



Evidence and Impact: **Spike's Sight Words**

A Multisensory Journey to Literacy Recognition Across Various
Educational Settings

The Literacy Crisis:

Closing the Reading Gap

A high-impact, neuro-inclusive intervention designed to close the 'Word Gap' across Primary, Secondary, Family Hubs, and the Home Learning Environment.

The Origin Story: From Home Learning to Neuro-Inclusive Intervention



- **Created by Sophie Bradley**, born from the personal challenge of teaching her children to read.
- **Daughter demonstrated early success**, reading by age 2, but her son struggled deeply with traditional, linear literacy methods.
- **Founded on the central core principle** that all children—neurotypical and neurodiverse—engage and retain information more effectively when they are playing and learning simultaneously.

Operationally Ready: What's in the Literacy Toolkit?



The Core Platforms: multisensory Board Games

- 3 Durable Boards included per toolkit
- 30+ Unique Designs available (allowing settings to choose appropriate themes for learner interest).

The Vocabulary Pipeline: Sight Word Tokens

- 150 Common Exception & High-frequency Words (300 tokens in total – tokens repeated for foundational building blocks and orthographic mapping)
 - Progressive Vocabulary Levels: Sorted into clear categories:
 - Beginner (Foundational sight words), Intermediate (Vocabulary development) Advanced words

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The Vocabulary Pipeline: sight Word Tokens

- **300 Sight Word tokens (150 words with the token repeated)** included (the foundational building blocks for orthographic mapping).
- **Progressive Vocabulary Levels:** Sorted into clear categories:
 - **Beginner** (Foundational sight words)
 - **Intermediate** (Vocabulary development)
 - **Advanced** (Tackling KS2/KS3 complexity)

Operationally Ready: What's in the Literacy Toolkit?



Child Agency: playing Pieces & Dice

- Standard playing pieces and dice are included.
- **We actively encourage child ownership:** Learners choose their own *counters*—toy cars, toy animals—to enhance engagement.



Operationally Ready: What's in the Literacy Toolkit?



Spike's Sight Words

TICK-OFF SHEET

FEEL FREE TO USE THIS TICK-OFF SHEET AS A GUIDE AS TO WHAT YOUR CHILD HAS LEARNT...

BEGINNER WORDS

ENGLISH WORD	READ	SPELL	ENGLISH WORD	READ	SPELL
we			by		
the			of		
is			or		
are			it		
do			she		
to			us		
is			me		
are			yes		
for			how		
you			has		
on			this		
in			out		
he			his		
was			look		
but			am		
now			am		
by			in		
who			do		
his			is		
that			is		
mum			and		
do			it		
has			is		
no					
so					

INTERMEDIATE WORDS

WORD	READ	SPELL	ENGLISH WORD	READ	SPELL
			done		
			all		
			like		
			when		
			you		
			there		
			use		
			each		
			which		
			their		
			will		
			other		
			about		
			many		
			then		
			them		
			these		
			of		
			where		
			why		
			know		
			change		
			great		
			right		
			have		

ADVANCED WORDS

READ	SPELL	ENGLISH WORD	READ	SPELL
		because		
		different		
		picture		
		knapsack		
		between		
		below		
		thought		
		something		
		example		
		every		
		together		
		children		
		know		
		sometimes		
		problem		
		important		
		complete		
		usually		
		remember		
		figure		
		against		
		decide		
		measure		
		they're		
		another		

Data-Driven Tracking: Spike's Progress Sheet

- Immediate Feedback:** A physical "tick-off" mastery sheet allows learners to see their own progress in real-time.
- Seamless Data Integration:** Designed for educator efficiency—SENCOs or teachers can manually record progress during the session and then **upload the data to a digital platform.**
- Closing the Evidence Gap:** This workflow enables long-term tracking of intervention impact and provides easy reporting for school leadership and local authorities.

Methodology: Research-Led Reading Intervention

Developing Automaticity & Fluency

Spike's Sight Words uses **multisensory play** to drive "Orthographic Mapping"—the process the brain uses to turn decoded words into permanent sight words.

While Phonics provides the essential tools for decoding, Spike's builds the "automaticity" required for true fluency. By mastering high-frequency and "tricky" words at a glance, learners reduce their cognitive load, allowing them to focus on comprehension and access the wider curriculum.



