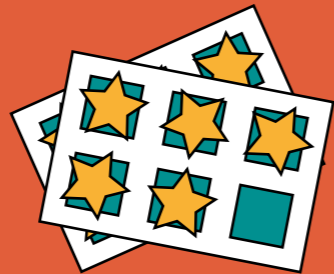
"For the library it made a huge difference to have a partner who was liaising very closely with us, schools and the club."



Brechin city



672
children
engaged



45
completed
challenges



90
tickets
issued



Appendix

The 14 participating clubs returned the following data

Clubs	Cards Returned	Match Tickets	Child Tickets	Adults	Books Read - To get Tickets	No. Schools	No. Pupils
Arbroath	3	6	3	3	12	6	1530
Ayr United	0	4	2	2	0	0	0
Brechin City	45	90	45	45	180	2	672
Dundee FC	45	90	45	45	180	4	930
Dundee United	4	8	4	4	16	8	2048
East Fife	2	2	2	1	8	9	2263
Forfar	0	0	0	0	0	0	0
Inverness	0	0	0	0	0	12	2664
Montrose	80	160	80	80	320	6	1208
Peterhead	3	6	3	3	12	10	2050
QOTS	30	60	30	30	120	17	2801
Ross County	0	0	0	10	0	4	1118
St Mirren	20	40	20	20	80	6	1624
Stirling Albion	0	0	0	0	0	0	0
Total	232	466	234	233	928	84	18,908

Participating libraries returned the following data

Local Authority	Books Borrowed	New library members	Boys Engaged	Girls Engaged	Total No.
Aberdeenshire	472	9	108	48	156
Angus	784	6	161	99	260
Dumfries & Galloway	918	110	205	163	368
Dundee	128	29	23	18	41
East Renfrewshire	214	19	35	26	61
Fife	540	23	104	61	165
High Life Highland	164	1	49	22	71
Renfrewshire	125	0	26	18	44
South Ayrshire	106	19	24	14	38
Stirling	65	1	21	8	29
Total	3516	217	756	477	1233



**SPFL
TRUST**
Trusted to Support

“ A number of teachers remarked that it had sparked real interest among many of their pupils and had encouraged them to visit the local library. The library itself said it had been a long time since they had seen so many children in their premises. ”

“ We absolutely loved delivering the SPFL Trust's 4-4-2 Reading Challenge. It was a joy to visit some of our local primary schools, read our favourite books to them and talk about the importance of improving literacy ”

“ The 4-4-2 Reading Challenge was a great way to allow children see the importance of reading, how school can be cool being involved with a football club. Also showing football stars reading and showing how important education is. ”

Scottish Professional Football League Trust

Hampden Park
Glasgow
G42 9DE

enquiries@spfltrust.org.uk

Go social:

 @spfltrust
 SPFLTrust

Registered Charity No. SC041121

