

BookTrust Cymru

Invitation to bid to produce short films for the Pori Drwy Stori programme

The short films will support the new Pori Drwy Stori Rhyme Challenge.

The programme is delivered in schools in Wales and available children in Reception (aged 4-5).

Submission deadline: 5pm, Wednesday 10 April 2019

About BookTrust Cymru

BookTrust is the largest reading charity in the UK. Our work in Wales is delivered by our in-country office, BookTrust Cymru. We work to inspire a love of reading in children because we know that reading can transform lives. We give out over 3.4 million carefully chosen books to children throughout the UK; in Wales and England every parent receives a BookTrust book in their baby's first year of life through our Bookstart programme. Our books, guidance and resources are delivered via health, library, schools and early years' practitioners, and are supported with advice and resources to encourage the reading habit.

Reading for pleasure has a dramatic impact on educational outcomes, well-being and social mobility, and is also a huge pleasure in itself. We are committed to starting children on their reading journey and supporting them throughout.

About Pori Drwy Stori

Pori Drwy Stori encourages families to enjoy books, rhymes and numbers together and is delivered in partnership with schools in Wales. Every child in Wales in Reception (4-5 years old) receives a specially designed literacy and numeracy resource each term. The programme is designed to support literacy and numeracy skills within the Foundation Phase and, crucially, to support parents and carers to play an active role in their child's learning and to support schools to develop a positive home-school link.

In 2017-18, BookTrust Cymru piloted an extension of the programme for children in Nursery (aged 3-4), focusing on oracy/ speaking and listening skills. The Nursery programme was rolled out to reach 10,000 children in 2018-19 and will continue in 2019-20.

BookTrust Cymru provides a full programme of support for teachers and other practitioners to enable them to get the most out of Pori Drwy Stori.

You can find programme information, including a range of case studies, at <https://www.booktrust.org.uk/what-we-do/programmes-and-campaigns/poridrwystori/>

Details about the programme resources can be found at the end of this document:

- Appendix 1: Pori Drwy Stori Reception programme
- Appendix 2: The new Rhyme Challenge resources
- Appendix 3: The new Rhyme Challenge rhymes and songs
- Appendix 4: The Pori Drwy Stori explorer characters

Purpose of this contract

To produce a series of short films to support the new and updated **Pori Drwy Stori Rhyme Challenge for children in Reception**.

The new Rhyme Challenge is based on 20 rhymes and songs (10 English and 10 Welsh), selected to support children with different abilities (including in English and Welsh) and to offer progression and challenge.

The new Rhyme Challenge focuses on a 5-week period and all children will learn at least one rhyme or song per week (teachers will be able to choose how to make the best use of the programme for their class). Each set of rhymes is grouped according to a specific theme. These themes have been chosen to generate interest and engagement and to support specific educational and developmental outcomes (e.g. language development, movement skills etc).

The Rhyme Challenge is based on a series of hard copy resources for children, which will be used in school and at home (see Appendix 2). It is based upon the concept of 'a journey through rhymes and songs' and uses the Pori Drwy Stori explorer characters.

Core requirement:

We want each rhyme or song to have an accompanying high resolution and quality film to enable children, parents/ carers and practitioners to engage with them.

The rhymes and songs vary in length and are approx. 1-2 minutes long.

To consider:

Stakeholders have suggested developing an additional set of simple short films to contextualise the Rhyme Challenge and draw out the motif of the 'journey through rhymes and songs' e.g. through using the explorer characters to introduce the rhymes each week (this could be actors playing the character or through using simple animations). These ideas are still in development and we welcome bidders to:

- a) Comment on the feasibility of this idea within the available budget;
- b) Share any creative ideas for this aspect of the work.

Objectives of films

- To enable children, parents/ carers and practitioners to join in with the rhymes and songs i.e. by demonstrating clear delivery;
- To engage children and parents/ carers with the rhymes and songs and generate fun, enjoyment and interest;
- To bring the Pori Drwy Stori Rhyme Challenge to life for children and families.

Deliverables

A minimum of:

- 20 short films showcasing each of the rhymes and songs in the Pori Drwy Stori Rhyme Challenge.

To consider:

- A series of short introductory films (or similar – bidders are welcome to share creative ideas) to contextualise the rhymes for each week (detail to be confirmed, drawing on input from the successful bidder as well as stakeholders)

Films should be subtitled (in the language of the film) to support engagement.

Artwork has been commissioned to support the Rhyme Challenge and this will be available to the contracted organisation to use within the films to link to the hard resources. This includes some additional explorer characters as well as a simple illustration for each rhyme and song.

Length

Films will be approx. 1-2 mins long and will be housed on the Pori Drwy Stori section of the BookTrust website.

They will also be available via social media channels.

Target audience

The films should be engaging for children as well as parents/ carers.

They should also be accessible for practitioners as a teaching support (e.g. becoming familiar with the rhymes and songs).

They should be appropriate for use in schools and at home.

