

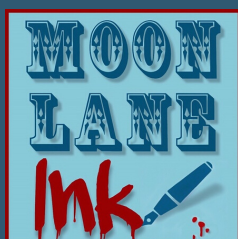


Moon Lane Festivals of Fun: Lewisham and Southwark 2019 Report



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MOON LANE FESTIVALS OF FUN AT A GLANCE ...



**OVER 2600
CHILDREN
ATTENDED THE
FESTIVALS**

**74% OF
LEWISHAM'S
SCHOOL-AGE
POPULATION IS
B.A.M.E**



**Over 70% of the Artists taking
part were from groups under-
represented in children's
publishing**



**Less than 1% of main characters
in children's books published in
the UK in 2017 were B.A.M.E**
CLPE report



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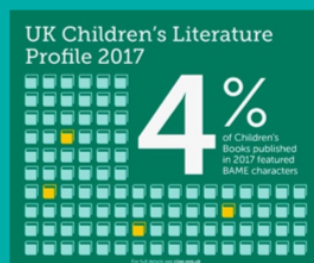
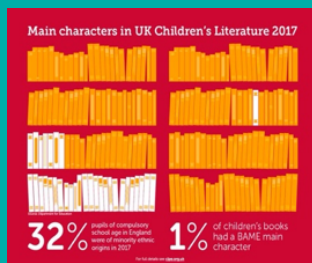
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INTRODUCTION

The Moon Lane Group has been aware, since Tales on Moon Lane opened 15 years ago, that the UK children's publishing industry has a huge problem with diversity. This lack of representation was confirmed by the Centre for Literacy in Primary Education (CLPE) - in a report funded by the Arts Council England, The rReflecting Realities Report, found that only four percent of all children's books published in the UK in 2017 featured either a Black, Asian or Minority ethnic (BAME) character, Equally damning was the finding that only one percent of children's books published in the UK in 2017 featured a BAME main character against a 33% school age population..[1] [1] (Serroukh, 2018)



These statistics clearly demonstrate the lack of diversity in children's literature in the UK and the moral and statistical need for greater diverse literary representation. Moon Lane believes that the lack of representation in children's literature is limiting aspiration, social integration and social mobility. Driven by the mission of raising equality in children's books, Moon Lane Books has joined forces with local state schools to promote reading for pleasure, primarily with books that reflect the brilliantly multicultural, population of London.

- The 2019 Moon Lane festivals were funded by: The Arts Council, Moon Lane Group, Dulwich Picture Gallery and Beckenham Place Mansion
- The festivals were offered free to state primary schools in the area
- Free class copies of the author's books were given to teachers to ensure every child had access to the book on return to school
- The festivals took place across 2 weeks in June 2019
- Children were brought to the festivals by their schools to ensure equal access
- There were 37 events across the festivals
- The Festivals were for the benefit of the London Boroughs of Lewisham and Southwark
- The festivals were carried out in two locations; Dulwich Picture Gallery and Beckenham Place Mansion

