

Working with CLPE

A Guide for Publishers



CENTRE FOR LITERACY
IN PRIMARY EDUCATION





A young girl with her hair in braids, wearing a white school shirt and a red and yellow striped tie, is sitting at a blue table. She is looking down at an open book on the table. On the table, there is a large, colorful paper flower made of orange and yellow paper. The background is a purple wall with white stars and a large, stylized tree or plant. The overall scene is brightly lit and colorful.

About CLPE

Our work improves the literacy learning of 5 million children each year.

The Centre for Literacy in Primary Education (CLPE) is an independent UK charity dedicated to raising the literacy achievement of children by putting quality literature at the heart of all learning.

CLPE is a charity with a global reputation for providing excellent literacy training and resources for primary schools, based on extensive research and best practice. All of our work is underpinned by the importance of children's literature and the aim of getting books into primary schools.

Our vision and mission

We want to improve the life chances of children by ensuring that every child has access to quality experiences of literacy and that all teachers have the knowledge and resources to support children to become confident, happy and enthusiastic readers and writers, with all the benefits this brings.

What do we do?

As a small independent charity with the potential to reach millions of children, we provide well evidenced, creative literacy training and support for primary school teachers and others that work in primary schools. We produce high quality resources to support literacy teaching and learning and work to ensure that as many schools as possible have access to the best knowledge, research and materials to help them use quality children's literature to raise children's achievement.

Each year we deliver the **CLIPPA Poetry Show** alongside a schools' shadowing scheme raising the profile of children's poetry nationwide. We also produce a range of research reports including our award winning **Reflecting Realities** and **Power of Pictures** research. We build capacity and subject knowledge through the use of good quality children's literature in all learning.

Our audience

CLPE work with Primary Schools, which includes Head Teachers, Deputy Heads, Primary Teachers, Teaching Assistants, Librarians and educators working in a primary school setting. We also work alongside key partners including BookTrust, National Literacy Trust, World Book Day, Poetry By Heart and National Poetry Day.



Our work reaches **5 million children** and thousands of teachers each year.

We work face to face with around **2,500 schools** each year.



From September 2021 to August 2022...

1,182,523 unique users visited our website.

447,598 users used the resources section and 26,467 users read the blogs on our website.

We launched our new website in July 2021 and have received exceptionally positive feedback from our users, particularly in regards to the user journey and ease of finding teaching resources.



CLPE are an award winning charity

In 2022, we were the winner of the Teach Primary Award for our Power of Pictures Training Programme in the CPD category. In 2021, our CLPE School Membership won the Teach Primary award in the English Resource category.

In 2022, CLPE was awarded National Portfolio Organisation Status by Arts Council England.



Supported using public funding by
ARTS COUNCIL ENGLAND

CLPE were named **Charity of the Year** at the 2020 Southwark Business Awards, and **Highly Commended** in the 2022 awards.



As of September 2022, our social media platforms have a combined following of over **50,000 followers** (mainly teachers, librarians and educators), with very high engagement from teachers across the UK and internationally.

This is growing exponentially month on month, allowing us to keep talking to our audience and sharing information about your titles.



Over 36,000 contacts are subscribed to receive our monthly email newsletters. This database mainly consists of teachers and those in primary schools.

Our number of contacts is growing each month.



CLPE won the **Eleanor Farjeon award** in 2019 for outstanding contribution to Children's Literature.

"The planning has saved me hours of my own time and I am able to focus on creating memorable and engaging English lessons for my pupils."

JOANNA SHOBBROOK,
YEAR 5/6 TEACHER,
ST MICHAEL'S PRIMARY SCHOOL

"We invested heavily in CLPE's high quality CPD for all our teaching staff, and continue to do so each year. As a result, we feel that children's subject knowledge has increased as each year they are receiving a more consistent pedagogy, with staff using the same effective teaching approaches across school."

LISA GREEN, ENGLISH SUBJECT LEADER,
NORTHWOOD COMMUNITY PRIMARY



"I would recommend CLPE training to anyone. Their units of work are fantastic. Truly made with love and knowledge."