Content

The films should:

- Be fun and engaging and suitable for the audience – particularly young children;
- Bring the rhymes to life;
- Be paced and pitched to suit the audience (young children, Welsh learners, children and families who have English or Welsh as an Additional Language);
- Be in line with the ethos of the Rhyme Challenge and the Pori Drwy Stori brand and style;
- Clearly demonstrate each rhyme and song, exactly in line with the written version in the resources – including any accompanying actions;
- Include subtitling in the language of the rhyme or song;
- Include a cover and end slide (details to be provided by BookTrust Cymru).

As one key priority of the films is to enable users to become familiar with the rhymes, clarity of delivery and fidelity to the rhymes in the resource is key. We would therefore request that the rhymes and songs are 'performed' by professionals.

However, we also know that children enjoy seeing footage of other children and that this can support engagement; we invite bidders to consider different kinds of footage for the rhymes.

We welcome bidders to provide creative suggestions about how they can bring the rhymes and songs to life and use these films as an opportunity to really engage children and families and help create quality online content to support the Rhyme Challenge resources.

We are interested in hearing ideas from bidders that meet the core requirements of these films and give creative suggestions for developing the resources further.

Note: Artwork has been produced to accompany the Pori Drwy Stori Rhyme Challenge, including illustrations for each rhyme and some new Pori Drwy Stori characters/ mascots. The successful bidder will have access to this artwork to use in the films.

Bilingualism

10 films will focus on Welsh rhymes, 10 will focus on English rhymes.

All slides should be bilingual.

Any additional content should be bilingual and/or offer parity of experience and quality in both English and Welsh.

Bidders are asked to outline how they will manage the bilingual requirements of this project as part of their bid.

Roles and responsibilities

BookTrust Cymru will:

- Advise on content and provide input from stakeholders;
- Supply information for content development e.g. illustrations, brand assets and guidelines; rhyme materials, content for additional non-rhyme films (if agreed) including scripting;
- Provide feedback during the editing process;
- Provide contact details for recommended schools, if needed;
- Provide consent forms for participating schools and families to complete.

We anticipate that a representative from BookTrust Cymru will attend the filming sessions to advise about content.

The successful bidder will:

- Provide project management;
- Complete all filming and editing, including providing translation and subtitling where appropriate and submit files in an agreed format for public sharing;
- Recruit actors as needed;

- Produce high quality and resolution film content in both English and Welsh, including providing subtitles where needed;
- Ensure all relevant permissions are provided;
- Update BookTrust regularly in relation to project progress.

Deadlines

All materials should be completed and ready for public sharing by 21st June 2019.

Budget

The total budget available for this piece of work is: **£5,000**

This should cover all costs, including travel and expenses.

Please provide an itemised budget, including how you will use it to meet the core requirements and any additional proposals for adding value to the work.

How to bid

To bid for this contract, please submit a short proposal outlining:

- Your prior experience of working on similar projects and any other relevant expertise
- Your planned outputs for the project
- How you will meet the requirements described above
- Any risks or challenges and how you will overcome them
- Any other information that you feel will support your bid

Bids will be judged against the following criteria:

1. Quality of proposal against project requirements, including bilingualism (50%)
2. Value for money (25%)
3. Track record of working on similar projects (15%)
4. Risk management and quality of delivery plans (10%)

Please submit your bids in English/ Welsh with and English translation to:

Helen Wales, Head of Country – Wales, Helen.wales@booktrust.org.uk

02922 676771

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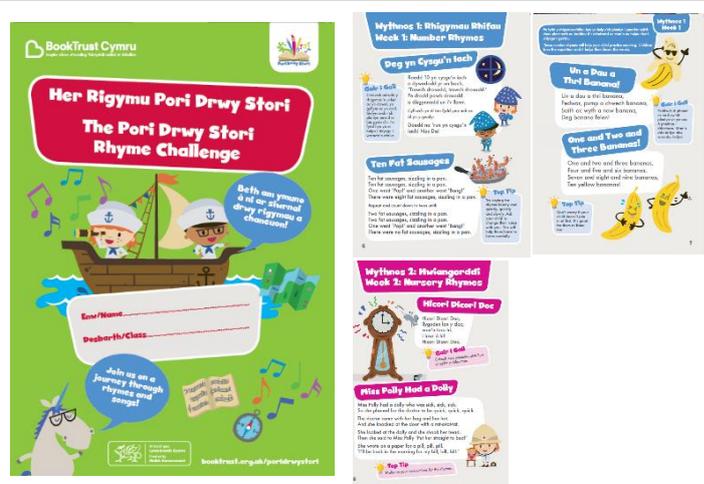
Submission deadline: 5pm, Wednesday 10 April 2019

We anticipate that the work will begin in mid-April 2019 (asap after the award of the contract).

