Love Football: Love Reading 2014

How to use the World Cup to encourage reading for pleasure in your school
A message from Frank Lampard, Chelsea and England midfielder

“I think the National Literacy Trust’s World Cup toolkit is a fantastic idea and a great resource for getting kids enthusiastic about reading and writing at a time when the world’s focus will be on football. I hope children enjoy reading the daily instalments while keeping up with the England Team’s progress in Brazil.

“My own children love hearing stories about football and I think the World Cup is a powerful inspiration for children to enjoy reading and to try writing their own stories. Reading is one of life’s great pleasures and I’d encourage teachers, children and parents up and down the country to use the World Cup toolkit and spread the joy of reading.”

Frank Lampard is a supporter of the National Literacy Trust’s Premier League Reading Stars programme (www.premierleaguereadingstars.org.uk) and all round supporter of our football and literacy work. He is also author of the fantastic Frankie’s Magic Football series. The newest title in his series is Frankie and the World Cup Carnival – a perfect World Cup read to turn your young football fans into reading fans too...
This pack has been written to help teachers use the buzz around this summer’s World Cup to enthuse football-loving children to read for pleasure. But it is not aimed at football fans alone. Lots of children don’t like football. We have tried to bear this in mind and make sure most of the ideas within will appeal to all children…and to their teachers.

In addition, we have tried to include information that will allow teachers without any knowledge of football to use the pack, including ideas about asking your football-savvy pupils to help you deliver the ideas.

This pack contains some ideas that you may have read in Love Football: Love Reading 2010. But half of the material is new. We have held onto the very best 50% of the 2010 edition and added another 50% of entirely new ideas that will help you to promote reading across the school.

Some of the new content focuses on how you can encourage children to read for pleasure at home during the World Cup, hopefully engaging their parents too. This ties in with the understanding that the more support you can get from home, the more likely children are to want to read for pleasure.

You may also find the associated online resources useful. Visit www.literacytrust.org.uk/world_cup to access:

- free downloadable resources that relate to the contents of this pack
- a free daily classroom-read thriller story, based around the events of the tournament and written by the children’s author Tom Palmer
- daily writing exercises based on events and controversies from the World Cup (network members only)

We wish you all the best with all your efforts to encourage children to read for pleasure. Keep up the good work!

National Literacy Trust and Tom Palmer
info@tompalmer.co.uk

The Love Football: Love Reading 2014 resources are supported by Renaissance Learning and the Football Association, who not only funded the toolkit but also contributed their own resources and images to make it even better. We would like to extend our sincere thanks to these partners; without them this work would not have been possible.
About the author

Love Reading: Love Football 2014 was written by Tom Palmer. Tom is a children’s author who has promoted reading for pleasure in schools, libraries, football clubs and other venues for 20 years. For the last 10 of those he has worked as a consultant for the National Literacy Trust, as well as The Reading Agency, Booktrust and the British Council. His website is www.tompalmer.co.uk.

Tom has written several resources for the National Literacy Trust, including Love Football: Love Reading 2010, Love Rugby: Love Reading 2011 and the Tactics Books for running the National Literacy Trust’s popular Premier League Reading Stars project.

He is the author of more than 30 books for children, which feature spies, detectives, rugby players and footballers. His series include Foul Play, Football Academy and The Squad, all published by Puffin Books. His most recent book, Over the Line, is a story about the Footballers’ Battalion, who fought at the Somme in the First World War. It is published by Barrington Stoke. You can visit www.readingwar.co.uk to access World War I reading resources, including videos, documents and blogs.
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Warm up fixtures

England’s matches are as follows:
30 May Peru 8pm
4 June Ecuador 8pm
7 June Honduras 9.45pm

May

Publication of special World Cup magazines and books

June

Newspaper special World Cup pull-outs published

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>4 June</td>
<td>Ecuador, 8pm</td>
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<tr>
<td>7 June</td>
<td>Honduras, 9.45pm</td>
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<tr>
<td>9 June</td>
<td>Publication of World Cup story and writing exercises begins</td>
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<tr>
<td>12 June</td>
<td>First game: Brazil v Croatia (9pm, ITV)</td>
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<tr>
<td>14 June</td>
<td>England v Italy (11pm, ITV)</td>
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<tr>
<td>19 June</td>
<td>England v Uruguay (8pm, ITV)</td>
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<tr>
<td>24 June</td>
<td>England v Costa Rica (5pm, BBC)</td>
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<tr>
<td>28 June - 1 July</td>
<td>Second round games (England might play 28 or 29 June at 9pm)</td>
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July

