

50 things to do

NEWSLETTER

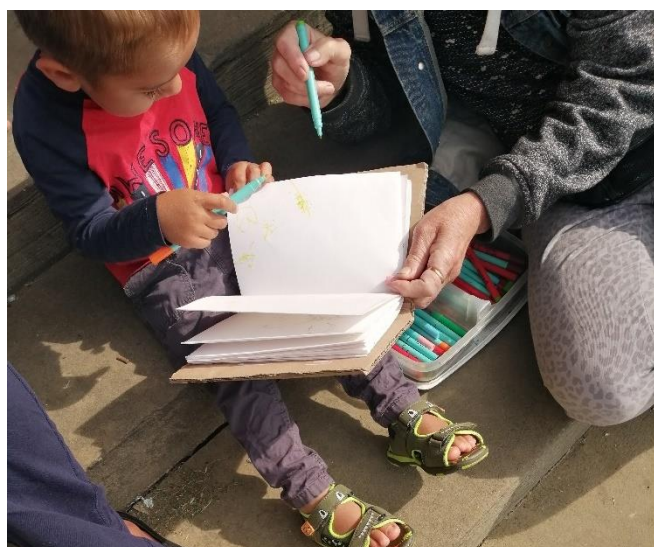
August 2022



For our summer newsletter, the whole 50 Things Team wanted to celebrate the success of Bradford's bid to become City of Culture 2025, to think about how 50 Things to Do Before You're Five celebrates the variety of experiences on offer, and introduces these experiences to the families of our youngest children living within the district.

Cultural Collaboration

We'll start with **Rachael Dennis**, our Project Officer, telling us about the partnership with Bradford's Museums and Galleries Service...



Our 'walk, talk, discover and draw' is a 50 Things cultural collaboration with communities, local artist Lou Sumray, Bradford District Parks and Bradford Museums and Galleries.

These relaxed, child-led sessions for under 5's were developed between the 2021 lockdowns, as a gentle and safe way to explore (often for the first time) some of the beautiful outdoor spaces across the district, discovering hidden gems outside and within the walls of the museums.

We visited... **Cliffe Castle Museum and Park, Cartwright Hall, Lister Park, Bolling Hall, Bowling Park** and **Bradford Industrial Museum**.

Taking time to see the world through the eyes of a child under five encouraged a slower pace, consideration of low-level viewpoints and a welcome opportunity for peer support and play for the children and adults who attended.

Some attendees followed us across the district to discover what each of the sites had to offer, and using feedback from the families and staff, the museums and galleries have now

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reviewed the child friendly spaces across their sites. It's hard to evaluate the full impact of Rachael and Lou's work, but we know that the words of children and families who came go some way to illustrating how the sessions went;

"I couldn't be bothered when I woke up this morning, I'm glad that I bothered. Thank You!"

Parent

"My name is Blossom!"

A two-year-old attendee, discovering the beautiful cherry blossoms at Cliffe Castle

"I thought the museum would be boring, but it's a treasure trove. There is so much to see we'll definitely come back with my partner"

Parent

You can find short videos from the project and our visits to each of the museums on the 50 Things website ['walk, talk discover and draw'](#).*

* The videos were created by a member of our Marketing and Communications Team, Hana Kesedzic

Introducing... Bradford's Heritage

Hana tells us a little more about the ['walk, talk, discover and draw'](#)

Here at 50 Things, we believe that art and culture is for everyone and it's never too early to start enjoying everything your town, city or county has to offer. One of the ways 50 Things Bradford has tried to encourage families to make more visits to parks and museums is through "walk, talk, discover and draw" sessions. Take a look at our video filmed during a session at Lister Park:



[walk, talk, discover and draw at Cartwright Hall, Bradford](#)

Encouraging families to visit museums and galleries in the first few years of a child's life helps families to understand that they, and their children, will be made welcome. We can learn

a lot from the lens through which children view the world around them, reconnecting to that inner child within all of us. This is an idea which Mark Mosley, a museum assistant from Bradford's Industrial Museum, explains so wonderfully in the video below:



[walk, talk, discover and draw at Bradford's Industrial Museum](#)

One way that you can view new opportunities is through the 50 Things app, where you can see all the low or no cost events that are happening in each of the project areas, and check out the local links under each hashtag!

Whether you're a parent, guardian or an adult wanting to explore their city, the 50 Things team believe that visiting local galleries, museums and parks is a great way to connect with different cultures, connect with your community and have fun!

Supporting our Community with Partnership Working

Rebecca Oberg, our Head of Partnerships, describes some of our work with others;

Partnerships are a really important to us, here at 50 Things to Do (50TTD), both nationally and locally, because we see that when organisations work collaboratively, they can create a real social impact. As we excitedly head towards [Bradford 2025 City Of Culture](#), we are proud to say we are already making a good start on ensuring our youngest residents are having quality exposure to the culture we have in our city. One of the ways this has been enabled is by successful partnership working across the Bradford Museums and Galleries service. Rachael Dennis, our Project Officer for Bradford, has been instrumental in building these partnerships, and has a wonderful knack of getting companies to provide space, drinks and food for our families when she is organising events.