Appendix 1: The Pori Drwy Stori Resources

Time of Year	About the Resource
Autumn term (first half)	<p>The Rhyme Challenge</p> <p>Pori Drwy Stori Rhyme Challenge pack is sent to all Reception classes in Wales for free and includes a rhyme booklet of Welsh and English rhymes for each child, a certificate for each child and posters for the school or classroom. Children can learn some or all of the rhymes and many schools hold celebration events to share the rhymes with parents and carers. The Rhyme Challenge is being updated for new roll-out in September 2019 and will focus on the idea of 'a journey through rhyme and song'.</p>
Autumn term (before and around Oct half term)	<p>My Weather Watch Calendar</p> <p>Each Reception class in Wales receives a calendar for each child, recommended to be sent home over the October half-term. Parents and carers can help their child create a simple and fun data set about the weather, and learn about time, date and days of the week.</p>
Spring Term (January)	<p>Boomerang Book Bags</p> <p>All schools receive a set of Boomerang Book Bags to use in the Spring term with their Reception class. Schools receive a minimum of one bag per five children and each bag contains two lovely picture books for the children to take turns with at home. Each child also receives their own activity magazine to keep. The resource supports reading for pleasure in the home and encourages parents and carers to join children as partners in their learning.</p>
Spring term (before February half-term)	<p>Hide and Sheep cards</p> <p>Every Reception child in Wales receives their own set of these cards to develop numeracy skills through playing simple and fun games. We advise teachers to introduce the games in class and send them home over February half term to support families to engage with numeracy in the home.</p>
Summer term (first half)	<p>My Book</p> <p>Each Reception child in Wales receives their own My Book scrap book as part of Pori Drwy Stori. This book-making resource supports exciting projects for children to become authors themselves!</p>
Summer term (just before summer holiday)	<p>Unicorn's Challenge Magazine</p> <p>Each child in Reception class receives a Unicorn's Challenge magazine to take home over the summer holidays. The magazine supports children to consolidate their literacy and numeracy over the holiday through fun activities such as board games and bingo, and each child also receives a set of dice and counters. We encourage teachers to introduce the magazines and games in class and make sure parents understand the purpose of the magazine is to have fun together learning at home.</p>

Appendix 2: The new Pori Drwy Stori Rhyme Challenge – draft artwork

Resource	Visual
<p>Rhyme Challenge Certificate. One for every pupil, on completion of the Rhyme Challenge.</p>	 <p>A colorful certificate with a yellow background and a white starburst. It says 'Da iawn! Well done!' and 'Rwyf i'n seren o rigymmer! You are a star rhymmer!'. There are fields for 'Enw/Name' and 'Dyfeddiad/Date'. The bottom features illustrations of children and a unicorn.</p>
<p>Pori Drwy Stori Rhyme Challenge: Teacher Guide. A simple Guide to support practitioners on delivery of their resources.</p>	 <p>Two pages of a teacher guide. The left page is titled 'The Pori Drwy Stori Rhyme Challenge: Teacher Guide' and lists resources, what is needed to do it, and how to use it. The right page is titled 'Her Rigymu Pori Drwy Stori: Cofrestru'r Ather' and provides details on the challenge, including the number of rhymes and the weekly themes.</p>
<p>Rhyme Challenge Booklet. One for every pupil. This Booklet contains all the rhyme pupils could learn for the Rhyme Challenge. The Booklet contains 20 rhymes/ songs, split into 5 weekly themes.</p>	 <p>A booklet cover and several pages of rhymes. The cover is titled 'Her Rigymu Pori Drwy Stori The Pori Drwy Stori Rhyme Challenge' and features a boat illustration. The pages show rhymes for 'Mythnos 1: Nifer Rhymus', 'Mythnos 2: Rhwngardd!', and 'Mythnos 3: Hwngardd!'. Each rhyme includes a title, the text, and a 'Top Tip'.</p>
<p>Rhyme Challenge Journey Poster. One per class. For classes to record their rhyme journey.</p>	 <p>A large, colorful poster showing a journey through five weeks. It features a path with a unicorn, a boat, and a horse. Each week has a label: 'Mythnos 1 Week 1', 'Mythnos 2 Week 2', 'Mythnos 3 Week 3', 'Mythnos 4 Week 4', and 'Mythnos 5 Week 5'. There are fields for 'Enw/Name' and 'Dyfeddiad/Class'. The bottom right has a box for 'Cofrestru'r Ather'.</p>

Appendix 3: The new Pori Drwy Stori Rhyme Challenge – rhymes and songs

	English Rhymes/ Songs	Welsh Rhymes/ Songs
Week 1 – Number Rhymes	Ten Fat Sausages	Deg yn Cysgu'n lach
	One and Two and Three Bananas!	Un a Dau a Thri Banana!
Week 2 – Nursery Rhymes	Miss Polly Had a Dolly	Hicori Dicori Doc
	Grand Old Duke of York	Fuoch Chi Erioed yn Morio?
Week 3 – Tongue Twisters	Yellow Butter Purple Jelly	Pedoli Pedoli
	The Seasons	Tarw Corniog
Week 4 – Action Rhymes	A Sailor Went to Sea	Pen, Ysgwyddau, Coesau, Traed
	Head, Shoulder, Knees and Toes	Migldi Magldi
Week 5 – Fun Poems	Frank the Friendly Alien	Pry Pric yn y picnic
	I Eat My Peas with Honey	Dw i'n Hoffi

Appendix 4: The Pori Drwy Stori explorer characters:

