



bookstart

National Bookstart Week England Evaluation 2015

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Contents

Executive summary.....	3
Introduction.....	6
Methods.....	6
Practitioner and partner surveys – key findings.....	7
Respondents.....	8
Events and bookgifting.....	9
Press coverage and VIP attendance.....	11
Messaging.....	11
The resources – use and feedback.....	13
The Jungle theme.....	16
Parent survey – key findings.....	18
Feedback on the materials and event.....	19
Parental feedback from practitioner and partner surveys.....	20
Impact on families.....	22
Bookstart and Book Trust awareness.....	27
Case studies.....	28
Appendices.....	52

National Bookstart Week England Evaluation 2015

Executive Summary

The following executive summary presents the key findings from the National Bookstart Week England Evaluation 2015. The aims of the evaluation were to:

- gain a more detailed understanding of how NBW is delivered ‘on the ground’
- provide best practice examples to share across local authorities
- understand the impact of NBW on key outcomes, to:
 - Support and encourage families to read every day with their children
 - Reinforce Bookstart’s core message; ‘sharing books, rhymes and stories is fun’
 - Offer further opportunities to engage with families at the local level
 - Raise the profile of the Bookstart programme including awareness of pack entitlement
 - Provide free access to the best children’s books
 - Promote the benefits of library membership

The evaluation took a multi-stranded mixed method approach including:

- Coordinator¹ and partner² surveys
- Case studies - through pre and post event interviews and email diaries
- Practitioner activity records
- Parent surveys and ‘graffiti wall’ feedback posters³

Key findings

Event and book gifting figures:

- Coordinators survey respondents reported that resources were delivered to a total of 1403 libraries, with an average of 18 libraries per Local Authority
- 54% sent resources to other setting in LA outside of libraries including children’s centres, nurseries, and children’s wards
- 97% held events, with 2661 events held across the week - an average of 12 per respondent
- 48,165 children, and 34,561 parents attended events - an average of 18 children and 13 adults per event
- A small proportion generated local publicity - 155 articles in total. 19% would like more support from Book Trust on getting press coverage next year

¹ This survey was sent to the Bookstart Coordinators in all 152 local authorities in England, as well as the 1500 children’s centres who were signed up to Bookstart Corner and were therefore eligible to receive NBW resources

² This survey was sent to Bookstart partners including Home start, food banks, bookshops and neo natal units

³ A large NBW branded poster with space for parents to write feedback on after the event

- Resources were also sent directly from Book Trust to partner organisations including Home Start, Food banks, book shops and neo-natal units⁴
- Partners reported gifting the resources in the following key ways: holding events or groups (21%), gave out to families that came into the setting (18%), and included in family food parcels (13%)

Messaging:

- 98% of coordinator survey respondents delivered messaging that sharing books, rhymes and stories is fun. The majority also communicated the other key messages: read every day with your child (86%) and register your child with the library (80%)
- 67% of partner survey respondents delivered messaging, of these 89% communicated that sharing books, rhymes and stories is fun⁵
- All cases study areas promoted key messaging, some to very large groups (in one case up to 800). Although it is not possible to assess the impact of this messaging on families in large settings, we know that it was communicated to large numbers of people and practitioners had the sense that it was well received. Success was evidenced in smaller settings for example, by families joining the library or borrowing recommended books
- Case studies showed different approaches to promoting the 'read every day' message, from group talks on the aims of the event when families were at their most engaged and receptive, modelling shared reading and ensuring the availability of books to loan, and individual talks specific to the parents' needs. This was in part dependent on the scale of the event. All expressed the importance of leading by example to demonstrate to parents that shared reading and activities are simple, fun and enjoyed by the children

Events were run in the following ways:

- 73% of coordinator survey respondents ran a themed session that used NBW resources such as craft activities
- 62% ran a themed session and gave out NBW resources e.g. in a goody bag to take home
- 44% ran their usual session⁶ but gave out NBW resources

The resources were extremely well used, and feedback was overwhelmingly positive:

- Close to 100% used them, and found them useful, this was very similar to NBW 2014
- 65% used the website during NBW, compared with 62% in 2014
- Of those using the website, the majority used all the online resources, with 96% using the colouring in and rhyme sheets, and of these over 97% finding them useful
- 97% of partner survey respondents agreed the quality of the resources was good

⁴ Distribution figures are included in the appendix

⁵ A letter was sent out to all Bookstart partners to accompany the resources, with guidance on the key messages to communicate. This was the first year that partners had been directly asked to communicate messaging.

⁶ Usual sessions most often are 'Bookstart Rhymetimes' and 'Storytimes'

- Open response comments from both coordinator and partner surveys show the resources were perceived as high quality, colourful, accessible, age appropriate, interactive and had a positive impact on the families and staff
- Parents were reported to be extremely positive about the theme, books and additional resources, and particularly valued having a free book to take home
- 96% reported that they were intending to read the book with their child. This was supported by practitioners who reported indications of continued engagement with the book and activities with many parents incorporating the story into their bedtime routine.
- 99% of coordinator survey respondents thought the Jungle theme was 'very good' or 'good', compared with 88% in 2014
- The theme was extremely popular because it was easy to operationalise, inclusive and accessible
- All case study participants greatly valued the resources, some found the activities that were self-explanatory and didn't require staff supervision particularly useful.

Case studies also showed that:

- NBW provided impetus and opportunities to maintain as well as establish new links with other organisations, and work in partnership (e.g. with children's centres) to target harder to reach families
- All case studies demonstrated a deliberate targeting strategy (often through the children's centre), that resulted in new families attending the events – attendance of new families is also indicated in the parent survey findings
- Larger scale events in open public spaces meant that new families were reached and to an extent, general public awareness was raised
- Nearly all events were done on a very limited budget with support from partners. It was felt that lots of planning time was the most important component for putting on events.

Parent surveys found that:

- The 13% of parents who were reading once a week or less with their children, expressed intentions to read more often as a result of attending an event
- 98% reported positive attitudes and behaviours related to reading, however over half (54%) agreed that they knew more about reading with their child after attending an event
- Minorities of parents reported that the most useful or interesting things that they had learnt were: new songs, how much their child enjoyed mixing with other children, and how to engage children with books and encourage interaction and creativity
- A third of parents (35%) reported that they were attending an event at the setting for the first time. Of these, 88% reported that they were 'very likely' and 10% 'likely' to visit the setting again. This indicates the potential for NBW events to bring new families into a setting for events and potentially maintain engagement with them
- Respondents were much more likely to have heard of Bookstart (83%) than Book Trust (58%) before they attended the event. Of those that were familiar with Book Trust, the most popular ways to describe it were: educational, fun and useful.

National Bookstart Week England Evaluation 2015

Introduction

National Bookstart week is an annual event, held since 2002⁷, which is run by Book Trust and delivered by libraries, children's centres and other settings across England, Wales and Northern Ireland, to celebrate Bookstart and promote Bookstart's key messages such as 'sharing books and stories is fun' and 'read every day'. This is achieved through small to large scale events (depending on the setting) around a theme for children aged 0-5, with an accompanying story booklet and activity resources that are gifted to the family. Book Trust provides the resources, support and guidance, and the individual setting, often with support from a Bookstart Coordinator, decides on how they wish to run their celebration event/s.

This year National Bookstart week was Jungle themed and ran from 8-12 June. The resources for families included a *Rumble in the Jungle* booklet, two activity sheets; a matching pairs game and an elephant mask, as well as online resources including colouring in sheets, rhyme sheets, craft and play activities and booklists, interactive activities and more. Additional practitioner focussed resources to support the running, promotion and evaluation of their events included an A4 poster, an A4 empty belly poster⁸, a coordinator's letter, and a press and evaluation toolkit.

Book Trust distributed 409,222 *Rumble in the Jungle* booklets this year, compared with 383,228 *Super Duck* booklets in 2014. The increase in numbers was largely due to a deliberate strategy to increase the reach of NBW, working with existing and new partners including food banks, neo-natal clinics, children's wards or hospices and the family nurse partnership.

This evaluation focusses on England⁹, and aims to:

- gain a more detailed understanding of how NBW is delivered 'on the ground'
- provide best practice examples to share across local authorities
- understand the impact of NBW on key outcomes, to:
 - Support and encourage families to read every day with their children
 - Reinforce Bookstart's core message; 'sharing books, rhymes and stories is fun'
 - Offer further opportunities to engage with families at the local level
 - Raise the profile of the Bookstart programme including awareness of pack entitlement
 - Provide free access to the best children's books
 - Promote the benefits of library membership.

⁷ The event was National Bookstart Day between 2002-2004, and was extended to National Bookstart week in 2005.

⁸ A large NBW branded poster with space for local settings to write details including time and location of their event

⁹ Separate evaluations are conducted in Wales and Northern Ireland.

Methods

The evaluation took a multi-stranded mixed method approach including:

- Coordinator¹⁰ and partner¹¹ surveys
- Case studies - through pre and post event interviews and email diaries
- Practitioner activity records
- Parent surveys and 'graffiti wall' feedback posters¹²

Face to face interviews with parents at events and social media questions to parents were also included in the evaluation design, as well as web surveys for practitioners and parents on the online resources. These did not however generate sufficient data to be included in the analysis. More details on the methods and sample for each research strand are included in the relevant section of the findings. The findings from the three surveys are synthesised throughout the report, and highlighted to illustrate which survey is being referred to.

Practitioner and Partner surveys

Key findings

Event and book gifting figures:

- Respondents reported that resources were delivered to a total of 1403 libraries, with an average of 11 libraries per Local Authority
- 54% sent resources to other setting in LA outside of libraries including children's centres, nurseries, and children's wards
- 97% held events, with 2661 events held across the week - an average of 12 per respondent
- 48,165 children, and 34,561 attended events - an average of 18 children and 13 adults per event
- Small proportion generated local publicity - 155 articles in total, 19% would like more support from Book Trust on getting press next year
- Resources were also sent directly to partner organisations including Home Start, Food banks, book shops and neo-natal units
- Partners reported gifting the resources in the following key ways: holding events or groups (21%) gave out to families that came into the setting (18%) and included in family food parcels (13%)

Messaging:

- 98% of coordinator survey respondents delivered messaging that sharing books, rhymes and stories is fun, the majority also communicated the key messages; read every day with your child (86%) and register your child with the library (80%)

¹⁰ This survey was sent to the Bookstart Coordinator in all 152 local authorities in England, as well as children's centres

¹¹ This survey was sent to Bookstart partners including Home start, food banks, bookshops and neo natal units

¹² A large NBW branded poster with space for parents to write feedback on after the event

- 67% of partner survey respondents delivered messaging, of these 89% communicated that sharing books, rhymes and stories is fun¹³

Events were run in the following ways:

- 73% of coordinator survey respondents ran a themed session that used NBW resources such as craft activities
- 62% ran a themed session and gave out NBW resources e.g. in a goody bag to take home
- 44% ran a normal session but gave out NBW resources

The resources were extremely well used, and feedback was overwhelmingly positive:

- Close to 100% used them, and found them useful, this was very similar to NBW 2014
- 65% used the website during NBW, the majority used all the online resources, with 96% using the colouring in and rhyme sheets, and of these, over 97% finding them useful
- 97% of partner survey respondents agreed the quality of the resources was good
- Open response comments from both coordinator and partner surveys show the resources were perceived as high quality, colourful, accessible, age appropriate, interactive and had a positive impact on the families and staff
- 99% of coordinator survey respondents thought the Jungle theme was 'very good' or 'good', compared with 88% in 2014

Respondents

Online survey links were sent out to all settings who received National Bookstart week resources:

The **Coordinator and children's centre survey** was sent to all Bookstart Coordinators and Children's centre staff. It was open for approximately 4 weeks from 18th June to 17th July and received 227 responses; Bookstart Coordinators (35% n=80) , children's centre staff (53% n=121) and library services and other roles (11% n=26). There are 152 Bookstart Coordinators in England (one in each Local Authority), therefore the Bookstart Coordinators had a response rate of 53%. Around a third (28%) of these respondents reported using the evaluation toolkit.

The **Partners survey** was open for approximately 2 weeks from 3rd July to 17th July and was sent to all additional organisations that Book Trust worked with directly. It generated 119 responses. The highest proportion of responses came from charities (32%) predominantly Home Start and other family support charities, but also charities that support refugees and asylum seekers. Responses also came from food banks (26%), bookshops (12%), neo natal units (12%) and others, the full breakdown is displayed in figure 1 below.