Celebrating the success of our partners in 50 Things!

Our partnership with **Northern**, the local rail company, may not seem such an obvious one, but the best strategic partnerships work together to find creative ways to expand their audiences. As we say in our Mission Statement, what we want is “to support parents and carers to help their children to have exciting life experiences, developing confidence and a passion for learning new things”.



But how do parents in landlocked Bradford achieve **#50 Sea and Sand** at no or low cost? It was an activity that we could have discounted from the list, but as a team we strongly believe that a family trip to the seaside is a memorable experience and one which can provide life long memories. By partnering with Northern, we have been able to take children **to the beach**, as well as other exciting trips.



What’s in it for Northern, though? They get an extended reach into a wider variety of customers. Richard Isaac, Northern’s Regional Community and Sustainability Manager, has stated that “Our partnership with the 50 Things team is really delivering and allowing Northern to reach into the heart of the diverse communities in the region. Our partnership is building travel confidence for families and raising awareness of rail safety in the region”

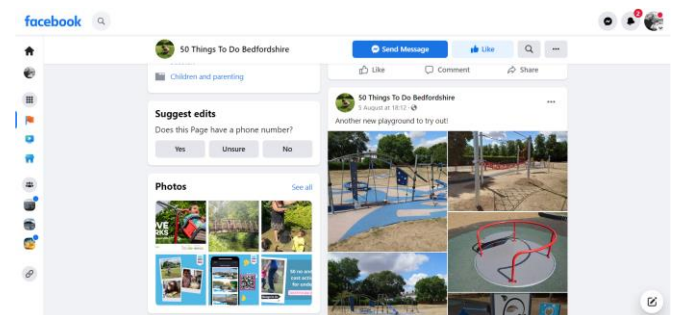
The success here has now led Northern to reach out to our 50TTD partners across West Yorkshire, to see how they can work together, making our partnership more impactful and stronger.

Our newest Marketing and Communications Officer, **Nadiah El-Naqib**, shares her insight into how social media can help to shine a light on all aspects of 50 Things, including our cultural content, describing our most recent partner launch.

Bedfordshire’s 50 Things Team created their Facebook page as they worked towards launching their 50 Things to Do Before You’re five app and website; after a successful social media launch campaign, their Facebook page has 298 followers in less than three weeks. Leading up to the 50 Things launch date, a series of posts appeared once a day for 14 days, with a countdown to the big day. These posts consisted of photographs of local children, snippets from the app, requests for local information and reminders that the app will be really useful during the six-week holidays.

The collective online effort from the Local Offer Team, local tutor groups, childcare settings, community centres, local government departments and individuals to share the posts pre and post-launch has played a significant role in raising awareness and creating an online presence for Bedfordshire’s 50 Things page.

The Bedfordshire 50 Things team’s social media campaign highlighted the importance of three things; building relationships; regular posting of visually appealing, interesting posts, and the impact of friends and partners sharing the posts.



Sharing is a powerful tool for raising profiles and establishing a presence on Facebook. Creating an online community of relevant people and a sharing culture massively supports the initial and continued success of an organisation. The small effort of sharing by all the local individuals, settings and relevant council services with a page or account on Facebook, can have a huge impact.

Supporting our Community with Partnership Working

Our National Project Lead, **Andrea Layzell**, tells us about an additional model of delivery to reach families with a two-year-old.

The team at 50 Things has been working on an offer for families living in the Bradford District, who choose not to take up their entitlement to a free early education place for their two-year-old. We build information and play sessions around 50 Things to Do Before You're Five, supporting parents and other family members to create the best home learning environment they can, using the 50 Things app for ideas and event planning. Up to now, the sessions have been offered in the family home, but we are now trialling sessions that will take place in the community, working with small groups of parents and children.



Our hope is that by offering sessions in places that are familiar to parents and children, such as venues where toddler groups meet, schools and family hubs, we can facilitate the sharing of ideas, building friendships and support networks, and enhance children's learning and development. One exciting proposal is to hold sessions in the parks and buildings of the Bradford's Museum Service, where together we can explore Bradford's rich culture and heritage! We'll let you know how it goes...



Finally in this newsletter, we hear from Lynette Clapham, who has been working with the team to create our newest offer, 50 Things Primary!

Our new Twitter has now been launched. You can find us [@50TTDPrimary](https://twitter.com/50TTDPrimary) and follow our journey as we prepare to launch. We have a new logo for you to look out for and our new app is under development.

Our team of content writers are now busy choosing their words carefully as they write the instruction and direction for each of the activity groups. Unlike 50 Things to do Before You're Five, the app content is written for the child, with additional support for adults and families with children with SEND on the website. A clear quality assurance process will follow, as the content is then dropped into the website and app ready for launch later this year.

With every conversation, every email, and every video call, it is clear to see the wonderful work that goes on in Bradford by some incredibly talented professionals. As we look towards the City of Culture 2025, there will be so much more available on our doorsteps.

What an exciting time to be a child in Bradford!

FIND OUT MORE

If you want to know more about 50 Things Primary, contact us at info@50thingstodo.org and a member of the team will get in touch.