

BookTrust Cymru: Big Welsh Rhyme Time Commissions 2021

Summary

We are inviting poets, writers, musicians and performers to help us create some special new content for the Big Welsh Rhyme Time 2021.

We are offering up to four commissions of £500 each.

Submission deadline: Midnight, Sunday 6th December

We will aim to inform the successful applicants as soon as possible in the w/c 7th December.

All work must be complete and submitted to BookTrust Cymru by Friday **15th January**.

About the Big Welsh Rhyme Time

The Big Welsh Rhyme Time/ Amser Rhigwm Mawr Cymru is a week-long national celebration of sharing rhymes, poems and songs in the early years. It aims to promote and encourage fun and enjoyable rhyme sharing activity for young children in Wales aged 0-6, in Welsh and English. It supports oracy development, literacy skills and creativity.

The Big Welsh Rhyme Time 2021 will run from 8th – 12th February.

Children take part via schools and a wide range of early years settings, including libraries, Mudiad Meithrin, nurseries and Cymraeg i Blant sessions. Participating children receive special certificates and stickers, and the week is supported by online and PR activity.

The Big Welsh Rhyme Time launched in 2018, and last year over 22,000 children took part.

<https://www.booktrust.org.uk/what-we-do/booktrust-cymru/the-big-welsh-rhyme-time/>

What we are looking for

We are looking for **different voices from Wales to help us create fun and engaging content that will encourage children to share and enjoy rhymes, poems and songs** during the Big Welsh Rhyme Time – and beyond.

We want the new content to support children in the Foundation Phase. We are focusing new developments this year on **children in Year 1 (5-6)**.

As a minimum, each commission should include:

- **At least one new rhyme, poem or song**
- **A film of the rhyme, poem or song being performed**

We also invite you to propose any additional content that will support children to engage with the rhyme, poem or song. We are open to creative suggestions and encourage you to include other elements in your proposals that will increase engagement and enjoyment.

We plan to showcase one commission each day during the Big Welsh Rhyme Time week (8th – 12th February), via our online channels. The text of the rhymes, poems and songs will be designed to produce branded resources for schools.

There is no set theme for the Big Welsh Rhyme Time 2021, but we are emphasising the fun and enjoyment of sharing rhymes, poems and songs.

We want the content to reflect the linguistic diversity of Wales across the commissions. This will obviously include English and Welsh, and may also include some of the other languages that are spoken in Wales.

About BookTrust Cymru

BookTrust is the UK's largest children's reading charity. We are dedicated to getting children reading because we know that children who read are happier, healthier, more empathetic and more creative; they also do better at school.

Each year, we reach 3.9 million children across the UK with books, resources and support to help develop a love of reading. BookTrust gets children reading in lots of different ways, but our priority is to get children excited about books, rhymes and stories.

Other considerations for the commissions

Above all, the content should be engaging for children in the Foundation Phase in Wales, especially children in **Year 1**. It should also be engaging for parents/ carers and accessible for practitioners as a teaching support.

Content must be appropriate for use in schools and at home. It is likely that some schools will be delivering blended learning in February (a mixture of face to face, distance and online learning) so the commissions should support this need.

Children in Year 1 are making the transition from nursery rhymes to early poetry. Songs and rhymes with a strong rhythm, fun rhyming patterns or enjoyable language are likely to appeal to this age group. You can see the rhymes selected for children in Reception in our Pori Drwy Stori programme here: <https://www.booktrust.org.uk/what-we-do/programmes-and-campaigns/poridrwystori/autumn-term-resources/the-rhyme-challenge/>

The content must appeal to children across Wales and be suitable for all the children who make up contemporary Wales. It should suit learners from a range of family and home backgrounds, and be genuinely inclusive.

Across the commissions, we will be looking for content that suits the linguistic diversity of children in Wales, including first language Welsh speakers, Welsh learners (in English and Welsh medium schools), and children and families who have English or Welsh as an Additional Language.

Whilst the emphasis is on fun and enjoyment, rhymes and songs which support literacy and numeracy development, as well as learning in other areas, will add value to the work.

Filmed content should meet BookTrust's filming guidelines (see Appendix 1).

Other terms

BookTrust Cymru will look to meet all requirements across the commissions offered. We recognise that not all commissions may be able to meet all requirements, especially in relation to language.

BookTrust Cymru reserves the right to award less than four commissions if applications are not suitable.

We welcome and encourage proposals from people from a diverse range of backgrounds, from across Wales.

Content will be shared on the BookTrust Cymru website and across our social media platforms. Content will be shared with BookTrust branding. BookTrust Cymru will add branding to films and, if required, subtitles.

BookTrust Cymru will advise on suitability of content as the commissions develop and reserves the right to request changes to ensure commissions meet the brief.

Budget

Each commission will be worth **£500**. This should cover all costs, including any expenses.

Fees will be paid on submission of final work, unless otherwise agreed.

How to submit a proposal

Please submit a short proposal including:

1. **A short biography**, including:
 - Relevant experience and/ or expertise
 - Samples of previous work, if appropriate
 - Experience of working bilingually, in Welsh and/ or with other languages
2. **A brief proposal**, including:
 - What you propose to produce for the commission
 - How this meets the requirements of the brief
3. **Any other information that you feel will support your proposal**

Proposals will be judged against the following criteria:

1. Quality of proposal against project requirements
2. Relevant experience
3. How the selected commissions will deliver an exciting package for children, across the range of content offered

Please submit your proposals to: booktrustcymru@booktrust.org.uk

To discuss the project, please contact Claire Taylor: claire.taylor@booktrust.org.uk

Appendix 1: BookTrust Filming Guidance 2020

This is general guidance for all BookTrust filming work.

For any filmed content:

- The preferred format is HD video (1920 x 1080 in resolution); all films should be made in landscape format.
- Clear sound quality is vital and background noise should be eliminated; we advise using an external microphone rather than integrated.
- Films should be made using a tripod or similar.
- Films should be well-lit and free from interference.
- Settings and background should be uncluttered.

Technical guidelines:

- **Lighting:** Make sure you film in a well-lit space. Please avoid letting your face be lit by a computer screen when working with webcams, as this can give a blue and unflattering look.
- **Sound:** Please ensure the sound is as good as possible. This is very important, so please do what you can to eliminate any background noise (e.g. loud traffic, people speaking, washing machines, TVs, air con etc.).
- **Try and use an external microphone** (i.e. not the internal mic in an iPhone) and get it as close to you as possible without being in the shot.
- **Please film in landscape** (except for Instagram)
- **Format:** The preferred format is HD video (1920 x 1080 in resolution)
- **Setting/background:**
 - The setting can be anywhere that is comfortable and cosy, not too clinical
 - It's important that any surroundings are realistic/ relatable for a wide range of families
 - Backgrounds need to be as plain and uncluttered as possible
 - Please wear whatever you're comfortable in. Avoid anything with large logos, words, recognisable branding or jazzy patterns.

How the films will be used:

BookTrust will show full films on our website, YouTube channel and Facebook, and use shorter clips across its social media channels – Facebook, Instagram, Twitter etc.

They will remain on our channels/ website.

We may need to make small edits and it is usual for us to bookend the film with BookTrust branding.

Note: Wherever possible we will include relevant credits.