

First Minister's Reading Challenge



First Minister's Reading Challenge 2019–20 Evaluation Brief

Purpose of brief

Scottish Book Trust is seeking to recruit a researcher/ research team to evaluate the 2019-20 First Minister's Reading Challenge programme. This research is for Scottish Book Trust and will be used to inform future development of the First Minister's Reading Challenge.

Background

Scottish Book Trust is a national charity that believes books, reading and writing have the power to change lives. Visit www.scottishbooktrust.com for more information.

The First Minister's Reading Challenge is a programme for schools, libraries, and community groups that work with children and young people between the ages of 5 and 15. FMRC is funded by Scottish Government and delivered by Scottish Book Trust. FMRC encourages children to develop and sustain the habit of reading for pleasure through supporting the development of reading cultures in schools and communities. Schools that register to take part in the programme can access resources and support for teachers and pupils, and are eligible to submit details of their work around the programme for consideration for an award in a number of categories.

Further information, including evaluation of previous years of the programme, can be found at www.readingchallenge.scot/about/evaluation

Objectives of the evaluation

Assess to what extent FMRC met its designated outcomes in 2019–20, including particular focus on the following three areas:

- The impact of the Bookzilla app
- Reasons for choosing to participate, or not to participate, in FMRC.
- The effectiveness of FMRC marketing

The evaluation should seek to assess how far progress against the programme outcomes can be attributed specifically to participation in the programme.

While the evaluation will be used to assess progress against intended outcomes, it should be designed in a way which can capture unintended outcomes. It should also gather evidence which can be used to inform improvement of the project over time.

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A full list of the FMRC outcomes can be found at the end of this document for reference.

Methodology

The research team will be required to develop a methodology to achieve the evaluation's objectives, as well as design, organise, manage, carry out, collate, and undertake analysis of all data.

Research deliverables

All research deliverables should be provided using accessible language and formats. It is anticipated that successful completion of the project will provide the following:

- A stand-alone research summary report including key findings and recommendations, provided in both hard copy and electronic formats. This will be of a publishable standard.
- A full research report, provided in both hard copy and electronic formats, to include an executive summary, all research findings, recommendations, appendices – documents used during the research phases, letters issued etc., tables and charts etc. This will be of a publishable standard.
- A presentation of research findings to the FMRC Advisory Group in the Autumn of 2020.
- Source data gathered during the evaluation should be transferred to the Scottish Book Trust at the end of the project.

Tendering

If you are interested in tendering for this project, please email your proposal to keava.mcmillan@scottishbooktrust.com by **12pm on Tuesday 7th January 2020**. Prior to submission, interested parties can contact Keava at Scottish Book Trust with any questions about the project, evaluation or tender process.

Proposal Guidance

We expect that the proposals submitted will:

- Explain how the selected choice of research methodologies and subsequent analysis and reporting of research findings will deliver on the stated objectives.
- Detail challenges that may be encountered as part of this research and how they will be overcome or mitigated.
- Demonstrate that staff employed on the project have a track record of quantitative and qualitative research (incl. interviewing), and highlight any previous experience of conducting research in schools.

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- Indicate how confidence in the findings of the research can be obtained through the use of appropriate sampling methods.
- Demonstrate that all research undertaken will comply with appropriate ethical guidelines/codes of conduct, including enhanced disclosure with Disclosure Scotland, if appropriate.
- Specify what quality checks will be applied to each stage of the work, including interim and final deliverables.
- Outline how SBT will be kept informed of the progress of the research. The research timetable should include an inception meeting and a pre-report meeting.
- Demonstrate best value.

Tenders should include details of the applicant's proposed methodology, focus, and approach, 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.

Scottish Book Trust wishes to engage an evaluator with significant knowledge and experience of working with Local Authorities and the Scottish education sector, including relevant policies and practice. The evaluator must ensure that all staff carrying out fieldwork have knowledge and experience of working with schools, teachers, children and Local Authorities, and hold valid Basic Disclosure Certificates.

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Timescales

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| Deadline for submission of bids | 7 th January 2020 (noon) |
| Selection of evaluator | 10 th January |
| Kick off meeting with Scottish Book Trust | 17 th January 2020 |
| Initial contact with participants to refine brief and set meetings | January–February 2020 |
| Revised evaluation plan | 24 th February 2020 |
| Fieldwork | February/ March/ April 2020 |
| Progress report and draft outline | 27 th April 2020 |
| First draft of final report | 22 nd June 2020 |
| Final report | 20 th July 2020 |
| Presentation of research to FMRC Advisory Group | Autumn 2020 |

Budget

The budget for this research project has not been set yet. The maximum budget available for this evaluation, including VAT and any expenses, is £20,000.

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Overall FMRC programme outcomes

Programme outcomes, as agreed by Scottish Book Trust, Scottish Government and the First Minister's Reading Challenge Advisory Group, are outlined below. The full list is included here for reference only. We will work with the successful evaluator to refine the focus of the evaluation.

The "programme objectives" in our grant agreement are as below. These are across all four strands.

- Supports and promotes value of reading for pleasure.
- Flexible and inclusive programme design.
- Support for schools to build reading cultures.
- Supports involvement of families, libraries and communities.
- Secure buy-in and support from teachers and other practitioners, such as library staff and family / community learning contacts.
- Supports attainment.
- Supports closing the attainment gap.
- Programme is sustainable.

Additionally, we have the below aims with regard to the secondary, library and community strands.

Secondary

- Pupils read for pleasure more frequently and/or more widely.
- Senior management recognise the impact of reading for pleasure.
- Reading for pleasure is embedded across the curriculum.
- Pupil voice / leadership is developed through the programme.

Public libraries

- Family usage of public libraries increases.
- Children and young people read for pleasure more frequently and/or more widely.
- Provides a platform for public libraries to showcase their work around reading for pleasure with children and young people.

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Community groups

- Reading cultures in wider communities are developed (through effective use of reading role models).
- Reading for pleasure is given a high status outwith the school environment.