



"The Willoughby Book Club have been fantastic in supporting our Pupil Premium Project, delivering gift-wrapped books of appropriate, engaging content, to disadvantaged students within our cohort. This has helped students to develop their opportunities to read for pleasure."

Mark MacDowell, Head of English at Rainham Mark Grammar School

The scheme

In 2017, The Willoughby Book Club was approached by Rainham Mark Grammar School with the request to purchase multiple book subscriptions for school pupils.

Objectives

RMGS requested to purchase an initial 30 x 6 month Book subscriptions (via Pupil Premium funding) for pupils in Years 7-9 who did not necessarily have the means to otherwise access books. In doing so, the objective was to encourage reading for pleasure and in turn, positively develop comprehension and ability.

Fulfilment

A dedicated redemption page was setup on the Willoughby Book Club website, and 30 unique 'gift codes' generated for pupils.

Pupils accessed this page during class, completed a short online questionnaire regarding their reading tastes and/or general areas of interest. Subscriptions then began on 1st of the following month, with each child receiving a brand new, gift-wrapped book tailored to their interests. For every subscription redeemed, we also donated a book to the charity **Book Aid International**.

Results and feedback

The initial scheme was a great success, and led to the purchase of a further 50 subscriptions in Autumn 2017. It's also been used as part of Rainham Mark Grammar School's entry into the Kent & Medway Literacy Awards. Finally, parents were given the opportunity to provide feedback in Q1 2018, which brought positive comments across the board...

"X has loved it and has developed a great love for reading. She is very sad that is has finished as this was a very worthwhile scheme for her."

"X has absolutely loved receiving the books. It has encouraged her to try different books that she otherwise would not have attempted. She is now a real bookworm."

"X loved getting the books and read them all almost immediately after receiving them. She was very disappointed when she received her final one."

"X has thoroughly enjoyed being able to have the opportunity to take part in the Willoughby Book Club. It has given her a chance to read different authors & types of stories that she may not have necessarily chosen herself. She has even gone on to Purchase/borrow other books by these authors."

"The books were helpful. It motivated my child to read more and share with her friends and family, gives her a wide knowledge on life experiences and allows her to view life from a different perspective."

"Two of my children have been receiving books and both have benefited from them. It's a nice way to encourage them to further their reading."

"X has received about 5 books and he has read everyone. They were all suitable and they were something he would not have chosen."

"I have to say it is a great idea; my daughter loves reading but does not expand her choice much. The books send were something she would not normally pick but once she read them she really enjoyed them."