¹³ A letter was sent out to all Bookstart partners to accompany the resources, with guidance on the key messages to communicate. This was the first year that they had been directly asked to communicate messaging

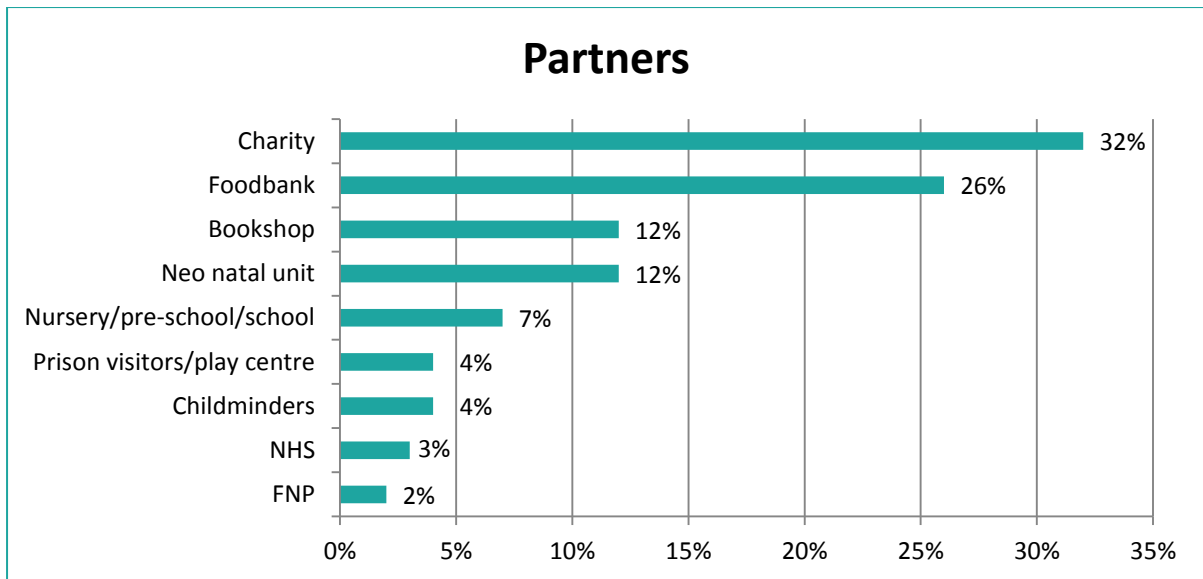


Figure 1: 'What is your organisation?' N=119. A single response question. Due to rounding percentages may not sum to 100

Bookstart coordinators were asked how many libraries in their local authority received National Bookstart Week resources. This was reported as an average of 18 libraries per local authority. Half of Bookstart Coordinator respondents also sent resources to other settings within the local authority. These included: children's centres, nurseries, children's wards, health centres, looked after children (LAC) events, food banks, community centres, outreach services, sports centres, crèche for drug and alcohol services, Home start, prisons, and through the Family Nurse Partnership (FNP).

National Bookstart Week events and bookgifting

The vast majority (97%) of **coordinator survey respondents** reported that they had held events during National Bookstart Week. Those who had not held any events (just 7 respondents) either did not have enough time, or did not specify a reason for this.

Respondents reported that they held a total of 2661 events during the week, an average of 12 events per respondent. A total of 48,165 children, and 34,561 adults attended the events (an average of 18 children and 13 adults per event).

Partner survey respondents reported that they gifted the *Rumble in the Jungle* booklets in the following key ways:

- Holding events or groups (21%)
- Given to families that came into the setting (18%)
- Included in family food parcels (13%)

The graph below (figure 2) shows the full breakdown. Other included through a free book exchange or through the post.

How the booklets were gifted

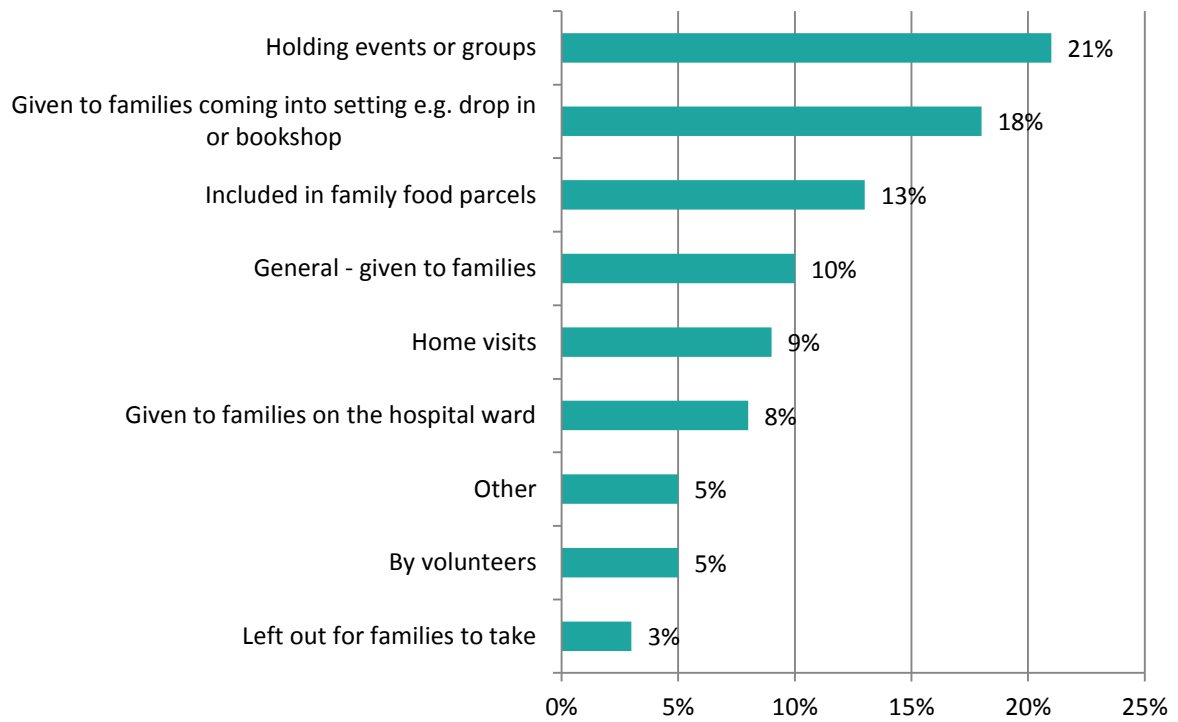


Figure 2: 'How did you give out the *Rumble in the Jungle* booklets for National Bookstart Week??' N=119. A single response question. Due to rounding percentages may not sum to 100

Press coverage and VIP attendance

A small proportion of coordinator survey respondents reported that their events had generated local publicity - this was mainly in the form of online articles (21%) or newspaper articles (11%). Only 3% (7 respondents) reported that their events had generated radio coverage and one respondent had received TV coverage. Respondents reported that a total of 155 articles/news items had been generated by their events. A quarter of respondents (24%) reported using the press toolkit and of these, 82% found it useful. A further 19% reported that they would like more support from Book Trust in getting press coverage next year, however no clear themes emerged on what support is required. Ideas from individual respondents included advice on *how* to get a press release to get picked up, for Book Trust to highlight the national reach of NBW, Book Trust to focus on a more central approach to press by contacting local councils directly, and to be made aware of new research findings at least 2 months in advance, so they can be used as a hook.

A minority of respondents had VIPs attending their events; with press attending 6% of events, senior local authority representatives attending (6%), MPs (3%), authors/illustrators (3%) and celebrities (1%). Slightly higher numbers invited VIPs but they didn't attend as shown in figure 3 below.

	Attended	Invited but didn't attend
Press	6% (13)	10% (22)
Senior LA representatives	6% (13)	6% (12)
MPs	3% (5)	4% (8)
Authors/illustrators	3% (6)	2% (4)
Celebrities	1% (1)	1% (2)

Figure 3. N=218. A single response question. Due to rounding percentages may not sum to 100

Messaging

Book Trust gave guidance on best practice messaging for the delivers of National Bookstart Week to communicate. This was tailored slightly to be appropriate for different audiences. Therefore Bookstart coordinator/children's centre messaging was slightly different to Partner messaging.

The top three messages communicated by **Coordinator survey respondents** were:

- Sharing books, stories and rhymes is fun (98%)
- Read every day with your child/children (86%)
- Parents/carers should register their child as a member of the library (80%).

Almost half of respondents also shared the message that 'parents/carers should think about using other services, i.e. children's centres' (45%) and encouraged parents and carers 'to visit the Bookstart website via the QR code on the back of the booklet' (40%). Additional messaging included promoting other services or benefits of the library (5 respondents), stories are important for communication and development (1 respondent), the value of sharing books from birth (1 respondent) and that discounted books were available to buy (1 respondent). Only 2 respondents reported that that had not given any messages and the resources were just distributed.

Key messages communicated

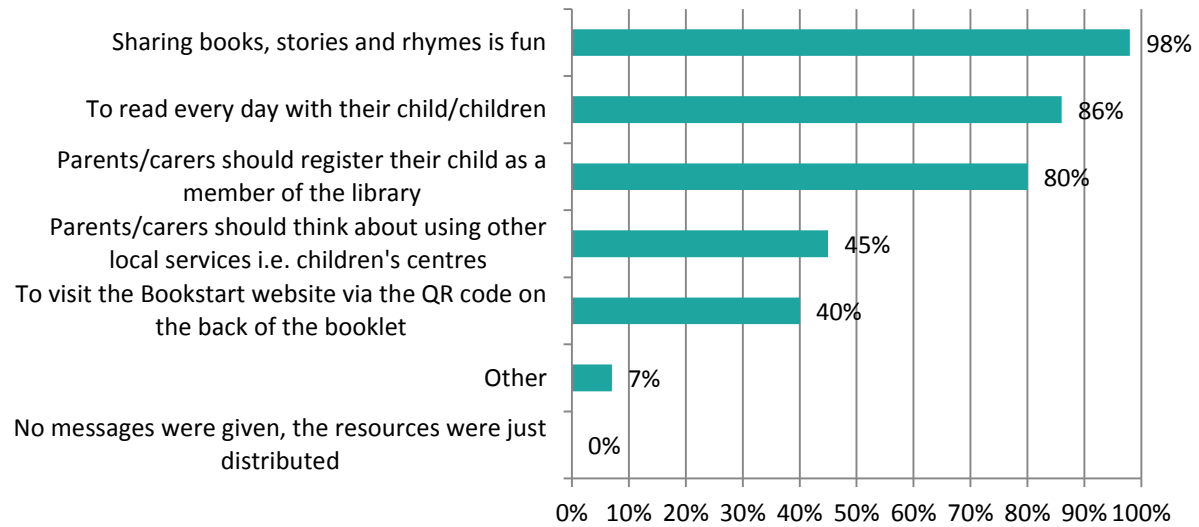


Figure 4: 'What, if any, key messages were given to parents and carers at the NBW events?' N=218. More than one answer could be given so percentages do not sum to 100

Two thirds (67%) of **partner survey respondents** also reported sharing messaging, which is particularly positive considering this was the first year that they were asked to do this. Of these, the top three messages shared were:

- Sharing books, stories and rhymes is fun (89%)
- Reading with your child/children will increase their language skills (62%)
- Reading with your child/children will strengthen the bond between you (56%)

Around half of respondents also reported sharing the messages; 'reading with your child/children will help develop a lifelong love of books (53%) and 'read every day with your child' (49%).

Messaging by partners

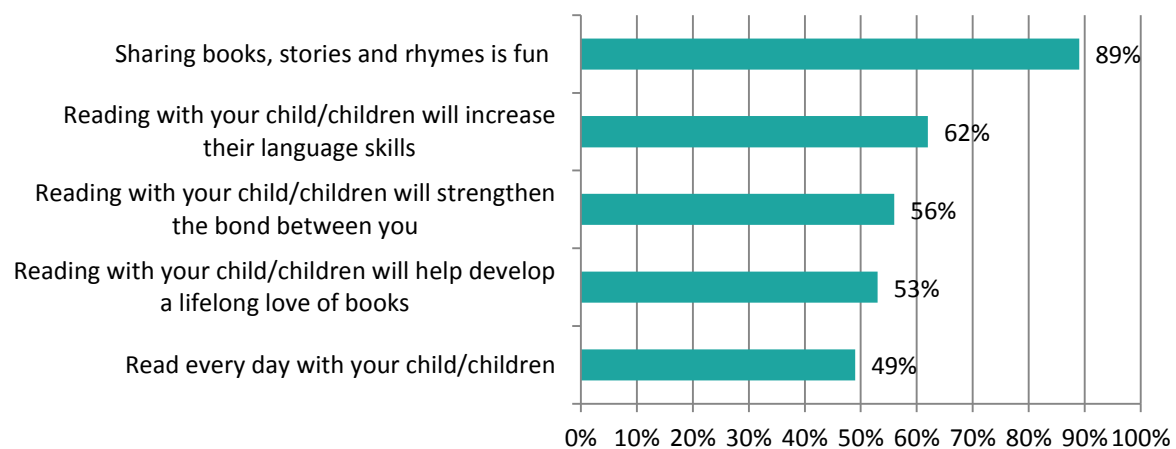


Figure 5, What messages did you communicate? N=119. More than one answer could be given so percentages do not sum to 100

Of the remaining third that didn't share any messages;

- 49% didn't know they needed to
- 36% felt there was other information to communicate that took priority
- 10% didn't have time

In the **partner survey** open response section on general feedback, one respondent mentioned that people seemed unaware of the purpose of the gifting, and one mentioned that parents felt that the books were not relevant to premature babies. This suggests that there is more Book Trust can do to build on the foundation set this year, to ensure *all* gifting partners understand the key messages and the role they can play in communicating these.