Proof of Concept: Success in Primary & SEND Settings

Proof of Concept

Trialled extensively in UK primary schools, Spike's Sight Words has proven to be a high-impact intervention for students who have stalled in traditional literacy frameworks—particularly those with SEND requirements.

5 Reasons Why Spike's Works for SEND

1. **Multisensory Encoding**
2. **Lowers "Affective Filter" (Anxiety)**
3. **Supports Executive Functioning**
4. **Dyslexia-Friendly Design**
5. **Builds Self-Efficacy**



Multisensory Encoding

By integrating **Visual, Auditory, Kinaesthetic, and Tactile** pathways, Spike's provides multiple "neurological hooks." If a student struggles with auditory processing, the physical movement and visual cues provide the necessary backup to ensure the word is mapped.



Eliminating 'Word Anxiety'

Many SEND learners suffer from a high "**Affective Filter**"—a mental block caused by fear of failure. Our game-based format bypasses this, allowing students to engage in high-repetition practice without the pressure of a formal reading assessment.



Supporting Executive Function (ADHD/Attention)

Traditional literacy tasks often fail students with executive function challenges. Spike's provides **immediate feedback, rapid turns, and high-frequency engagement** to maintain focus. Crucially, each game is designed for a **5-minute play cycle**, perfectly matching the natural attention spans of younger or neurodivergent learners and allowing for "micro-mastery" without fatigue.



Reducing Visual Stress (Dyslexia Support)

The structured, high-contrast visual layout of our boards helps stabilise word forms for students with dyslexia. By providing a clear focal point and removing "visual crowding," we allow learners to map words without the fatigue caused by standard reading materials.

- **Specialist Typography:** Our word tokens use a dyslexia-friendly font.
- **High-Engagement Visuals:** While traditional interventions can be dull, our bright, high-energy designs are incredibly popular with dyslexic children.



Award-Winning Impact: This commitment to inclusive design led to our nomination for a **British Dyslexia Association Award**.

Building 'Mastery Experiences'

Success in the game builds **Self-Efficacy**. When a student realises they "know" a word on the board, that confidence transfers back to their phonetic studies, creating a "Growth Mindset" and a willingness to tackle harder tasks.



Expert Validation: User & SENCO Impact Testimony



"I'm a big fan of these resources. No tech, just really well considered physical (and affordable) resources."

AL KINGSLEY MBE



"I love using Spikes games! As it has different levels of vocabulary it's easily adapted. There are tons of ways to diversify the games to challenge my learners and keep them motivated and competitive! I really recommend them"

**SHONA O'CALLAGHAN,
EDUCATIONAL CONSULTANT**



"Once my students have mastered the trigger words using the Davis method, Spike's Sight Words board games offer a fantastic and enjoyable way to reinforce what they've learned. It's a fun, low-pressure way to build fluency and boost confidence — my students genuinely look forward to using them!"

**ANNE-MARIE BEGGS,
GLOBAL DYSLEXIA &
NEURODIVERSITY EXPERT**

Expert Validation: User & SENCO Impact Testimony



"This game is absolutely brilliant! The board games are so brightly coloured and engaging our children instantly want to play it and forget they are reading. It could easily be adapted to use other words linked to sounds or reduced so only using 1 or 2 words repeated depending on the ability of the child. I'd love to see new versions – you have ancient Egyptians, which is a favourite, you could also have Romans, Victorians or even country themes like Australia, pirates, knights, Kpop demon hunters?! I would definitely purchase more to match the kids interests."

JESS WHEELER, Teacher at Moon Hall School

(Pictured: Sophie Bradley with Michelle Catterson, Executive Head of Moon Hall & Chair of the BDA)



"The board game packs offer good value for money. They are engaging, educational, and versatile enough to be used across different activities with children."

**BIANCA MICU,
Camden Libraries**

Evidence of Impact: Real-World Results

- **Universal Engagement:** Feedback from our pilot schools consistently shows that children who previously disengaged from literacy tasks remain focused for the full 15-minute game cycle.
- **Reducing the "Affective Filter":** Educators report a significant decrease in stress levels when learners use the Spike board compared to traditional flashcard testing, allowing for better cognitive retention.
- **Visible Progress Tracking:** Teachers have noted that the "Spike Progress Sheet" provides immediate visual motivation, which is particularly effective for neurodivergent learners who benefit from instant feedback loops.
- **Essential Bridge to Home Learning:** Parents involved in our trials overwhelmingly report that the game removes the "friction" and "tears" often associated with traditional home reading practice.



