



## 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.

Sharing personal stories is a powerful mechanism to tackle inequality across communities by privileging diverse, authentic voices and valuing empathy and connection in our cultural product.

More information about Scottish Book Trust can be found at the link below, along with a copy of the Annual Review.

<http://scottishbooktrust.com/about/what-we-do>

## Context

*Digital Storytelling - First person voice, digital media, edited by the narrator*

The approach is based on the methodology pioneered by the Story Center

<https://www.storycenter.org/>

You can find some example stories from the pilots here:

<https://vimeo.com/channels/storybirdproject>

<https://www.youtube.com/playlist?list=PLE8AyIwJwTcK75I723BBaiGWNCDn5Vtpu>

Following a successful pilot in North Ayrshire and Fife in 2017, Scottish Book Trust has been funded by the Digital Participation team at Scottish Government to roll out the project to five further library services and the communities they serve. Participating library services will be confirmed by July 2018; it is likely that they will be spread geographically around Scotland and may include island services.

The pilot sought to address the following (see project description):

- The link between those least likely to participate with digital culture and those most likely to be disenfranchised from society.  
<https://www.carnegieuktrust.org.uk/publications/role-digital-exclusion-social-exclusion/>
- The need to support digital non-participants to develop their skills and confidence, and to build their understanding of the relevance of digital participation to their lives.



- The importance for individuals and groups of having your voice heard and seeing your experience represented in the culture life and artefacts of your community – not just audience, but participation, not just consumer but maker.  
[http://ec.europa.eu/employment\\_social/social\\_inclusion/docs/studyculture\\_leaflet\\_en.pdf](http://ec.europa.eu/employment_social/social_inclusion/docs/studyculture_leaflet_en.pdf)

The pilot provided proof of concept – that individuals are more likely to develop their confidence and interest in telling personal stories when they feel that it makes them part of a wider community and that developing creative digital skills serves as an effective introduction to digital participation

Following the trial of this methodology in 2017, we will offer a supported fund to five library services to deliver their own digital storyteller in residence programmes –. Each project will work with carefully targeted communities and groups, identified by the library and the digital storyteller. . The Digital Storytellers in Residence will work with library services, community groups, third sector organisations, schools and Scottish Book Trust to:

- deliver programmes of workshops with a range of organisations and groups, to support individuals to tell their own digital stories.
- support workshop participants to develop their digital skills and confidence.
- collect the digital stories produced to be part of the libraries' digital offer
- share the stories in an accessible fashion online
- skill up library staff, local volunteers and third sector/community organisations to ensure that this methodology can be continued after the residencies.

The project will:

- introduce current digital non-participants to online culture in a way that builds skills and emphasises personal relevance
- improve basic digital skills and creative digital skills amongst participants
- ensure each participating library service is in a position to sustain the project after hosting a Digital Storyteller in Residence
- value the voices and experiences of a range of people from local communities traditionally least likely to participate and find themselves represented in the cultural life and artefacts of the authority
- contribute to a living, growing local history resource within the local library



- encourage skills sharing between generations, different parts of the community and between libraries and their audiences
- develop a training programme which can be accessed by organisations across the country to share the methodology and equip practitioners to support their communities

## **Strategy**

The evaluation of this first full year of the Digital Storytellers in Residence project should explicitly assess progress against the outcomes of the project:

- Participants improve their digital skills
- Participants are more willing to digitally participate
- Participants increase their digital participation
- Individually, participants place more value on their voice and their story
- Collectively, participants and their communities place more value on their voices and their stories
- Libraries increase their commitment to sharing stories from their communities

It should be designed in a way that can capture unintended outcomes and should gather evidence that can be used to inform improvement of the project over time as well as possible future expansion plans.

By the nature of the project, it is likely that some standard evaluation methods will not be suitable. Scottish Book Trust expects that the evaluation will draw on perceptions and accounts of progress against outcomes, gathered from participants, support workers, library service staff, volunteers and community members, but is also keen to receive applications that propose creative or innovative data collection methods tailored to, and appropriate for, the participants. Further, Scottish Book Trust are interested in applications that propose using the process and end product of the project itself as evaluative tools.

The successful evaluator will clearly demonstrate in their application how they would take close account of the needs of the participants:

- Traditional methods of evaluation, particularly baseline surveys, may serve as a barrier to participation in themselves;
- some participants may lead changeable and disrupted lives, evaluation methodologies will need to incorporate a wide range of needs,



- the makeup of groups may change over the course of each workshop delivery
- some people taking part may be defined as vulnerable for a variety of reasons

## **Project Timeline**

We will recruit library service and digital storytellers in residence so that residencies can begin in September 2018. Each residency will run for 9 months. The evaluation will be embedded in the project from the beginning of the residencies; consequently, we will aim to complete the evaluation tender process by mid-August 2018. Scottish Book Trust will also recruit a lead storyteller, on the same timeline as the other digital storytellers, who will provide support across the programme and will work with SBT to design and deliver training.

<b>May 2018 – June 2018</b>	<b>open call for Library Services</b>
<b>End May – end June 2018</b>	<b>evaluation open tender live</b>
<b>Friday 8th June 2018</b>	<b>deadline for library service proposals</b>
<b>W/c June 25<sup>th</sup> 2018</b>	<b>interviews/meetings with shortlisted services</b>
<b>By the end of June</b>	<b>successful projects confirmed.</b>
<b>July – September</b>	<b>digital storyteller &amp; lead digital storyteller recruitment</b>
<b>By Mid-August 2018</b>	<b>evaluators confirmed</b>
<b>End August 2018</b>	<b>evaluators begin</b>
<b>Sept 2018</b>	<b>project starts</b>
<b>Sept 2018 – May 2019</b>	<b>project runs</b>
<b>End June 2019</b>	<b>final evaluation deadline</b>

## **Budget**

The budget available for this evaluation, including VAT and any expenses, is no more than £25,000.

## **Submissions**

Tenders should be submitted, by email, to [chris.leslie@scottishbooktrust.com](mailto:chris.leslie@scottishbooktrust.com) by 5pm on Friday 6<sup>th</sup> July.

Tenders should include a description of how the work would be carried out within the timescale and an indication of the extent to which the scope of the evaluation can cover the identified outcomes.

Tenders should also provide a summary of the evaluator's skills, knowledge and



experience and include a budget breakdown. Relevant references and testimonials from previous clients should be included where possible.

If you have any questions about the project please email [chris.leslie@scottishbooktrust.com](mailto:chris.leslie@scottishbooktrust.com) or call on 0131 524 0160

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