The resources

Bookstart Coordinators and children's centre colleagues either received or were signposted to all the available print and online resources. Partners only received the *Rumble in the Jungle* booklets and in some cases the printed activity sheets.

Almost all **Coordinator survey respondents** had used the *Rumble in the Jungle* booklets (100%), big books (99.5%) elephant mask activity sheet (100%) and Jungle pairs activity sheet (98.5%). Slightly fewer respondents, although still high proportions had used the other three resources; 91% used the A4 poster, 83% used the A4 empty belly poster (for promotion), and 83% used the coordinators letter.

Of those who had used them, 100% of respondents reported that they had found the *Rumble in the Jungle* book and big book useful, and less than 5% reported that either of the activity sheets weren't useful. Slightly fewer respondents, although still high proportions found the other three resources useful; 92% for the A4 poster, 86% for the A4 empty belly poster (for promotion) and 83% used the coordinators letter.

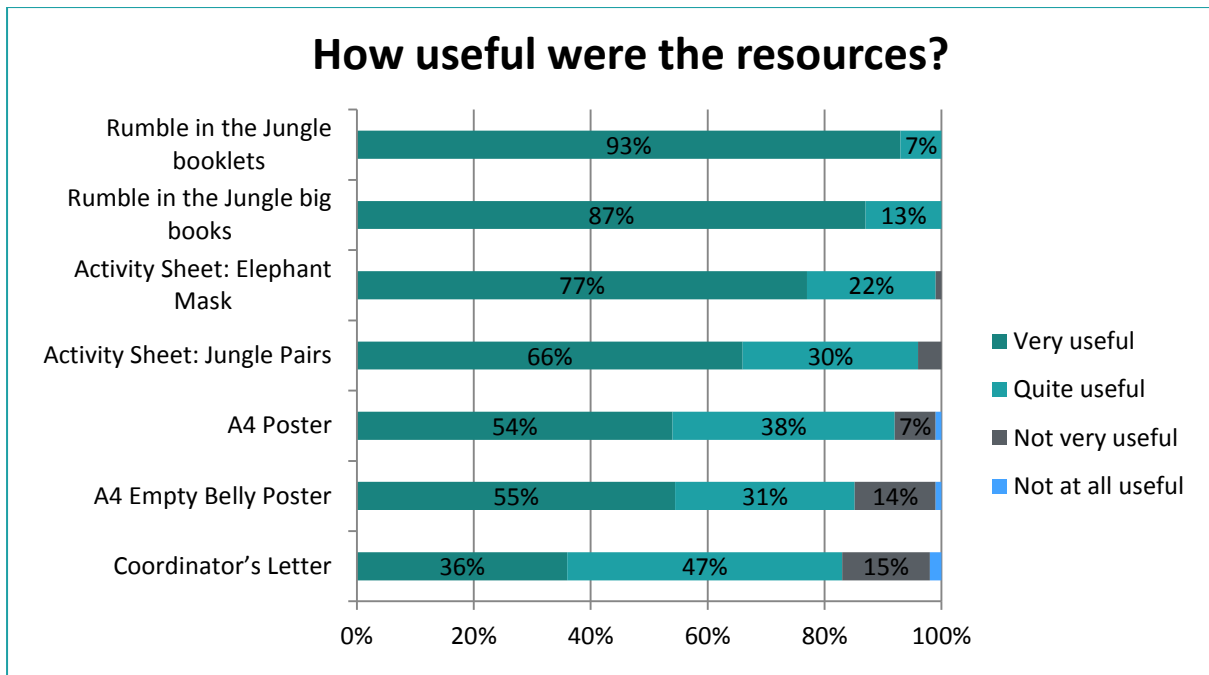


Figure 6: 'How useful were the resources?' N= between 168-216. A series of single response questions. Due to rounding percentages may not sum to 100

Partner survey respondents were asked to rate the quality of the printed resources that they received, 97% agreed they were good, with 81% rating them as 'very good'. They were also given the opportunity to comment on the resources in an open response question.

Respondents commented on the bright, colourful, accessible and interactive qualities of the resources (18%)

Lovely and bright, which encouraged children and parents to look at and use, Home Start, Orkney

Suitable size - fits easily into limited incubator storage, Neo-natal unit, North West

The booklet was very colourful and felt appropriate for our client group featuring animals from around the world, British Red Cross Refugee services

Very nice to have such colourful literature in our sterile environment. The parents enjoyed the story, Neo-natal unit, Northampton

A further 15% also mentioned that they were very well received by the families or that they themselves found them useful, three respondents mentioned that the resources encouraged interaction between parent and child:

It permitted good interaction between the parent and child. It even encouraged parents that are not too keen on reading to do so with their children. Excellent illustrations which allowed parents to tell the story to their children visually also Family Nurse Partnership, Newham, London

It's good to have an activity included as it gives more opportunity for play and conversation, Family Nurse Partnership

Partners were equally positive about being involved in the week's events. Small minorities of comments mentioned NBW giving them the opportunity and inspiration to promote reading, and the value of the free resources for supporting the work they do with families, for example: '*...strengthening the bond between parent and child as well as supporting the parent to get the children school ready*' (Home Start London)

Three respondents noted an issue connected with receiving the resources, one pack didn't arrive (although this partner was on a British Army base in Cyprus), one pack arrived too late, and one pack had some of the resources missing.

Online resources

Around two thirds (65%) of **coordinator survey respondents** used the Bookstart website during National Bookstart Week for downloading activity sheets etc. Of those that had used the website, the majority had used all of the online activities, with the highest number using the colouring – in sheets (96%), the rhyme sheet (96%), the crocodile rhyme sheet (89%) and the booklist (86%).

Of these, the majority found all the activities useful, with the highest proportion of respondents reporting that the colouring sheets (97%), crocodile rhyme sheet (99%) and rhyme sheet (91%) were useful.

Just under half (47%) used the NBW e-invite and the QR code guide, and two thirds of these (61%) reported that they were useful.

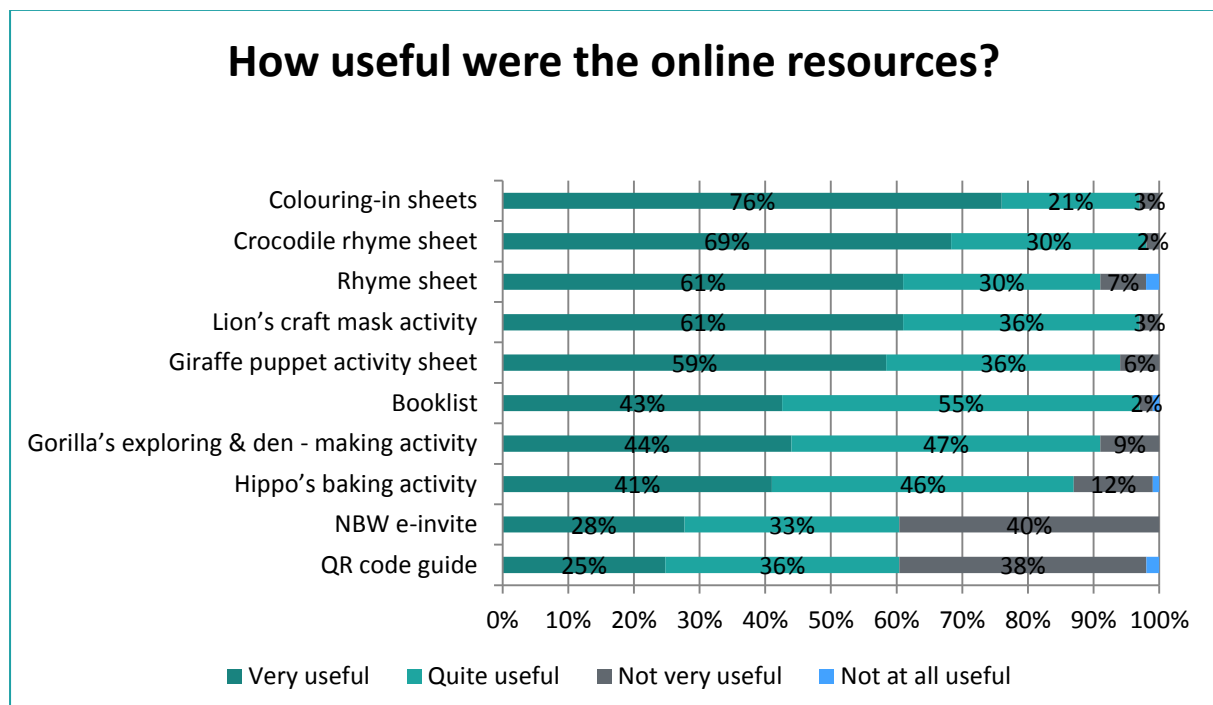


Figure 7: 'How useful were the online resources?' N= 58-132. A series of single response questions. Due to rounding percentages may not sum to 100

Less than half of respondents used the online interactive activities, however nearly all those that did found them useful; 92% found the interactive *Rumble in the Jungle* storybook useful,

91% found the jungle certificate maker useful, and 87% found the Jungle picture maker useful.

	Very Useful	Useful	Not very useful	Not at all useful
Interactive <i>Rumble in the Jungle</i> storybook	45% (29)	47% (31)	6% (4)	2% (1)
Jungle picture maker	29% (15)	58% (31)	12% (6)	2% (1)
Jungle certificate maker	33% (17)	58% (30)	8% (4)	2% (1)

Figure 8: 'How useful were the online interactive activities?' N= between 52-65. A series of single response questions. Due to rounding percentages may not sum to 100

Of those who had used the Bookstart website during National Bookstart Week the majority reported that they had used the online resources with families: 56% stated that they had printed the online resources to use at National Bookstart Week events with families and 54% had signposted families to the online National Bookstart Week resources. Only 22% had not used the resources with families.

The Jungle theme

The Coordinators survey also included a question on the National Bookstart week theme. The Jungle theme was very popular with 99% reporting it as very good or good. Only 2 respondents reported that it was 'ok' and no respondents thought it was poor or very poor. This compares with 88% reporting the 2014 'hero' theme as very good or good.

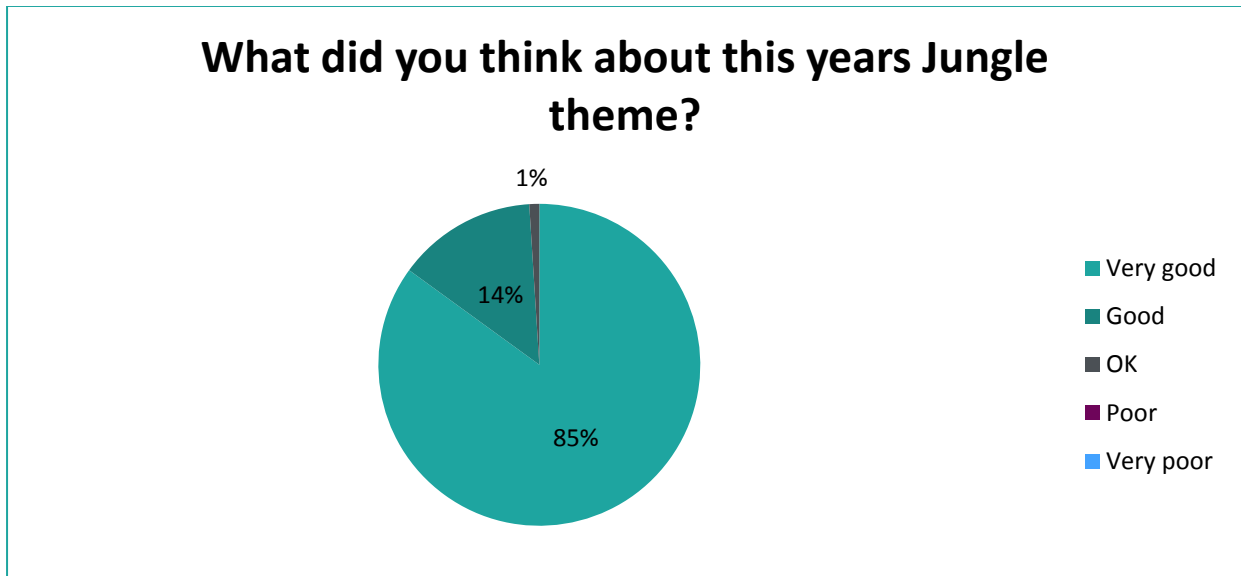


Figure 9: 'What did you think of this years Jungle theme?' N=218. A single response question. Due to rounding percentages may not sum to 100

Overall feedback

Coordinator survey respondents were extremely positive about the theme and the resources, which were regarded as being of a very high quality, and the positive impact this has on families and staff who get involved:

The book was a great choice, bright, bold and well known, Children's centre worker, West Midlands

The theme and book chosen worked well with the age group and created lots of opportunities for interaction and discussion, Bookstart Coordinator, East of England.

