



Bookstart
England Online Audit 2008/2009

booktrust



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Bookstart England Online Audit 2008/2009

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1. Key programme outputs

- *National Percentage Reach*

	2006/07	2007/08	2008/09
Baby Pack	87	92	94
Bookstart+	85	89	92
Treasure Chest	93	96	97

- The overall average percentage reach across the three packs is 94%

- *Regional percentage reach- average*

Government region	Baby pack			Bookstart+			Treasure Chest		
	06/07	07/08	08/09	06/07	07/08	08/09	06/07	07/08	08/09
North West	87	90	94	89	92	94	93	99	98
North East	93	95	88	90	96	89	97	98	94
Yorks and H	92	95	96	90	92	93	97	98	97
East Mids	91	95	96	87	95	94	96	95	97
West Mids	92	93	96	88	94	95	99	98	100
East of Eng	83	94	91	84	90	87	95	98	98
London	84	88	91	82	86	91	87	95	95
South East	86	93	94	81	78	91	93	94	100
South West	86	95	99	77	86	92	87	94	93

- **Gifting Routes**

How were the Bookstart packs distributed by schemes?

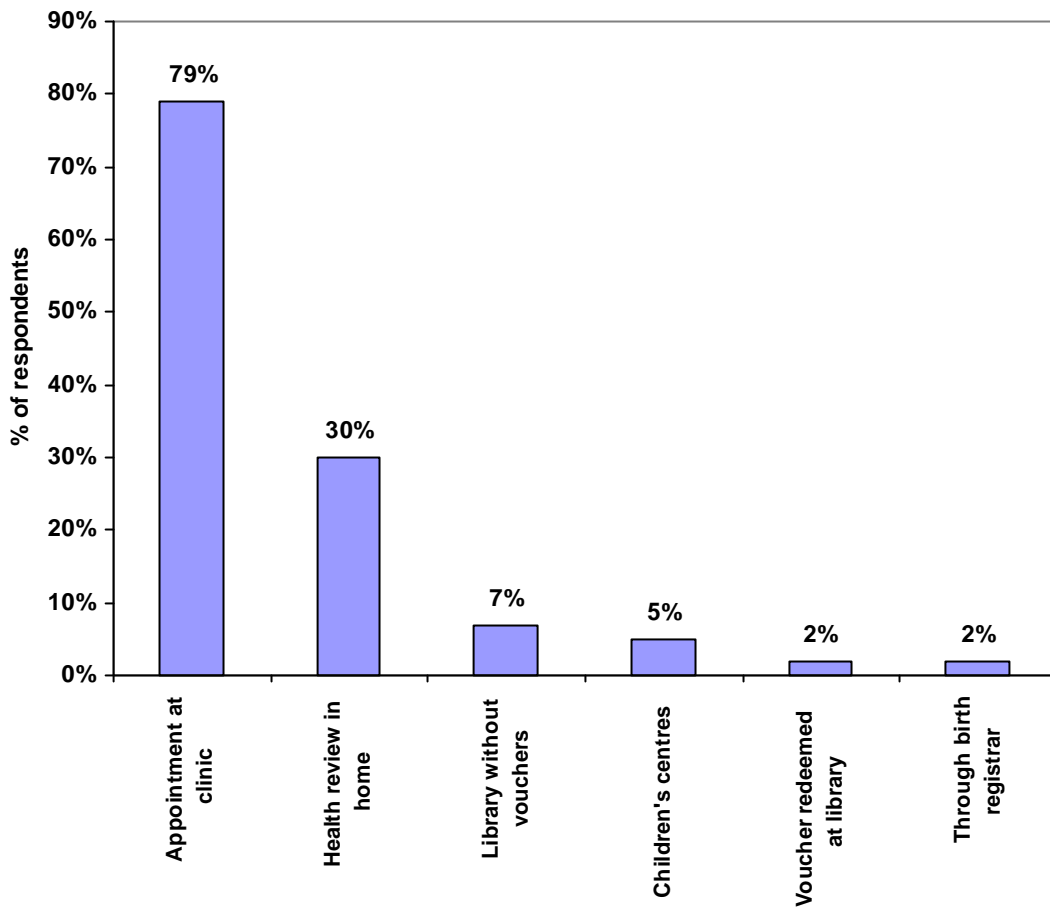
Schemes were asked to indicate for each of the three packs which were their main, secondary, and occasional gifting routes.

Schemes reported a range of different gifting routes for each pack but demonstrated some widely shared patterns.

- **Baby pack**

Schemes tended to report two main gifting routes for the Baby pack: 79% reporting 'Appointment at clinic' as a main route, and 30% reporting 'Health review in home'.

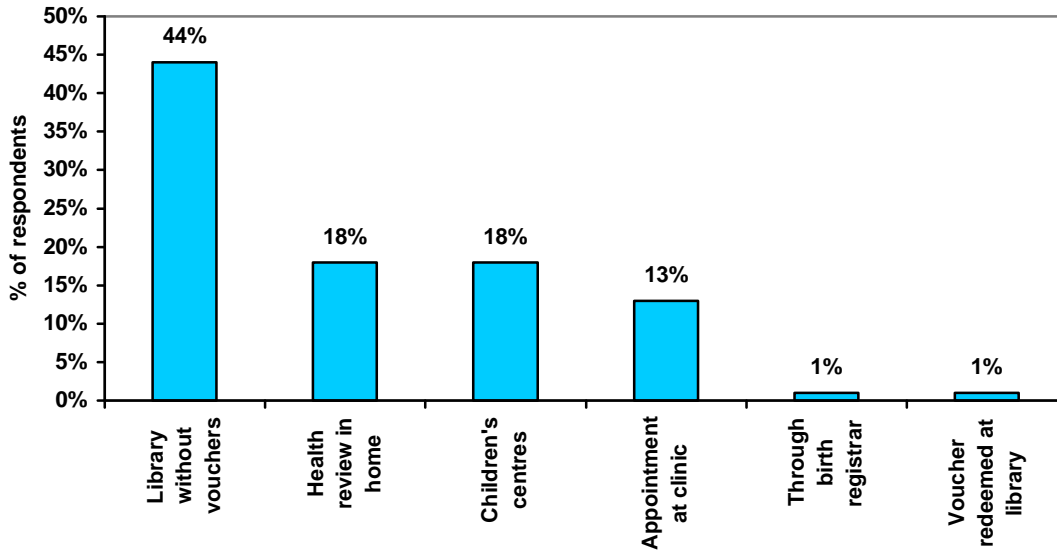
Baby Packs - Main Gifting Routes



Base size = 149

Secondary gifting routes for the Baby packs showed more variation among schemes, with 44% reporting 'Library without vouchers' and lesser numbers reporting 'Health review in home' (18%), 'Children's Centre' (18%), and 'Appointment at clinic' (13%).

