



Evaluation brief

Using Bookbug as an Avenue for Growth with Families involved in social work

Summary

Scottish Book Trust invites tenders for an evaluation of **Bookbug for the Home training delivered direct to families involved in social work**.

The evaluation will gather information to understand what impact this training has had on relationships between parents and children supported by social work (including at contact visits for children looked after at home).

This includes supporting social workers and their objectives (family nurture, attachment, positive family interaction and developing relationships with families), utilising Bookbug's key messages of talking, singing, cuddling and sharing books from birth.

This evaluation will be used to inform project planning (including scale up and spread) and also to show impact in reaching out to parents who have young children in care.

The budget available for this evaluation, including VAT and any expenses, is no more than £6000.

The deadline for tenders is 5pm on **January 21st, 2019**.

Evaluation aims and questions

The aim of this evaluation is to inform development of this work and considerations for rolling out and scaling up. This report will also potentially impact funding applications and further programme developments.

The primary intended audience for this research is Scottish Book Trust and East Ayrshire Social Work Department.

The questions the evaluation should answer are:

- Did the project meet its designated outcomes (outlined below)?
- What do we need to consider before offering this programme to other social work teams?

Context and background

This project is a creative collaboration between Scottish Book Trust and The Family Support Team of East Ayrshire Council. The aim of this project is to improve family interaction for social work involved families, including during supervised family contact visits.

We delivered Bookbug for the Home training directly to parents, as opposed to the traditional delivery route to professionals as a tool to be used to engage families. The key messages in this training are around promoting secure attachment, brain development, bonding and literacy development. The content of the parent training session didn't change from the professional session.

This work has been approached from the ethos of parents as the most valuable resources to their children, and whatever can be done to help reach them through the myriad of complicated issues is essential. This work has been approached from a culture of change ethos and a strong philosophy that all families should experience supported, purposeful contact visits with playful and creative interaction.

This work also challenged and empowered the social work team to take a more play-based approach to their work with families and enable them to gain the trust of families. It prioritised play, rhyme and song as tools for intervention and supporting nurture and attachment - more than usual in these type of contact visits.

Intended outcomes of the project are:

- To support and encourage parents to do the best they can, during the time they have with their children – regardless of permanency (placement) goals, or frequency of contact.
- To use play, stories, songs and rhymes to act as a natural tool for nurturing, relationship building, healing, and to help counteract the intergenerational impact of neglect.
- Support parents with development information and practical activities, to empower and encourage them to bring their 'best selves' forward when interacting with their children.
- Encourage the social work team to take a more play based approach in their work with families

While the evaluation should assess progress against these intended outcomes, it should also be designed in such a way as to capture unintended outcomes. It should also gather evidence which can be used to inform decisions on the future of the project.



The work

Scottish Book Trust wishes to engage an individual or organisation to undertake this evaluation. It is anticipated that this evaluation will include approximately 8-12 families as recruited by the social work team. This evaluation should also consider the perspectives of the social work team and possibly key members of the Bookbug team, such as the Early Years Trainer.

The consultant would be expected to provide advice and refine the scope of this evaluation as appropriate. They would liaise with key stakeholders, carry out research/fieldwork, analyse data to make an assessment of impact in response to the evaluation questions. The consultant would also create a final report and/or case studies.

Scottish Book Trust will make all gathered data available to the consultant (as far as is possible within data protection guidelines) and support the consultant to contact stakeholders.

Consultant skills and knowledge

Scottish Book Trust wishes to engage a consultant with significant knowledge and experience of families with young children who are looked after or accommodated.

Experience of conducting research/evaluation through a Local Authority Social Work department would also be desirable.

Timeline

Submission of bids	21 st January, 2019
Interviews with applicants	5 th February, 2019
Final report	To be discussed at interview

Budget

The budget available for this evaluation, including VAT and any expenses, is no more than £6000.



Submissions

Tenders should be submitted by email to tracy.cooper@scottishbooktrust.com by January 21st, 2019 at 5 pm.

Prior to submission, interested parties can contact Tracy Cooper at Scottish Book Trust with any questions about the project, evaluation or tender process.

Shortlisted applicants will be invited to a face-to-face meeting at the Scottish Book Trust office in central Edinburgh on Tuesday 5th February 2019.

Tenders should include:

- The applicant's proposed focus and approach.
- An indication of the extent to which the applicant's proposal can cover the evaluation aims and questions.
- Details of how the applicant will ensure sufficient high-quality evidence is collected to support robust conclusions.
- Details of how the applicant will tackle the challenges of the evaluation.
- Details of the applicant's skills, knowledge and experience, including relevant references and testimonials from previous clients.
- A description of how the work will be carried out including a proposed timescale.
- A budget breakdown.

Bookbug

Bookbug is Scottish Book Trust's national book gifting programme. All families across Scotland receive free bags with books and other resources to encourage family interaction. Bookbug Baby and Toddler bags are given by Health Visitors. Bookbug Explorer (for three year olds) is given at nursery and families receive a bag in Primary 1. Bookbug Sessions are free, and available in libraries and other community venues. Bookbug Sessions are 30 minute story, song and rhyme sessions designed to support positive interaction.

Bookbug for the Home is the core of Bookbug outreach work. It is based on the principles of introducing stories, songs and rhymes to families one on one, often in their homes in order to boost family's confidence and encourage positive interaction. An impact report on the Bookbug outreach programme is available on the Scottish Book Trust Website.

<http://scottishbooktrust.com/bookbug/working-with-bookbug/research/bookbug-outreach>



Scottish Book Trust

Scottish Book Trust is a national charity that believes books, reading and writing have the power to change lives.

A love of reading inspires creativity, improves employment opportunities, mental health and wellbeing, and is one of the most effective ways to help children escape the poverty cycle.

More information about Scottish Book Trust can be found [here](#), along with a copy of the Annual Review.