

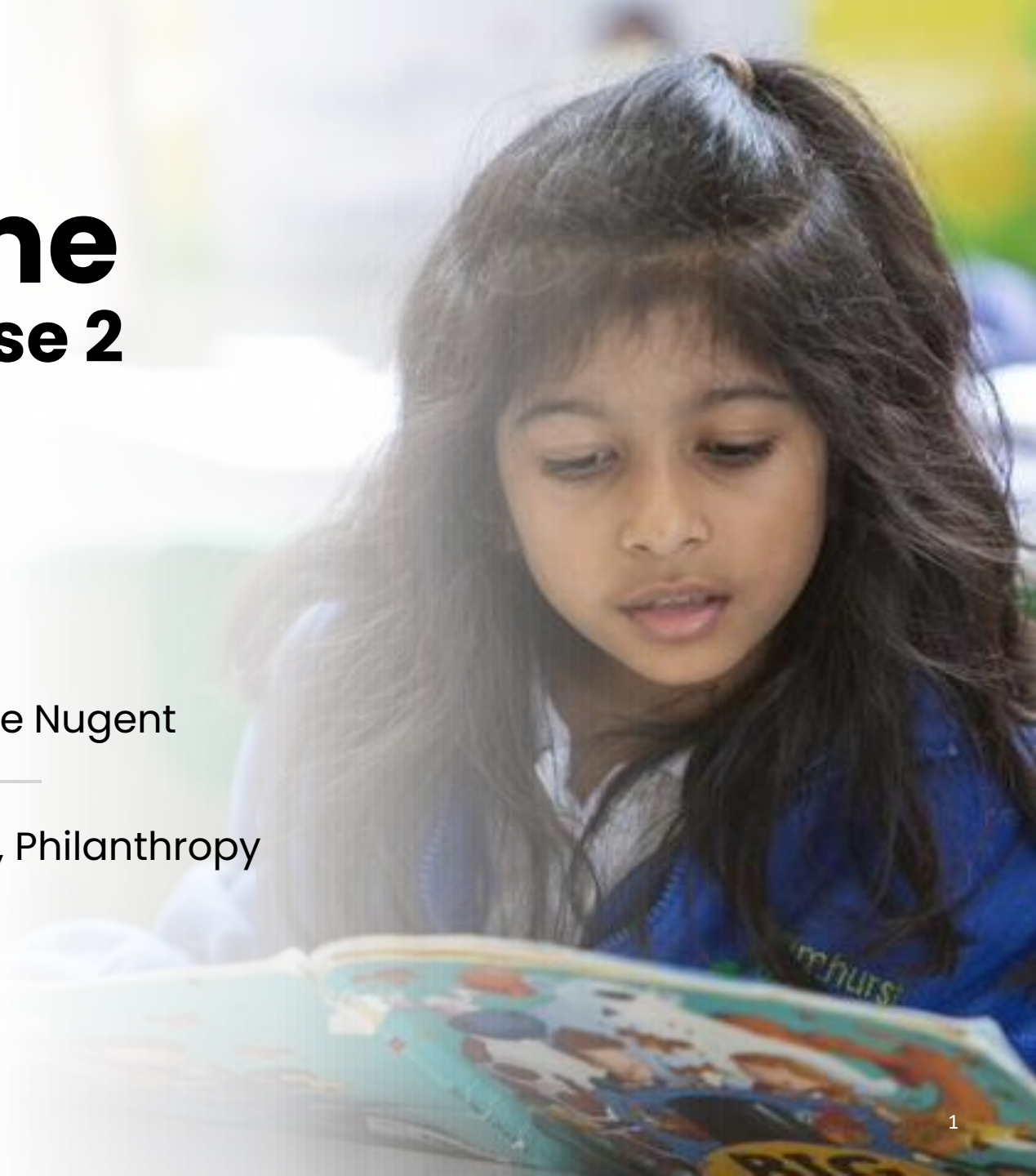


Welcome Literacy Phase 2

Launch Webinar

Riazil Bhuiyan | Charlotte Nugent
| Crina Ghib

The Mercers' Company, Philanthropy
Team



Housekeeping

Webinar slides will be available on the Mercers' website, with the Q&A, by the end of the week.

Audience will be muted during the presentation

We will also record this session you may turn off your cameras if you would like to.

Questions will be taken at the end, but feel free to type them in the chat as we go along.

Please share contact details in the chat if you are happy to.

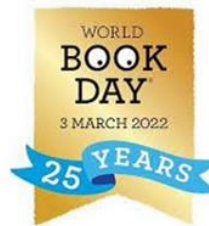
Background

The Mercers' Company has been supporting Literacy work since 2019. In Phase one 8 organisations were funded to develop the literacy skills of children who are reluctant readers and writers. Specifically, the development of reading and writing for pleasure.

Mercers' Literacy Phase One Grantees



BOOK CLUBS
IN SCHOOLS



MINISTRY OF STORIES

the

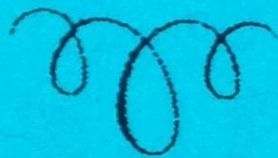
READING

and writing

FLOAT ON

A SEA OF TALK

- James Britton



Our Learning Partner

Learning Partner, the Open University have developed [Reading and Writing for Pleasure: Framework for Practice](#)

- This framework highlights the importance of childhood reading habits for academic, social and emotional wellbeing
- The value of reading and writing for pleasure in supporting all children's learning and development
- The insights from this framework are drawn from research literature and data from literacy programmes we have funded



Phase 2 Cohort 1

Phase 2 of the Young People and Education Programme's Literacy Special Initiative was launched in June 2023 to address increasing educational inequalities in London through supporting projects to help children develop as readers and writers, who have a voice.

Cohort 1 was had a secondary (aged 11-16) focus and seven organisations have now been awarded grants to work with children in London, over the next four years.



FOUNDATION



Literacy Phase 2 – Aim

Children think of themselves as readers and writers who have a voice.

- ❑ This will be underpinned by developing reading, writing, speaking and listening for pleasure.

Which will lead to:

- Improved social and emotional skills,
- Increased ability to engage with school, and,
- higher attainment and improved life chances

Literacy Phase 2 Objectives

We are looking for proposals that:

Develop the child as a reader and writer by promoting reading and writing for pleasure.

- include the development of oracy skills
- focus on Key Stages 1 and 2 (5 – 11 –year-olds)
- Focus on children facing disadvantage / most in need of this kind of support
- Are inclusive, equitable and sustainable

We **will** fund

- Constituted not for profit organisations, charitable incorporated organisations (CIO), charitable companies (limited by guarantee), social enterprises and partnerships.
- Work supporting children in London including organisations that do, or could have a national reach.
- Project and core costs.

We **don't** fund

- Applications from individuals;
- Work outside of London;
- Capital Projects (bricks and mortar); and
- General appeals or financial support for project costs that have already been incurred.

What we offer

Funding

- A grant of between £150,000 and £300,000 per organisation paid across four years, 2024-2028.

Additional support

- A learning partner with subject expertise that will work with grantees to bring out learnings
- A cohort approach creating opportunity for collaboration.
- Access to (optional) capacity building support through trusted partners.

The **expression of interest (EOI)** stage

EOI Structure and Questions

- Eligibility Check (you must complete this to continue)
- Organisation Info
- Project Name & Project Summary
- Five free text questions
- Delivery start and end dates
- Finance info

The **expression of interest** (EOI) stage

Top Tips for EOI completion

- Ensure you answer the question
- Use 'Plain English' – [Plain English Campaign](#)
- Tell us about the expected impact of your work
- Explain why you're well placed to do the work

Timeline

Grant application timeline	
Launch of Literacy Phase 2 via webinar and access to EOI form	Tuesday 12 th March 2024
Deadline to submit EOIs	12:00 (12pm) 22 nd April 2024
Organisations contacted about outcome of EOI	w/c 6 th May 2024
Application window (if invited to apply)	May to 10 th June 2024
Assessment and due diligence (inc. visits)	June – August 2024
Decisions made and organisations informed of the outcome	25 September 2024
Projects to start	From October 2024 onwards
First payment of funding granted to successful applicants	From October 2024

Next steps

To access the guidance and expression of interest (EOI) form visit our website

Contact for enquires: grants@mercercs.co.uk

We look forward to receiving your EOIs



Question Time!