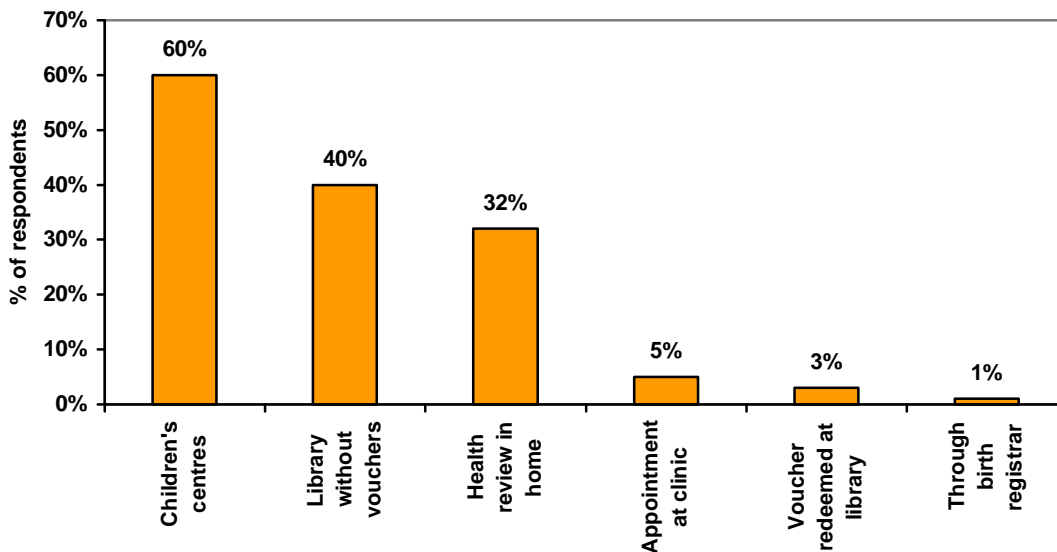
Baby Packs - Secondary Gifting Routes



Base size = 149

The most commonly reported occasional gifting routes for the Baby packs were 'Children's Centres' (60%), 'Libraries without vouchers' (40%) and 'Health review in home' (32%).

Baby Packs - Occasional Gifting Routes

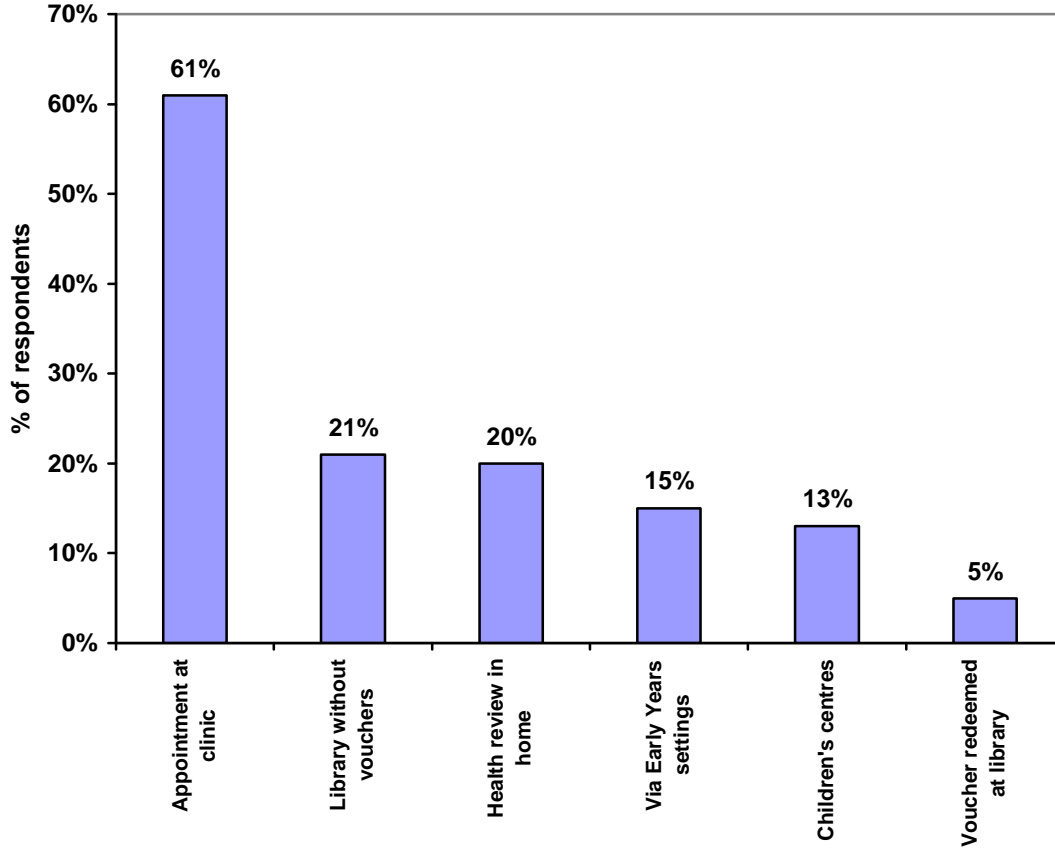


Base size = 149

- **Bookstart +**

Most schemes reported using 'Appointment at clinic' as a main gifting route for Bookstart + packs (61%) but schemes quite frequently declared other main gifting routes, including 'Library without vouchers' (21%) and 'Health review in home' (20%).

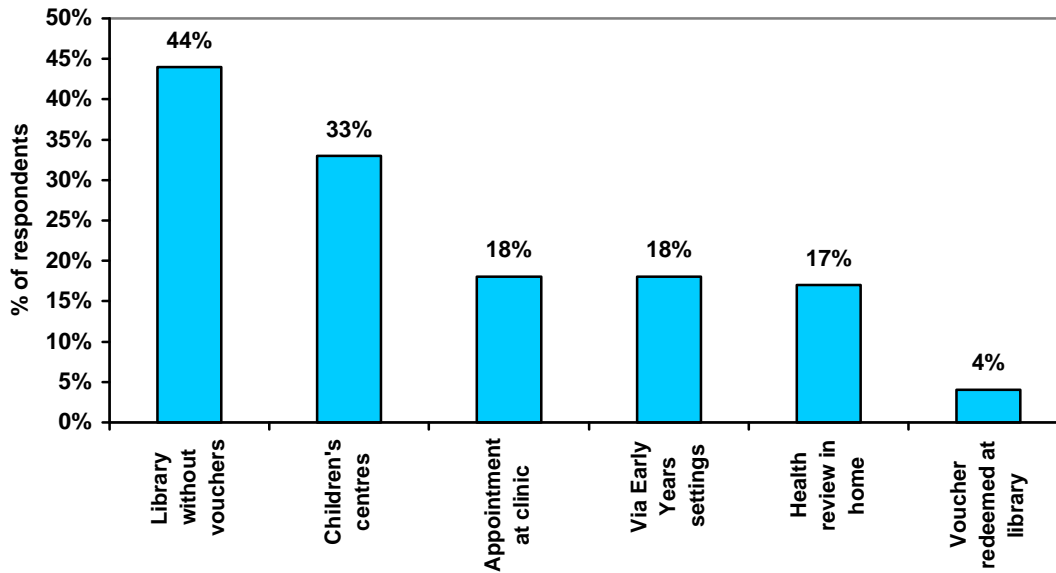
Bookstart + Packs - Main Gifting Routes



Base size = 149

Secondary gifting routes for Bookstart+, like the Baby pack, showed greater variation, with 'Library without vouchers' (44%) and 'Children's Centres' (33%) the most commonly recorded.

