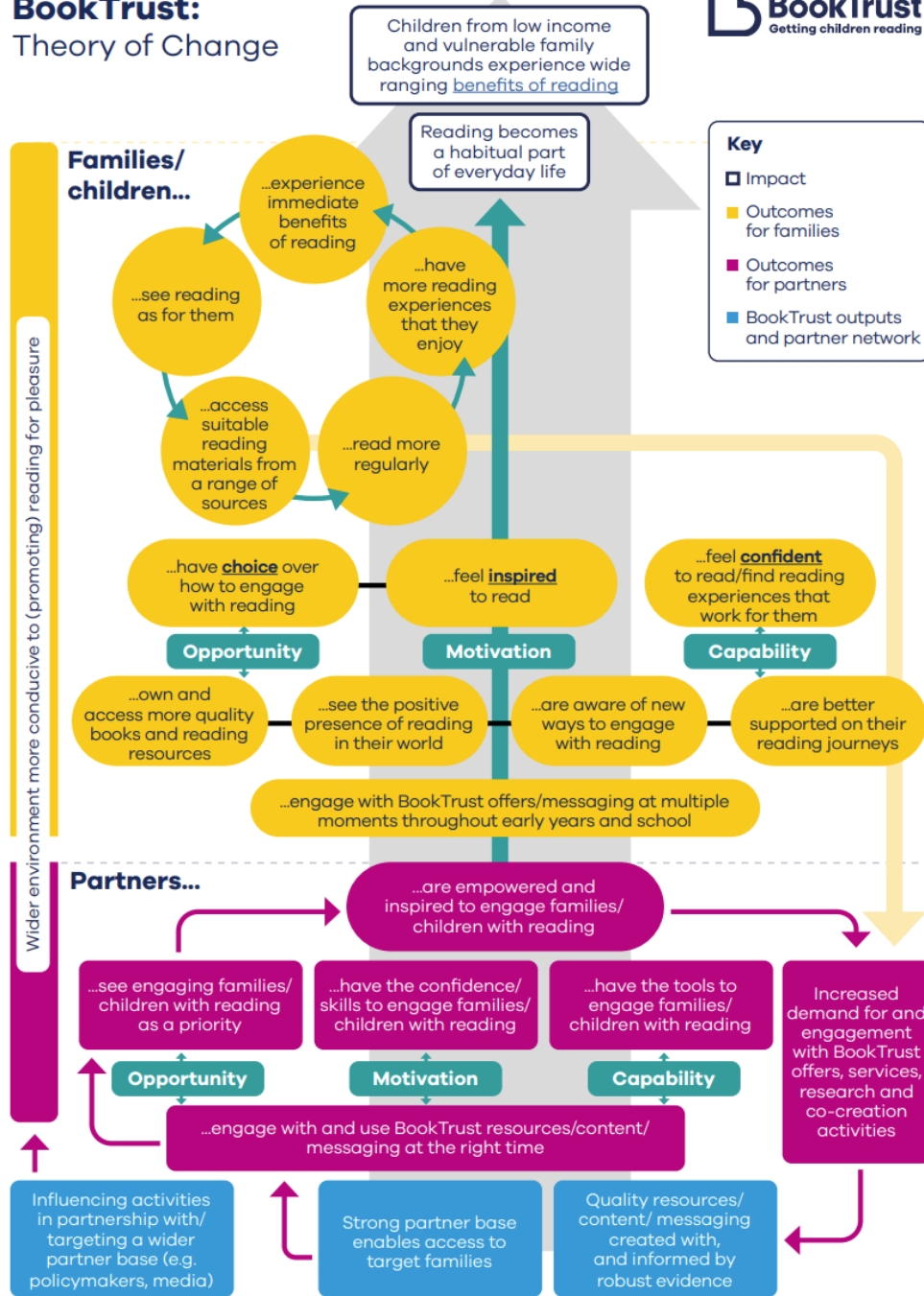


Building BookTrust's Partner approach for support at scale to lower income families.

September 2023



BookTrust: Theory of Change



We want to get every child reading, regularly and by choice.

Partnerships with every Local Authority, 6000 early years delivery partners, 2,700 of libraries and thousands of healthcare professionals.

- Early years (0-5 years) programmes provide books to all new born children and targeted interventions to reach the most disadvantaged children and families.
 - **1.8 million children and families to be supported in 2022/23**
- Helping children who are looked after, previously looked after, on the edge of care and other vulnerable groups, with reading and numeracy.
 - **13,000 children to be supported in 2022/23**
- Programmes to support school children and school libraries with books and resources.
 - **320,000+ school children to be supported in 2022/23**



BookTrust's current focus

We get millions of children reading, especially those from low-income families or vulnerable backgrounds.