<table>
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<tr>
<th>Date</th>
<th>Round</th>
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<tr>
<td>4 and 5 July</td>
<td>Quarter-finals</td>
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<tr>
<td>8 and 9 July</td>
<td>Semi-finals</td>
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<tr>
<td>13 July</td>
<td>Final</td>
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What happens next?

Foul Play: Brazil

During the five weeks of the World Cup, the National Literacy Trust will publish an original children’s story in 26 episodes.

Each chapter will be roughly 700 words long (a five to 10-minute classroom read) and will be published before 8am every weekday from Wednesday 11 June to Monday 14 July, so that schools – and others – can read it aloud during the day.

Foul Play: Brazil will feature characters from Tom Palmer’s five-book Foul Play series, published by Puffin Books, including fourteen-year-old sleuths, Danny and Charlotte.

As well as being an ongoing detective story, each chapter will respond to the events of the previous day at the World Cup in Brazil, controversies on and off the pitch, key games, England’s results and the main stories that the broadcast and print media are covering from the World Cup.

You can download the World Cup story daily at www.literacytrust.org.uk/world_cup.
Charlotte felt Danny’s hand grip her arm as their plane shuddered, then lunged, its lights flickering on and off. She ignored him and continued to stare out of a small window, at clouds piled like mountains of cotton wool. When the Boeing 777 slipped down through the clouds, all Charlotte could see was white. It was like a foggy day back home in the UK.

But Danny and Charlotte were not in the UK. They were thousands of miles away from home, passengers on a plane that was about to land at an airport in the centre of the famous Amazon rainforest. Brazil.

Danny looked at his hand, hesitated, then drew it away from Charlotte’s arm.

Charlotte turned and smiled at him. ‘You’re not a great flyer, are you?’

Danny shook his head, aware that the plane was still falling down through the clouds. He hated planes.

Suddenly, the clouds disappeared and the two fifteen-year-olds could see only green. A beautiful panorama of dark green. Millions of trees on thousands of hills. A wide river running through them.

‘It’s beautiful,’ Charlotte gasped. She rubbed her eyes, already thinking about how she could put this into words. She was cross that she had left her notebook in her suitcase.

‘Can you see the stadium?’ Danny asked, looking past her.

Charlotte sighed. ‘No, I can’t see the stadium,’ she said. ‘But I can see the Amazon rainforest. I can see one of the greatest wildernesses a human being can see. A wilderness that is filled with tens of thousands of species of animals and insects and birds. But, no Danny, I can’t see the football stadium.’

Danny scanned the Aeroporto Internacional Eduardo Gomes, then the luggage belt as it hauled a line of rucksacks and suitcases in a solemn circle. Men snatched bags from it, piling them onto trolleys. Very quickly Danny saw his own rucksack and lifted it from the belt. There was still no sign of Charlotte’s bag.

But Charlotte didn’t seem bothered. She was busy people watching. Men and women pushing past each other. Trolleys screeching, loaded down with bags. Some were dressed in interesting tops with leaf patterns and others wore large white hats. She took a sly photograph of one woman whose hair was in long dark plaits: she looked beautiful. Again Charlotte wished she had her notebook.

‘I could write an article already,’ she said to Danny. ‘And we’ve only been here five minutes.’

Danny wasn’t listening. He was still watching the luggage belt.

But writing articles was the reason why Charlotte and Danny were in Brazil. They had won a competition to be journalists for the children’s newspaper, First News. Their job was to cover the World Cup in Brazil, to write about the tournament and the country.

Then Danny pounced, lifting a black bag from the luggage belt and presenting it to Charlotte.

‘Thanks,’ she said.

Charlotte took the bag and backed away from the crowd. She opened it quickly. She wanted her notebook now.