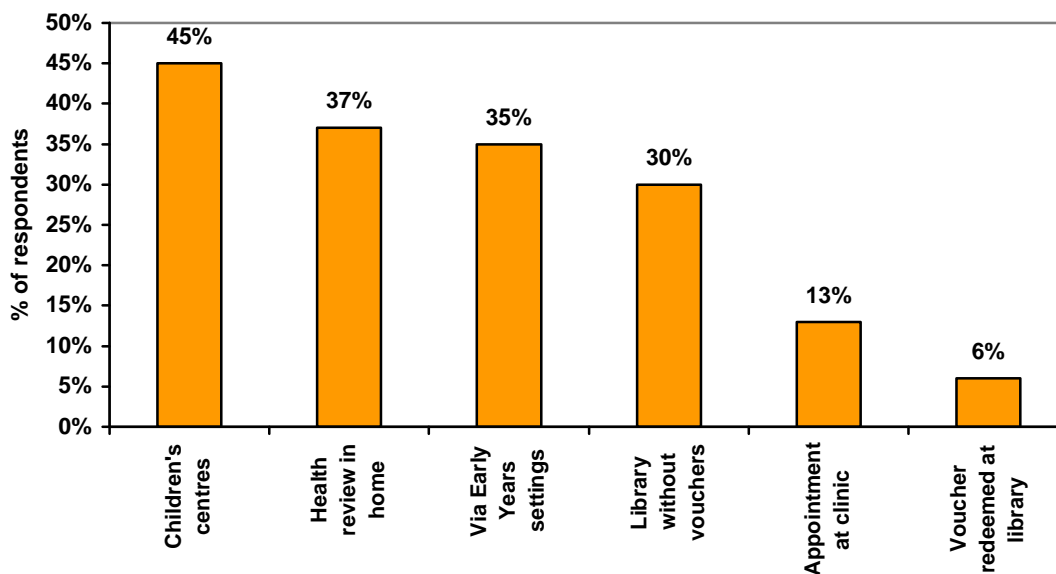
Bookstart + Packs - Secondary Gifting Routes



Base size = 149

The occasional gifting routes reported for the Bookstart + packs also showed variation including 'Children's Centres' (45%) and 'Via Early Years Settings' (35%).

Bookstart + Packs - Occasional Gifting Routes

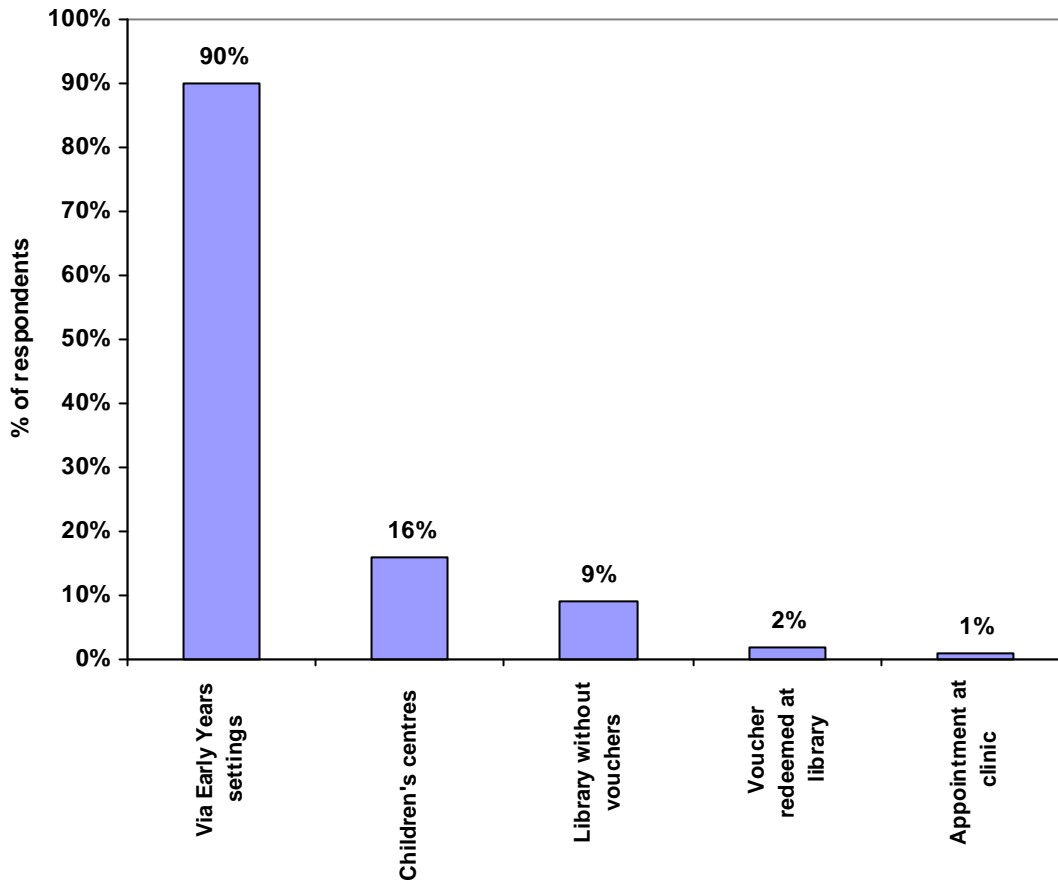


Base size = 149

- **Treasure Chest**

The majority of schemes (90%) reported using Early Years settings (e.g. nurseries and pre schools) as their main gifting route for Treasure Chests.