SIMON SMITH, HEADTEACHER,
EAST WHITBY ACADEMY

How we work with publishers

All of our charity's work is underpinned by getting high quality children's books into the primary classroom. Our training and resources are all based on credible research and on the principles of effective continuing professional development. Teachers and schools who learn from our work do so in order to raise the achievement and attainment of their children in literacy in an effective and sustainable way. At CLPE, we want to develop close working relationships with key partners and publishers, to become the bridge between schools and high quality books.

By choosing to promote your book with CLPE and by using our marketing and venue you are not only ensuring that your book is seen in thousands of primary schools, you are also supporting the literacy learning of millions of children. We hope you will choose to work with us and help us ensure that all children become lifelong readers and writers who really benefit from a love of literature.

Spotlighting books

There are a number of ways that we spotlight books for our audience:

Booklists

Our librarian creates booklists for primary schools that cover a range of themes from Refugee Experiences to Superheroes. Booklists are available to download free from our website and act as a handy support guide to teachers looking to develop activities around key themes in the National Curriculum. Booklists are our most asked about/requested item on social media, giving them plenty of exposure to our audience.

Corebooks

Corebooks is a free list of carefully chosen, in-print texts for teachers to use when developing collections for their classrooms and schools as part of their reading and literacy programmes. The list is curated by our knowledgeable and skilled librarian, with support from the expert teaching team at CLPE and is highly regarded and widely used by schools and teachers, librarians, higher education providers and students, booksellers, parents and our other literacy partners.

Book reviews

Each year our team write a series of book reviews in order to advise teachers to use the very best books in their classroom. These reviews are listed on our website and promoted to teachers via social media and our newsletters.

CLPE Courses

All of our professional training courses for primary schools are based on a high quality text. Our courses cover a range of specific topics from phonics, English as an additional language, more able pupils, to teaching poetry, using picturebooks and our flagship programme, the Power of Reading. Books are reviewed for every course in the spring term for courses starting the following September and books that become part of our Power of Reading programme will remain indefinitely.



Send your books to be reviewed by our librarian

CLPE's Centre includes our stunning Literacy Library, home to 25,000 children's books and a reference collection of educational texts to support teacher subject knowledge. Please do add Phoebe Demeger, our Centre Librarian, to your review mailings and send her books for consideration. This is the key route for getting your books onto our lists, programmes or into our Literacy Library.

Literacy Library Presents...

Hosted by the CLPE, the Literacy Library Presents series connects educators and teachers to leading children's authors and illustrators alongside a CPD session with one of our expert teaching team. Each Literacy Library Presents session gives attendees the chance to meet authors and illustrators and to discover their work first hand, while also presenting an opportunity to browse the CLPE's purpose built Literacy Library, making it the perfect venue to celebrate all things related to the world of Children's Literature and Primary Literacy.

From 2020, we have been hosting these events online and have averaged 100 teachers and educators attending each event. Authors and illustrators who have been part of the series so far include Michael Rosen, Michael Morpurgo, Chris Riddell, Onjali Rauf and Smriti Halls, Nathan Bryon, Dapo Adeola, Konnie Huq,

Tom McLaughlin, Phillip Reeve, Sarah McIntyre, A.F. Harrold, Kwame Alexander, Lauren Child, Chris Haughton and Ken Wilson-Max.

We only have limited slots available for Literacy Library Presents events. If you think you have a book or an author who would be ideal for these special events then do get in touch with us.

Books that we include on our lists or as part of one of our programmes or courses meet a strict set of criteria and are reviewed by our Librarian and our Teaching Team. We do not charge publishers when a book is included as part of our programme or one of our lists. The best way to get a book onto our programme is to make sure that you are sending your books to our Librarian who considers everything that we receive.

How our charity can support your promotional work

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TEACHING NOTES

Each year we collaborate with a range of partners and publishers to produce teaching notes for a specific book, project, event or award. These teaching notes help teachers to embed high quality books into the curriculum across the primary years. All of these teaching notes are available for free on our website to ensure quality teaching of books is easily accessible to all schools. Previous work has included teaching resources for the CILIP Carnegie and Kate Greenaway Awards, National Poetry Day, a resource pack for Elmer Day, teaching notes for Bloomsbury Guided Reading website, Harry Potter Book Clubs and resources for a range of publishers including Walker Books, Macmillan Children's Books, Bloomsbury and Andersen Press. As a small charity, we have a limited capacity for writing teaching notes. All books must be submitted for consideration to our Librarian.