These resources are fantastic and our families love getting them. We can encourage speech and language and we are able to measure the impact of supporting reading and being school ready, Children's centre worker, North West

A really enjoyable week and the opportunity to focus on enjoying special books with the children. Hopefully this one [Rumble in the Jungle] will become a favourite for all those who took part in the activities this year, Children's centre worker, London

Enjoyable week, good to see parents interacting so closely with their children through the activities, Children's centre worker, North West

I look forward to this celebration each year, quality resources that are much appreciated and a an ideal opportunity to reinforce a love of reading and the wonderful work Bookstart does, Librarian, West Midlands

NBW gives me a great opportunity to re-emphasise the Bookstart message and ensure any new library staff are aware of the wonderful resources available and are raising awareness for families visiting our libraries, Bookstart Coordinator, South West

A few suggestions for improvements from a small minority of coordinator survey respondents included:

- Audio clips or CDs of the rhymes to support learning the unknown ones (2% - 5 respondents). One respondent also suggested adapting old favourites with new words, or filming a group of families '*so other coordinators and library staff can learn the tunes and see the rhymes and songs in action*', Bookstart Coordinator, Yorkshire and the Humber
- Changing the month for NBW due to a clash with the beginning of the Summer Reading Challenge which takes up a lot of libraries time and energy (1% - 3 respondents)
- Getting the resource sent out earlier to give them more organisation and promotion time (2% - 4 respondents). However, the majority of respondents who commented on timings, felt they had received the resources in good time and were very positive about this, some noting the improvements on last year
- Preference for different hard copy resources – two respondents requested printed rhyme sheets instead of the elephant masks
- One respondent reported that not all of the books on the booklist were currently available to purchase, and suggested that more widely available titles would be helpful. They also requested that the booklist be made available much earlier to allow the recommended titles to be bought into library stock

Parent evaluation

Introduction

Aims of the survey and feedback posters were to get an indication of:

- Feedback from parents on the materials that they received and event they attended
- Impacts on families of attending an event e.g. intention to increase reading frequency and improved knowledge on the best ways to read with child/children
- Increased engagement with the setting of new families
- Awareness of Bookstart and Book Trust and whether this increases by attending an event

The surveys were administered in a self-evaluation pack that was sent out to all Bookstart Coordinators who were running National Bookstart week events, and were distributed as paper copies in the setting for parents to complete. The survey returned 288 responses. They came from across England but there were more from particular locations such as Bexley, Sheffield, Bromley and North Tyneside and should not be considered to be fully representative across the country. Of those who completed the survey - 83% were female and 17% were male. Empty belly feedback posters were also sent out in the evaluation toolkit with guidance on putting them up in the setting for families to write on. The feedback is also supplemented by coordinator and partner open response comments on the family responses that they observed, and the direct feedback they received.

Key findings

- Parents gave very positive feedback on the events they attended and the resources that they received. The most popular ways to describe the resources were fun, colourful and interesting. Parents also reported that they liked the event they attended because of the activities, songs or story time, because it was fun and enjoyable for their child, and because of the friendly and enthusiastic staff.
- The majority of respondents reported positive attitudes and behaviours related to reading with 98% agreeing that reading with their child will help him/her when he/she starts school, and 87% reporting that they read with their child every day or almost every day.
- Those who didn't already read every day with their children, expressed intentions to read more often as a result of attending an event;
 - Of the 13% who reported currently reading once or twice a week, all (100%) were planning to read more with their children, 70% were planning to read almost every day and 20% were planning to read every day
- Just over half (58%) of dads reported currently reading every day, and 74% of dads reported that they were intending to read every day (or presumably continue reading everyday) as a result of attending an event.
- Just over half of respondents (54%) agreed that they know more about reading with their child after attending an event or activity. Parents reported that the most useful or

interesting things that they had learnt were: new songs, how much their child enjoyed mixing with other children, and how to engage children with books and encourage interaction and creativity.

- A third of parents (35%) reported that they were attending an event at the setting for the first time, and of these 88% reported that they were 'very likely' and 10% 'likely' to visit the setting again. This indicates the potential for NBW events to bring new families into a setting and potentially maintain engagement with them after the events.
- Respondents were much more likely to have heard of Bookstart (83%) than Book Trust (58%) before they attended the event. Of those that were familiar with Book Trust, the most popular ways to describe it were: educational, fun and useful.

Findings

Feedback on the materials and event

Materials received as part of National Bookstart week:

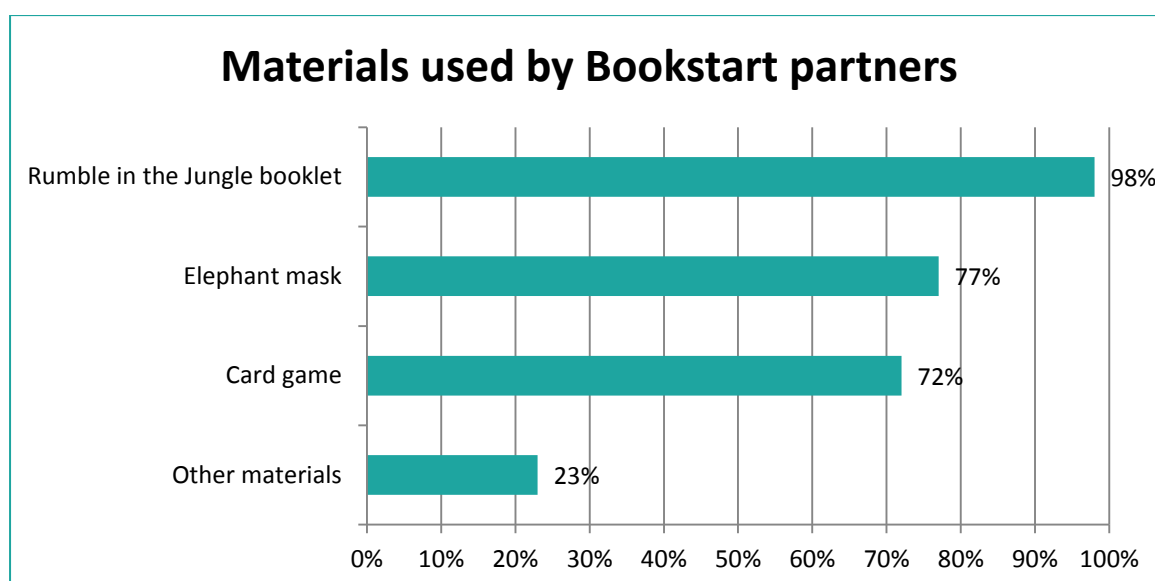


Figure 10: What Bookstart materials did you receive for your child/children?? N=283. More than one answer could be given so percentages do not sum to 100

Nearly all respondents received a *Rumble in the Jungle* booklet, with 77% receiving the elephant mask activity and 72% receiving the matching pairs card game activity. Other materials that respondents received included online printable resources such as colouring activity sheets, giraffe finger puppets, lion masks, crocodile rhyme and stickers.

The most frequent words used to describe the materials were:

- Fun
- Colourful
- Interesting

- Educational
- Entertaining
- Engaging
- Interactive

Nearly all (99%) respondents reported that they enjoyed the event that they attended, with just 2 respondents reporting that they 'neither agreed nor disagreed' that they enjoyed the event.

Parents were asked about what they liked about the event that they attended. The responses were to an extent dependent on the event that they attended as there was variation across the country; however key themes mentioned by small minorities of parents were;

- The activities, singing and/or story time (19%)
- It was fun and enjoyable for the children (11%)
- The staff were friendly and enthusiastic (9%)
- The event was inclusive, interactive and sociable – for both the children and the parents (8%)

Smaller minorities also mentioned that they liked everything, and that the events were interesting, age appropriate, and kept their children engaged.

Most respondents did not have any suggestions for improvements. Suggestions that were made included longer sessions, more frequent sessions, more singing or rhymes and refreshments.

Parental feedback from Coordinators survey

An open response question in the **coordinator surveys** asked about feedback from parents. Coordinator survey respondents reported overwhelmingly positive feedback from parents. Of the parents' comments shared or discussed by practitioners there were two main themes which emerged; positivity around the theme, book and resources, and engagement (which is discussed in the impact section)

- **Positivity around the theme, book and resources (44%)**

Families and staff loved the book-really colourful and fun. Children loved following the words and pictures in their own books when we read the story, Family reading coordinator, North West

Everyone liked the good quality resources and were pleased to receive them. Those who had attended groups last year, thought that this year's resources were better and appealed more to a wider range of ages, Children's centre worker, West Midlands

Everyone loved the resources, quite a lot of comments that the book was a great choice, bright, bold and well known, Bookstart Coordinator, West Midlands

All parents commented on how lovely the book was - ideal for the children to read in the pram/ car, Bookstart Coordinator, Yorkshire and the Humber

The books have been enjoyed by older siblings also. Parents have been very appreciative of the books particularly, Children's centre worker, South East

The elephant masks were particularly good as all ages enjoyed them and could use them at a level appropriate to them - e.g. cut out if they could use scissors, simply stick bits on, or even just use a crayon and make a line on them, and they looked nice even if the child did nothing with them, Bookstart Coordinator, North West

A further 8% also specifically mentioned the value of having the book to take home, including how appreciative parents were to be given something free, and the children's excitement to receive a gift:

The opportunity for many of their children [at the pre-school] to receive a little book to take home was very special in homes where there are few books, Bookstart Coordinator, South East

Parents were really grateful for the book, Family Reading Coordinator, North West.

Parents said it was good to have a copy of the book that we read in the sessions so they can repeat read it at home, Children's centre worker, East Midlands

A child in one of the sessions was so excited that she was getting Rumble in the Jungle to take home with her, Children's centre worker, North West.

'My two and a half year old was thrilled to receive his goodies' - Dad at Chelmsford Library, Bookstart Coordinator, East of England

Partner survey respondents were also very positive about the resources that they received. Just over a third of respondents (37%) reported that parents had been grateful or very pleased to receive the resources, some made specific reference to the value of them being free resources, and of the impact they made in challenging environments:

The parents/carers are usually thrilled to receive something extra to the food we give them, Food bank, West Midlands

Many parents we see have very limited or no books at all, so really appreciate the books, Food bank, London

Many thanks for the resources. As you are aware families struggling are not going to have the financial resources to give their children the gift of these opportunities. Hopefully we can spark an interest in reading and develop these young children, Food bank, Northern Ireland

Parents commented that it was really nice that the children could take them home and that it was nice for the children to do the activities with dad on the Father/child visits... we displayed them within the visits room, Prison visitors centre, North East

It is good to be able to give free resources to children in hospital, brightens their day as well as encouraging reading, Hospital School, North West

Parents were delighted to be given the books - a little bit of normality in an abnormal environment Neo-natal unit, unspecified location

A further 23% expressed general positivity around the themes and the resources;

Parents were impressed at the quality of the free books, enjoyed the time spent reading with their children, Pre-school, Yorkshire and the Humber

The parents expressed that the event was great fun and the children enjoyed it, Home-Start Oldham, North West

Impacts on families – parent surveys

Reading frequency

The **parent surveys** gave an indication that parents were intending to read more with their children after attending an event:

- 66% reported reading every day, whereas 79% reported intending to read every day after the event
- 13% reported reading once or twice a week, whereas just 2% reported intending to read once or twice a week after the event

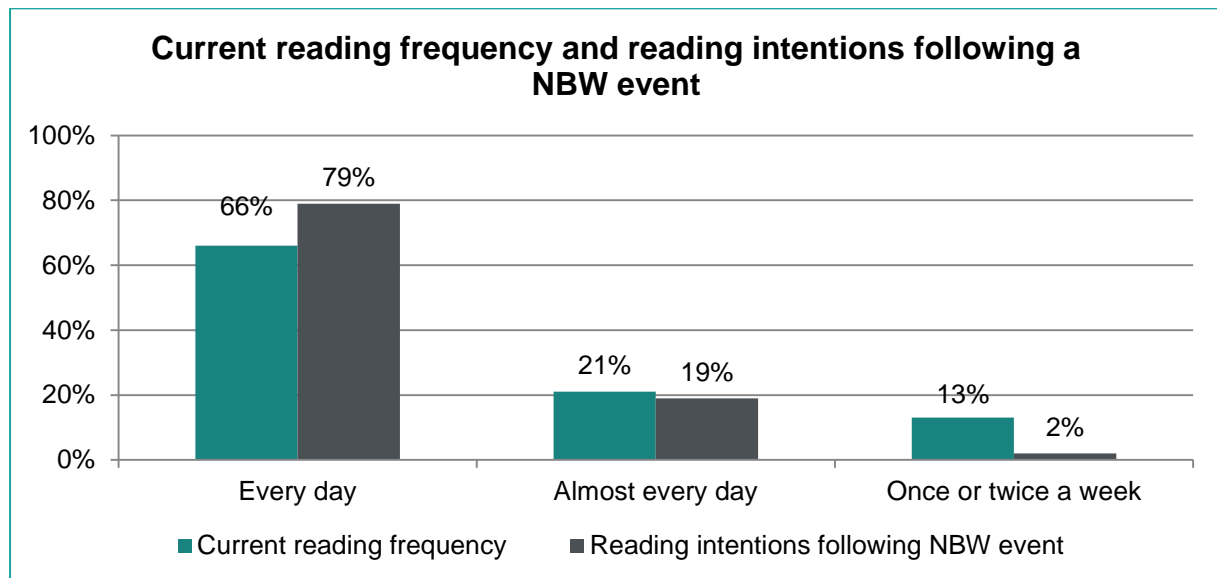


Figure 11: N=283. Two single response questions. Due to rounding percentages may not sum to 100

There were also indications that parents were intending to increase their reading frequency mostly by one step up (e.g. parents currently reading once or twice a week intended to read almost every day), although caution is needed when looking at these findings as the number of respondents is very small:

Of the 13% (32 respondents) who reported reading with their child **once or twice a week**, all were intending to read more;

- 70% (21 respondents) were planning to read almost every day, and 20% (6 respondents) were planning to read every day

Of the 21% who reported reading with their child **almost every day**, the majority were intending to read more:

- 60% (31 respondents) were planning to read every day, whilst 39% (20 respondents) were planning to remain reading almost every day

Of the 66% who reported reading **every day** with their child, the vast majority were intending to remain reading every day:

- 97% were planning to read every day, although 2% were planning to read almost every day, and 1% were planning to read once or twice a week

Dads

All dads were planning to read more after attending an event. Percentage increases were shown for dads in reading 'every day' and 'almost every day' categories:

- from 58% (21 respondents) currently reading every day to 74% (26 respondents) intending to read every day
- from 17% currently reading nearly every day (6 respondents) increasing to 23% (8 respondents) intending to read nearly every day

Caution is needed when looking at this group however, as they are very small in number. The full breakdown is included in figure 12 below.