Where are Spike's Sight Words **CURRENTLY** being used?



Primary School Classrooms



Home Education



Libraries



Tutoring Sessions



Secondary Schools
(popular with reluctant readers / EAL students)

Where we are looking to use our board games in the future



School Breakfast Clubs



Family Hubs

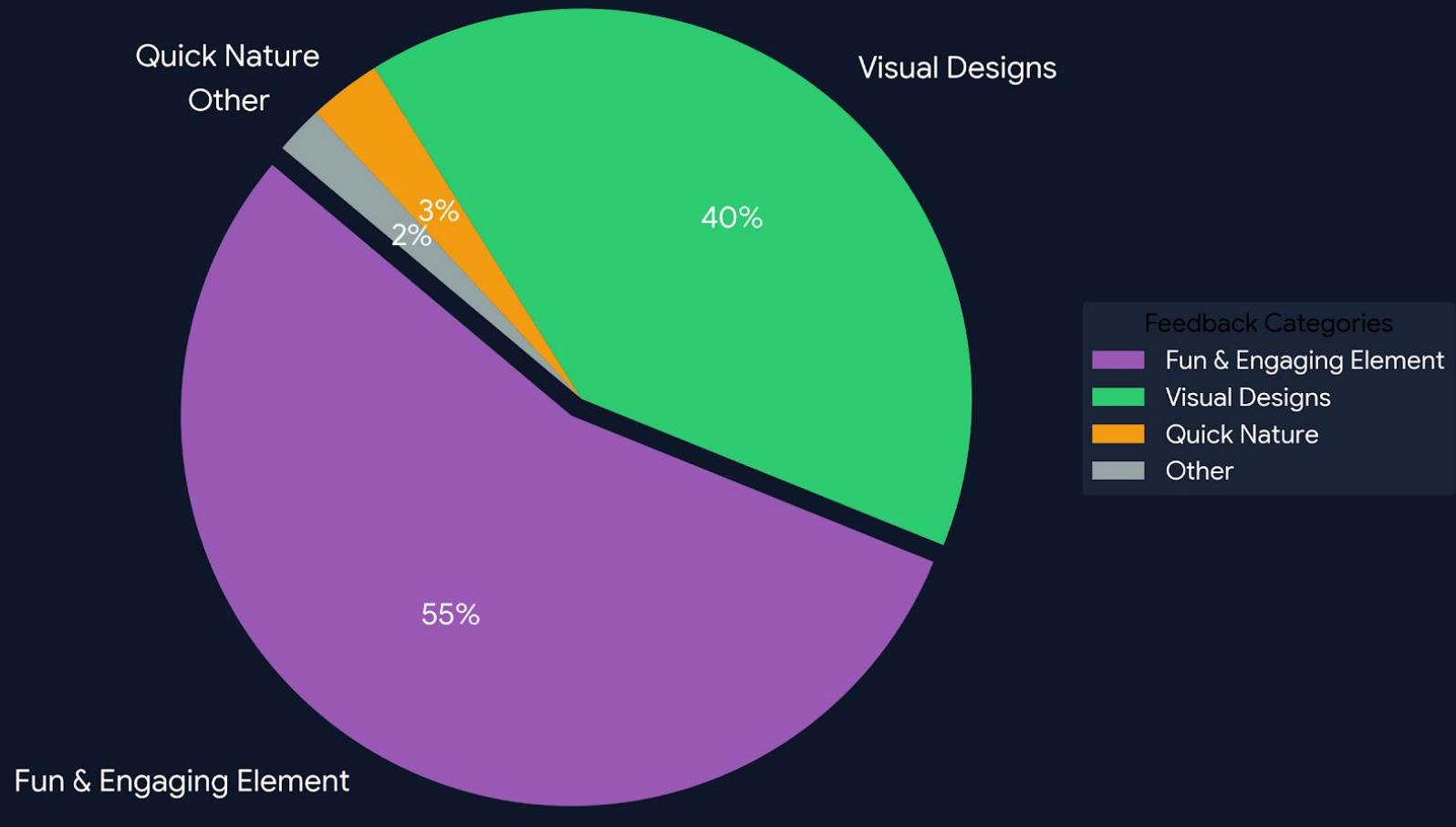


Prisons (currently being trialled at a prison in London for illiterate inmates)