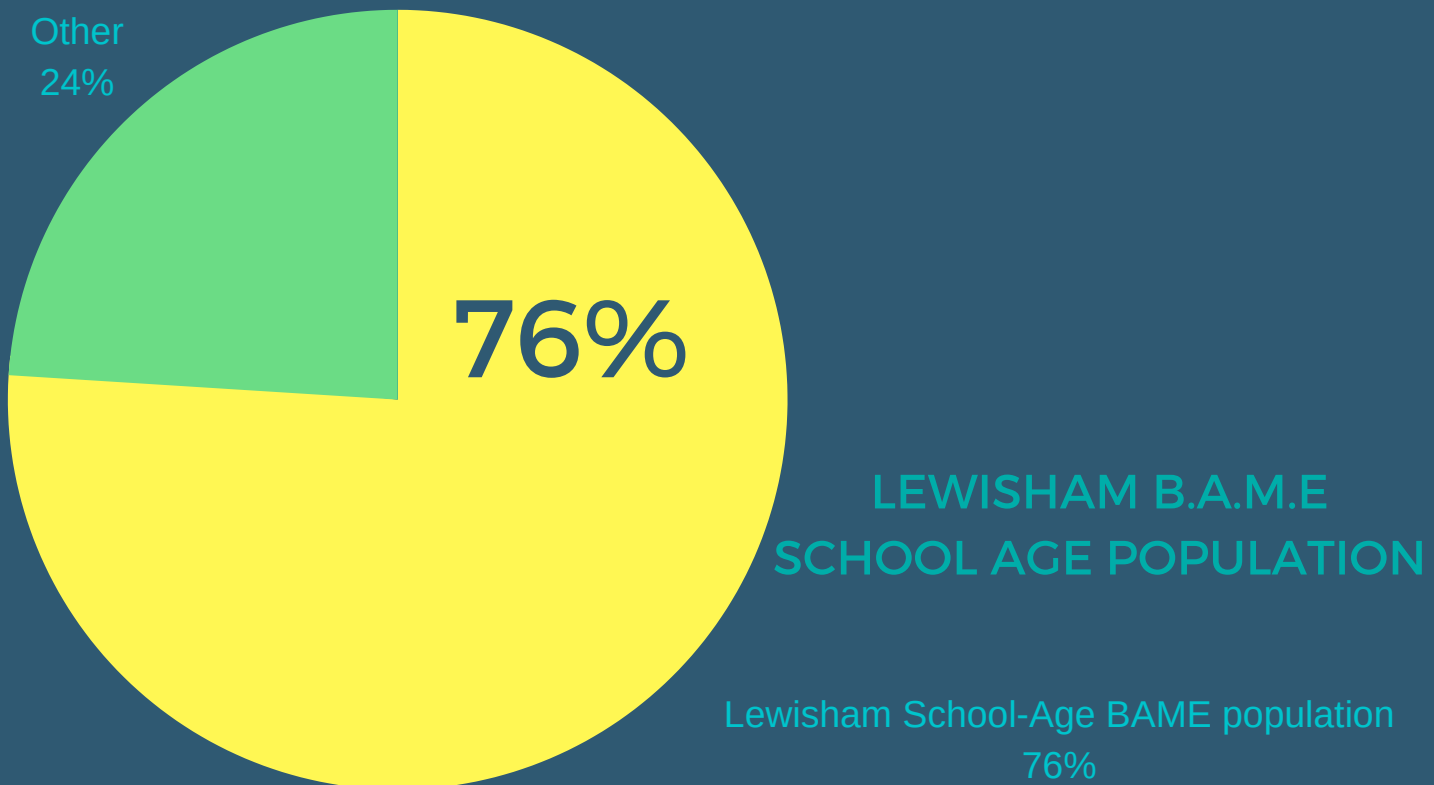