	Current reading frequency	Reading intentions
Every day	58% (21)	74% (26)
Almost every day	17% (6)	23% (8)
Once or twice a week	19% (7)	3% (1)
Once or twice a month	3% (1)	0% (0)
Less than once a month	3% (1)	0% (0)
Not at all	0% (0)	0% (0)

Figure 12: N=35. Two single response questions. Due to rounding percentages may not sum to 100

There was little variation to the average current reading and reading intentions based on whether the parent had visited the setting before or was new to the setting.

Engagement

Almost all parents (96%) agreed that they were planning to read *Rumble in the Jungle* with their child (see figure 13 on page 25)

Around 19% of **practitioner survey respondents** mentioned the impact on engagement with the book activities, setting and Bookstart in general.

The most common theme focused on the continued engagement with the *Rumble in the Jungle* book and activities, and reading in general (13%). Respondents reported that it had already become a firm favourite, and that parents were reading it every bedtime. Many others expressed that they were looking forward to reading it again, would be incorporating it into the bedtime routine, that the session they attended had made them want to read more with their children, and that they had learnt from observing the story time to read in a more engaging style with their children.

A number of mums said this was now their child's favourite book and they liked to read it at bed time, Children's centre, Yorkshire and the Humber

*Rumble in the Jungle was *loved* by everyone - much better received than last year's book. The colours were fantastic and the story lent itself to use for rhythm much better (had some fun events using musical instruments and chanting the story!). Really easy to come up with events to run along side this book and inspired kids - had one child who brought back their collection of jungle animals to show the library the following week! Everyone excited to take the story home and read it again, Bookstart Coordinator, East of England*

Lots of big smiles as they took their little books at the end of the session! Some said they enjoyed listening to the large Rumble in the Jungle book so they could model this at home with their children, Bookstart Coordinator, London

'I have been reading the book to my child, and imitating animal sounds. I am really pleased because my child has been copying me', quote from parent, Children's centre, West Midlands

Parents commented that they had learned some new animal themed songs today too that they will now sing at home with their children, Children's centre, East Midlands

'Made me want to read to my children more', quote from parent, Bookstart Coordinator, North West

Some [families] were inspired to visit the zoo. We would have loved to do this particularly with some of our disadvantaged and vulnerable families, but unfortunately our budget would not allow. We have asked any families who do get to visit the zoo to bring photos back for us to share, Children's centre, London

One parent said they had turned their playroom into a jungle and used the resources at home, Children's centre, Yorkshire and the Humber

Parents also said the book was just the right size to carry in a handbag, Children's centre, Yorkshire and the Humber

Practitioner survey respondents also commented on parents' increased engagement with Bookstart and the website, with other events at the setting that they attended, and also in joining the library (5%).

They signed up to the local library and found out information and resources that they hadn't had previously, enthusiastic about reading with their children at home, Children's centre, East of England

Some parents who hadn't realised their child was eligible for a Bookstart pack, were thrilled with the pack and loved the idea of using the bags in future to put their borrowed library books into, Bookstart Coordinator, London

All the parents seemed to be impressed with our events and we had some new people who seemed keen to come again, Bookstart Coordinator, North West

All parents we spoke to loved the theme and thought that it really encouraged them and their little ones to get involved. Many parents were made aware/ more aware of Bookstart and the messages it seeks to deliver as a result of the NBW events,
 Bookstart Coordinator, South West

A good month for Bookstart Bear Club as we have had 25 new members,
 Bookstart Coordinator, East Midlands

Three respondents also commented on the engagement of the children, maintaining short attention spans, through the activities and events. For one parent and one child-minder respectively, this was a significant step for their child. For one children’s centre, observing the increased engagement of the children had resulted in planning more story sessions in the future,

‘My boy was so interested for a change; [he] sat for 15 minutes. Thank you’, Parent.
 Bookstart Coordinator, East Midlands

We always have a singing session at the end of stay and play. But the children really engaged and interacted with the story session - so we will be doing this more often,
 Children’s centre, London

Reading knowledge and attitudes

As shown in figure 13 below, the vast majority of **parent survey respondents** had positive reading attitudes, with 98% agreeing that ‘reading with my child every day will help him/her when he /she starts school’. However, over half of respondents (52%) also agreed that they know more about reading with their child after attending the event/activity.

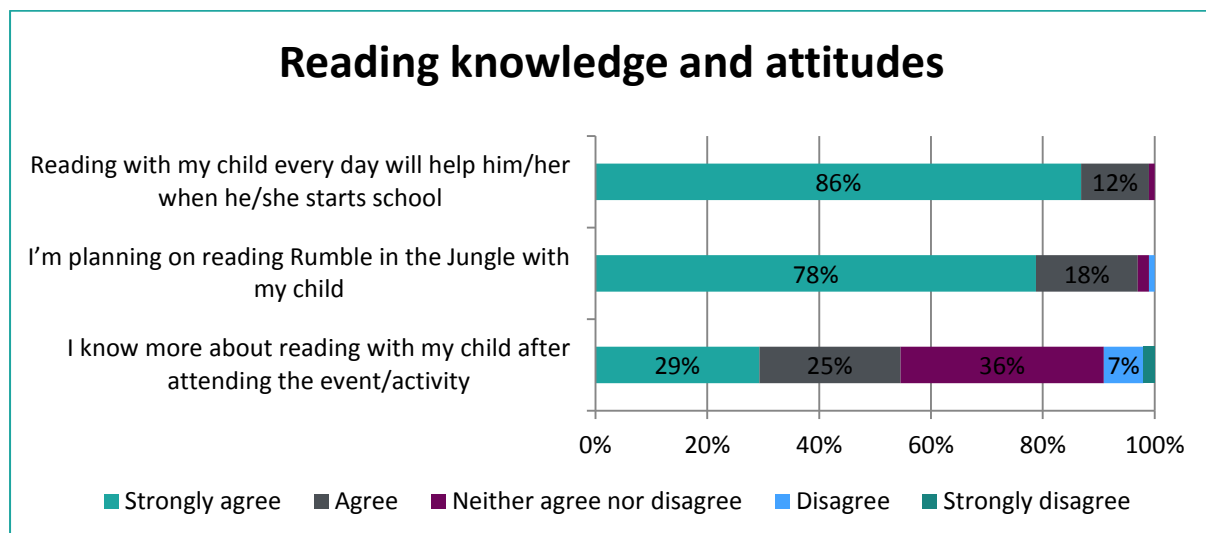


Figure 13. N=283. A series of single response questions. Due to rounding percentages may not sum to 100

Parents were asked about the most useful or interesting thing they learnt at the event. The responses were largely dependent on what event they attended as there was variation across the country; however key themes mentioned by small minorities of parents were;

- How much their child enjoyed participating in the event, and their enjoyment of a group activity mixing with other children (9%):

It's helped my child to learn to play with other children and participate in the activity (Mum of 4 year old, attended 'Bookstart Jungle adventures' unknown location)

Seeing my child who is usually a bit shy join in with the story and call out different animals (Mum of 3 year old, London Library)

How much children enjoy the company of other children (Mum of 2 and a half year old, attended Wriggle and Rhyme session, unknown location)

- How to engage children with books and encourage interaction and creativity (6%):

Different ways to read to your child - how to interact with them and involve them in the story (Mum of 3 year old, attended 'Bookstart Jungle adventures' unknown location)

How to encourage children to be artistic (Mum of 3 year old, attended 'Bookstart Jungle adventures' unknown location)

Reading & pointing while reading - for them to learn more (Mum of 2 year old, unknown event and location)

- New songs (4%):

That no matter how well I know my child, It still surprises me when he learns something new - like a new song - his favourite one: "Head and shoulders - etc." (Mum of 3 and a half year old, unknown event and location)

Smaller minorities of parents mentioned learning new activities and stories, their children learning facts about animals or about new musical instruments, the idea that you can learn through play and that learning and books are fun, and the services that are available through Bookstart and what the library offers.

Two partner comments also mentioned observing changed reading behaviours as a result of receiving the book;

Parent felt they were given permission to boldly read to their child instead of whispering, Neo natal unit, East Midlands

...a couple of families who say they do not read with/to their children took the books as the children said they wanted to read/look at them again at home, Home-Start, East of England

Engagement with setting

Just over a third of **parent survey respondents** were attending an event at the setting for the first time (35%), whereas the remaining 65% had been to an event that was run by the setting before. Almost all of the respondents (with the exception of 4) were planning to return to the setting for another event with 90% reporting this was very likely, and 9% reporting it was likely. Of those that were new to the setting, 98% (86 respondents) reported they were likely to attend another session, with 88% saying they were very likely – indicating settings'

success in reaching new families through NBW events and potentially maintaining engagement with them afterwards.

Limitations in survey design mean it is not possible to ascertain where these new families heard about the NBW event, or whether the number of new families to the setting was unique to NBW or a normal occurrence throughout the year. However, extensive targeting strategies of hard to reach families specifically for NBW and indications of success that they achieved are illustrated in the case studies in seven local authorities (see page 26). More work would be needed in 2016 to confirm whether these case studies are representative of local authority activity across England.

Bookstart and Book Trust awareness

Respondents were much more likely to have heard of Bookstart (83%) than Book Trust (58%) before they attended the event.

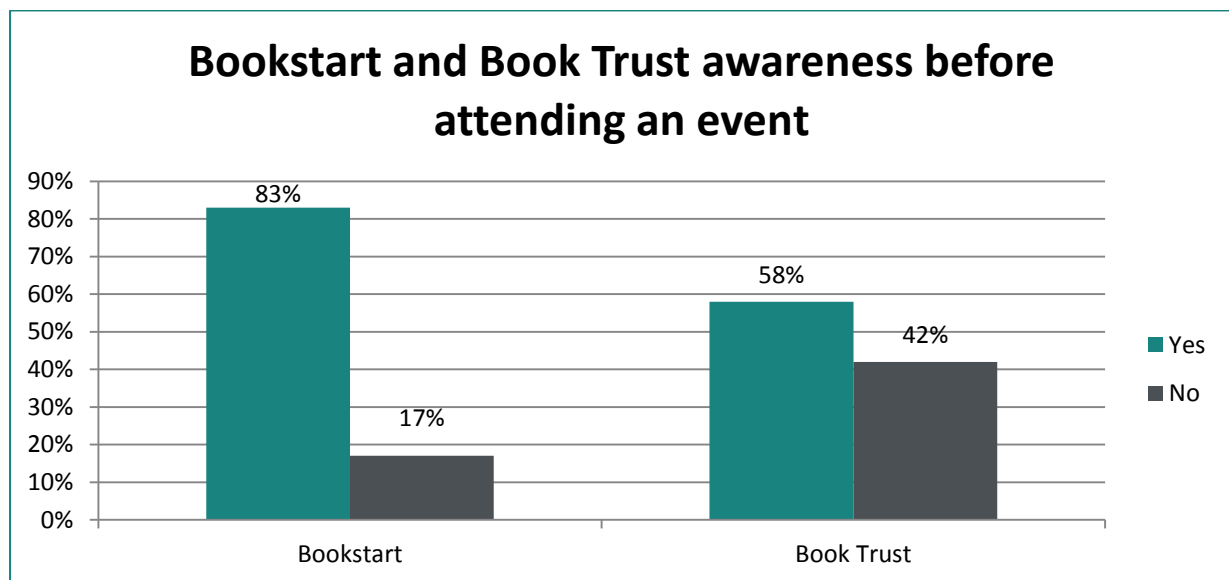


Figure 14: N=283. Two single response questions. Due to rounding percentages may not sum to 100