BOOK LAUNCHES

We have successfully hosted a number of book launches in our Literacy Library event space since the refurbishment of our central London venue in 2018. Our venue, a 5 minute walk from Waterloo, can host up to 100 people and we have facilities for catering on this scale. We also have a sound and lighting system, and two projectors and screens for any presentations. We work closely with a number of different booksellers for launch events, including Peters, Letterbox Library and the Muswell Hill Children's Bookshop, ensuring you have every opportunity to sell books at your event.

We also offer an online-only event series entitled 'Book Talk', based around subjects or themes relevant to teachers and primary school practitioners. Unlike the Literacy Library Presents events, this option does not include a CPD session. CLPE will promote these online events to our audience, manage bookings and communications with attendees. If you wish to speak with us about an idea for a virtual book event, please get in touch with the CLPE Librarian directly.



BLOGS

We have a regular schedule of blogs on our website and as part of your campaign we welcome author and illustrator input. Blogs can be written on a range of different topics including the inspiration behind the book, their memories of school and learning to read and write, the key themes of the books or we have a standard Q&A they can complete.



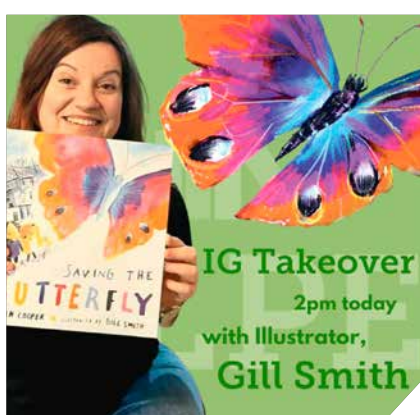
VLOGS

We also host vlogs from authors and illustrators on our increasingly popular YouTube channel, which are embedded on the books and author pages of our website too. These vlogs allow authors and illustrators to talk directly to teachers, and tell them all about their new book.



CLPE's FRIDAY GIVEAWAY

Each week we partner with a publisher or organisation for a #CLPEFridayGiveaway for our followers on social media to win a book or set of books. This is often in alignment with our own social calendar (e.g. CLIPPA, Reflecting Realities), Teacher calendars (e.g. Anti-Bullying week) or current circumstances (e.g. social and political events) to maintain relevancy, as well as drive engagement across our social channels, and help boost our partners' following. Engagement is consistently high, with an average of **170 entries per giveaway** and an **average combined reach of 13,640 per giveaway** across all three platforms (Facebook, Instagram and Twitter).



INSTAGRAM TAKEOVERS

Instagram is a hugely growing platform for teachers, who often use the platform to seek out recommendations and advice, and are active sharers and engagers. We are keen for authors and illustrators to 'take over' our Instagram stories, sharing content about their books which our audience can engage with. We have shared lots of #TakeoverTuesdays in the past year, which have been popular with our audience, getting over 200 views on average.

If you have a text or book cover which you would like educators' opinions on we are more than happy to facilitate polls to support this. Our audience love an exclusive/sneak peek!



COVER REVEAL

We reveal covers for new titles on our social media platforms and have successfully done this for authors including A.F. Harrod, Lisette Auton and Rebecca Cobb. Where possible we will look at creative opportunities to do this including working with our Associate Schools or with school partners who have a link to the author for maximum impact. Our audience love this content and are engaged in this, with cover reveals getting on average over 20,000 impressions.



BACK TO SCHOOL CAMPAIGN

In July 2020, we released our first whole school recovery curriculum teaching notes to support primary children with the transition back into school in September. These notes were based on *Here We Are: Notes for Living on Planet Earth* by Oliver Jeffers. We were delighted that over 13,000 teachers registered to receive the notes to use in their classrooms and HarperCollins reported a 298% increase in sales for this text. At the end of the campaign, we asked schools to share their children's work with us on social media using #CLPEWordsForTheWorld. As well as thousands of schools taking part in this campaign, a range of children's authors and illustrators also shared their own #CLPEWordsForTheWorld with us in a day of celebration.