But when she unzipped the bag, she knew that something wasn’t right. The first thing she saw was a sheet of paper with pictures of at least twenty creatures on it. Each with a red circle round it. Spiders. Birds. Even a monkey. Next to that – packed between clothes – she saw several small clear plastic bottles filled with liquid and powder.

What were these doing in her bag?

Had someone planted them there?
Then, with a jolt of shock, Charlotte understood. This wasn’t her bag. She felt herself flush red and snapped shut the suitcase.

‘Put it back,’ she whispered to Danny.

‘What?’

‘Put it back. It’s not mine. There’s weird stuff in it.’

Danny returned the bag to the luggage belt. Almost immediately he saw a woman with spiky blonde hair pick the bag up, then stare at both of them. The woman had sharp piercing eyes and very pale skin. Like a ghost, Danny thought.

‘What did you say about the bag?’ he asked Charlotte.

‘It had funny stuff in it. Like liquids and pictures of animals. Bizarre. But forget that. We’re here! We’re in Brazil! Can you believe it?’

Soon Charlotte’s real bag appeared and Danny handed it to her.

Over the next month Charlotte and Danny would have some amazing adventures. They would see things most other people would never see. They would go to places most other people would never go. And they would not be allowed to forget the contents of that other black bag. Because what Charlotte had seen inside would drag them into terrible danger.

Dangerous to them.

Dangerous to the world’s best 900 footballers.

Dangerous for millions of creatures that were living in the Amazon rainforest.

They just didn’t know that they were in danger yet.

The two children walked towards the arrivals hall to begin their World Cup adventure.
During the World Cup the children’s author, Tom Palmer, will be setting 26 short writing exercises for the classroom.

Each exercise will be written the night before publication and will respond to the events of the World Cup that your pupils may be talking about in the playground that morning. For instance, an England victory or defeat, an argument or controversy that has happened in Brazil or something related to the countries taking part in the World Cup.

These exercises are available only to National Literacy Trust network members. They will run every weekday from Wednesday 11 June to Monday 14 July and you can access the exercises from 8am every morning at

[www.literacytrust.org.uk/world_cup](http://www.literacytrust.org.uk/world_cup).

If you are not already a member of the National Literacy Trust Network, find out more and join at

The main body of ideas in this World Cup literacy pack follows here. They are arranged by the locations at which you can carry out some of the activities: the school hall, the classroom, the children’s homes.

Please feel free to use any of the activities away from the place where they have been categorised. Also feel free to adapt the activities – you know your pupils best.

Each of the following sections has a boxed Not the World Cup idea. This is to cater for those who are not interested in football and may want to take their reading for pleasure in the opposite direction. It is also a hand held up to acknowledge that promoting reading through football is just one way of promoting reading – and that football is just football, a ball... and some feet.

**Using your school library**

Please note that you can do most of the activities within this resource in a school library. The guide has been split into various sections covering various places in the school. If in doubt, do it in the school library.
At home

There is a lot of research that suggests something we all know: if children get support or encouragement to read at home, they are more likely to read for pleasure and have more success at school. The following ideas are designed to piggyback on interest in the World Cup to find a way to encourage families to read together.

Children’s Book Bingo
Football commentators use dozens of well-used phrases such as ‘kick off’, ‘foul play’ and ‘here we go’. Many of these phrases are also the titles of children’s football fiction. We have created four bingo cards, each containing four football fiction book titles (see appendix). Challenge families to play bingo during a match commentary then have the books available at school if the children’s interest is stimulated.

World Cup story
Ask children to take home one of Tom Palmer’s World Cup stories or the daily Foul Play: Brazil chapter (or anything relating to the World Cup) to read to their parents – or have it read to them – at bedtime. If families make a point of reading together during the World Cup, you might be kicking off a habit that lasts a lifetime.

Family visit to the library
Encourage families to visit your nearest public library. Can they find any football reading material in the sports, children’s, biography or newspaper sections of the library? Suggest they do the same by visiting a bookshop or even a place that sells newspapers or magazines. Let the library know that families may be coming in: they may want to create a display of their sports books.

