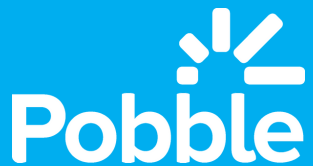


# The 10 strategies you need to accelerate writing progress

Improve writing progress post school disruption with these 10 engaging and exciting strategies, designed to support your whole school community.



Think writing, think Pobble!



## Welcome

Dear school leader,

**Teaching writing has always been challenging. However, teachers and school leaders now tell us that writing has been even harder hit by school disruptions. As a result, I'm sure many of you are searching for ways to close the learning gap.**

As a former school leader, I've spent the last 10 years working closely with schools to identify the key elements that drive pupil engagement and attainment in writing. What started in my classroom has now developed into a solution used by tens of thousands of teachers around the world to accelerate writing progress.

I firmly believe that the 10 strategies outlined in this document will support those schools who have identified writing as an area of focus and those looking to raise writing attainment. I hope you find them useful.

Best wishes,  
Simon Blower,  
Experienced Primary School leader  
and Co-founder of Pobble



Get in touch [hello@pobble.com](mailto:hello@pobble.com)



## What schools say



Quite simply, what Pobble has done for writing at Parklands Primary is remarkable. For me, it is a must-have for any school!

Pobble reduces workload and engages even our most reluctant writers. It opens imaginations and transports children to new worlds of adventure. Pobble's support and training is second to none and my team can't imagine teaching writing without it.

**Chris Dyson** – Headteacher and National Leader of Education, Parklands Primary School, Leeds



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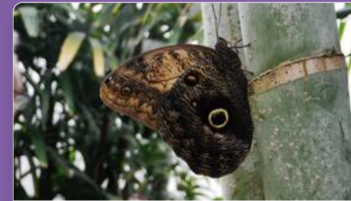
# 1. Save time planning

There's so much incredible content available out there, made by brilliant teachers like you. You don't always have to reinvent the wheel! Use high-quality, pre-made content to save you time.

On Pobble you'll find **editable, curriculum mapped lessons**, ideal for intervention programmes or whole-class teaching.

They cover a range of topics and genres and will save you heaps of time, so you can focus on what matters most - teaching.

Title	Punctuation	Punctuation	Sentence	Sentence	Word	Word	Genre	Genre
	Using capital letters.	Using commas to separate items in a list.	Writing different kinds of sentences: statement, question, exclamation and command.	Using expanded noun phrases to add description and specification.	Using suffixes to form words, ful, less, ness, etc	Using the suffix -ly with an adjective to create an adverb.	Biographical	Non-chronological report
Inspirational people: The Civil Rights Movement	✓	✓	✓	✓		✓		✓
The Stoneage	✓	✓	✓		✓		✓	✓
All about Food Health!	✓	✓			✓	✓	✓	✓
Beasts of the past!	✓	✓	✓	✓	✓	✓		
Ancient Egypt	✓		✓	✓		✓	✓	✓
How can we make Earth day every day?	✓	✓			✓	✓		



Age 5-6

## Minibeasts

Learn about minibeasts, their habitats and write a report.



Age 7-8

## Adventures of the deep blue

Discover what lurks beneath the deep and write a report about a terrible, toothy attack!



Age 7-8

## Titanic

Dive into the facts and tell us what happened on the Titanic.



Age 10-11

## Fairtrade with a hint of chocolate.

Tasks based on 'Fairtrade with a hint of chocolate.'



## 2. Build a daily routine

Covering all the key writing curriculum objectives is no mean feat, there are so many to include in your plans!

A daily writing routine encourages positive habits for your pupils and allows you to structure your time effectively, focusing on a specific area each day.

Pobble's **short, objective-based lessons** align with the word, sentence and punctuation strands of the curriculum. They're a perfect way to cover key objectives as part of your daily writing routine.

**Editable!**



Age 9-10

### Commas

Using commas for clarity and avoiding ambiguity.