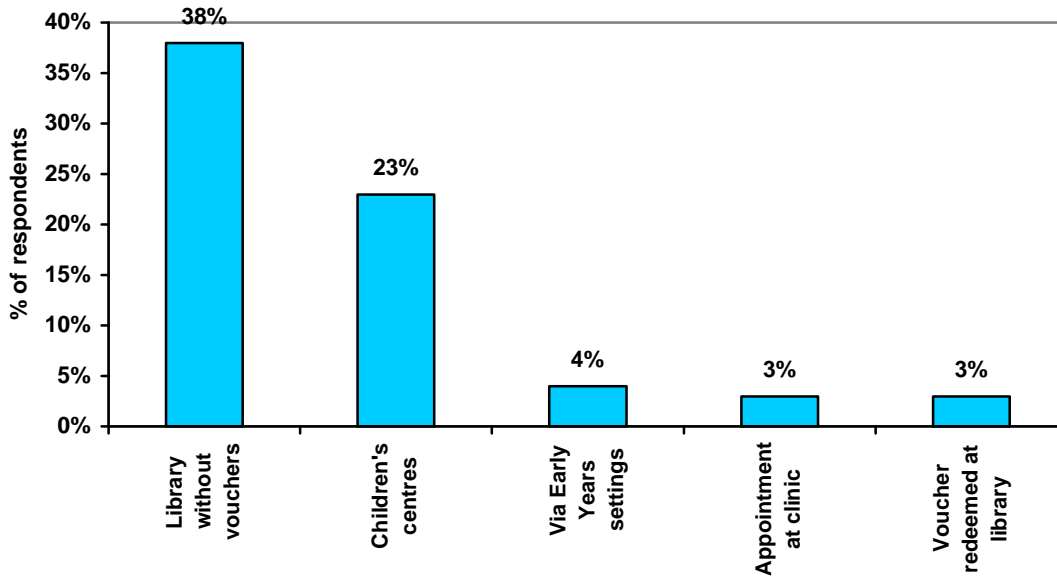
Treasure Chest Packs - Main Gifting Routes



Base size = 149

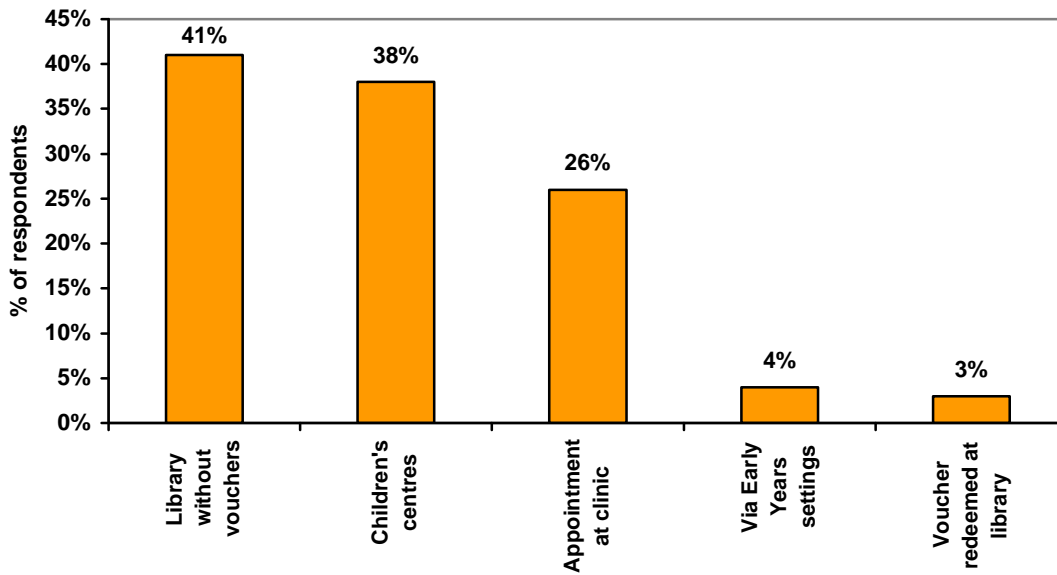
Other gifting routes that were commonly reported as secondary or occasional routes included 'Children's Centres', 'At a library without vouchers' and 'Appointment at a clinic'.

Treasure Chest Packs - Secondary Gifting Routes



Base size = 149

Treasure Chest Packs - Occasional Gifting Routes



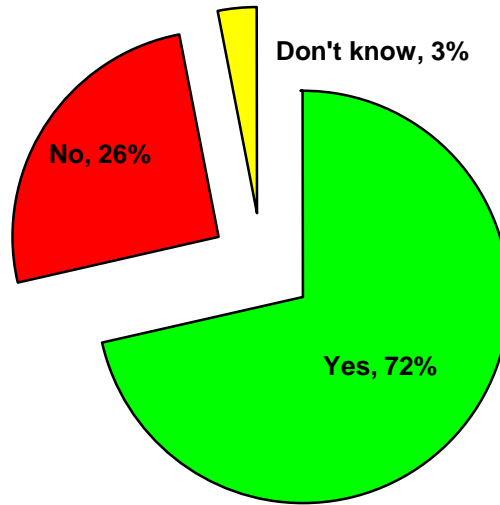
Base size = 149

- **Bookstart Message**

An essential element of the Bookstart programme is ensuring that a high quality message is delivered to parents and carers when the book packs are received.

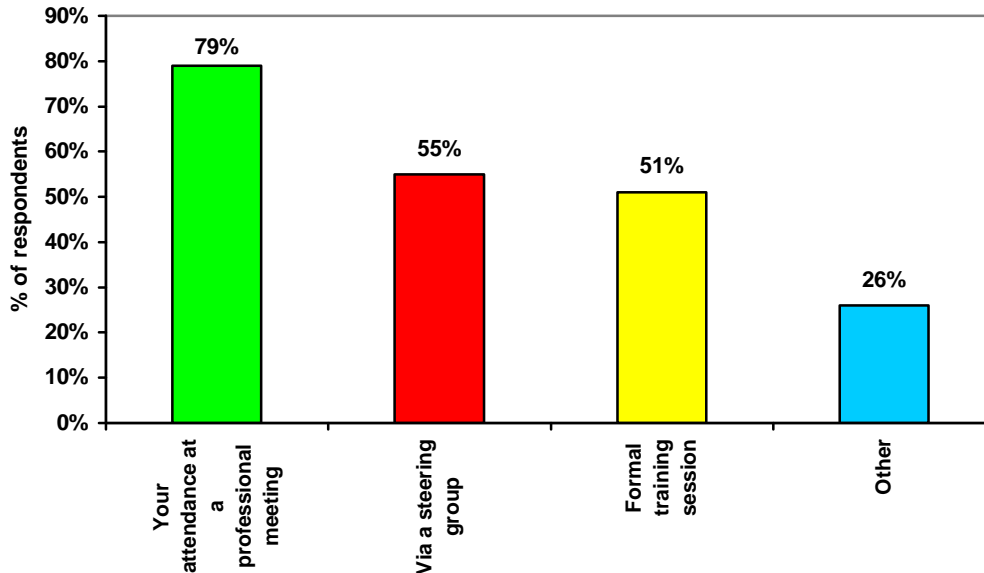
Schemes were asked to report whether they offered any training on offering gifting messages to gifting partners. 72% of schemes reported that they did train partners in suitable gifting messages.

Do you train your gifting partners in suitable gifting messages?



Base size = 149

What training do you provide?



