

The group recognise it is often hard to introduce reading to those who don't already – so they want to do it through film! The group will organise a series of immersive film nights screening films that were originally books; such as Harry Potter, Me Before You, The Book Thief. There will be a launch night at our women only centre to showcase the 5/6 featured books, each from a different genre. Young women will be able to come 'bring a non-book lover' and talk to a spokesperson for each book; another passionate young women who wants to recommend their book/film. There will also be a list of similar book from the same genre, following on from

Following the launch night, the group will organise a monthly film night, showcasing a different film/book each time. Each young women in attendance will receive a free copy of the book to take home; as a way to encourage young women to then try the book.

Finally, the spokesperson for each book will film a recommendation which will be uploaded to our social media accounts and shared online in order to reach a wider audience.

The group will spend £750 on 5/6 separate film nights, licenses/DVDs, decorations & themed food & drink to encourage people to attend. They will also purchase copies of each book, as well as book vouchers for prizes. The group will also pay for a series of videos recommending books to be filmed and edited professionally ready for social media distribution.

The group want to tap into the discourse around the benefits of reading the book of the film, either before or after. Many young people state they don't have time to read, or simply don't know what to pick up so if those who don't already read for pleasure, enjoy a film and feel confident they enjoy the content/theme they may then be encouraged to enhance that experience by reading the book. Young people often prioritise their spends on going out, clothes, and purchasing a book may come way down that list – so receiving a free book would also be a way to encourage many to begin to read for pleasure.

The group believe they could physically engage over 75 young people at the film screenings, then reach a greater number of young people via sharing the recommendation videos afterwards.

The group believe word of mouth is more powerful than any promotional material, but will utilise social media accounts, as well local networks in youth groups and their schools/colleges to share the events.