

# 50

things to do

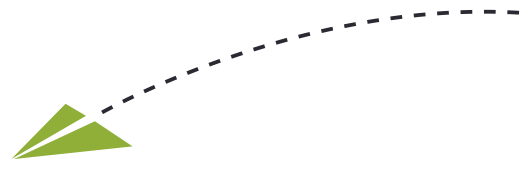
Creating wonderful memories, while making sure that no-one reaches their first school experience already behind the rest of the class.

50 Things directly meets DfE pre-school literacy priorities.

The 50 Things approach also promotes the benefits of experimental learning, using the outdoors, children's innate curiosity, and the well documented benefits of engaging parents in their children's learning.

In our new primary phase 50 Things will support and extend Damian Hinds' recent proposal for a passport of activities.





# Our Mission

**50 Things to Do** is about helping parents develop their home learning environment so that far more children join Reception with improved literacy levels and language skills, ready to learn even more. Our journey into the primary phase takes the same 'bucket list' approach to improving outcomes in reading, writing, maths and the wider curriculum.

Parents and carers will be helping their children to have exciting life experiences, developing confidence and a passion for learning new things, recognising the vital role that they play in helping to realise their children's potential. Families who use our app, website and printed materials will have a single resource to go to.

Low literacy levels put a child at a disadvantage against the rest of the class and research shows that many children never recover from this early disadvantage, which impacts on their attainment, confidence, aspirations and life chances.

This fact is supported by academic research recognised by the DfE, the Education Endowment Foundation and Public Health England which tells us that parents who confidently support the development of language, literacy and communication skills with their under-fives have a profound impact on achievement in primary and secondary age phases. By building skills and confidence of parents, 50 Things will support improvements for children of all ages. 50 Things in primary will help schools meet the challenge of Ofsted's new inspection framework focus on the wider curriculum.

50 Things is based on the simple notion that access to life-changing, fun, low-cost or no-cost experiences with you family is a great way to support and develop young children's oracy skills and confidence. And it makes the outdoors a wonderful adventure for them too!



### Little People, Park Keeper

Visit a park. Feed the ducks, go on a BIG slide and a swing, climb a climbing frame to the top, sail a boat or fly a kite.



### Woodland Wandering

Visit your local wood. Collect acorns, conkers, sticks, spot fungus. Listen carefully. Climb a tree.

### Our new primary phase...



# Contact us

### Christian Bunting

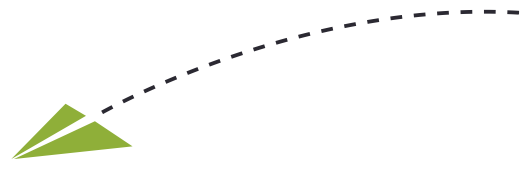
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**The 50 Things** project is about getting parents involved in a range of activities with their children, along with appropriate guidance that will make an impact. Each of the 50 Things have been carefully developed by education experts and early years practitioners following consultation with parents, and we've made sure that we consider children with special education needs and that each of the 50 Things means something across our culturally diverse community. Perhaps, more importantly, we understand that this kind of thing needs to be presented and packaged exceptionally well to gain attention in this digital age.

Our project, launched at the Houses of Parliament in June 2018, is attracting national attention and we want you to be part of it.

We are actively looking for further forward-thinking Local Authorities to join the 50 Things initiative. Over time we want our work to be available to every child and family in the country, expanding our current partnerships with 13 Local Authorities across England.

The programme includes a 50 Things mobile app which you will tailor to your region. It will a great way to promote local attractions where family activities happen. We can even talk about sponsorship potential, too.

Our app is a simple but effective way for parents to be guided through and inspired by experiences and activities that make full use of resources which give great opportunities to learn. Here in Bradford, that means having fun in our museums, by the Leeds to Liverpool Canal, and in our parks, moors and woodlands. It also means finding an echo in a mosque, playing in the fountains in City Park, and exploring our industrial heritage including steam trains! Each activity is supported by local maps, travel guidance, and an exciting menu of creative experiences which will make a lasting impression on young minds.

50 Things Before Five is only our starting point. Following an evidence-based approach, we expect to evolve this process, including covering other age groups, further enhancing both the process and the technology. Our partnership with the internationally-renowned Born in Bradford research study informs and guides our further development.

**We want you to come on this journey with us**, and we've done all the hard work, so you don't have to!

The 50 Things team!



## Mobile App

The mobile app also provides useful evidence for Local Authorities or large groups of schools in a Multi-Academy Trust. By signing up with the families' postcode only, we can provide evidence about where activities are most popular and effective, but also identify local areas where your investment in events and smaller scale interventions would be most wisely spent.

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# Who are we?



**St Edmund's**  
Nursery School and  
Children's Centre Services

The **50 Things To Do** project evolved from the experience and knowledge of St Edmund's Nursery School in Bradford. It is an idea created by an outstanding school, and by teachers and early years practitioners with amazing practice and highly regarded in community engagement.

We have worked closely with a huge range of people in our area, from the families and children that we will be serving, to education experts in nursery schools, primary schools, special schools, in our local authority and beyond.

**BIG  
CHANGE.**

**Big Change** provided some start-up funding because they are really interested in supporting projects with great potential for positive impact on children's oracy. Like us, they see 50 Things as a great idea, backed up with evidence, which can be rolled-out nationwide.



We then attracted an international education technology business, called **Frog Education**, to work closely with us on the design and development of a mobile phone app to help us to bring this to larger numbers of people and to get meaningful insights through its use.

# Contact us

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# What you get

What do you get when you join? **Quite a lot actually!**

## ✓ The Brand

Complete use of the 50 Things Brand



## ✓ Your App



## ✓ Marketing Templates

Design templates for marketing and starter content for your activities!

Posters



Pull-up Banners

Postcards



## ✓ Website

A full CMS to power your App and Website.



## ✓ Content & Documentation

Starter guides, software tutorials, engagement strategies and research documents. Everything you need to get you set up!

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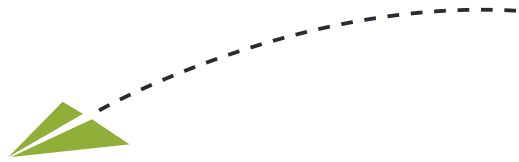
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# Cost Implications

**We've tried to create a model that is as cost-effective as possible, and we might even be able to help you identify potential sources of funding to support some of your costs.**

We ask for an annual fee from each participating authority. This gives you access to all the written print and training materials you need, and the mobile app and associated website, ready to update with your local information.

It is not our intention to generate profits, instead we intend that the revenues generated from introducing this initiative to others will be reinvested into work which will develop the programme further for all investing partners, improving the process, the content and the technology.

Over time, with enough participating authorities involved, we will reduce costs, while still maintaining the ability to run this programme for many years, making improvements based on data year on year.

We anticipate that some authorities will be able to handle the setup, launch and running of their project themselves, some authorities will work with us, and some will need assistance from us or other partners. If you wish, support can be arranged separately with St Edmund's and / or Frog Education.



**So that's it. Are you in?**



## Contact us

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