Of those that had heard of Book Trust, the most frequent words to describe the charity were:



Case studies

Case studies were developed to get a more detailed understanding of how events are delivered on the ground, and to provide best practice examples to share learning, and support and inspire other practitioners. Four large scale events were selected for case studies, which involved a pre and post event phone interview with the key organiser of the event. Three smaller additional case studies were also developed with organisers in local authorities that were putting on several events over the week. This involved them keeping an email diary throughout the week to record key information about delivery as well as reflective practice, and a 20 minute post event phone interview. The Bookstart Coordinators interviewed for these case studies were based in their Local Authorities and have a coordination role during NBW. The specific event management happened in the settings

Overview of the case study findings

- All cases studies promoted key messaging, some to very large groups (in one case up to 800). Although it is not possible to assess the impact of this messaging on families in large settings, we know that it was communicated to large numbers of people and practitioners had the sense that it was well received. It was also evidenced in smaller settings by families joining the library or borrowing recommended books
- NBW provided impetus and opportunities to maintain as well as establish new links with other organisations, and work in partnership to target harder to reach families. In one case study this included interesting new partnerships with fostering services and SENDIASS (Special Educational Needs Information and Advice support)
- This case study also identified an example of connecting NBW to a Bookstart Corner session and one to a Bookstart Treasure gifting session for a nursery class
- All case studies demonstrated a deliberate targeting strategy that resulted in new families attending the events and some expressing intentions to return to the setting
- Larger scale events in open public spaces meant that new families were reached and to an extent, general public awareness was raised
- Nearly all events were done on a very limited budget with support from partners. It was felt that lots of planning time was the most important component for putting on events
- Different approaches were taken to promoting the messaging, from group talks on the aims of the event, modelling shared reading, and individual talks specific to the parents' needs (although this was not possible at larger events). All expressed the importance of leading by example to demonstrate to parents that shared reading and activities are simple, fun and enjoyed by the children
- All greatly valued the resources, some found the activities that were self-explanatory and didn't require staff supervision particularly useful
- The theme was extremely popular because it was easy to operationalise, inclusive and accessible
- Challenges for larger outdoor events included unpredictable weather, difficulties in restricting the amount of attendees to ensure it is manageable, difficulties with sound systems to ensure everyone can hear what is going on

- Some expressed disappointment at low press and VIP interest, and are planning to generate more next year if possible
- All were pleased with the level of support from Book Trust and didn't feel they would need anything more next year
- Key advice for running similar events included ensuring plenty of planning time, publicising well, ensuring that decision makers are involved if working with partners, involve partners that are able to give ongoing support, being flexible, keeping it simple, using the resources that you already have and building on an existing session if you haven't done a larger event before.

Larger scale events case studies

Case study 1 – Grand finale event in Sheffield Peace Gardens

It was a good event to showcase libraries and the Bookstart project in Sheffield. It was a very visual event, with a huge number of people there – it demonstrated how we target borrowers from a very young age – they are our future.

Information on the event

Jungle themed National Bookstart Week events were held in all libraries throughout Sheffield with a grand finale event in the Peace Gardens on the following Monday. This event has been held in the Peace Gardens since 2008. The event comprised of 8 workshops in clearly marked grassy areas. Families spent 20 minutes at each session and then move on to the next one.

The workshops included:

- A story telling session with the author Andrew Weale reading 'A Quiet Day in the Jungle'.
- A rhyme session with a local musician performing rhymes from the jungle rhyme sheet
- Book sharing area in library outreach van, with a picnic blanket for overspill onto the grass – book sharing, voting for your favourite Sheffield Baby Book Award title and *Rumble In the Jungle* booklets to take away



- 'Let's go exploring' trail of paw prints through the Peace Gardens which leads to the Central Children's library, the Bookstart bear was there to engage with the children. At the library, children could hang a star on the reading tree, which linked in with the Summer Reading Challenge. Attendees were also encouraged to follow the paw print trail to enrol in the library and collect a Bookstart pack if they hadn't already received one
- Den making, spy glasses and board books about mini beasts - to encourage families to look for insects
- Activity areas – crocodile castanets, elephant and lion mask making

- Play Session under the parachute – noises and actions (making it fun)
- Zebra and pelican crossing workshop with the Road safety team

The event was really busy with over 400 children, and their families and carers attending which was a lot more than expected (240 the previous year). The organiser thought this was likely to be due to extensive advertising with posters and via social media and good weather on the day, which came after 2 days of rain. The Peace Gardens are centrally located with easy access and provides a really good child friendly atmosphere.

Promoting the messaging

This was done by engaging with the families during the activities, emphasising the importance of stories and rhymes and the fact that everyone can join in with the fun. Bookstart and library information was readily available in leaflet form.

In addition to this, the library set up a Paw Print trail which lead from the event in the Peace Gardens through the Winter Gardens, to the Central library building where children could hang a star on a reading tree in the Children’s Library. This functioned as a stepping stone from the event to the library, linking the two things together. Families could follow the paw prints which led to the library, which was felt to be more engaging and fun than just following directions.



This messaging was communicated to approximately 400 children and their families and carers and was felt to be very successful:

It’s great for people to come to the event and enjoy themselves, but it’s important that we emphasise the importance of booksharing as a fun activity from an early age – it worked well and we’ll definitely do it again.

Promotion, targeting and engagement

The event was promoted through multiple channels; online through the Sheffield Council website, Facebook and through email contacts at women’s groups, the family care specialist unit, nurseries, and child-minders. Posters and flyers were also distributed around Children’s Centres and other Early Years settings

The Peace Gardens are easily accessible in central Sheffield with good transport links and parking facilities. They attract a lot of families and through traffic which is ideal for engaging people who don’t normally access the library service. Other strategies for targeting hard to reach groups included:

- **The library outreach van** which visits all deprived areas and targets specific hard to reach groups. It has child friendly illustrations on the side, is very visual and engaging

and is a good publicity tool for the library. The vehicle is ideal for stories, rhymes and book sharing sessions. There is room for about 12-15 children with parents inside the van providing a library experience to as many children as possible.

- **Partners** – ESCAL, Places for people family learning, children's centres, hearing impaired and visually impaired team, Sheffield MAST, Health Visitors, First Start and other Early Years settings including Child-minders.
- **City ambassadors** whom the library service have a good relationship with and help with the organisation of the event

Use of the materials

The materials provided by Booktrust for this event were invaluable!

All of the activity ideas and resources provided by Book Trust were used. Nursery staff and child minders were signposted to the Bookstart website. Quite a few families in Sheffield are without internet access so printed versions were also available

In order to make the large scale event possible, they used different activity stations which spread people out, giving them plenty to do. The self-explanatory resources enabled activities to go ahead successfully with guidance from library staff.

All the activities were popular, the favourites being the masks, which were used in conjunction with the *Rumble in The Jungle* Booklets and the den making;

This was a great activity as it was so easy to do – they used old sheets and chairs from the van, and some pop up tents. It went down really well - the children loved crawling around in the dens, hunting for bugs was also really popular

They also did a Jungle Crown making activity using own materials – used strips of cardboard which they found in the store cupboard, and reeds from the organisers garden.

Funding and support for running the event

The libraries were working 'on a limited budget' and valued the support from partners. The council allowed them to host the event in the Peace Gardens free of charge and they worked with a small activity budget for things such as spray paint for the reading tree, and paper plates for the lion masks etc. They bought the Bookstart bear costume about 8 years ago, and have a staff member who loves being the bear and always volunteers.

Trouble shooting

The high turnout was an unexpected bonus and kept everyone busy. The organiser thought about whether a booking system would have worked to restrict numbers, but felt that as it's an open public space it wouldn't have been possible.

As they have been running the event for 6 years, a lot of the learning from previous years prevents difficulties from occurring, for example the under 5 age group need a lot of visual stimulus. This year, City Ambassadors in charge of the Peace Gardens have been invited so that they can see how we use the space and see the benefits of how we work with the

families and the value of working in partnership The organiser is investigating ways to engage with volunteers to help with next years' event.

Partnership working

For this event to be a success libraries worked closely with partners who helped promote the event and volunteered to help on the day.

VIPs in attendance - the benefits

The Lord Mayor and local councillors attended the event. The organiser felt that this was really good as it enabled them to see the amount of people the event attracted and highlight the work that is done in libraries and the importance of the Bookstart project in Sheffield;

It was a good event to showcase libraries and the Bookstart project in Sheffield. It was very visual event, with a huge number of children and their families and carers there – it demonstrates how we target borrowers of all ages including the very young – they are our future.

They could see first-hand the benefits of book sharing from an early age, how the families engaged in the activities and how much libraries play an important role in this. It was felt that the event also highlighted the importance of the Bookstart project in Sheffield, providing the city's very young children with a good start on their literacy journey.

Advice for running a similar event

The key advice for running a similar large scale event were:

- organise/start planning early
- ensure there are a lot different activities and visuals for the very young children
- plan the timings for the activities well
- Work in partnership and enlist as many staff to help as you can
- publicise well



Case study 2 - Wriggle and rhyme session on Bournemouth beach



Information on the event and estimated number of attendees

Bournemouth libraries run regular wriggle and rhyme sessions for babies and families in local library branches across the town. For National Bookstart week they recreate this on a large scale down on the beach, adapting the session to go with the theme. They have been running the event every year for 5-6 years. This year, the staff dressed up as tigers and they included some jungle themed rhymes alongside the regular favourites.

There was a large turnout – around 200 babies (based on a buggy count) which was roughly the same as last year.

Promoting the messaging

The event was advertised to start slightly ahead of the planned start time for the singing, to ensure all families arrived on time to park their buggies and find a place to sit. In this time slot, the organisers planned to have an introduction to make sure everyone knew the purpose of the event; to celebrate and raise awareness of Bookstart. The key messages that were communicated were; it's never too early to read with your baby, reading ten minutes a day can have a really positive effect, communicating and having fun with your baby is really important and ultimately, those were the things they were going to showcase during the event.

The organiser felt that this introduction needed to be as concise as possible because the sound system wasn't very loud and people tend to 'phase out' if someone talks too much. She felt that it was effective to set the event in its context rather than starting the singing straight away.

This direct verbal messaging followed by modelling was communicated to approximately 200 families.

Promotion and targeting

The focus was mainly on general promotion, advertising through libraries to families who already attend sessions and through children's centres and the local Health Visiting teams in the hope of attracting more families.

They promoted the event in all the libraries that hold wriggle and rhyme groups as well as on the Facebook page. The library sessions are already very popular and a lot of people from these groups came on the day. One of the children's centres brought families that attend their events/activities/sessions along in a group. It was felt that the empty belly poster which was NBW branded and had information about the event worked well for promotional purposes because people recognised the branding.

People realise that they will be coming to something that will actually be happening and will be quite a big event, and will be quite unusual

Information and leaflets were distributed at the event about joining the library and activities at the children's centre, and children's centre staff also attended to speak to parents.

Use of the materials

Volunteers handed out the *Rumble in the Jungle* booklets and song sheets at the start as people arrived onto the beach area. They intend that the other resources will be used in libraries or children's centres as they are more appropriate to use indoors. The materials were very well received:

Having the resources makes Bookstart week special. The staff like them and parents love to receive them

The Bookstart coordinator felt that National Bookstart Week and the materials provided a real impetus for action:

Putting on an event takes a lot of energy, it's really nice to have a reason to do it, and a push from Book Trust

Funding and support for running the event

Organisation for the event was largely based on the good will that has been built up over the years between libraries and children's centres as well as the library and other departments in the council. No funding was given for putting on the event and their '*budget is virtually non-existent*'. They didn't apply for funding this year but recognise this might be necessary in the future, through a funder such as the Big Lottery. The event was supported by:

- Library services allowing staff time to attend the event and print off publicity
- Pavilion Dance offering bad weather back up facilities due to links between Bournemouth library and South West Dance – Pavilion Dance use the event to promote their dance lessons so there is an element of reciprocity

- Permission from the council to hold the event on the public beach (the borough's Events Department and Seafront services have waived the charges they usually make)

Trouble shooting

Everything went very smoothly on the day, as '*once you've done it a few times, you know what to expect*' however a few challenges were identified:

Unpredictable weather - there were initial worries because of the weather forecast and recognition that health and safety could be an issue in the event of storms/heavy rain. The Pavilion offer their building as a bad weather back up each year which enables the event to be held. The forecast on the morning of the event predicted light rain, and the organisers decided to take the risk, they felt that there would be a better atmosphere if they held it on the beach, and that it '*sends a positive message that a drop of rain won't do you any harm*'. The weather held out on the day and was sunny for the event.

Sound system - there were some difficulties with the sound as it wasn't easy to hear if you were in the middle of the crowd. It has been suggested that putting another speaker in amongst the audience next year would be beneficial and the organisers will be looking to make a funding bid to buy a new system to enable this.

Local press interest - although the organisers sent out a pre-event press release they did not get any press coverage. They are planning to also send post event photos and consider what they could do to encourage interest from the local press next year.