World Cup reading tray by the sofa
A place to keep World Cup related reading material in the nation’s front room could be useful. Collect guides to tournaments to look at while the adverts are on — or between games. Why not make World Cup reading trays with the children? Ask them to decorate a shallow box with pictures of football and the World Cup from the newspapers or printed from the internet. Suggest that they take their tray home and put in any World Cup guides, newspapers, magazines or books. They could keep their World Cup bingo cards in there too. Encourage parents to make sure there is some material at home to go in the boxes.

World Cup letter to go home
Send a copy of the letter we have provided (see appendix) to parents that suggest 10 ideas for how to stimulate their children’s reading at home during the World Cup.

Not the World Cup
Ask the children to read a book about any other topic and come to the front of the class to tell others about it. Then you will have a mix of football and non-football material being talked about in school.
In the classroom

These ideas are designed for use in the classroom: during registration, at the end of the day or whenever you have a few minutes during the World Cup. We recommend that you use them with small or medium-sized groups of children.

Newspapers

Bring in a morning newspaper that features the events on and off the pitch at the World Cup. Black out a word in one or more of the headlines. Ask the children to guess what the missing word is. Or show them a photograph from the tournament. Ask them what it is about. Use the interest in your puzzles to get the children talking about the incident. Read the article or report in question to them. Bring in two newspapers and compare how each newspaper treats the story.

Classroom World Cup display

Create your own classroom World Cup reading display using the ideas for displays from the ‘On the walls section’ (page 17). Make it a display that grows and evolves as the tournament goes on. The children will have lots of ideas for content. Challenge other classes to a competition for the best World Cup reading display. Invite a local football club representative to judge it.

World Cup reading scrapbook

Keep a 2014 World Cup reading scrapbook in your classroom. Invite children to bring in match reports from newspapers and pictures from magazines, World Cup reading selfies, or invite them to contribute World Cup poems, diaries and predictions. Encourage them to make the scrapbook as personal as they can. Ask the children to show and talk about the scrapbook to younger children. Very keen children may want to create a World Cup scrapbook of their own.

World Cup comprehension activities

There are five World Cup comprehension activities in the appendix of this toolkit: one each from a newspaper, magazine, website, fiction book and non-fiction book. Use these activities to encourage children to try reading different types of text, or use more recent material fresh from the World Cup.

World Cup reading buddies

If your school is having World Cup reading buddies, invite them to come into your class to speak to classes of younger children. For instance, in a primary school a Year 6 pupil could talk about what they have been reading to keep up with the World Cup – newspaper previews and match reports, magazines, books and websites. Older children’s behaviour has a huge impact on younger children’s behaviour and aspirations.
World Cup reading challenge

Challenge the football fans in your class to read 100 football texts between them during the five weeks of the World Cup. This could include magazines, newspaper sport sections, books or websites. Start the school day by inviting children to the front of the class to say what they have read, then keep score with a homemade score chart. Offer the class a reward – perhaps a World Cup party – for reaching 100 reads.

“Take the quiz!”

During the World Cup our friends at Renaissance Learning will be making mini Accelerated Reader quizzes on a selection of football books, as well as free classroom resources, available at www.takethequiz.co.uk. Perhaps these quizzes could form part of your World Cup reading challenge...

A World Cup story

Read Tom Palmer’s daily World Cup story to the class. Each chapter is roughly 700 words long and will mix a detective thriller set in Brazil with the events of the World Cup as they unfold. Each chapter will be published before 8am every weekday during the World Cup at www.literacytrust.org.uk/world_cup... and it’s free.

Not the World Cup

Create a Not the World Cup reading challenge. Challenge everyone to read 100 non-football items. See which challenge is completed first. Or devise non-World Cup versions of any of the ideas above.
School assemblies are a great way of reaching all of the school with ideas about reading for pleasure through the World Cup. There are several ways you could go about this, from inviting people into school to talk about reading to using your own pupils and teachers to spread the word. You could do it as an entire themed assembly or as a small slot in each assembly during the World Cup.

