

BookTrust Cymru

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

We are inviting a storyteller or group of storytellers to produce a series of short films to support the Pori Drwy Stori Weather Watch calendar resource. The films should share stories linking to the theme of 'the weather'. These should be stories told orally rather than readings of books.

The Weather Watch calendar is usually used by children in Reception (4-5 years) over the October half term holiday. These films will extend the life of the resource in the autumn term and support further engagement. They should also help children develop a love of stories.

The set of films must include Welsh and English content.

Submission deadline: 5pm, Sunday 6th September 2020

We will aim to inform the successful bidder of the outcome as soon as possible in the w/c 7th September.

Deadline for submitting films: At least two Welsh and two English language films should be available by **30th September 2020**; the remaining content should be submitted by **9th October 2020**.

You can see the Weather Watch resources here: <https://www.booktrust.org.uk/what-we-do/programmes-and-campaigns/poridrwystori/autumn-term-resources/weather-watch-calendar/>

You can see other Pori Drwy Stori content, including films, here: www.poridrwystori.org.uk.

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.

About Pori Drwy Stori

Pori Drwy Stori encourages families to enjoy books, rhymes and numbers together and is delivered in partnership with schools and nurseries 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 has reached an increasing number of children each year and will reach 20,000 children in 2021.

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 www.poridrwystori.org.uk

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

Purpose of this contract

We are seeking experienced storyteller(s) to produce a series of films which tell short stories to support **Pori Drwy Stori Weather Watch calendar for children in Reception**.

These story-based films will support children and families to get more out of the Weather Watch resource during the autumn term 20-21. They will also link to the summer term My Book writing activity, by providing story stimulus for children and practitioners to revisit in the summer term.

Children will be returning to school in September after over five months away. Pori Drwy Stori offers a fun and friendly way to support this major change.

Schools in Wales also need to develop plans for blended learning (a mixture of face to face, distance and online learning). We hope that developing an additional online element for the resource will help to engage children and to continue learning for all, regardless of external circumstances.

Literacy and numeracy skills will be a priority for all learners, so we hope these films will help to contribute to children's development in these areas.

Core requirement:

We want a series of short story-based films to extend the learning and enjoyment opportunities offered by the Weather Watch resource. The films should be stories told orally rather than stories read from books.

Each film should share a different story. They should link to the theme of the weather and be enjoyable for children at this stage in Reception.

The set of films should include:

- A minimum of 4 English language stories, incorporating incidental Welsh familiar to learners at this stage where appropriate
- A minimum of 4 Welsh language stories, suitable for children attending Welsh medium school (first language and non-mother tongue speakers)

Objectives of films

- To enable children to enjoy stories – either alone, with classmates or with family
- To increase engagement of children, parents/ carers and practitioners with the Weather Watch resource and Pori Drwy Stori
- To support children to develop literacy skills, including listening and attention skills
- To provide tools to support practitioners with the blended learning requirement at this current time.

Note: we anticipate that these films will form a permanent part of the PDS resource bank, rather than only used this year. The stories should therefore not explicitly reference the current crisis.

Deliverables

A minimum of:

- 4 English language stories, incorporating incidental Welsh familiar to learners at this stage where appropriate, and linking to the Weather Watch resource
- 4 Welsh stories, suitable for children attending Welsh medium school (first language and non-mother tongue speakers), and linking to the Weather Watch resource

In addition, the successful bidder should provide:

- A summary paragraph of each story to support teachers in their planning
- A series of short c.10 second clips to introduce the stories to support sharing and promotion on social media (see guidelines)

Length

We appreciate that the length of stories varies, and that bidders could usefully include stories of different lengths to develop progression.

We would anticipate that the films will be 3-5 minutes long. The maximum story length should be 5 minutes, and 3 minutes suits the attention span in this age group.

Target audience

Above all else, the films should be engaging for children aged 4-5 years in Wales, in their first term in Reception.