Partnership working

The organisers worked in partnership with children's centres and South West Dance, who offer the use of their facilities in Pavilion Dance as a bad weather back up. Strong reciprocal relationships have been fostered over the last 9 years and it is felt that they achieve successful partnership working because of shared experiences and attitudes to multi agency/organisation working – they have common aims and audiences and are willing to mutually support each other.

Key differences between large and small scale events

The organiser felt that there are positives of both size of events. At smaller events there is more chance to speak to parents on an individual basis, making eye contact and a personal connection. Although direct personal messaging is not possible to all participants with larger events – the benefits are felt to be the atmosphere, adrenaline and excitement that is generated from a large group of people coming together for the same purpose.



Because the babies are having such a good time, there must be a vibe that goes through the air

The organiser reflected on the opportunities for the audience to interact with each other, and a feeling generated of not being on your own – gathering together with people who have similar aims and concerns;

It's funny because although you know there are hundreds of babies in an area, sometimes you're not as aware of it until they all come together

Case study 3 – Wokingham Dinton Pastures Park

It's an ideal opportunity to get everyone together under Bookstart



Information on the event

Wokingham Dinton Pastures Park held a big Rhymetime session with an information stand from partners, a storytelling chair for *Rumble in the Jungle* storytime and lots of children and staff in fancy dress. Around 350 parents and children attended the event last year which was a lot more than they expected. They were prepared for large numbers this year but it is always difficult to predict and there were approximately 800 attendees in the end. The children's centre staff wore animal ears, someone also dressed up in a safari suit and a giraffe costume. There were lots of jungle-themed rhymetimes happening elsewhere in the local authority and leftover materials were used at library branches. They are planning to run the event in the same way next year, weather permitting.

Promoting the messaging

Library staff spoke to people informally in the story corner, Health Visitors distributed Baby packs to people who hadn't received them and there were information stands for people to visit. The messaging was also reinforced by all the activities taking place at the event. It was communicated to approximately 800 parents and children

Promotion and targeting

Promotion for the event was conducted through word of mouth; this was felt to be particularly effective due to the success of last year and word spreading easily. They gave out flyers and found that people already knew about it. Families who didn't come last year wanted to come this year. They also placed NBW branded empty belly posters which advertised the event in all settings with details of the event, advertised on Facebook and Twitter feeds and sent out a press release well in advance of the event.

The children's centre encouraged their targeted families to attend with them and ran a mini bus to the event, Homestart volunteers also accompanied their families. The event was

promoted at all library events prior to National Bookstart week and they also met new families who just happened to be in the park. They also made links with Berkshire Women's Aid and FNP who promoted the event.

Use of the materials

The event included a rhyme time which used traditional rhymes e.g. the Grand old Duke of York as the previous year they had found it more difficult to get parents to join in with new and unfamiliar rhymes. They also produced song sheets to support this.

There was a storytime session for *Rumble in the Jungle* as well as books to look at. They used the elephant and lion mask craft activities and cut out materials. There was also play dough animals and cakes to be decorated which were adapted from the materials to make it suitable for outdoors. Goody bags for families to take home included *Rumble in the Jungle* booklets, cards, mask making, library information and children's centre timetables.

An information stand included materials from all the partners. The health visiting team (focus on safety in the sun) and the early year's team (speech and language) had a stand together in a gazebo for people to come and chat. They advertised being available to give information on these topics but the idea was that this helped start a dialogue and parents could talk to them about anything needed.



Funding and support for running the event

There was no funding for the event. They used individual budgets from each of the organisations involved and tried to keep it laid back with no sponsorship and ensured it was free for families.

This year they felt much better prepared after learning from last year, and they started planning early. All the logistical considerations were organised ahead of time including an overflow car park in case of high numbers attending, and a designated footpath for families to use. The children's centre brought extra water in case it was very hot. There was no back-up plan for wet weather and the promotion made it clear that '*they would be there rain or shine for the rhymetime*'. The event would only have been cancelled in extreme weather conditions where it wouldn't be safe to be in the park.

Further operational considerations before the event included:

- All children's centres have paediatric first aider
- Park rangers have first aid
- Toilet and changing areas provided
- Play area fenced in
- Parents responsible for own children and they gave out flyers to make this clear as parents arrived
- Risk management already completed from previous year which can be challenging and needs to be done well in advance – this only needed to be updated so straightforward this year
- Had to do a lot of research about health and safety for outdoor events last year which was time consuming – so this was all in place for this year

They didn't feel that they had any difficulties in organising the event. They received all of their resources and materials in time so felt there was no need for further support from Book Trust.

Trouble shooting

They feel that they could have had got more people involved in the rhymetime if they had spread out amongst the crowd. There were also issues with the sound and lots of people weren't able to hear. Other than these issues, they would do the same again.

Partnership working

Last year the council asked them to put on an event to promote the new play park, which coincided with National Bookstart week. This was set up very well and meant that everything was in place to continue running it this year.

It's an ideal opportunity to get everyone together under Bookstart

The event brought all the partners together to hold the event including ET teams, HV teams, children's centres, the Home Start branch and community wardens, although they were already working together because of Bookstart. There was lots of cross organisation working – children's centres gift the Baby packs, EY team gift the Treasure packs. It's a strong unitary authority where everyone works together with a strong team around Bookstart linking into other areas. There was one representative from each area to join the planning meeting in January, and they met again in May - each representative organised their own part of the event. The value of partnership working was seen in assisting to organise the event, but also for the positive impact on families in having so many useful organisations coming together:

Lots of families commented on how useful it was to talk to everyone in one place at the same time. [There was] shared knowledge & expertise. When families see everyone together it helps when they need to be signposted to a different team as the faces are familiar. There is less duplication of tasks.

Advice for running a similar event

The coordinator suggested starting in plenty of time and if using representatives from different areas, ensuring that they are the decision makers so that things aren't held up.

Case study 4 – Tiverton Library

Our Library staff are passionate about promoting reading and encouraging a love of reading from an early age. It is their positivity and support of Bookstart's aims that make the NBW events such a success!

Information on the event

Devon Libraries held 11 dedicated National Bookstart Week events this year, as well as many of the regular events taking on a jungle theme during National Bookstart Week. In addition to this, they also had many more events taking place in Devon Children's Centres.

At the biggest event held in Tiverton Library, author Michelle Robinson joined library and Children's Centre staff, local families and a local pre-school for a Jungle Adventure event. Michelle read the following books: "What to do if an elephant stands on your foot"; "How to find a fruit bat"; "There's a lion in my cornflakes" and "Ding Dong Gorilla". There were 15 adults and 20 children in attendance. Throughout the event, Michelle and library staff promoted the Bookstart "Read every Day" message.

[It was a] really good event, Michelle was lovely. She was very clear in her communication with the children and very enthusiastic.

They would like to hold a similar special event again next year. Parental feedback showed appreciation for having a craft session, as well as the opportunity for their children to mix with others. Parents also really valued the library as somewhere to bring them to have fun.



Promoting the messaging

The library staff promoted the 'read every day' message during National Bookstart Week in the same way as they do at all their events, including with the children's centre. The staff are enthusiastic and often incorporate a few statistics about the benefits of reading when delivering messaging. The anticipated benefits of promoting the key messaging for them include:

- Encouraging a love of reading
- Spreading messaging - importance of reading often and early in a fun way
- Supporting families in interacting and improving home learning, confidence, introducing families to the library
- Introducing families to really nice stories and a great selection of books

This messaging is always conveyed through sessions, and at this special NBW event, was communicated to approximately 35 people.

Promotion and targeting

The event was not publicised in the local press but was shared on the Devon Libraries' Facebook page which has over 300 likes and another local Facebook page with over 1000 likes. The event was also publicised in the Primary Times and on individual library Twitter accounts. The Book Trust template and NBW branded empty belly posters were used. Links have been developed with children's centres to do reciprocal advertising.

The local children's centre arranged to meet families beforehand to bring them to the event. Devon Libraries work successfully in partnership with the children's centre and targeted families team colleagues at both a strategic and local level:

They are great supporters of our events, promoting events to their families, and particularly to targeted or vulnerable families. This support ensures that our events and resources have a wide reach and that they will reach those families where their impact is likely to be greatest. We also have good support from our preschool settings.

Use of the materials

The choice of book was brilliant, loved the bold pictures and the colours, very clear on each page – easy for the children to get involved with

The event used a mixture of National Bookstart week materials and resources such as colouring sheets from Michelle's website. The children made elephant finger puppets (from Michelle's website) and decorated paper plates with pizzas for the gorilla to eat, tying into the 'Ding Dong Gorilla' story book. Michelle read some of her jungle-themed stories such as "What to do if an elephant stands on your foot" and was active in her participation with the children, asking them what they thought would happen next and getting them to mime so they were all involved.

Library staff gave out library information, as well as *Rumble in the Jungle* books, matching pairs games and elephant mask activity sheets, so that families could continue the 'jungle fun' at home.

Across Devon, the National Bookstart Week resources have been gifted through libraries, community libraries, mobile libraries, Children's Centres, targeted family teams, Homestart volunteers, prisons and hospitals:

Where possible the resources will be gifted at events designed to inspire a love of reading.

Funding and support for running the event

Devon Libraries allocates a small amount of events funding for events held during NBW. They also secured some funding from Public Health partners. This funds a part-time

Bookstart Outreach Officer post which allows them to promote Bookstart, develop partnerships and support the organisation of events.

Working with partners and having support from Book Trust and authors was also key to the successful delivery and organisation of the event. The event was supported by:

- **Book Trust:** the event organiser praised the support from the Book Trust regional manager, the Bookstart team, and their Bookstart outreach worker for ensuring the distribution of the resources and that everything ran smoothly. She also mentioned the stakeholder event which was '*a great source of ideas and inspiration*', and the resources and theme because '*it was something they could really get their teeth into and it was easy to pick up and run with*'.
- **Libraries:** in particular, their positivity and enthusiasm for hosting events for National Bookstart Week. The Library management team provided useful guidance and checklists for organising successful events, which they found to be a great resource for staff organising NBW and other events.
- **Authors:** supportive and enthusiastic authors and illustrators in, near, and connected to, Devon, as well as authors from further afield. Michelle Robinson was contacted because of the popularity of her books. '*Michelle was keen to get involved, enthusiastic about promoting the Bookstart message, full of ideas and proactive in promoting the event*'.

Partnership working

Devon Libraries work successfully in partnership with the Children's Centre and Targeted Families team colleagues who are great supporters of their events, promoting particularly to targeted or vulnerable families. This support ensures that the events and resources have a wide reach and that they will reach those families where their impact is likely to be greatest.

There were new families attending the event which was good. The library does events throughout the week with the children's centre as well as outreach. Sharing publicity about events coming up means that the library reaches people that the children's centre does not and vice versa, which works really well.

Trouble shooting

The event date had to change due to the author's availability. A lot of the pre-event communication went through groups that are run in partnership with the children's centre who work with 0-5 year olds. Consequently, some of the children were a little young for the stories and so their concentration span was not as long as some of the older children. However there was good feedback on the mix of stories and crafts which enabled parents to do something a little more active with the little ones and not just sit with stories.

Advice for running a similar event

Advice for others organising a similar event would include staying positive, being flexible and starting early. Having an author at the event was a big pull for children.



Smaller scale events case studies

Case study 1 – Royal Greenwich, London

It was a lovely event with a national reach – the message was applied universally yet it could be used to target more vulnerable families who might struggle with activities we sometimes take for granted. The resources were a fantastic tool to enable that.

Information on the events

The Bookstart Coordinator interviewed is based in Local Authority in Royal Greenwich and has a coordination role during NBW - raising awareness, sending out the links to the individual settings and providing them with guidance and ideas. The specific event management happened in the settings, and in all cases, the jungle theme was incorporated into existing sessions as there was not enough capacity to do something entirely new. Examples of these sessions include a themed 'Rumble at Rhythm & Rhyme' session, and a targeted one to one session following a Bookstart Corner session. A full description of the events are included in the appendix.



Additional resources were also distributed through partnerships to targeted families. This included working directly with Fostering Service and involved supervising social workers who supported the foster carers to share read every day message. The NBW resources were gifted during home visits. It also included working with a colleague who supports parents with children with Special Educational Needs through SENDIASS (Special Educational Needs Information and Advice Support Service) to support one identified child where the parent is keen to share the pleasure and fun of reading together. The targeted child was the younger sibling of a child with SEN, and the SEN team were able to talk to the parents about the needs of the younger child and also bring the two children together in a shared activity. The one to one session supported parental confidence through modelling and interaction and enabled the parent to both observe and also interact. More information on the distribution of resources through partnerships is included in the appendix.

Promoting the Bookstart message

All of the sessions promoted the read 10 minutes every day message. The coordinator felt that the ideal time to promote the message about the importance of reading is when everyone is gathered together to read the story:

[This is] when they are most of engaged and receptive. It also works well because the parents see the story time modelled, and also see how much enjoyment the children get from listening to the story



Partnership working

The coordinator felt that National Bookstart week provided an opportunity to develop new links with other services:

I was able to build on an informal conversation with someone in the fostering service, who had showed interest in our rhythm and rhyme session and materials, because National Bookstart Week was coming up it gave us the opportunity to work with the fostering team around Bookstart and reading every day message

The coordinator is running Bookstart gifting sessions with foster families and is now thinking about how to develop further links through the Bookstart programme, as there is currently no provision for looked after children aged 0-5 (early years)¹⁴. The Letterbox Club run by Book Trust is available for children aged 5-13.

