

# Applying for the Reading Hack Call for Ideas

## Guidance and Advice

### What is the Reading Hack Call for Ideas?

The Reading Hack Call for Ideas is a nationwide competition for groups of young people (age 13-24) to win up to £500 to develop a project that will encourage more young people to read for pleasure.

The project could be an event, an app, a short film, a group activity, a volunteering role or something else entirely. **Our only condition is that the idea must come from young people themselves.**

We know that lots of young people already do read for pleasure, but we're looking for something exciting and fun that will appeal to those who don't find reading enjoyable, or don't see its value.

Groups of young people can be aged 13-24, but should be supported by a named group leader. Group leaders must be 18+, and might be a teacher, librarian, youth group leader, or another young person. The group leader needs to be part of a recognised organisation or institution with its own bank account – we are unable to transfer money into a personal bank account. We will choose six ideas in total to receive funding.

### The idea must:

- Promote or encourage reading for pleasure among other young people
- Involve as many other young people as possible (this can be by sharing a blog or video in the case of an event/workshop or similar)
- Be shareable online within realistic budget/time/space limits.

Winners will be chosen based on how much the young people on our judging panel like the idea, not how many young people each idea will involve.

### What kinds of projects are eligible?

Applications must be received by **Monday 29<sup>th</sup> January 2018**, and must fulfil all of the criteria below.

- Projects run by groups of young people aged 13-24 who are based in the UK.
- Projects that promote reading for pleasure in some way.
- Projects that will reach lots of young people – ideally at least 20 if it's an event, at least 100 if you'll be printing something or sharing it online.



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### How do you apply?

Applications are to be made via surveymonkey before Monday 29<sup>th</sup> January:

<https://www.surveymonkey.co.uk/r/RHIdeas>

If surveymonkey is not an accessible platform for you then please let us know and we can arrange for you to submit your application in another way. Email

[readinghack@readingagency.org.uk](mailto:readinghack@readingagency.org.uk) or call 020 7324 2551

### How much information should you include in your application?

Please give as much detail as possible in your application form. We understand that some things might change in the planning process, but would rather have too much information than too little.

We don't require a full budget breakdown at this stage – it's enough to say, for example, "£50 on posters and publicity; £200 in workshop practitioner fees; £500 to print copies of the anthology" etc.

### Please make sure your application answers the following questions (included in the SurveyMonkey):

- What is your idea?
- How will your project promote reading to other young people?
- How many young people do you think your project will reach?
- How will you let young people know about your project?
- What will you spend the £500 on?
- Does your project include any digital elements? If so please explain.
- Are there any risks to your project that need to be considered? (e.g. DBS checks)

### How will the final decision be made?

A panel of young people will choose six applications to receive funding. We'll then work with each group individually to distribute the funding and follow the progress of your project.

### What kinds of ideas have been successful in the past?

- Ideas that focus on reaching young people who don't describe themselves as readers, or don't find reading very accessible to them.
- Ideas that you can return to or build on in the future
- Ideas that can be adapted and used by other groups

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### What kinds of ideas have been unsuccessful?

- Ideas that have come from a teacher, librarian or other adult, without input from the young people they work with
- Ideas that will only reach or benefit young people who are already readers, such as a library refurbishment
- Ideas that don't spend the budget in a meaningful way, e.g. £450 on refreshments

### What happens if your idea is chosen?

We will get in touch in **early February 2018** if your idea is chosen, and you will receive the funding money in **late February/early March 2018**. We will also ask you to retain receipts to show how you have spent the money, and to submit a short report about your project.

You will have until the beginning of **June 2018** to carry out your idea. The Reading Hack team will work closely with each of the six winning groups to offer support and receive updates. We'll ask you to take photos of the planning process and share a short report with us at the end, to ensure that we can showcase the project through case studies, shared learning and on the Reading Hack website and social media channels.

We'd like to use this opportunity to promote Reading Hack to young people wherever possible. The nature of this will obviously depend on your project, but we might, for example, ask you to have Reading Hack posters and flyers available, display the Reading Hack logo or allow staff from The Reading Agency to attend an event. We are happy to work with individual projects to figure out how this can be done in a way that works for everybody.

### What do we need from you?

If your group is chosen to receive funding, we'll need you to do the following:

- Add your idea to [www.readinghack.org.uk](http://www.readinghack.org.uk) and update the activity log regularly with your progress
- Provide a written case study in August detailing what you achieved and what you might do differently in future
- Report back how many young people your idea reached
- Write a blog post for [www.readinghack.org.uk](http://www.readinghack.org.uk) about one part of your project e.g. planning
- Complete your activity by **June 2018**