

Summer Reading Challenge 2021

WILD WORLD Heroes



Presented by The Reading Agency.
Delivered in partnership with libraries.



WORKING TOGETHER TO
INSPIRE YOUNG
READERS TO STAND UP
FOR OUR PLANET

THE
READING
AGENCY

SCHOOLS PACK

wildworldheroes.org.uk



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

SUMMER
READING
CHALLENGE

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 Challenge reaches over **700,000 families** each year, motivates children to keep reading during the summer holidays, and helps them to maintain their reading skills and confidence.

Available online and through public libraries, the Challenge provides fun **reading for pleasure** activities for all abilities and helps to prevent the summer reading 'dip' during the long break from school.



Welcome to Wilderville!

Each year the Summer Reading Challenge has a new theme. For 2021, The Reading Agency is partnering with **WWF** for **Wild World Heroes**, a nature-themed Challenge that will inspire children to engage with environmental issues.

Wild World Heroes invites children into the fictional neighbourhood of Wilderville, where six young explorers are on a mission to make their home a greener place for the people and animals living there. As they progress through the Challenge, children will help the Wild World Heroes take care of Wilderville by tackling real-world environmental issues, from plastic pollution and deforestation to wildlife decline and nature loss.

Featuring bespoke illustrations from award-winning children's author and illustrator **Heath McKenzie**, Wild World Heroes will take children on a reading journey and empower them to help to look after our planet.

It's so easy to take part!

The Summer Reading Challenge runs in 95% of UK public libraries and online at wildworldheroes.org.uk

Wild World Heroes launches on **Saturday 19 June** in **Scotland** and **Northern Ireland**, and on **Saturday 10 July** in **England and Wales**.*

Wild World Heroes in libraries

- Children sign up at their local library and receive a Wild World Heroes collector poster
- They set a personal reading goal for the summer and borrow books, eBooks and audiobooks of their choice
- Each time they finish a book and visit the library, children collect special stickers to add to their poster, plus other Wild World Heroes themed incentives
- They receive a certificate and/or medal for reaching their Challenge goal
- Library staff and volunteers support children in discovering new authors and exploring a wide range of different types of books
- Libraries offer a wide variety of events and activities for families to enjoy all summer long

Wild World Heroes online

- Children sign up for a website profile at wildworldheroes.org.uk
- They set a personal reading goal for the summer, and receive book recommendations and tips for accessing books for free at home
- Each time they finish a book, they add it to their profile and leave a review, unlocking digital badges and online reward items along the way
- They unlock a certificate for reaching their Challenge goal
- Children can play games, enter competitions, share recommendations and more on our free, safe, moderated platform
- With new Wild World Heroes content to discover each week, the fun will continue throughout the summer to keep families engaged

At the heart of the Summer Reading Challenge is children choosing and sharing books of their choice, in any format. Novels, fact books, picture books, graphic novels, joke books, eBooks and audiobooks all count towards completing the Challenge.



*Regional variations may apply, so check with your library to find out when Wild World Heroes activity will start and end in your local area.

The benefits to your pupils



- The Summer Reading Challenge can contribute to the achievement of **all your pupils**, including those with special educational needs, disadvantaged pupils and the most able
- It keeps your pupils reading over the summer, **ready for their return to school** in the autumn, and supports the successful transition between year groups and key stages
- The Challenge encourages children to become more **independent** in their reading, boosting their **confidence** and **self-esteem**
- Children who take part in the Challenge are more **enthusiastic** about reading
- The Challenge offers a fun, free, flexible programme of activities that can **bring families and communities together**



In our survey of parents and carers participating in the Summer Reading Challenge 2020:

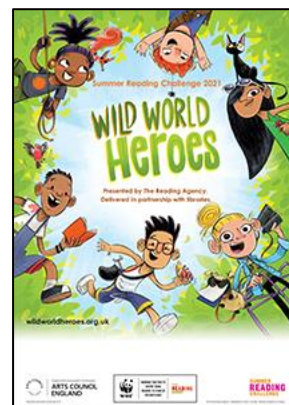
- 100% said their child maintained or increased their enjoyment of reading.
- 99% said their child maintained or increased their reading confidence.
- 58% said that taking part helped their family cope better during lockdown and social distancing.



Get involved!

Visit the **Summer Reading Challenge School Zone** for free resources, book lists and the latest offers from The Reading Agency's publisher partners:
wildworldheroes.org.uk/school-zone-src

- **Download** free Wild World Heroes materials including promotional posters, assembly presentations, activity sheets and newsletter templates to spread the word about the Summer Reading Challenge.
- Invite your local library staff to organise a Wild World Heroes themed assembly in school or online to tell children about all the exciting activities happening this summer.
- Choose books from the Wild World Heroes **collection** to share with your class.
- Challenge your school to beat last year's total number of completers. Many library authorities offer trophies and prizes for the schools with the highest Challenge participation numbers.
- Celebrate after the summer! Encourage children to bring in their certificates, hold a special assembly, or congratulate your completers in your school newsletter.
- Join your own challenge by signing up for the **Teachers' Reading Challenge**, running from July – September 2021. Get rewards, resources and start conversations with other teachers as you discover brilliant children's books this summer.



Useful 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.

Find out more about our work at: readingagency.org.uk



Visit the official **Summer Reading Challenge** website for book recommendations, competitions, videos, games and chat about books all year every year, available at: summerreadingchallenge.org.uk & wildworldheroes.org.uk

Chatterbooks reading clubs help children build a lifelong reading habit. Every month, brand new activities created by leading children's book publishers are available to download for free from our Chatterbooks resources page. You'll find great suggestions for books to explore and activities suitable for enjoying at home, school or in your library:
chatterbooks.org.uk

Reading Well for children provides quality-assured information, stories and advice to support children's mental health and wellbeing. Books have been chosen and recommended by leading health professionals and co-produced with children and families. Find out more about the scheme at: reading-well.org.uk

The **Teacher's Reading Challenge** offers the opportunity to enhance your knowledge of children's literature, share reviews and swap recommendations with other teaching professionals. Find out more at teachersreadingchallenge.org.uk

To continue your partnership with your local public library and your Schools Library Service, visit: sla.org.uk

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#SummerReadingChallenge
#WildWorldHeroes



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