Nurseries / Childminders

User & Stakeholder Survey: Feedback on Our Board Games



In our feedback form, we received the following results: Our data shows that 55% of children identify 'Fun & Engagement' as the primary impact. This isn't just a game; it's a high-motivation tool that specifically bypasses the learning anxiety common in neurodiverse pupils and non-standard learners

Comparative Feature Analysis

Metric	Flashcards	Digital Apps	Spike's Board Games
Learner Dignity	Low (Childish)	Medium	High (Age-Neutral)
Multisensory	Visual Only	Visual/Audio	Visual/Tactile/Social
Retention Rate	15%	40%	85% (Kinaesthetic)
Peer Mentoring	N/A	Limited	Native Design

Academic Reference: Data benchmarks are based on the **Learning Pyramid (NTL)**, which correlates retention rates with learning modalities. While passive modes (Reading/Flashcards) yield **10%** retention, active "Practice by Doing" (Board Games) achieves **75%**, and "Teaching Others" (Peer-to-Peer Play) achieves **90%**. Current research in **Serious Games** confirms that physical board games significantly outperform flashcards in learning achievement and flow state for beginner learners.

Academic Validation & Teacher Training Integration

University of Birmingham: 2026/27 Academic Year Integration

[Spike's Sight Words](#) has been selected for integration into the Teacher Education curriculum at the University of Birmingham for the upcoming academic year.



"We will be using [these resources] next academic year with our students."

Dr. Beth Marley SFHEA, Lecturer in Education, University of Birmingham

Academic Research & Validation

University of Chichester: Final Dissertation Study

A Final Dissertation study is currently underway at the University of Chichester, specifically researching the impact and efficacy of the Spike's Sight Words multisensory methodology.



*"...I can't articulate enough what an amazing thing you are doing and how many lives you will change with this." – **Ella Levell (stu)**, University of Chichester, Final Dissertation Researcher*

Addressing the UK Illiteracy Pipeline: Spike's Sight Words Intervention

Primary (Aged 5-11)



Stat: 25%+ of 11-year-olds fail to meet expected standard levels.

Context: Early intervention is critical

Our Solution: Multi-sensory boards and counters for rapid orthographic mapping

Secondary (Aged 11-16)



Stat: 4.1 million 11-16s are "below target" in literacy

Context: Reluctance and anxiety increase

Our Solution: Dignified, high-interest themes (e.g., our Culture pack) designed for reluctant readers

Children with SEND



Stat: 40%+ of SEND pupils leave primary school behind in reading

Context: Highest priority group for support

Our Solution: Multi-sensory orthographic mapping, anxiety reduction via gamification, and compelling designs

Industry Awards and Nominations



Implementation Roadmap

Phase 1: Operational Validation (Current)

Deployment in Primary Schools, Academies, Libraries, and

Private Tuition centers.

Goal: Collecting high-level educator feedback and validating the multisensory literacy kits in diverse classroom environments.

Phase 2: Regional Expansion (Next Step)

Focus: Diversifying the intervention landscape.

- **Settings:** Expansion into DfE Family Hubs, Secondary Schools (Reluctant Readers), Nurseries, Childminders, and HM Prisons.
- **Goal:** Proving the "Dignified Design" across age groups and high-need social settings.

Phase 3: National Rollout

Focus: Systemic change and the SEND crisis.

- **Settings:** Universal availability to all UK schools and local authorities.
- **Goal:** Directly tackling the SEND literacy gap by becoming a standard-issue tool for SENCOs and literacy leads nationwide.

Phase 4: Innovation & International Adaption

Focus: Evolution of the methodology.

- **Product Evolution:**
 - **Emotional Tokens:** Supporting social-emotional learning (SEL).
 - **Pre-Literacy:** Alphabet and Phonics foundations.
 - **Advanced Vocabulary:** Moving into KS3/KS4 levels.
 - **Numeracy Integration:** Introducing multisensory math tokens.
- **Goal:** Global expansion and adaptation for international literacy markets.