Age 10-11

### Semi-colons

Using the semi-colon to mark the boundary between independent clauses.



Age 9-10

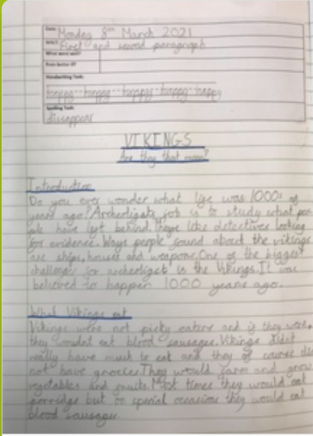
### Adverbials

Adverbials of place.

### 3. Show children good writing examples

Children love to look at other children's work. It gives them the confidence to try new things, exposes them to different writing styles and gives them lots of ideas to 'magpie' for their own work.

The Pobble Writing Bank contains thousands of **examples of children's work**, searchable by age, genre and topic. It's a fantastic source of inspiration and ideas for you and your pupils!



**Ages 8-9**

**Vikings! Non-chronological report**

Newton International Academy, Barwa City

Children attempted to write the first two paragraphs of a non chronological report- focusing on sub ...

[Report paragraphs sub heading introduction](#)

2 weeks ago



**Ages 10-11**

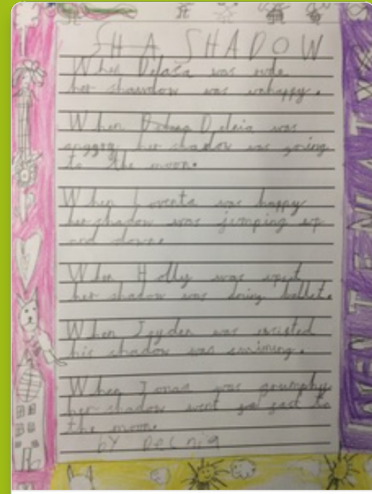
**Plastic pollution**

Chorley St James' Church of England Primary School

The children thought about the effects of plastic pollution on the world and could choose how to write...

[Poster, newspaper, report, pollution](#)

2 years ago



**Ages 5-6**

**Poetry about shadows**

Thorpe Hall Primary School

Poems

[when, verbs](#)

3 years ago

## 4. Develop self and peer assessment

Creating opportunities for young writers to request and receive feedback is crucial. By responding to this feedback and editing and improving their work, they gain self-awareness of their writing skills and develop their metacognitive skills.

Pobble's self and peer assessment tools have been developed specifically for writing. They contain genre-based success criteria for all ages and levels, making it simple for you to **enable self and peer assessment** for any writing task.



**Annotate**

**Self assess**

**Receive feedback**

The screenshot shows the Pobble writing interface. On the left, a student's handwritten text is displayed with various editing tools (highlighter, eraser, undo, redo) overlaid. The text includes phrases like "The race of my life", "The pain, the pain I feel in my skeletal hospital bed", "Determined and relaxed, determined and petrified, I decided my muscles ready for my massive muscles", "All around I heard the screaming cheers of all the delighted pans. I saw the other competitors also getting ready for these huge race and the small gun ready to be shot.", "Standing on the crystal clear line, goosebumps streak my sweaty, eager body as my back pumped with adrenaline as it couldn't bare to lose like a cheetah hunting its prey.", and "BANG! The gun sounded. Mu...". On the right, a "Success criteria" panel lists various writing goals with checkboxes. Below this, a feedback section shows comments from a peer named Ruby and a teacher. Ruby's comment says: "I tried really hard to show the fear in the narrator's voice. I'd like to use more similes in my next piece." The teacher's comment says: "Well done, Ruby! I could really picture the fear here because of your excellent adjectives. You're going to be our Pobble published author of the week." The Pobble logo is in the bottom right corner.



## 5. Provide a purpose to write

We all know children put more effort into their writing when they have a purpose to write. An effective way of doing this is to provide them with an audience for their work.

Pobble provides an opportunity for pupils to publish their writing to a worldwide audience. They can receive feedback from their parents and a **safe, global community** of children and teachers all around the world!

This builds confidence in their writing and motivates them to keep improving their work.



## 6. Improve writing stamina

Long blocks of writing can be challenging for children. You can develop their writing stamina by providing regular, short opportunities to write for pleasure.

Pobble's **Quick Writes** and popular **Pobble 365** lessons offer many opportunities for short, engaging, daily writing activities. As well as increasing their enjoyment of writing, they are ideal for improving children's writing stamina and fit perfectly into a daily writing routine.



### Story starter

She had already travelled so far, yet still had so much further to go. This was just the beginning of her journey.

It had been over three weeks since she had seen another person, three weeks since the land had disappeared. She began today like every other: sitting with her line in the water, hoping to catch a bite for breakfast.

Continue the story.



### A quick write!

### Bees



### Question time

- Why do you think the man practises his magic using chairs?
- What other magic do you think the man possesses?
- Why do you think he is in a field?
- What do you think his home is like?
- If you could perform magic, what power/ability would you most like to have?



**Editable!**



## 7. Get children writing at home

It's important to create opportunities for independent learning so children can refine and reflect on their writing skills.

Our Pobble News resource is perfect for homework. It offers writing activities linked to current child-friendly news stories. You'll find **non-fiction writing prompts**, discussion pieces and fun facts to prompt independent writing and engagement from parents.

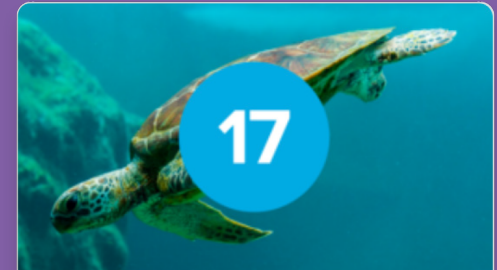
The best thing is, we create a new Pobble News edition for you each week!



Age 7–11

### Pobble News

23rd Edition: Space X launch!

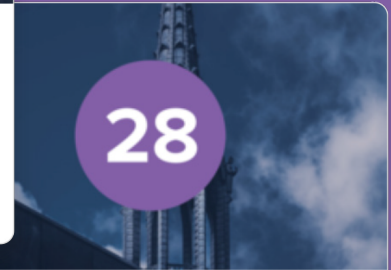


17

Age 7–11

### Pobble News

17th Edition: Super scientists vs Poachers!



28

Age 7–11

### Pobble News

28th Edition: The Climb!

## 8. Celebrate achievements

You can **raise the profile of writing** across your school by celebrating your young writers through assemblies, newsletters and displays.

Pobble provides you with printable celebration resources, such as I'm a Published Author lanyards, stickers, and certificates. These make it fun and easy to **regularly celebrate your young writers' achievements** with the whole school community.