She felt that all the sessions went really well, that carers were beginning to regard sharing books and rhymes as a way to bond with the child, and they will be running partnership events in the future.

Feedback on the resources

The Coordinator gave very positive feedback on the resources. She felt that they were effective as it was a story that children were really familiar with, and a story and theme that practitioners could tap into immediately. The text in the book was user friendly and appropriate, and a larger size than last year; *good to see feedback had been taken on*

¹⁴ Book Trust are currently exploring ways to support looked after children in the early years

board. The Big book version was also considered to be of high quality, and was effective as it picked out all the fun animals that children remembered from the story. The resources and associated sessions gave opportunities for the children to dance, move around and get physically active. She felt that the card game was great for the child - parent relationship, developing attention skills and shared activity. She also praised the resources as they related to the broad range of EYFS key outcomes, and elicited a very positive response from parents and children;

Parents and children [were] really excited by the resources, and really pleased to receive a gift to take home to extend the activities and enjoyment



They were told about the theme in good time, and therefore had plenty of time to brainstorm and plan. The resources also arrived on time which enabled them to send out to all centres. She noted that this had allowed them to be much better organised in advance than last year. She also thought that the theme was inclusive and accessible – both boys and girls were really excited, compared with super heroes last year which she felt was slightly more boy centric

Advice

Advice for other practitioners was to;

- Use the NBW branded empty belly poster for promotion (produced by Book Trust)
- Use the letter to parents to explain what NBW is about and promote understanding of why reading is so beneficial to children (produced by Book Trust)
- Keep it simple – focus on the story and the songs and use what you already have:

All the resources are designed so they are ready to go – it's not necessary to buy lots of extra props, puppets, to create the jungle theme, just use what you have.

Key successes

- Families made the links with Baby and Treasure packs and the Bookstart Bear, and understood it is as cohesive programme - not just a one off event
- Developed good relationships with partners which enabled them to reach targeted vulnerable children who might not go into a library or children's centre:

It was a lovely event with a national reach – the message was applied universally yet it could be used to target more vulnerable families who might struggle with activities we might take for granted. The resources were a fantastic tool to enable that.

Case study 2 - Barnsley, South Yorkshire

We focused on giving families a really memorable, fun session that would make them want to come back to the library in future

Information on the events

Numerous different events were held in different settings across the local authority. All the events were existing sessions themed around the jungle and incorporating the crafts. They extended the usual 45 minute sessions to 90 minutes, to fit in more activities. The coordinator sent round ideas to staff, and practitioners on the ground used their own knowledge around what works to plan the order of the sessions. This was important as they knew the regulars who would be coming, and the space. Sessions were planned but were flexible and could be adapted as they went along.

Sessions run included 'Jungle Adventures' with stories, rhymes and crafts – open to all, and nursery class visits to the library that incorporated gifting of the Treasure packs. This year they won the draw and so also had use of the Bookstart Bear costume which was felt to really '*add to the fun*'.



Promoting the Bookstart message

In busy sessions with a high turnout of families, it's felt that the most appropriate method of messaging is through modelling, which raises awareness and promotes perceptions that both the library and reading activities are fun; *'it is not very easy to incorporate sharing information within a busy activity session, they focused more on giving families a really memorable, fun session that would make them want to come back to the library in future'*. Sharing information and speaking to parents one to one is less practical in these environments, although where staff capacity allows, this is still done to an extent. Information sheets on the benefits of reading to babies and children were available to take away and the coordinator was also interviewed on local radio and so spread direct messaging to a wider audience.

Partnership working

The coordinator together with the Assistant Librarian worked in collaboration with branches, ensuring relationships with local people. It was considered important for the families to have familiar local people running the sessions, rather than practitioners parachuted in that the families didn't know. Collaborations with the children's centre and Mayor were considered successful and important for running the sessions.

Promotion and targeting

The events were promoted through social media including Facebook, press releases; websites including the families' information service on the council website and the intranet homepage. The library and children's centre used the templates provided by Book Trust. In order to reach families who weren't already engaged with the library or children's centre, the coordinator suggested posters at Morrison's, local shops and health centres. This was felt to have limited success however as although bigger posters are more visually impactful, there isn't always the space for them and they don't get put up.

Families were targeted through the local children's centre, as well as library users and families who used to attend a library session which has now stopped – giving them the opportunity to attend a session again and find out about other regular sessions. Libraries successfully attracted families that don't normally come to their groups. Awareness was raised about the regular sessions that are available and families expressed intentions to attend them.

The NBW events provided opportunity to speak to large groups of people and raise awareness and signpost to regular sessions. It's difficult for settings to measure impact in a formal way however evidence of continued engagement following a session was cited of a mum who asked on Facebook afterwards for words to a song that was sung at the session.

Use and feedback on the resources

As well as the jungle-themed National Bookstart Week resources, one of the libraries made a cardboard box Elmer which became an extended activity beyond NBW, adding to the patchwork in the weeks following NBW and giving families a sense of continuity. Coloured paper rather than paint was used as some staff preferred less messy crafts.

Overall, the settings had sufficient resources, although in cases where they did run out, resources that were easy to print off or photocopy were preferred.

Families were not familiar with the jungle rhymes and settings tended to use their own ideas. It was felt that popular rhymes were better received, and perhaps in future it would be useful to give people chance to familiarise themselves with new rhymes so they know them beforehand. Practitioners also didn't know the tunes to some of the rhymes so perhaps linking to MP3s would have been useful.

One of the children's centres found that the resources were a bit prescriptive and didactic i.e. 'follow the instructions', which didn't focus enough on fostering children's own creativity. However they did acknowledge that they were just ideas and they were really grateful to have them. It was also acknowledged that they were well suited to library staff needs and that they appreciate '*something off the peg ready to use*' whereas early years felt they were to an extent limiting creativity and self-expression e.g. '*I don't care if the mask they make is half monkey half crocodile*'.

Trouble shooting

High turnouts at sessions open to all - limiting the numbers and organising a booking system could help prevent overcrowded sessions, however a fair system is difficult to put in place as regular attendees tend to book early, whereas the less engaged families are not always as proactive and therefore would miss out. This is something that needs to be carefully considered for next year.

At the beginning of the week there were issues with signing people in, counting them, and organising the photo consent as this wasn't always planned ahead of time and stickers which were an important resource didn't arrive until mid-week. By Wednesday, a plan had been put in place and sticker strips were used for two purposes:

- Keeping track of numbers – easy to count empty strips
- Identifying children whose parents had/hadn't given consent for photographs, as they were easy to visually identify without stigmatising anyone

Advice

Advice for those who haven't held events before included building on an existing session so as to have the core audience, and to involve people who will be able to give ongoing support e.g. partners with continued points of contact such as children's centre afterwards, so there is continuity.

Key successes

- Collaboration with children's centre and Mayor was successful
- High levels of thought and preparation from library and children's centre staff ensured the sessions were really fun for the families
- Vibrant and eye catching resources that resulted in fun activities, improvements on last year's theme meant children very engaged with animals as they are already familiar with the concept



Case study 3 – Nottinghamshire

It's been a nice easy year for them [libraries] in regards to finding activities because there was so much on the Bookstart website, but jungle animals was a good theme and the children really enjoyed it

Information on the events

A mixture of regular and special NBW sessions were held throughout the week including Jungle themed Storyhullabaloo and Rattle, rhyme and roll. A few used other Jungle themed books as well as *Rumble in the Jungle* and the Bookstart Bear attended eight of the events as a special guest which generated a lot of excitement and anticipation. The organiser had a coordination role across the local authority and was very proactive in this:



I made sure every week I emailed them [libraries] with, links, ideas, reminded them about the website, kept them well informed to make sure they were on the ball, and because they were prepared from an early stage, they planned a lot better.

Promoting the Bookstart message

The reading every day was also promoted through modelling the story session. Many of the libraries also had additional books related to the Jungle theme on display, talked individually to the families about the books and made recommendations, and encouraged them to join the Bear club. She felt that in this way the messages were conveyed implicitly rather than explicitly;

It was all about getting them to realise, without actually saying so, that this resource is available to them [the families]

It was perceived as successful, as the families borrowed a lot of books. It was recognised that some libraries were better at it than others, although it was felt that in libraries where it was less successful, this was largely down to staffing.

Partnership working

Many of the libraries have existing partnerships with other agencies such as Sure Start and local nurseries, encouraging families who were engaging with those services to attend the events in the libraries. These partnership working opportunities are extended and built on as a result of NBW, it also highlighted where this partnership working was missing and which libraries could benefit from building links to support their targeting.

Partnership working was particularly important for targeting families in isolated areas where engagement with the library is very low. In one example, attendees to the session went from 3 families in the regular sessions, to 15 for the NBW session because of the partnership working with the children's centre. They are planning to start making more links and doing this more often. It was the first time this year that the library and Sure Start had put on a special event. The messaging in this case was also considered successful evidenced by 2 new members to the library and families borrowing books.

Promotion, targeting and partnerships

All the events were promoted on the 'what's on in Nottinghamshire' website. Libraries promoted their events internally as well using posters. One particular library had an effective strategy of:

- Making bookmarks with a picture of the Bookstart Bear and the simple message that the Bookstart Bear is coming to the library. They were handed out to children in the weeks leading up to the event
- Large A3 poster put up in the foyer with a picture of the Bookstart Bear which was very visual

The coordinator has taken the promotion ideas used in certain local libraries, and put them in a folder on the internal shared drive ready for next year, so that all libraries across the local authority can share best practice more.

Libraries noted that they had new families coming to their sessions and felt that the NBW event had encouraged new families to attend. Libraries also noted new members joining up and families borrowing books.

The organiser felt that they had successfully built it up and generated a lot of excitement around NBW this year. They also ran a prize draw competition where families had the chance to win a book if they filled in a slip to say why they loved the library. They felt this was successful in encouraging families to engage and join in more with what's on offer at the libraries, and also gave library workers the opportunity to push the Bookstart Bear club.



Feedback on the resources

There were enough resources and the parents liked the books *'they were a bigger size than last year - the pictures were nice and bright and was related to something they could quite easily do at home'*. The elephant masks were also very popular although it was felt that the colouring sheets were a little bit too advanced for some of the children, although they were still felt to be useful *'they enjoyed scribbling on them anyway'*. The website resources were particularly valued as well as the Jungle theme:

Trouble shooting and support from Book Trust

Although the resources did arrive on time, it can be a challenge to distribute them as it's quite a big county and some of the libraries only have a van delivery once a week. The coordinator felt that if the resources could arrive even earlier it would give the libraries more planning time as ideally, it's better to see the print resources rather seeing them online.

It was felt that in some libraries, having a named person for responsibility of the under 5's sessions, could help ensure that '*they have preparations in hand*'.

Lack of press and VIP involvement – the press release was sent out but press interest was noticeably less than previous years, and although a few turned up and took photos others said that they would but didn't. She is planning to try harder to get both more involved next year.

She didn't feel there was a need for any more support from Book Trust although suggested that A3 posters would be useful to have electronically so that localised information can be added in to use for promotion.

Advice

Two key pieces of advice were:

- Be prepared to plan well in advance
- Support libraries as much as possible with organisation and promotion, and share best practice examples across libraries

Appendix 2

Distribution of *Rumble in the Jungle*

This year we distributed copies of *Rumble in the Jungle* to the following partners:

Type	Number of addresses	<i>Rumble in the Jungle</i> Small Booklets	<i>Rumble in the Jungle</i> Big Books	Card Game Activity	Elephant Mask Activity	A4 posters	Empty Belly posters
Local Authorities (incl. libraries)	165	216,250	3,309	203,010	203,062	4,791	6,152
FNP	111	4842		3820	3670		
Homestart	95	4,600		4,600	4,600		
Booksellers	74	4,250		1,950	1,950	191	129
Foodbanks	118	5,850		50			
Children's Centres	1,538	153,825	1,570	153,550	153,400	3,046	3,046
Northern Ireland	2	5,570	157	5,570	5,570		
Costa Coffee	65	7,500		6,600			
Neonatal Clinics	48	1,587					
Hospital Schools	5	225		225	225		
Hospices	5	215		215	165		
Prison Visitor Centres	13	705	100	560	605	4	
Special Schools	8	400		400	350		
Nurseries	18	1,023		1,033	1,033		
Playgroups	3	148		148	148		
Refugee groups/ organisations	10	520					
Cafés	1	50		50			
Childminders	27	269		622	622		
Health Visitors	2	300	5	300	200	5	
Family Support Charities	3	90		75	50		
Preschools	18	958		1,017	1,017		
Primary schools	2	45		105	105		
Wales	22	4,700	246		4,550	268	
Totals	2,331	409,222	5,141	383,900	376,772	8,037	9,327