They should also be engaging for parents/ carers and 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 enjoyable and engaging and suitable for children in Reception (autumn term);
- Connect to the theme of ‘the weather’;
- Include a range of stories that will engage different children and offer variety;

- Be paced and pitched to suit the audience (young children, Welsh learners, children and families who have English or Welsh as an Additional Language);
- Include content that is accessible and engaging for all learners, from a range of family and home backgrounds, and which is genuinely inclusive;
- Be in line with the ethos of Pori Drwy Stori.

Additional considerations

- We welcome bids from individual storytellers and from groups of storytellers who, between them, can offer variety and diversity;
- Stories can be traditional tales or new tales and can come from anywhere in the world, though we encourage bidders to include some Wales-based stories (copyright should be agreed for any materials used);
- Traditional tales can often appear to reflect outdated stereotypes, so we are keen to hear how bidders will select material that is inclusive and suitable for children in contemporary Wales;
- Every Reception child in Wales has access to Pori Drwy Stori, so stories should be selected with the aim of avoiding sensitivities which may disengage certain children, particularly in relation to presentation of family relationships;
- You are welcome to consider incorporating simple rhymes or songs into the stories, if appropriate for the content chosen;
- We welcome proposals for creating continuity between the films and help children to engage e.g. repeated phrases or actions;
- The Welsh and English language stories do not need to be the same.

Technical requirements

We want bidders to focus on providing engaging, clear stories. However, we need the films to be of a standard appropriate for sharing online as part of the Pori Drwy Stori programme and to meet technical requirements.

Core requirements are:

- 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.
- We advise bidders to think carefully about use of props and puppets so that the stories remain clear and can be enjoyed as audio only if preferred.

More guidance about filming requirements can be found in Appendix 1.

We will share the films on the Pori Drwy Stori section of the BookTrust website initially. They will also be available via social media channels. We usually host films on the BookTrust YouTube channel for ease of access.

Roles and responsibilities

BookTrust Cymru will:

- Advise on content and provide input from stakeholders where appropriate;
- Agree the final story content with the successful bidder;
- Provide feedback during the filming and editing process as required;
- Add branding to films as needed e.g. opening and closing slides;
- Add subtitles to films if required.

The successful bidder will:

- Provide project management;
- Develop content that is suitable for the audience and which meets the project brief;
- Complete all filming and editing and submit files in an agreed format for public sharing;
- Produce high quality and resolution film content with clear audio, in both English and Welsh;
- Ensure all relevant permissions are provided e.g. any stories are clear of copyright restrictions;
- Provide a short written outline of each story (approx. 150 words);
- Update BookTrust regularly in relation to project progress.

Deadlines

At least two Welsh and two English language films should be available by 30th September 2020; the remaining content should be submitted by 9th October.

Budget

The total budget available for this piece of work is: **£1,200.**

This budget has been set to acknowledge research, preparation and time needed for quality production.

This should cover all costs, including travel and expenses.

How to bid

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

- 1. A short biography of the storyteller(s) involved in the project, including:**
 - Prior experience of working with children in Reception (4-5 year olds)
 - Experience of creating online content (please provide links if available)
 - Experience of working bilingually and in the Welsh language
 - Any other relevant experience or expertise
- 2. A brief project plan including:**

- Which stories you anticipate including, with a brief description and an explanation of why you think they are suitable (we note that these stories may change as the project develops)
- How you will make the stories engaging for the target audience
- How these stories meet the inclusivity requirements of the project
- How you will meet the bilingual language requirements
- Any other plans you have for making the films enjoyable and engaging for children

3. How you will meet the technical requirements of the project

- 4. How you will use the budget to deliver the project** E.g. daily rates, technical equipment or support etc

5. Any risks or challenges and how you will overcome them

6. 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. Track record of working on similar projects (25%)
3. Value for money (15%)
4. Risk management and quality of delivery plans (10%)

Please submit your bids to:

booktrustcymru@booktrust.org.uk

To discuss the project, please contact Helen Wales, Head of Country – Wales,
helen.wales@booktrust.org.uk

Submission deadline: 5pm, Sunday 6th September 2020

Appendix 1: BookTrust Filming Guidance 2020

This is general guidance for all BookTrust filming work.

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.

Appendix 2: 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.</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>