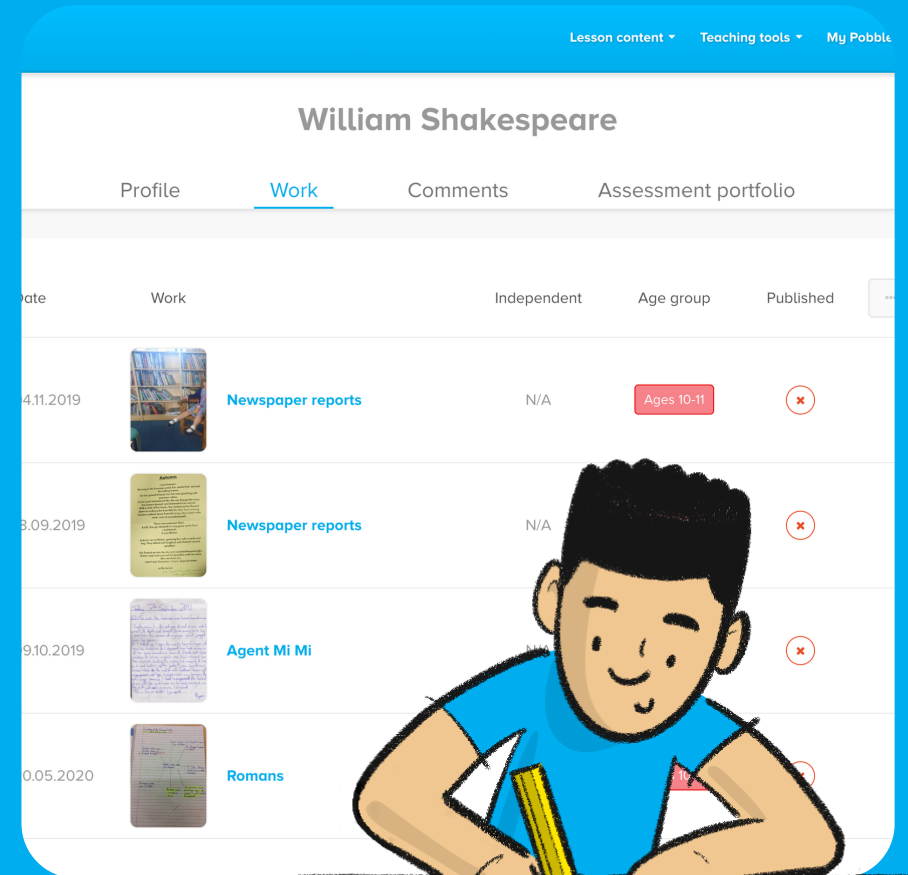


## 9. Show progress over time

Of course, you know how your pupils are progressing. However, we all know that you may need to demonstrate this to others.

With Pobble, monitoring progress is simple. Each pupil has an **online evidence bank** containing all of their writing, which stays with them as they move through school.

With all your pupils' work available in one place you can easily see their progress over time and demonstrate this to others when needed.



The screenshot displays the Pobble interface for a pupil named William Shakespeare. The top navigation bar includes 'Lesson content', 'Teaching tools', and 'My Pobble'. Below this, the 'Work' tab is selected, showing a list of work items. The table has columns for 'Date', 'Work', 'Independent', 'Age group', and 'Published'. The work items are as follows:

Date	Work	Independent	Age group	Published
4.11.2019	Newspaper reports	N/A	Ages 10-11	
3.09.2019	Newspaper reports	N/A		
9.10.2019	Agent Mi Mi			
0.05.2020	Romans			

An illustration of a boy sitting at a desk, writing in a notebook, is overlaid on the bottom right of the screenshot.

## 10. Facilitate online writing moderation

Moderation is a great way to benchmark and provide ongoing CPD. However, there have been few opportunities to moderate writing together recently.

Pobble has been working with schools and Local Authorities, with input from the STA, to develop an online moderation tool. The tool enables you to **moderate writing collections online** on any device, any time. This is ideal for developing internal moderation, school-to-school, and supporting statutory moderation requirements.



## Partner with Pobble

### Why choose Pobble?

- Pobble provides you with everything you need to teach, improve and assess writing.
- Pobble complements and enhances the approaches to writing that schools are already using.
- UCL research shows that Pobble reduces lesson planning time by 39% and improves pupils' speed, confidence and enjoyment of writing, leading to improved attainment.
- Hundreds of thousands of teachers around the world already trust Pobble to support their writing programme.
- Pobble was developed with support from the DfE's EdTech innovation fund.

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(usual price £999/year + VAT)



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“It's the whole package! The support behind the platform, the networking it brings, the publishing, the joy of children interacting with other children's work, the prestige of being a genuine published author, the simplicity of the website, how it links with parents, comments on the children's work...”

**Rachael Wilding** – Primary Head,  
Smart Vision School, United Arab Emirates

  
**Pobble**



**Any questions?**

Drop us a line at [hello@pobble.com](mailto:hello@pobble.com)