Five quick ideas for a World Cup assembly (see more detailed descriptions of these activities throughout this pack):

1. Run a quick fire World Cup Reading Game with a set of five-a-side goal posts at the front of the hall for the penalty shoot-out.
2. Read a chapter of Foul Play: Brazil to the whole school.
3. If your World Cup reading display is in the main hall, officially open it and ask your World Cup Reading Champions to tell their mates about it.
4. Invite your local public librarian to tell children about the football resources at the local library.
5. Ask your colleagues – including a PE teacher – to talk about what they’ve been reading to help them enjoy the World Cup.

World Cup Reading Champions

Create a group of football-mad children and use them to promote reading for pleasure to the rest of the school. Call them World Cup Reading Champions. You can deploy them during regular or special school assemblies. Their role could be to:

- encourage other children to take part in activities and displays in the school
- tell other children about what World Cup reading they have been doing
- read one of the World Cup chapters to the rest of the school
- run a whole assembly, devising the content for themselves

Staff football enthusiasts

Do you have members of staff in school who love football? Can they be encouraged to do a slot in your school assembly? They could talk about what they have been reading during the World Cup. Is there anyone from the PE department? Often children don’t see PE teachers as readers, so it would be a good opportunity to use them as positive role models. If you don’t have a PE teacher, you could invite one from a local high school, a community football coach or someone from the nearest leisure centre.

Speakers for assemblies

As you know, speakers from outside can raise interest across the school. The world of football can provide some really inspiring people to help you to encourage children to want to read for pleasure. But who can you get in? And will it cost you money?
Football people

Many football clubs – at various levels of the game – require their players and coaches to engage with the community. It is never easy to get a Premier League footballer to visit a school (especially during the summer), but it is worth a go. You may have more success with lower league or non-league local clubs. They may want to come to you to encourage your pupils to support their team.

If you manage to get a footballer in, ask them to talk about their life as a footballer and how reading can help them with their career or to relax. Be sure to brief them, or their “assistant”, before they arrive – they may say “I don’t read”. Older players can be effective, as they sometimes have children and are more likely to understand how they can have a good impression on children. If they are nervous, suggest that you ask them a few questions on stage rather than leave them up there alone. And even if they are not known to the children, if they arrive in a football tracksuit, most children will take them very seriously.

Visit www.literacytrust.org.uk/premier_league_reading_stars/faq for further guidance on club involvement.

Authors

There are a lot of authors who write football books. Frank Lampard, Theo Walcott and David Beckham may be busy in the summer, but there are several authors who will be able to come into your school. We have put together a list of these authors and their details (see appendix). Not all of them write football-based stories, but they all have an interest in the game.

Most children’s authors do not make a living from writing alone – nor can they moonlight as footballers. Their main source of income is school visits. If you have a budget for an author visit, the World Cup would be a fantastic time to invite an author to talk about how they read and write about football.

Sports journalists

Every newspaper has one or more sports journalists. They can be excellent guest speakers. As well as speaking about how they read about sport to help them with their career, they can talk about how they write about sport for a living.

Many children don’t realise that writing about their passion – be it sport, dance, fashion or pets – is a viable career option. Approach your local newspaper and ask if they have any journalists who would like to help you inspire the children. You may be able to attract them to come and do an article on your World Cup reading activities.

Not the World Cup

Arrange a non-football speaker to come and address your children – an author or journalist with another, or more general, specialism.
On the walls

Wall displays are a great place to promote reading in schools. Here are some ideas for World Cup displays that could engage your pupils – and some adults along the way. One key idea for the World Cup is to create a display that changes every day with new reading material and information.

Decide where to have your World Cup display. Can it go in the school hall? In classrooms? In reception? Somewhere where parents might see it?

If you have recruited some World Cup Reading Champions, they might be very useful for devising, creating and maintaining your World Cup walls. Host a meeting with them to plan content for your wall. Ask them to put the display together. If it is going to be an interactive and ever-changing display set them a rota of duties.

World Cup centrepiece

Two ideas for a centre piece for your display are to build it round a world map, with participating countries highlighted, or to maintain a World Cup wall chart. There will be many free wall charts produced for the World Cup in the weeks before the tournament. Some of them may be too small for your display, so it might be worth creating one of your own or asking a publisher such as Oxford University Press, who are producing one based on the Charlie Merrick books by Dave Cousins.

Easy World Cup display materials

There will be several easy sources for images to decorate your World Cup reading wall, giving you plenty of colour to begin with:

• posters to pull out of football magazines, such as *Match*, *Match of the Day*, *Kick*, *Strike It*, *FourFourTwo* and *World Soccer*
• print out high-resolution World Cup and general football book cover images from the internet – it is legal to do this in a school so long as you do not distort or cover up part of the book cover
• ask the children to draw World Cup images, even a giant image of the trophy itself

Sports pages

Include one or more blank spaces in your display to stick up the latest newspaper reports covering the World Cup, such as an interview with the England manager or a match report – something that you can change every day to keep people reading.

World Cup Football Reading Selfies

Smartphone selfies are all the rage. Harness the narcissism of selfies and challenge children – and teachers – to take their own World Cup Reading Selfies. Ask them to take a photo of themselves holding something they have read about the World Cup. A newspaper? A magazine? A book? Use the selfies to decorate your display. Set up a competition for the best World Cup Reading Selfie.
Prediction league
Download five Accelerated Reader author posters. Display their predictions on the display and award one point for a correct result, three points for the exact score. This will drive children to the display every day, making it more likely that they look at the new reading material that goes up on the display every day.

World Cup Reading
Champion profiles
Ask your World Cup Reading Champions to create reading profiles of each other. It could feature a list of their favourite fiction, non-fiction, magazines, website and newspaper. It can be football related, or not. Add a photograph of them holding something they’ve been reading for the World Cup.

Football author posters
Download five Accelerated Reader author posters (see appendix). The posters feature pictures of children’s authors such as Dan Freedman, Tom Palmer and Helena Pielichaty, explaining in 50 words what they’ll be reading during World Cup 2014.

World Cup reading table
If you have the space in the library – or wherever your display is – place a table beneath your World Cup wall display. Put any football books you might have on the table as well as any magazines and newspapers you can acquire from your colleagues, from the shops (if you have a budget) or from a friendly supermarket or newsagents who might be willing to sponsor your efforts with free newspapers and magazines.

Review goal
Another great idea for a football reading display is to create a two-dimensional goal on a wall. Use white card and a net, or even a drawing of a net will suffice. Once you have the goal on the wall, offer children our blank ball-shaped book review template (see appendix). Ask the children to review any book – not just football books – then to place the book review in the back of the net (if they liked the book), on the goal frame (if they thought it was okay) and high or wide of the goal (if they didn’t like it).

Not the World Cup
Invite children to create a non-World Cup display about what they like to read. Do they have an idea for a theme? Or will it be a free-for-all? Allow them as much freedom as possible.
At the public library

The World Cup is an excellent time to get children – and their families – using the public library. Public libraries have some great football related resources, including fiction, how-to-play-the-game books and biographies.

Visit the library

Many public libraries welcome a visit from a class of school children and their teacher. Call your local library to see if they’ll play host to you this summer. Librarians often show the children around and offer them the chance to join the library. Once a child has visited a library, they are likely to want to show their parents or siblings round too.

If you can, arrange to have membership forms sent to you beforehand, so you can have them signed in advance by the children’s parents and the children can join there and then and come away with books!

Library stock

There are several areas where you can read about football in the public library. They are:

• children’s fiction – stories by authors and footballers about the game, including Bedford, Rai, Pielichaty, Gibbons, Palmer, Freedman, Lampard, Walcott, Beckham
• children’s non-fiction – books about how to play football, annuals, encyclopaedias and other light to tough factual books
• biography – life stories about the great players, past and present
• sport – general non-fiction books about football, including coaching manuals, club histories and cultural takes on the game
• newspapers – daily papers full of the latest football fact and scandal
• internet – free access to football websites online
• kids’ poetry – some of the best football poetry anthologies for children
• magazines – less visible in libraries these days, but some stock titles like Match and FourFourTwo
World Cup treasure hunt

Familiarise the children with the wealth of football reading in the public library by setting up a treasure hunt. Ask the children a set of six questions that will lead them to five or six of the library sections above.

- Where will you find the story of a footballer’s life?
- Where can you read this morning’s football breaking news?
- In what section can you read books about playing football?
- In which part of the library are fictional football stories kept?
- Where will you find football rhymes?
- Where can you read last night’s match reports on paper?

Once you’ve decided on your clues and library sections, put up a set of letters around the library, making up the name of a player, such as MESSI or ROONEY. Then challenge the children to solve the clues, gather the letters and work out the player’s name.

Invite the public library to your school

Ask if a librarian would like to come to your school and tell all the children about football – and other – stock on their shelves. They might be keen to come in around June, as they will want to promote their Summer Reading Challenge, an annual scheme that challenges children to read six books during the summer holidays.

Help the library make a World Cup display

Offer to bring in your World Cup Reading Champions to help the library devise and create a World Cup Reading Display.

Not the World Cup

Take the children to the public library. Ask for a tour of all the library’s resources except the football section. Let children choose which tour to go on.
In groups

Reading groups can be very successful. Especially if you don’t call them reading groups. Getting a group of football fans together to talk about World Cup reading material could help create new readers for life. Think of a name for your reading group such as Booked Up or Reading the Game. Let the children choose.

World Cup book group one
Challenge the children to read one of the many football stories (or non-fiction titles) published for children. Ask them to each choose a different book. Use the book group to allow the children to tell each other about what they have read. Then ask the children to swap books and come back the next week to say what they thought of the book recommended by another member of the group.

World Cup book group two
Buy or borrow a set of the same football book. Give the children a week, or more, to read the book at home. Then come together and talk about what they thought of the book. Some may have liked it, others not. Get them to argue about the strengths and weaknesses of the characters, the action in the story and whether or not they thought it got boring in parts.

England reading group
Meet the day before and/or after England games. Ask each child to bring in a newspaper article. It could be something from a printed newspaper or downloaded from a newspaper website. Suggest they get their parents to help them find something interesting – a good way to involve the children’s families.

Read Foul Play: Brazil together
If full classes are not keen on reading the whole daily World Cup story together, read it to a group of interested readers together in the school library.

Magazine readers
Buy three or more World Cup magazines. Give the children time to look at them all in groups, then host a debate about which is best. What do they like about one more than another? Is one too wordy? Another not factual enough? How would they judge which to buy? Ask them to talk about other magazines they have read. Maybe they could even make a list of what would be the content of their ideal magazine.

Premier League Reading Stars
The best model of a football book group is the National Literacy Trust’s Premier League Reading Stars. Check out www.premierleaguereadingstars.org.uk for free videos and documents that could enhance your book group’s activities.

Not the World Cup
If you’re running a World Cup book group, offer a non-football book group to children too. Challenge them to collectively read books set in as many of the 32 countries taking part in the tournament as possible within the duration of the tournament.
In the IT suite

Most schools have an IT suite – rows of computers or tablets that you can use to encourage children to read more about the World Cup. These basic ideas might be a way to get children reading for pleasure online.

**World Cup websites**

There will be a lot of material online before, during and after the World Cup. Focus the children on some of the more well-written and safe websites to find out more about the World Cup like [www.bbc.co.uk/sport](http://www.bbc.co.uk/sport) and [www.fifa.com/worldcup](http://www.fifa.com/worldcup). Or ask the children to identify the best ones.

**World Cup blogging**

Lots of schools have set up their own blogs where children can blog safely about their learning and other things going on in their school. Encourage a group of children at your school to blog about how they feel about the World Cup. Ask other children and parents to read the blog and comment on it. Link up with other schools to share and comment on each other’s blogs.

**Twitter**

If you’d like to tweet about what your school is doing to celebrate reading alongside the World Cup, showing pictures of your displays, links to your blogs or images on your website, tweet them to @Literacy_Trust, using the hashtag #NLTWorldCup and we’ll retweet them to our 20,000 followers.

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**Not the World Cup**

Allow the children to find out about a subject they are as obsessed with as some of the others are with football. Give them the same amount of time to pursue that interest freely – and safely.
In the staffroom

**Staff training**
Use a staff training session to ask your colleagues to help you spread the word about World Cup reading. The World Cup is the only time that some of the most hardened football sceptics get into the game. Harness this to your advantage. Choose 10 of the activities in the pack, photocopy them and pass them round the staffroom. Ask your colleagues to choose one of the ideas and lead on it.