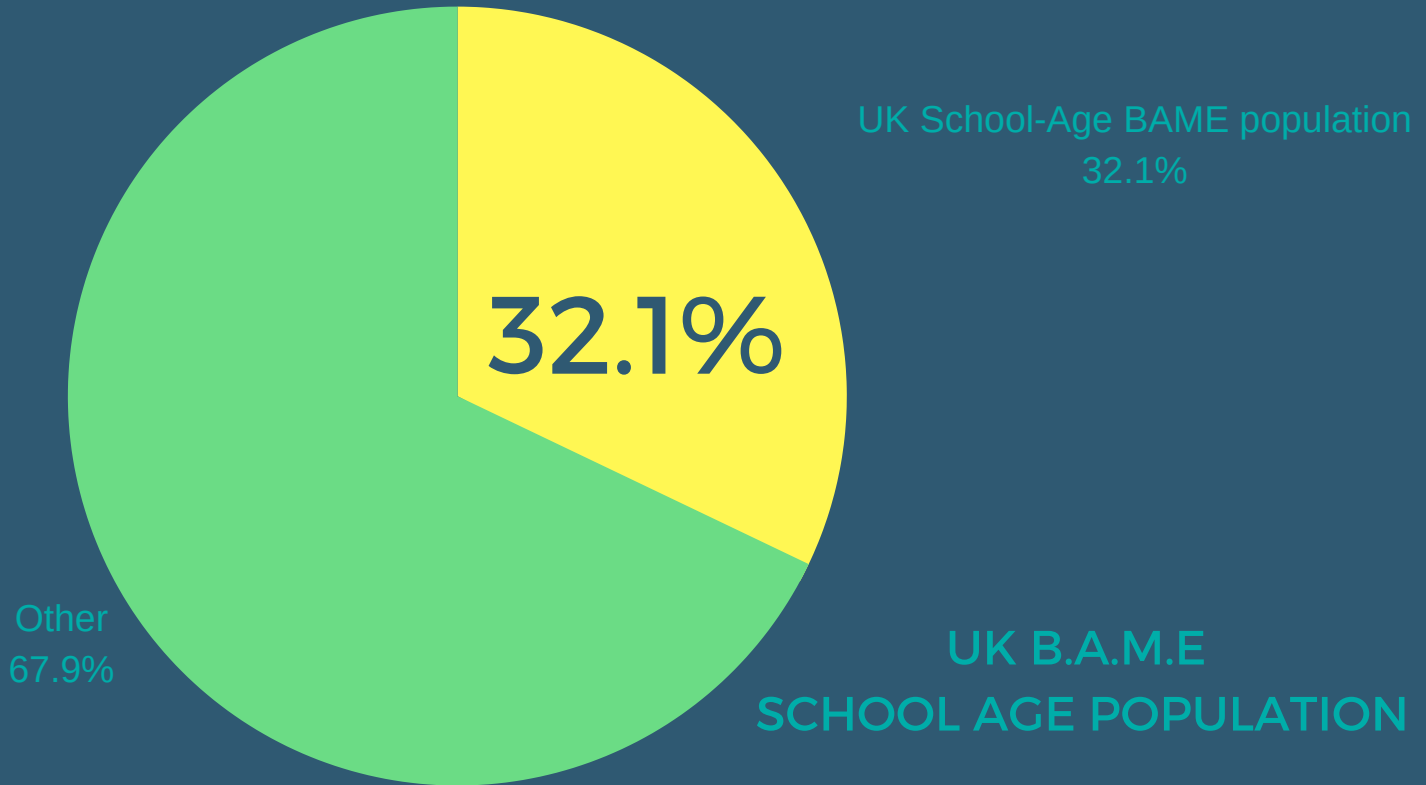
KEY RESEARCH

