



The impact of book gifting in Scotland Research brief

Summary

Scottish Book Trust invites tenders for research exploring the impact of the Bookbug and Read, Write, Count book gifting programmes.

The final report will be required by August 2021.

The budget available for this research, including VAT and any expenses, is between £15,000 and £20,000.

The deadline for tenders is 12pm on Monday 11th January 2021.

Context and background

Scottish Book Trust run two universal book gifting programmes – Bookbug and Read, Write, Count.

Bookbug gifts bags of books and other resources to every child in Scotland at four stages – birth, age 1–2, age 3 and in P1 at school.

Read, Write, Count gifts a bag of books, writing and numeracy resources to every child in Scotland at two stages – in P2 and in P3.

Bookbug has been gifting bags since 2010. Read, Write, Count has been gifting bags since 2016.

You can find more information about the programmes on our website:

<https://www.scottishbooktrust.com/bookbug>

<https://www.scottishbooktrust.com/reading-and-stories/read-write-count>

The research

The aim of this research is to explore the impact of the Bookbug and Read, Write, Count gifting programmes on children who have received all six of the book bags (pupils currently in P3, P4, P5 and P6).



The primary audience for this research will be Scottish Book Trust. The secondary audiences will include families, early years and learning professionals, local authorities and Scottish Government.

We expect that the research will include some of the following elements:

- An omnibus survey of families with children in P3–P6
- A more detailed survey of families with children in P3–P6
- Impact stories for a number of individual children, in video or other engaging formats
- Survey of, or interviews with, early years and learning professionals, local authority contacts, and other key stakeholders
- A desk review of existing research and data around book gifting, book ownership, reading attitudes and literacy amongst children in Scotland

Please note:

- We are keen to hear from children directly and ask that applicants detail how they would privilege children's voices in the research

We would like to engage an individual or organisation to undertake this piece of research. The work will involve:

- Providing expert advice to refine the brief and scope
- Designing the research in liaison with Scottish Book Trust
- Liaising with key stakeholders
- Recruiting participants
- Carrying out research and fieldwork
- Analysing data gathered to make an assessment of impact
- Drawing conclusions
- Creating a final written report, including impact stories
- Generating outputs in other formats, to be agreed

Challenges

- We would like to ensure that the research represents the views and voices of children and families across Scotland, with participants reflecting a range of demographics. We ask that applicants include details in their tender as to how they would maximise participation and ensure that all voices are represented, not just those most readily able to engage.

- As above, we are keen to privilege children's voices in the research which presents challenges that conducting research with adults does not. Applicants should detail how they would approach this, both in terms of logistics and in terms of safeguarding and ethics.
- Early years and learning professionals, schools and local authorities do not always have capacity to participate in research. We ask that applicants include details as to how they would engage these groups.
- There is a wide range of work taking place in early years settings and schools to support reading and literacy. We ask that applicants include details how they would approach assessing the impact of the book gifting programmes given this context.
- With the current restrictions on meetings and travel, it is likely that the majority of the fieldwork will take place remotely. We are keen to see proposals that detail how this will be approached to ensure that high-quality data is collected and those less digitally-engaged are able to participate.

Consultant skills and knowledge

We wish to engage a consultant with knowledge and experience of:

- The Scottish early years and education sector, including relevant policies, guidance and practice
- Carrying out work with children and families, schools, teachers and local authorities
- Assessing the contribution of a programme in an environment where a variety of activities may be having an impact

It is essential that all staff carrying out fieldwork hold valid Basic Disclosure Certificates.

Timeline

Submission of bids	12pm, Monday 11 th January 2021
Interviews with applicants	Thursday 21 st January 2021
Selection of consultant	Friday 22 nd January 2021
Inception meeting with Scottish Book Trust	W/c 25 th January 2021
Fieldwork	February – July 2021
Interim report	May 2021
Final report	August 2021



Budget

The budget available for this research, including VAT and any expenses, is between £15,000 and £20,000. Applicants should please detail the budget for each element of their proposal to enable us to determine the final budget for this work.

Submissions

Tenders should be submitted by email to [Katherine Wilkinson](#) by 12pm on Monday 11th January.

Prior to submission, interested parties can contact Katherine with any questions about the research or tender process.

Shortlisted applicants will be invited to an online meeting with Scottish Book Trust on Thursday 21st January.

Tenders should include:

- The applicant's proposed focus and approach
- 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 research
- 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 within the timescale
- A budget breakdown, including the budget for each element of the proposal

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.