**World Cup Reading Champions**
If you can persuade your colleagues to allow it, host your World Cup Reading Champions meetings in the staffroom. Make your champions feel special. For the duration of the World Cup they’re on the staff and can use the staffroom... within reason. Get them a drink from the fridge. A biscuit from the biscuit barrel/box.

**World Cup poster**
Ask your World Cup Reading Champions to design or draw a poster to go up in the staffroom, one that targets the staff themselves. If you want your World Cup reading schemes to work well, then you need as many of the teachers and teaching assistants on board as you can get.

**Not the World Cup**
Have a period over break or dinner where no one is allowed to talk about football in the staffroom. One staff member will be needed to referee (I mean, police) this with a whistle.
Working with PE staff at your school or in a sports context, such as the sports hall or playing fields, is a great way of motivating children to read, especially children who respond to competitive and dynamic ways of learning. Also, PE staff do have a special dynamic with certain children – you can harness this.

**PE posters**
Ask your PE teachers to pose for a photograph with something they like to read: a sports magazine, a footballer’s biography, a newspaper. Make a poster from the photograph and put the posters where everyone can see them. Use your PE leaders as reading role models.

**Mix reading into PE**
Ask PE teachers to work five-minute slots into their lessons to talk about reading. Get them to ask the children what they have been reading about the World Cup. Ask them to bring in something they have read and to enthuse about it. Try and make the children aware that sports people read about training, nutrition and inspiration to become better at sport.

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**World Cup Reading Game**
The World Cup Reading Game is a game of two halves! It is the event Tom Palmer devised for schools and uses as part of the Premier League Reading Stars project. The first half is a quiz about football reading, the second half is a penalty shoot out. The children accumulate points in teams, or as individuals, as the quiz progresses; in the second half, the children take penalties: one shot for each point they got in the quiz. The winner gets a prize.

- **Round one:** Black out words from football newspaper headlines and ask the children to guess the missing words. Before you start, ask the children what they like reading about in newspapers.
- **Round two:** Magazines: again, get the children to say what magazines they enjoy, encourage them to tell their classmates about what is in those magazines. Show them the covers of football magazines like *Match, Kick, Match of the Day, FourFourTwo* and *World Soccer*, then ask them questions like: Why is *FourFourTwo* called *FourFourTwo*? (Because it is a team formation). What are the special magazines that football clubs sell before games called? (Programmes). Who is the player on the front of a certain magazine?
- **Round three:** Books: get the children to talk about books they like to read. Then show them the covers of football books (printed from the internet if you don’t have them to hand), blacking out key words like players’ names, and ask them questions about the books. Who is this on the cover of his autobiography? Which football team is this book about? Read a section from a football story then ask the children comprehension questions about the bit you read out.
You can have the children doing the quiz solo or in teams. With a group of up to 30 children, teams of four work well. With any larger groups ask all the children the question, and then choose the first hand up to answer. If you have a hall with a five-a-side goal in it, or a field outside, then that is an ideal place for the shoot-out. In libraries you can also use collapsible five-aside goals borrowed from a sports centre. Failing that, a couple of chairs work as goal posts.

**PE teachers in assembly**

Ask the PE teachers to come to the front in assembly. Sit them down and encourage them to talk about what they like to read: sports material, but also fiction and biographies. Prime them beforehand. If you have prominent older children who are known sports stars in school teams have them up at the front too.

**PE readers**

Ask the PE teachers to read aloud some of the chapters of Tom Palmer’s *Foul Play: Brazil* story. They could come into the classrooms, read it in the school library for those interested or even in assembly.
Appendix

Free supporting downloadable resources

Visit www.literacytrust.org.uk/world_cup for the following free downloadable resources:

• Children’s Book Bingo
  (referred to on page 12)
• World Cup letter for parents
  (referred to on page 12)
• World Cup comprehension activities
  (referred to on page 13)
• List of football children’s authors
  (referred to on page 16)
• Accelerated Reader author posters
  (referred to on page 18)
• Ball-shaped book review template
  (referred to on page 18)
• Premier League Reading Stars resources
  (referred to on page 21)