<https://clpe.org.uk/library-and-resources/research/reflecting-realities-survey-ethnic-representation-within-uk-children>

https://www.booktrust.org.uk/globalassets/resources/represents/booktrust_diversityreport_execsummary_april2019.pdf

<https://literacytrust.org.uk/research-services/research-reports/impact-writer-visits-children-and-young-peoples-literacy-engagement/>

CELEBRATING LEWISHAM'S MULTI-ETHNIC POPULATION



Lewisham Demographics

37%

of Lewisham's children live below the poverty line. This is a higher proportion than any other age group

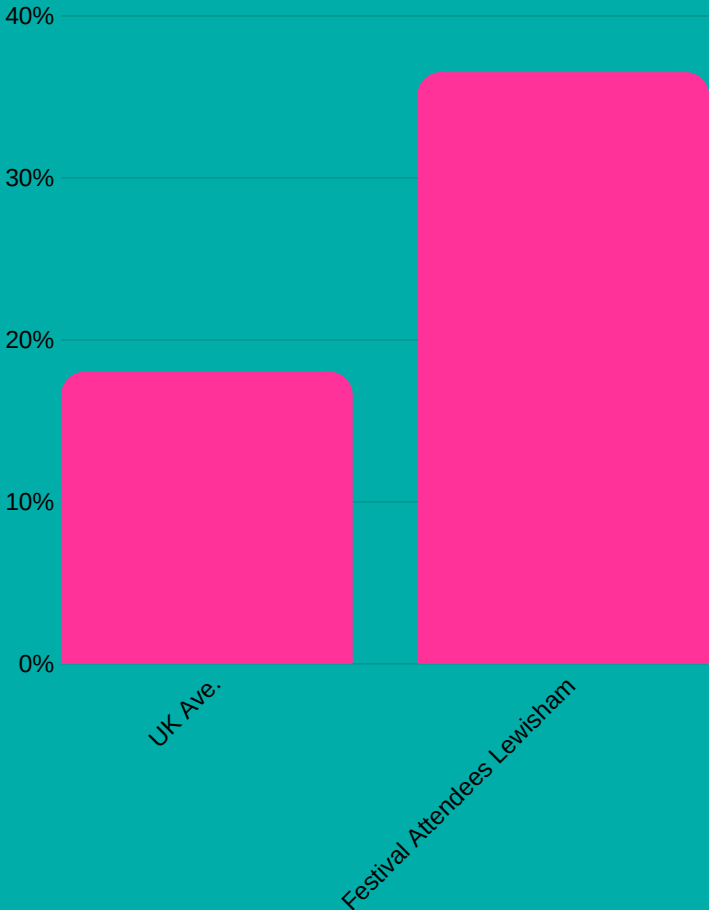
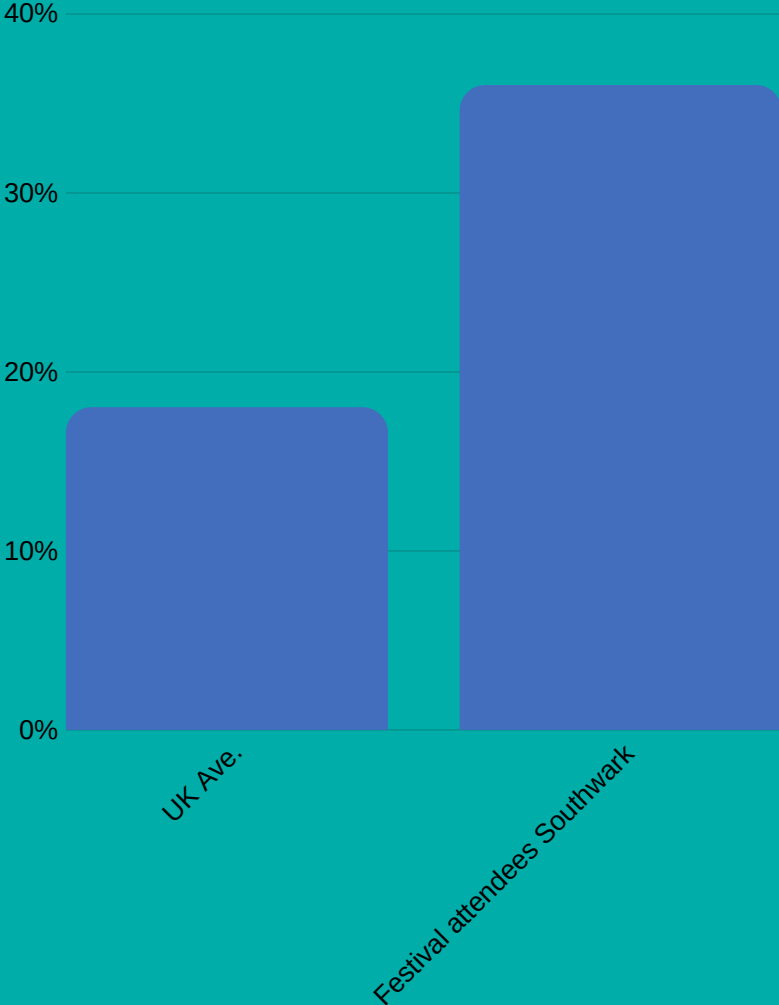
44%