Children who choose to read and who read regularly are happier and healthier. They form stronger bonds and relationships. They do better at school and are more creative. They enjoy more success in life.

This is why we work with families, supporting them to start sharing stories and books together from the earliest possible age.

Our carefully selected books and well-researched programmes are delivered by thousands of local partners, bringing the magic of reading to children in every community in England, Wales and Northern Ireland.



Targeting lower income children and families in the early years – where we began

- ❖ BookTrust had previously had an offer called 'Corner' from which we had significant feedback from Early Years settings and deliverers.
- ❖ Whilst that programme had not delivered the success we were seeking, we knew the elements that had potential to be developed and scaled.
- ❖ Understanding the picture of partners available to us was challenging – capacity in our teams and working at arms length through our local authority partners brought challenges.

Key challenges included:

- 1. Time and capacity of partners**
- 2. Constraints partners saw in delivering successfully**
- 3. Lack of data and ways to contextualise the target audience families**
- 4. Inconsistencies in ways of working across the partner network**
- 5. Concerns about targeting children in settings where not all were within the target audience – concerns about stigma.**

Starting assumptions

1 – **The Offer**

Compelling design - co created.

Something for the home environment

Something for the Practitioners and settings

A mix of physical and digital for both practitioners and families

2 – **Effective delivery**

A supported journey/ gifting experience for children

To provide ongoing support, we would need to know who and how the programme was being delivered.

3- **How to effectively target?**

Building delivery routes and pathways via a visible and trackable partners network with whom we can develop relationships:

- By engaging partners who directly work to support families across a relatively diverse landscape.
- By working with settings in areas of higher deprivation
- That we would not be able to reach only low-income families with our offer – they would need to be a degree of flex.

Co-Creation



Storyteller pack content may vary

All BookTrust projects and resource packs have been codesigned with partners and beneficiaries



Bookstart Early Years Our Targeted offer

One of the ways BookTrust is reaching **disadvantaged children** is through our **Bookstart Early Years** programme, through which disadvantaged families with children aged 1-4 receive a **carefully designed book pack** (see image). Each pack contains **two books, a fun activity, and guidance and resources** designed to support parents and carers in developing their experience of shared reading. Launched in 2022, around **430,000 children a year** received book packs in the programme's first year.

The programme also includes **support for practitioners** – in the form of *Storyteller Kits*, which contain a range of books, activities, games and resources to run interactive reading and storytelling sessions, and an online resource hub – **so that they are empowered to deliver these packs to our beneficiaries in an effective manner.**

"We really appreciated the pack. My son absolutely loved the books and has read them every night since. He's speaking a lot more because of them. An excellent pack for his needs and learning, especially his development and language."



BookTrust portfolio overview for children and families– 23/24

Our breadth of reach today

It's never too early to start sharing stories....

Share stories, laugh and play together....

Fostering a continued reading adventure....

& expanding the reading universe...

Becoming an independent reader....

Age

0 1 2 3 4 5 6 7 8 9 10 11 12 13

Targeted through Universal and/or targeted delivery routes

Bookstart Baby



Bookstart Toddler

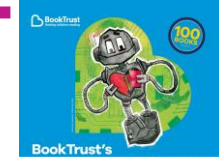


Bookstart Pre-schooler



WATERSTONES
Children's Laureate
2022 - 2024

Schools support hub



Great Books Guide

BookTrust Represents



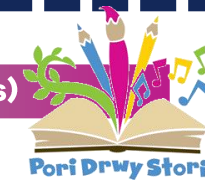
Bookbuzz



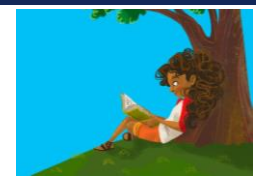
Bookstart Storytime



Pori Drwy Stori (Wales)



Special School Library Pack



Specialist

Bookshine Baby & Toddler



Booktouch Baby & Toddler



Bookstart Star



Dual Language



Vulnerable Children



The Letterbox Club

Multi-book offer to vulnerable children

Storytime – working with libraries

In 2021 BookTrust launched **Storytime**, a programme that offers free, **library-based sessions** designed to encourage children and families – especially those from disadvantaged backgrounds – to **engage with books and stories** in a **welcoming and friendly setting**.

All libraries partaking in the programme receive copies of **six carefully selected books**, as well as **digital guidance and resources** to enable them to promote and deliver the Storytime sessions. **40% of participating libraries – those in more deprived areas – receive additional resources**, including large copies of the six titles to support group reading sessions, as well as activity books for the children to encourage engagement.

2,700 libraries participated in the second year of the programme. The majority of participating libraries reported that *Storytime* has helped them **attract new families to their library**.



Data

Collecting data in advance:

- Gifting routes
- Precise locations of partners delivering the offer.
- Types of partners and organisations
- Partner estimated reach within their particular route
- Which resources are going where and when



Communication

- Comms collateral - limited
- Webinars for comms at scale
- Information flow through existing partner meetings
- Peer to Peer sharing
- BookTrust Early Years Advisory Group



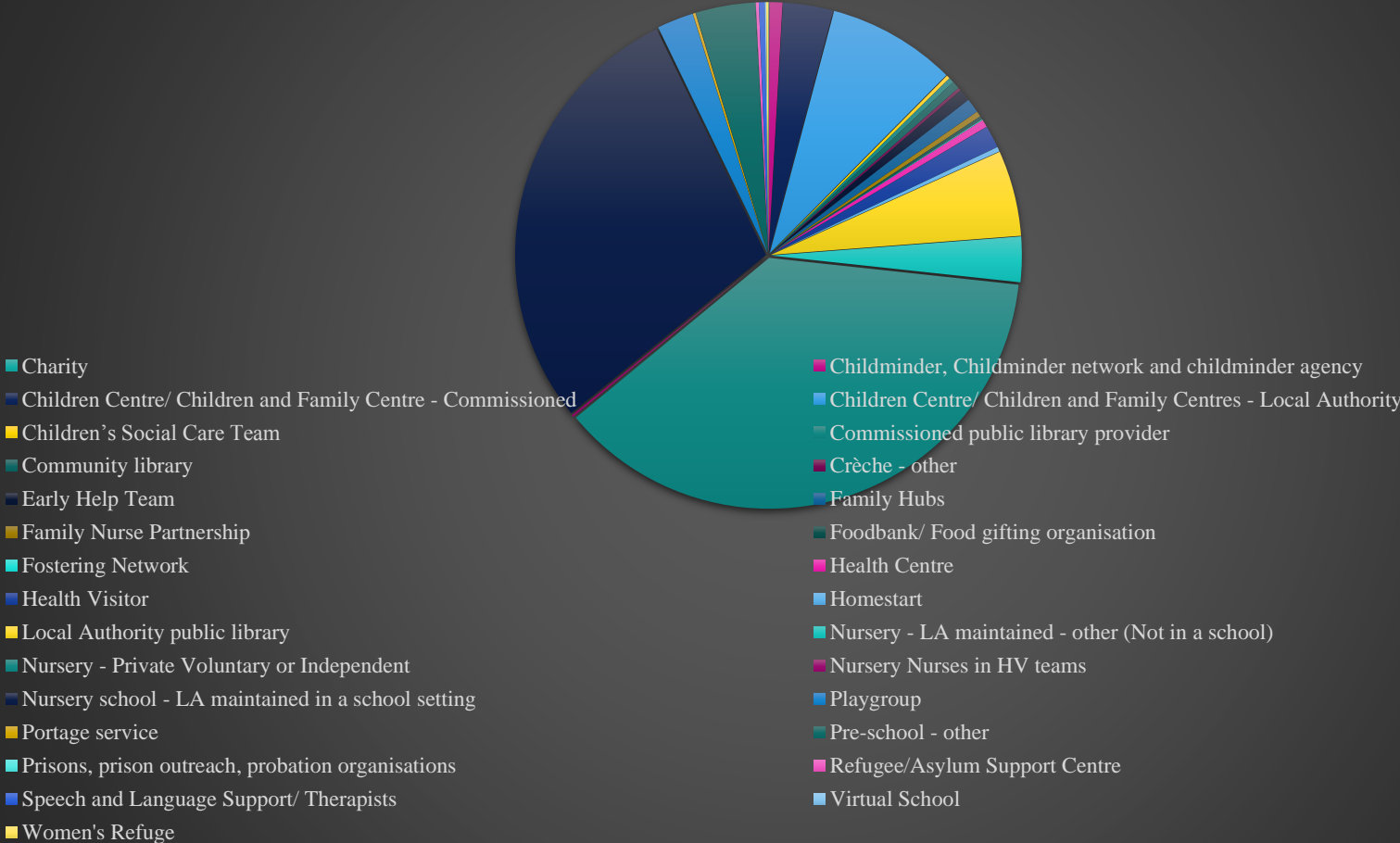
Evaluation

- Partner surveys
- Qualitative interaction the field
- Anecdotal feedback via partner networks



Partners by type – circa 5700 for 22/23

England delivery partner sub-categories



Reach and engagement

- * For 2022/3 we reached around 390,000 children in total with our targeted programme
- * The estimated reach to children from lower income families was around 78%
- * Around 300,000 children in target audience plus those on the periphery of our measure.

- * Target for 2023-4 – to increase reach without increasing the overall number of participants

2022-25 impact measurement journey at BookTrust

SCALE & DEPTH OF OUR UNDERSTANDING OF IMPACT

Ability to measure (elements of ToC)

IMPACT

Early outcomes

Enabling outcomes

Engagement

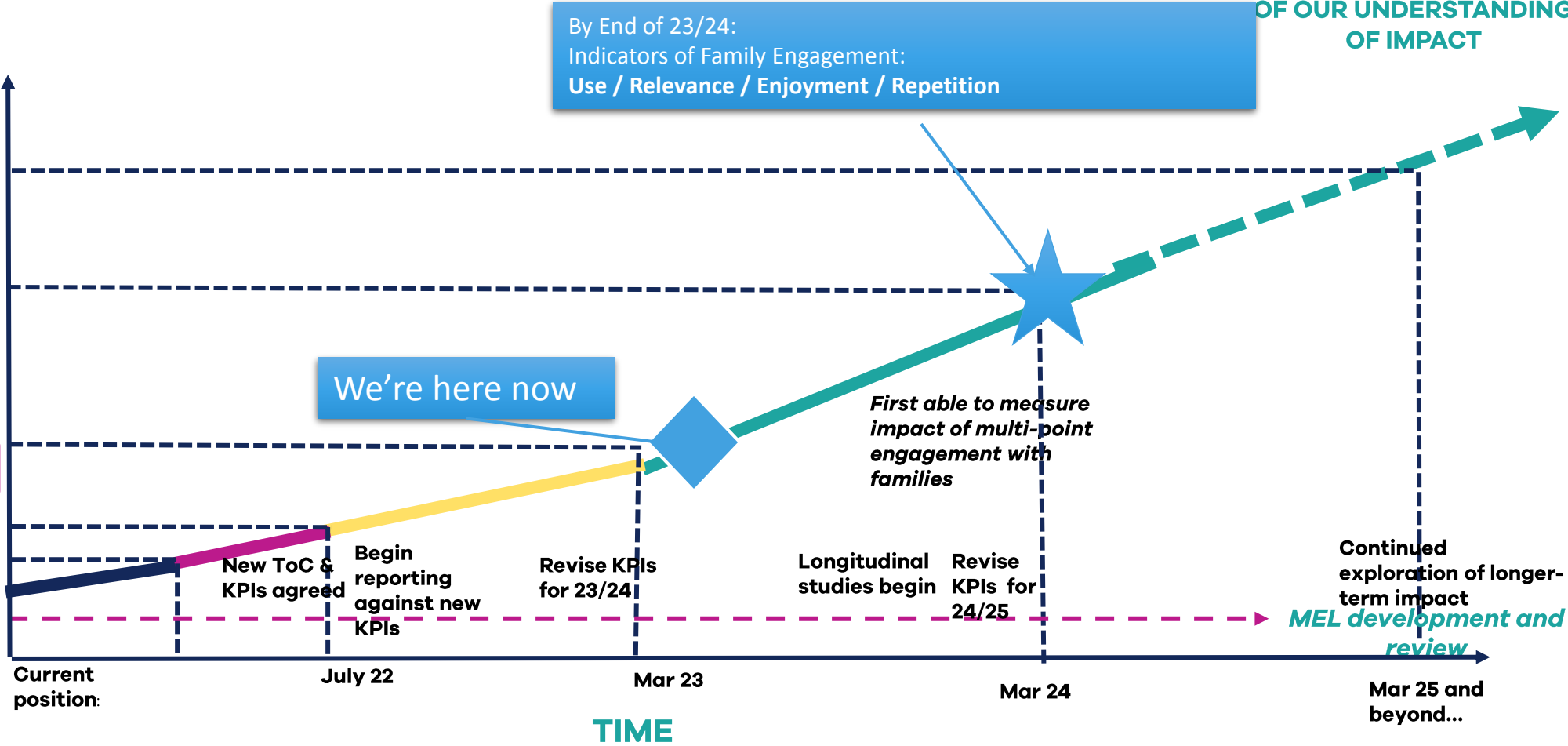
Engagement

Reach

Reach

Families

Partners



Top Tips (we continue to learn!)

1. Co-design with partners and families
2. Books alone are not the answer, we need to excite and engage
3. Land messages in the benefits of reading, that resonate with partners and families
4. Find effective ways to communicate at scale – very much work in progress
5. Understand your partner's goals
6. Understand what support those working with children most need.
7. Dependent on your desired scale – invest in your partnerships people.
8. Learn as you go and build flexibility into offers
9. Build your knowledge about your network and gather data form the outset
10. Evaluate

Thank you for listening!