A back to school campaign has now become a regular feature in our campaigns calendar and will focus on a different theme each year. We will begin to working on the theme for our back to school campaigns the preceding January. If you would like to pitch an idea for our next campaign along with a specific text you think we would be interested in using, please get in touch: marketing@clpe.org.uk.



BRONZE PACKAGE

- CLPE Friday Giveaway
- Blog post from contributor(s) promoted on our website and across our social channels
- Promotion of title in our newsletter, going out to 35,000 teachers

COST: £250

SILVER PACKAGE

- Teaching notes
- CLPE Friday Giveaway
- Blog post from contributor(s) promoted on our website and across our social channels
- Promotion of title and notes in our newsletter, going out to 35,000 teachers

COST: £550

GOLD PACKAGE

- Teaching notes
- Cover reveal in advance of publication (including teasers, reveal and additional promotion)
- CLPE Friday Giveaway
- Instagram/Facebook stories contributor(s) take over
- Blog post from author/illustrator/poet promoted on our website and across our social channel OR Vlog/video from author/illustrator/poet promoted on our website and YouTube channel
- Promotion of title and notes in our newsletter, going out to 35,000 teachers

COST: £650



TEACHING NOTES

The CLPE Teaching Team will produce a set of teaching notes per title to help teachers to embed high quality books into the curriculum across the primary years. All of these teaching notes are available for FREE on our website to ensure quality teaching of books is easily accessible to all schools.

STARTING FROM £350 DEPENDENT ON BOOK TYPE

INVOLVING YOUR AUTHORS IN OUR PROGRAMME

We involve authors, illustrators and poets across our course and research programmes. This includes our Power of Reading Programme, our Power of Pictures Programme and our Reflecting Realities work.

As part of the work, authors may co-deliver on parts of the teaching programme. We would work with you to make accompanying video resources and teaching materials for the author and their text. We will train the author/illustrator to work on the programme and we will pay them for this work. Videos produced will be co-branded with the CLPE and Publisher's logos. Publishers will have joint ownership of the films and will be able to use these in their own press and PR activity. The videos will be created and promoted by CLPE and hosted on the CLPE website. An example of this type of content can be found here: <https://clpe.org.uk/books/book/how-be-lion>

We are happy to talk to you about how to involve texts and authors as part of one of our programmes. More details will follow regarding rates if your author/illustrator and text are selected.

BOOK LAUNCH

We offer different options for book launches including venue hire only, which includes access to our Literacy Library for your event, presentation equipment and catering on request. CLPE online and face to face book launches are ideal if you are looking to promote a book specifically targeted at primary teachers, librarians and educators.

- Venue hire, which includes access to our Literacy Library for your event, presentation equipment and catering/refreshments if applicable (publisher to provide promotion and recruitment): prices on request.
- Online 'Book Talk' event, subject to agreement with CLPE's Librarian and Teaching Team (including CLPE promotion and recruitment): no charge.

By choosing to promote your book with CLPE and by using our marketing and venue you are not only ensuring that your book is seen in thousands of primary schools, you are also supporting the literacy learning of millions of children. We hope you will choose to work with us and help us ensure that all children become lifelong readers and writers who really benefit from a love of literature.

All packages are subject to agreement with CLPE's Librarian and Teaching Team. If you think you have a book that would work with our programmes and would like to talk to us about how we can help you, please complete the booking form, using the link to the right.

Click to open
Booking Form →
 (opens in web browser)



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Working with the CLPE is always a joy. Their creativity and enthusiasm for brilliant children's books is infectious. We've worked with the CLPE for a number of years now on various teaching resources, and the material they produce is always excellent and incredibly in-depth.

SARAH KIMMELMAN, ANDERSEN PRESS

Working with the CLPE is such a joy and a pleasure. The team have such passion, combined with a powerful depth of knowledge and expertise. Our values are very closely aligned and the impact they have on teaching practice and thus children's experience of quality literature is a true force for good – both educationally, but also in life outcomes.

JO HUMPHREYS-DAVIES AND PETER SMITH, WALKER BOOKS



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Disclaimer: We have made every effort to ensure the content of this publication is up-to-date as of January 2023.