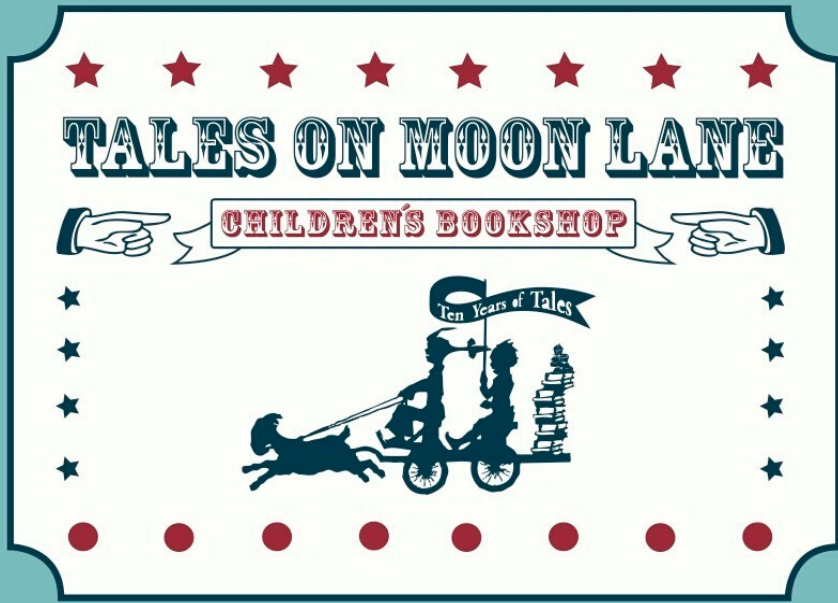
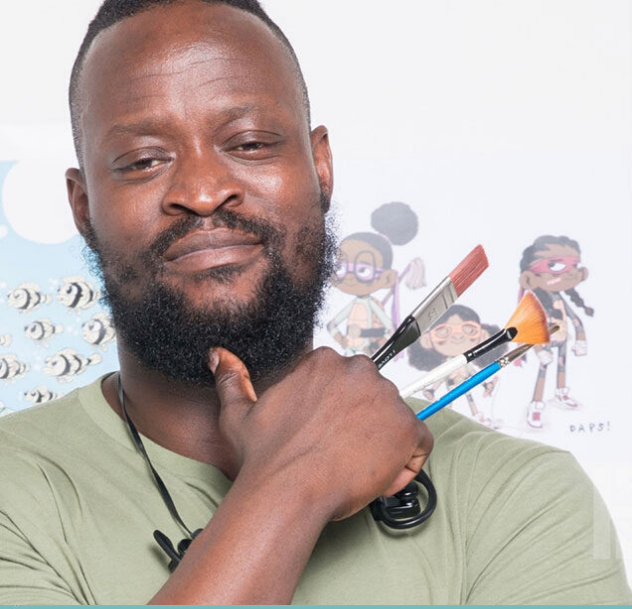
of pupils in Lewisham did not achieve A* - C grades in English and maths. This is worse than any other London borough.

22/32

Lewisham ranks 22 out of 32 London Boroughs for child poverty

Pupil Premium Profile of Participating Schools





CELEBRATING DIVERSITY IN CHILDREN'S BOOKS

MEET SOME OF THE ARTISTS



1

Chitra is an active supporter of reading for pleasure and inclusivity in publishing. She has over 30 books in print worldwide.

In the UK she's published by Lantana Publishing, Otter-Barry Books, Walker Books and Red Robin Books. In the US, she's published by Candlewick Press and her other books are distributed by Karadi Tales USA and Lerner Publishing.

Adedoyin Olayiwola "Ade" Adepitan MBE is a British television presenter and wheelchair basketball player. In 2018, Ade released the first title in a new children's adventure book series, Ade's Amazing Ade-ventures, in which he introduces young readers to the early years of his life in England and the warmth and solace he found in sharing, caring and playing with his gang of loyal friends.

2



3

Ken Wilson-Max has illustrated more than fifty books for children, including Big Red Fire Truck and Little Blue Engine.

