

Literacy Through Sport

DP World Tour

Jumeirah Golf Estates, Dubai
15th November 2023

"Literacy through sport allows pupils to develop their writing in a real-life context. It's fantastic to see pupils engaging in both the sporting activity and then taking that real-life hands-on experience and putting it onto paper. The opportunity to actually experience a sport prior to doing a specific piece of writing is enhanced by being part of the venue."

Tom Sale, Teacher, Kent College.



Work with us:

Contact simon@pobble.com

The Challenge

Teaching writing is a challenge. As teachers ourselves, we know that not all children like to write and many children struggle to be inspired at the thought of putting pen to paper. Many schools find it difficult to give their children real writing experiences to inspire their pupils to write.

The Solution

To motivate children to write, we use their passion for sport as a focus for their work. Our Literacy through Sport Programme makes writing more fun and purposeful by using a sporting experience, an iconic venue or sporting heroes to open a new world of writing for even the most reluctant of writers.

The Event

Pobble ran a Literacy through Sport event at the end-of-season DP World tour event, engaging 32 children from 8 local Primary schools. The session included a tour, a putting experience and a visit to the 18th green, before using their creative writing skills to describe being on the 18th green with a putt to win the tournament.

The Impact

"At the DP World Tour, community is one of the key pillars of our Golf for Good programme, we aim to leave a lasting legacy in the communities we visit. Our goal is to inspire children and break down barriers that may exist, leading to a growth in golf's fan base, we've found Pobble the ideal way to do this. The Pobble team are well organised and extremely thorough in their planning, they've been a pleasure to work with."

Karalynn Thomson,
Head of Marketing,
DP World Tour Middle East and Asia.

Case Study

[Pobble.com](https://www.pobble.com)



**DP WORLD
TOUR CHAMPIONSHIP**

A Rolex Series Event



Pobble