Nadine Wild Palmer is writer and creator of: stories, books, songs, poetry, scripts, comedy, music and theatre. She is currently promoting her debut children's novel *The Tunnels Below*, a middle grade book for children published by Pushkin Press in the Spring 2019

4

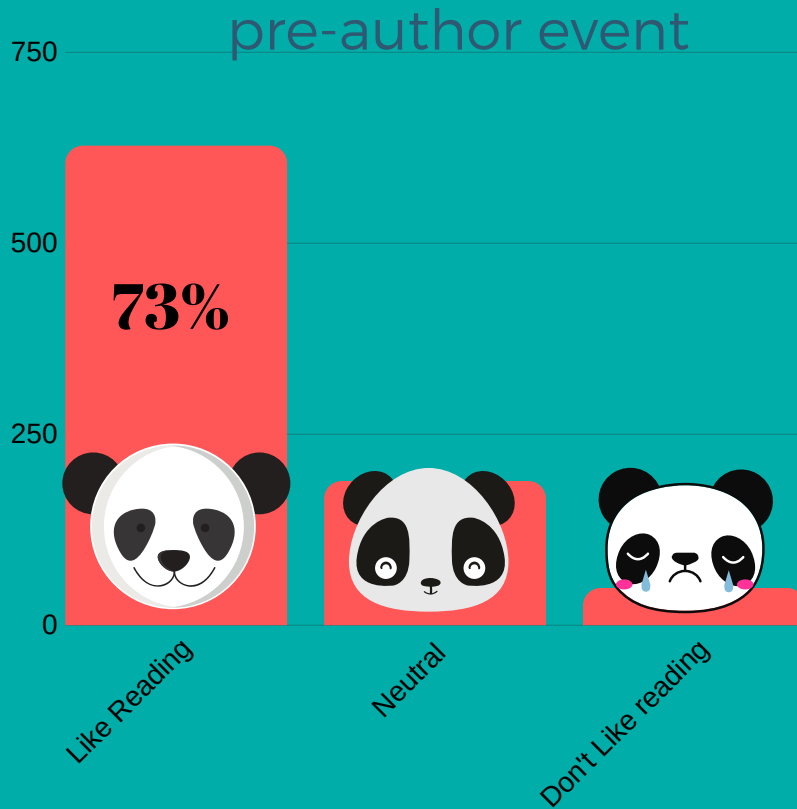


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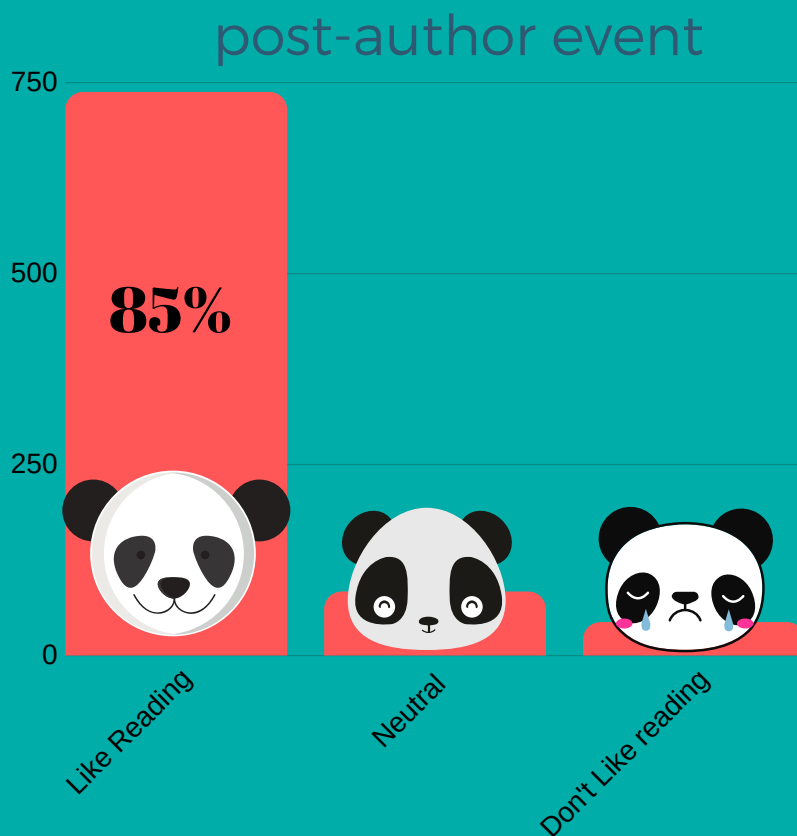
Humza Mohammed Arshad is an English actor, comedian and writer of Pakistani descent. In 2018 Penguin Random House bought the children's novel series *Little Baddie* created by Arshad and comedy writer Henry White. The first in the series is titled *Little Baddie and the Invasion of the Killer Aunties*.

Moon Lane Festival of Fun: Southwark

Children's attitudes towards reading



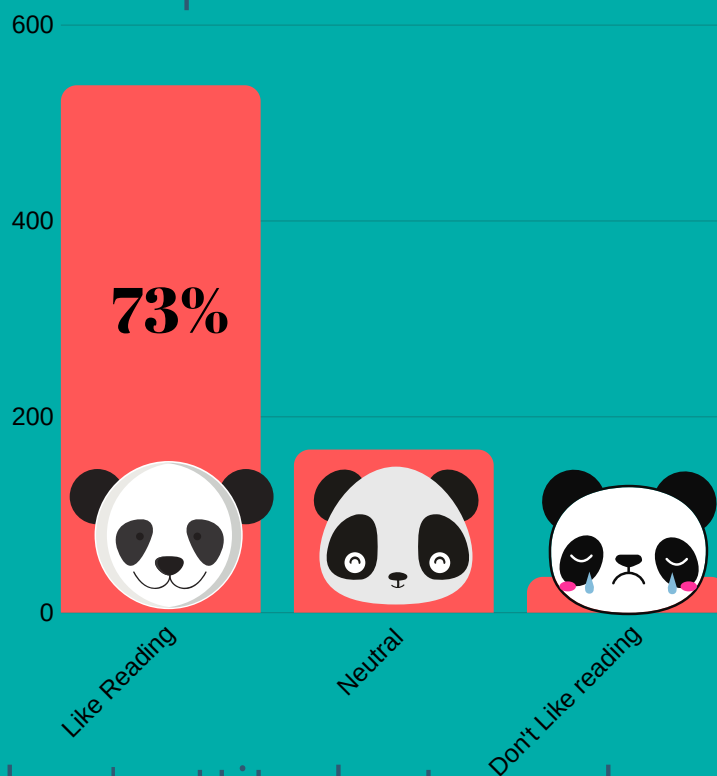
Children's attitudes towards reading



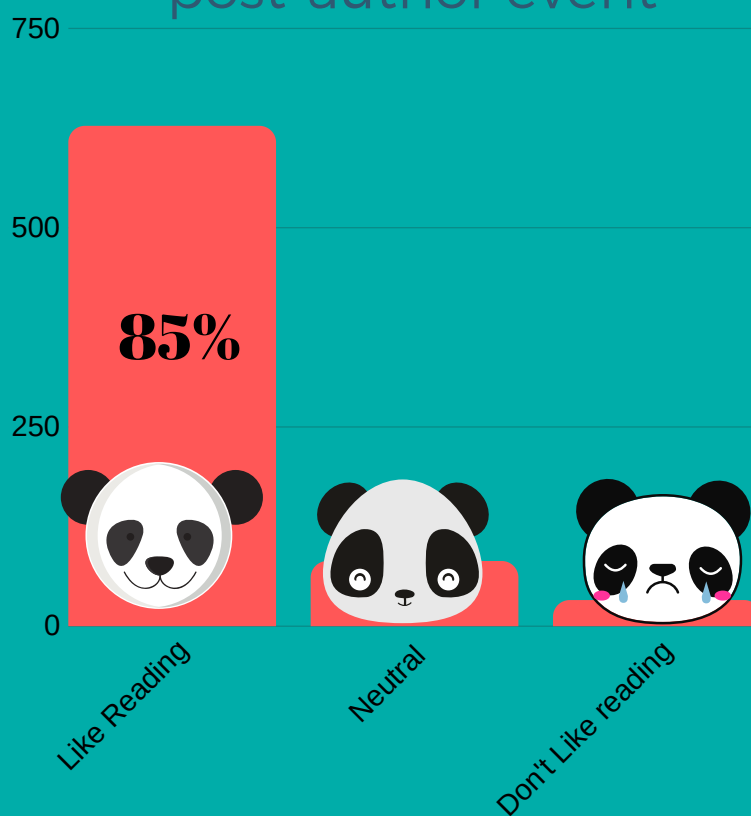
Data collected from 863 of the children attending

Moon Lane Festival of Fun: Lewisham

Children's attitudes towards reading
pre-author event



Children's attitudes towards reading
post-author event



Data collected from 747 of the children attending

IMPACT & EXPERIENCE

PAXTON PRIMARY SCHOOL

Deputy Head Teacher



Thank you, thank you, thank you!!!

Our children were absolutely buzzing when they returned from the Southwark Reading Festival author events!!! The children loved the events and our staff were hugely impressed with how engaging and exciting the authors were!

Thank you so much also for the books (which are being enjoyed by children in class) and the posters (which will be framed and put on the walls around school). The staff are already asking about possible attendance next year!

Thank you so much for all your hard work, it has been really appreciated by Paxton staff and children and has made a real difference to us!

Thanks, Katharine Wilmot

CAMELOT SCHOOL



Head Teacher

Amazing responses from all the teachers and children.

It means so much for the children of Camelot School to have this opportunity.

Thank you so much for everything. regards James

JUBILEE SCHOOL

Head Teacher



Thank you for organising this - every class who attended has given great feedback and said the children had a fantastic time. Thank you for all the lovely books from the authors too!

Best wishes,

Lararces.

HOLLYDALE SCHOOL



Assistant Head Teacher

Thank you for inviting us. Our children loved it and it was so wonderful for them to see authors from diverse backgrounds, Farhana Sultana.

KENDER PRIMARY SCHOOL



Assistant Head Teacher

Amazing thank you. The children really enjoyed the sessions.
Beverley Brown

CHARLOTTE SHARMAN SCHOOL

Assistant Head Teacher

Thank you all so much!!

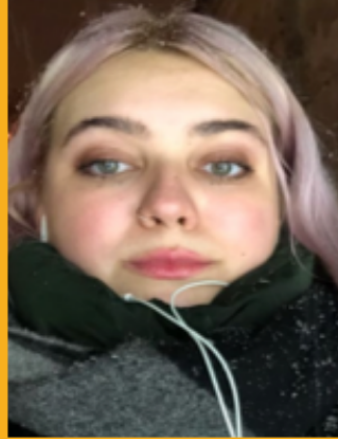
Nadine is amazing and we have children still talking about the visit.

Warmest wishes, Alex

A PERSONAL REVIEW



Asha L Mohammoud



Austeja Bukauskyte

“As a member of the BAME community interning with Moon Lane Ink CIC, working with my colleagues on the festival in question was not only a memorable experience but also impactful to epic proportions. I saw the positive impressions each festival event had on the children and the subsequent enthusiasm it brought around the world of books. They would talk amongst their classmates, bursting with excitement and line up in a queue eagerly awaiting to meet the authors for an autograph. I certainly wish I had access to such festivals when I was a primary school child, I can only imagine the impact it would have had on me to see myself and my differences reflected in stories and empowering narratives. I feel fortunate to have been a part of something so positive for a generation that is the future.”

I loved the festival, I thought it brought something important to the lives of children and it was wonderful to see how such an initiative effected them so positively. The children were engaged & active during the workshops and presentations, actively volunteering and asking questions. Many of them (the children) were excited to hear some of the authors come from the same background they are, from the same neighbourhoods and with the same accents.”

WITH HUGE THANKS TO ...



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