Base size = 107 schemes who train gifting partners

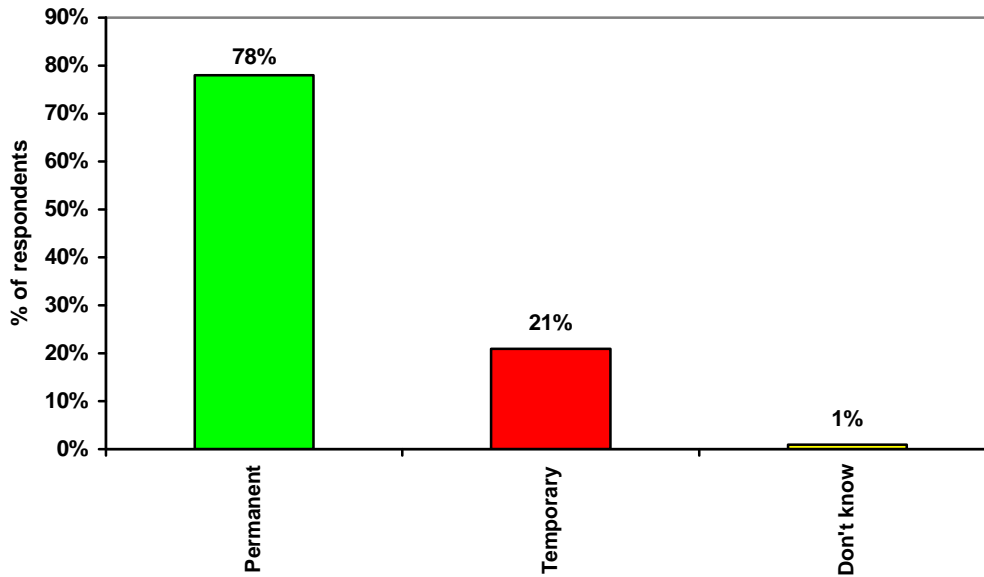
- **Bookstart Coordinator**

Each scheme has a designated Bookstart Coordinator who is responsible for the administration of the programme in that local authority. Schemes were asked questions about the Coordinator post and its funding.

The majority of Bookstart Coordinators (78%) reported that their post was permanent.

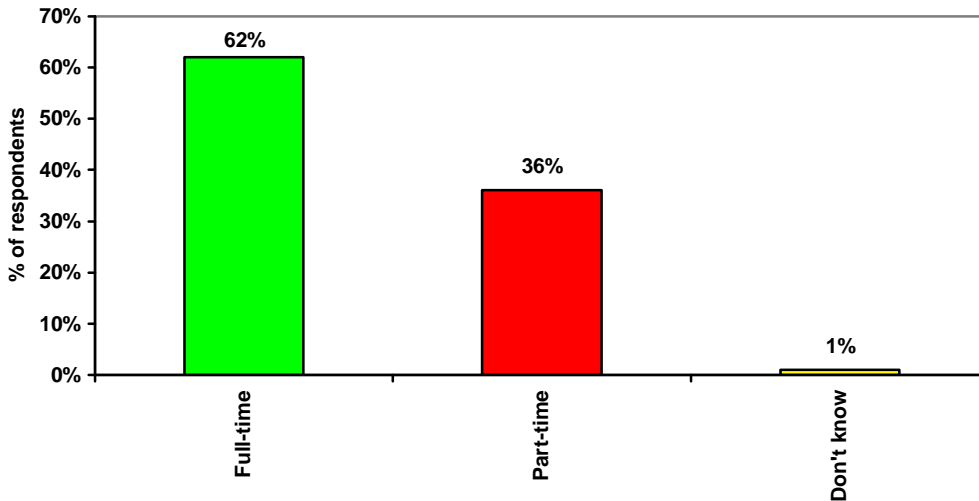
Almost two-thirds (62%) of Bookstart Coordinators reported being in full-time posts.

Is your post permanent or temporary?



Base size = 149

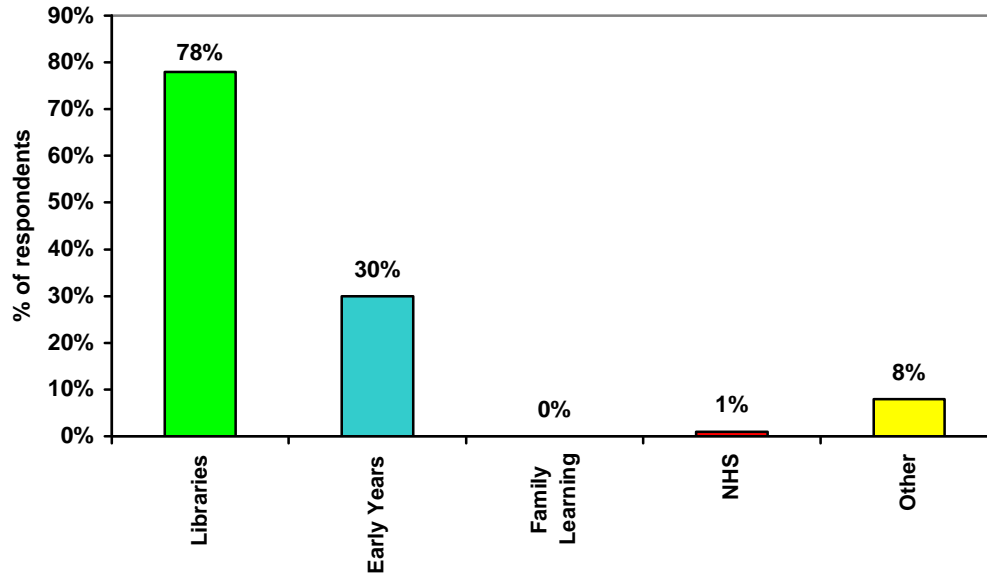
Is your post full-time or part-time?



Base size = 149

The majority of schemes (78%) reported libraries as the source of funding for the Bookstart Coordinator post.

Who funds the post?



Base size = 149

2. Partnerships and Added Value

- **Addressing Social Exclusion**

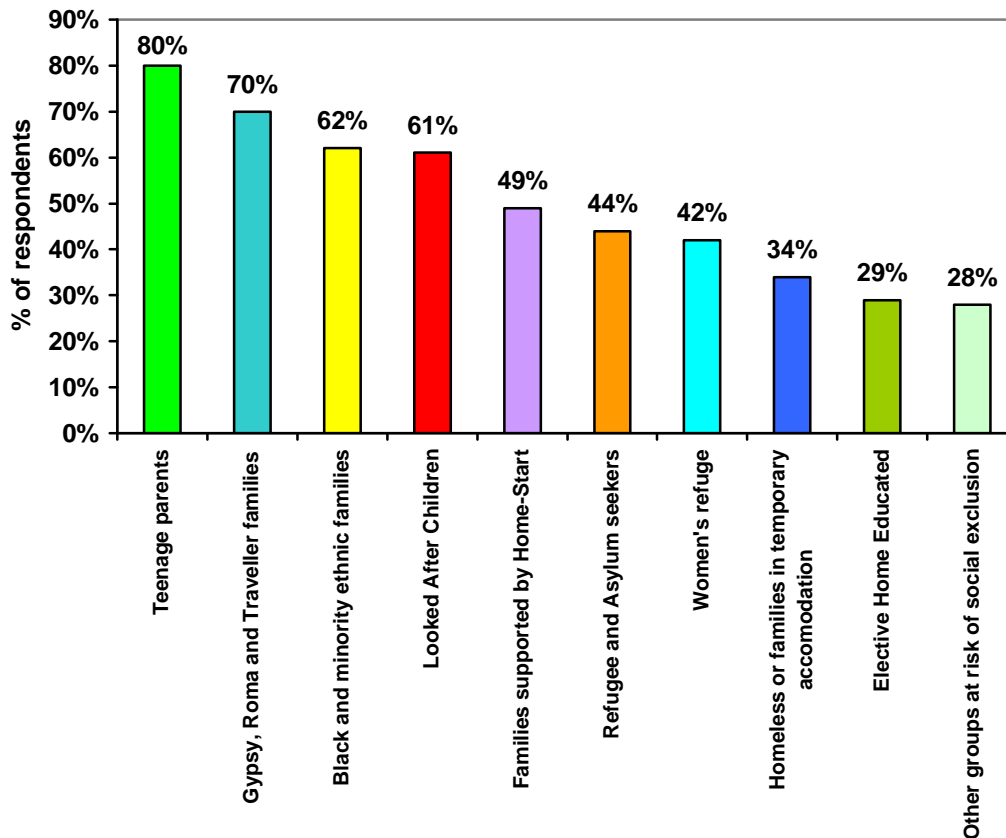
Bookstart aims to be a universal book-gifting programme, and tries to ensure that the Bookstart book packs reach all families. Booktrust recognises the importance of establishing access routes with groups who may be at risk of social exclusion, or who may not access packs via the standard routes.

Coordinators were asked to indicate which groups they have established access routes with, either directly or through professional partners.

Teenage parents were the group with which the highest number of schemes had established access routes (80%). Also, a large proportion of schemes reported having established access routes with Gypsy, Roma and Traveller families (70%).

Fewer schemes reported having established access routes with Elective Home Educated (29%) and Homeless or families in temporary accommodation (34%).

Please indicate those groups which you have established access routes with...

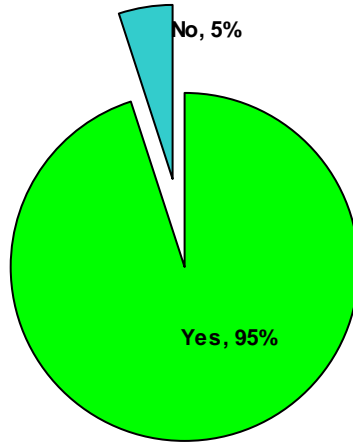


Base size = 149

- **Bookstart Book Crawl**

Coordinators were asked whether their library service participated in Bookstart Book Crawl; the vast majority of schemes answered 'Yes' (95%).

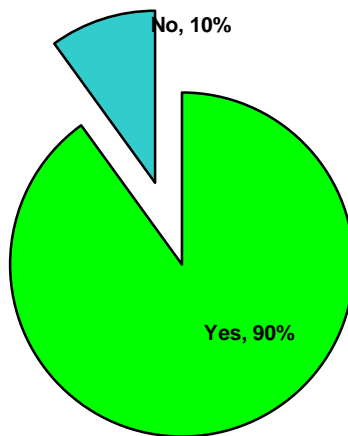
Does your library service participate in Bookstart Book Crawl?



Base size = 149

Of those schemes that participated in Bookstart Book Crawl, the majority ran this as a year-round initiative (90%).

Is your Bookstart Book Crawl a year-round initiative?



Base size = 142 schemes that participate in Bookstart Book Crawl

Across all schemes a total of 105,206 Bookstart Book Crawl certificates were issued in the financial year 2008/2009.

Each Bookstart Book Crawl certificate is gained after four library visits, therefore a total of 105,206 certificates would entail a total of 420,824 library visits.

This figure does not include the families who may have started the Bookstart Book Crawl, but not completed all four visits.

How many Bookstart Book Crawl certificates were issued in the last financial year?

Total number of certificates issued = 105,206

Mean (Average) = 779

Median = 487

Base size = 135 schemes that answered this question

Participation in Bookstart Book Crawl

A small number of schemes (5%) reported that their local authority's library service did not participate in Bookstart Book Crawl.

Schemes offered a range of explanations as to why they chose not to do so. Some schemes raised resource issues, reporting that libraries did not have the staff numbers or time to run the scheme.

For example, one scheme commented, "This is something that has been talked about a lot and it's purely a lack of time and staff as to why we haven't started Book Crawl..."

One scheme reported that their library service had decided to focus on older children in their initiatives.

Another scheme reported that "The children's librarians do not feel that Bookcrawl increases library usage sufficiently to justify the time spent on it. I do not agree, but it is they who would be administering it on a day-to-day basis."

Why is Bookstart Book Crawl not a year-round initiative in your local authority?

A small number of schemes (10%) reported that their local authority's library service did not administer Book Crawl as a year-round initiative. Schemes were asked why they chose not to do so and many explained that their library service preferred to use it as part of a special promotion.

One scheme reported, "We have found a more targeted approach has worked well in terms of staff engagement. Staff remember to promote it more readily and people are more likely to make a concerted effort and want to complete if there is a set time to do it within."

Other schemes reported that Book Crawl was run during the summer months to tie-in with the Summer Reading Challenge.

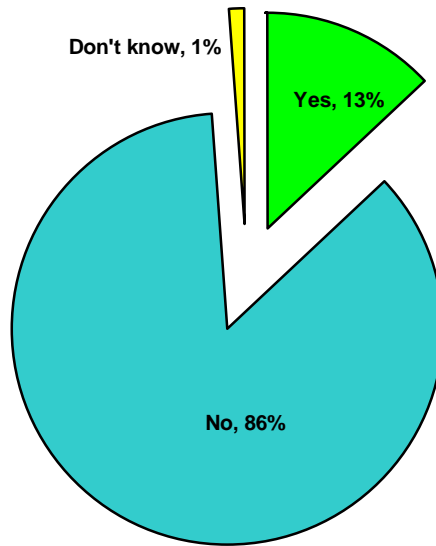
- **Bookstart Bear**

Coordinators were asked about their scheme's use of the Bookstart Bear costume.

13% of Coordinators reported that their local authority had its own Bookstart Bear costume.

Across all schemes, the Bookstart Bear costume was used a total of 433 times during the financial year 2008/2009.

Does your Local Authority have its own Bookstart Bear?



Base size = 149

How many times did your scheme use the Bookstart Bear costume in the last financial year?

Total number of times the Bookstart Bear costume was used = 433

Mean (average) = 3

Median = 1

Mode = 0

Base size = 147 schemes that answered this question

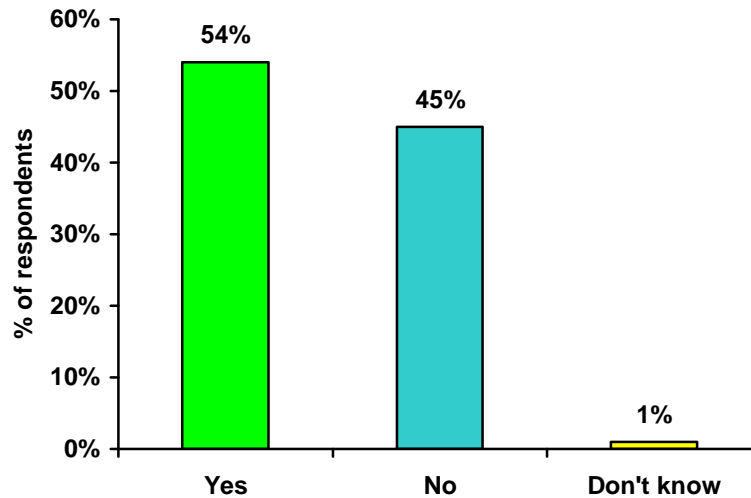
- **Birth Registrars**

Bookstart is working with birth registrars to distribute Bookstart Birth Congratulations cards. Coordinators were asked to provide information regarding how they are working with birth registrars.

Just over half (54%) of Coordinators reported that their scheme had approached birth registrars to discuss the distribution of Bookstart Birth Congratulations cards.

A total of 132,923 cards were distributed across England during the financial year 2008/2009.

Has your scheme approached birth registrars to discuss the distribution of Bookstart Birth Congratulations cards?



Base size = 149

If you are working with birth registrars, approximately how many cards were distributed in the last financial year?

Total number of cards distributed = 132,923

Mean = 2508

Median = 2000

Mode = 2000

Base size = 53 schemes that answered this question

**Scheme has not approached birth registrar to discuss distribution of BS Birth
Congratulation cards- why?**

Almost half of schemes (45%) reported that they had not approached the birth registrar to discuss distribution of Bookstart Birth Congratulations cards.

When asked why they did not do so, schemes often reported time and capacity issues as a barrier.

Another frequent explanation given was that, as percentage reach figures in their scheme were already high, it was not considered an effective use of resources.

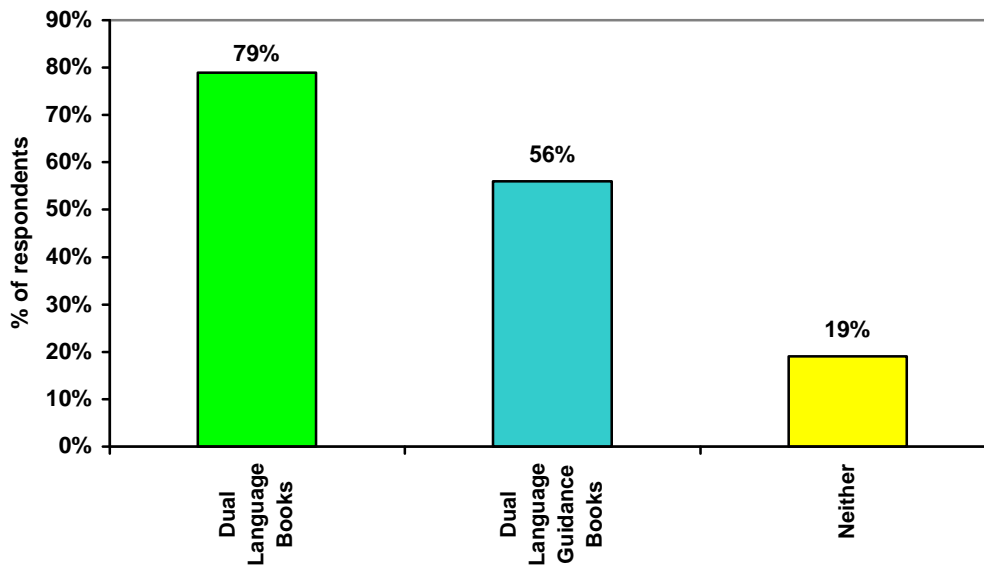
- **Dual Language Materials**

Coordinators were asked about what dual language materials their scheme had ordered in the last financial year.

79% of Coordinators reported ordering dual language books in the last financial year; and 56% reported that they ordered dual language guidance books.

19% of Coordinators reported that their scheme had not ordered any dual language books or guidance books.

Which of the following materials has your scheme ordered in the last financial year?



Base size = 149

No dual language materials were ordered- why?

A significant minority of schemes (19%) reported that they had not ordered any dual language materials. Schemes offered a range of reasons to explain why they had not.

These explanations included that gifting professionals had not requested the dual language materials, the materials were still in stock from previous years, and the presence of only small numbers of ethnic minority populations in their particular area.

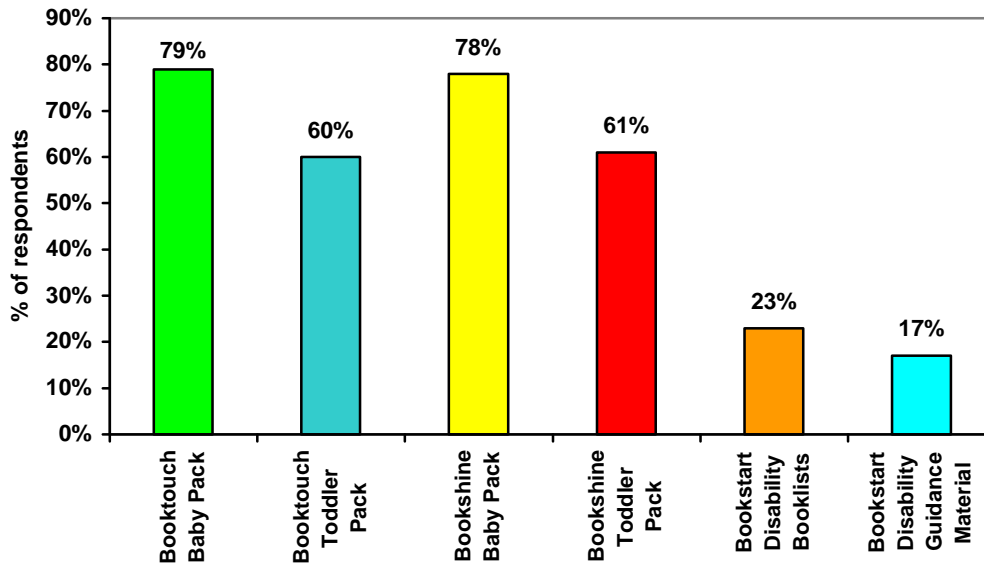
- **Materials for children with additional needs**

Coordinators were asked to provide information on which materials their scheme had ordered for children with additional needs.

79% of Coordinators reported ordering Booktouch Baby Packs in the last financial year, and 78% reported ordering Bookshine Baby Packs.

Slightly fewer Coordinators reported ordering the toddler packs for children with additional needs; with 60% of schemes ordering the Booktouch Toddler Pack and 61% ordering the Bookshine Toddler Pack.

Has your scheme ordered any of the following materials in the last financial year?



Base size = 149

3. Strategy

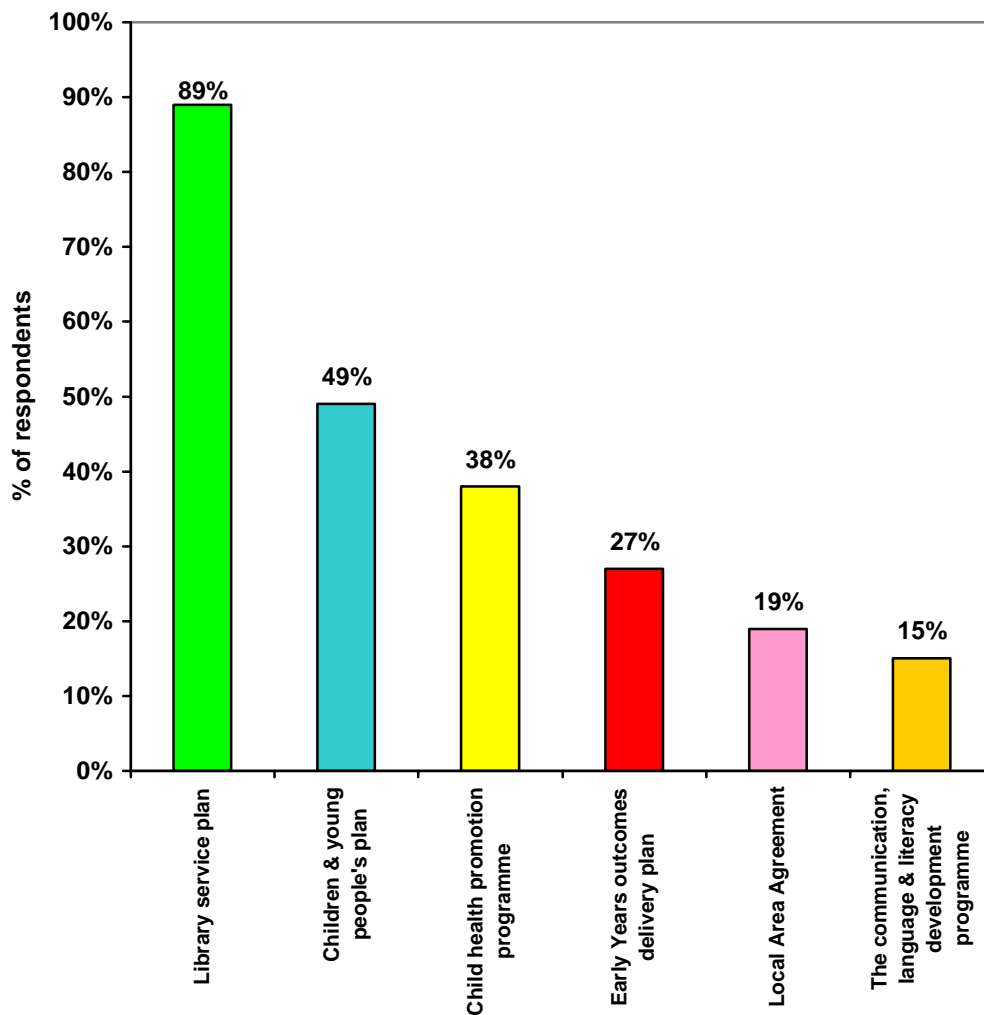
- **Bookstart and Strategic Plans**

Coordinators were asked to identify which strategic plans Bookstart was mentioned in.

89% of Coordinators reported that Bookstart was mentioned in the Library Service Plan.

49% of Coordinators reported that Bookstart was mentioned in the Children and Young People's Plan.

Is Bookstart mentioned in any of the following strategic plans?

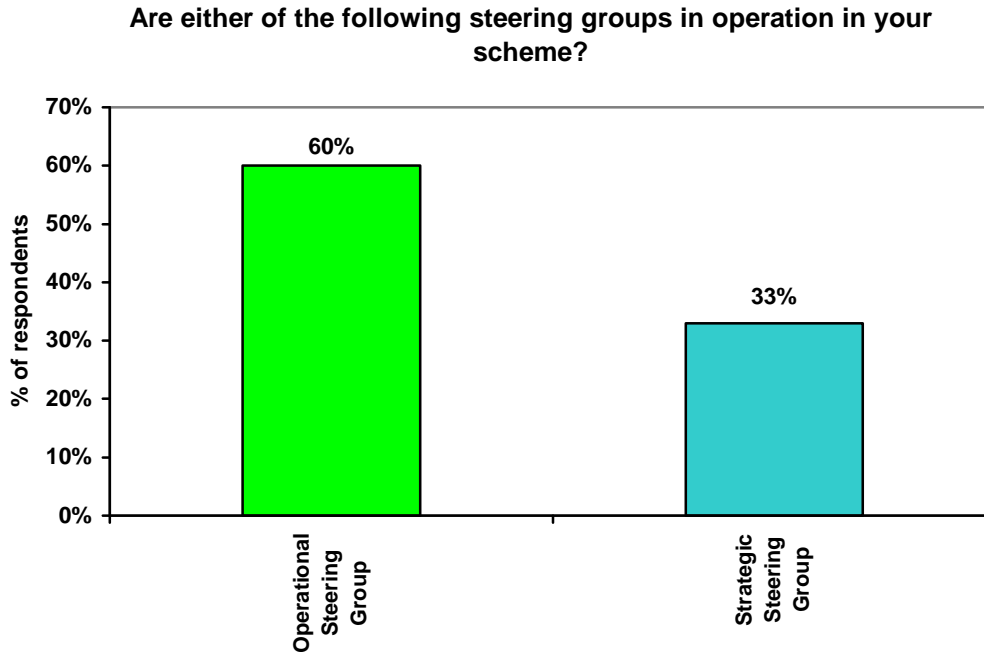


Base size = 149

- **Operational and Strategic Steering Groups**

Operational Steering Groups were reported to be running in almost two-thirds of schemes (60%).

Strategic Steering Groups were reported to be running in a third of schemes (33%).



Base size = 149

How many times did the Operational Steering Group meet in the last financial year?

Mode = 4

Base size = 88 schemes that answered this question

How many times did the Strategic Steering Group meet in the last financial year?

Mode = 2

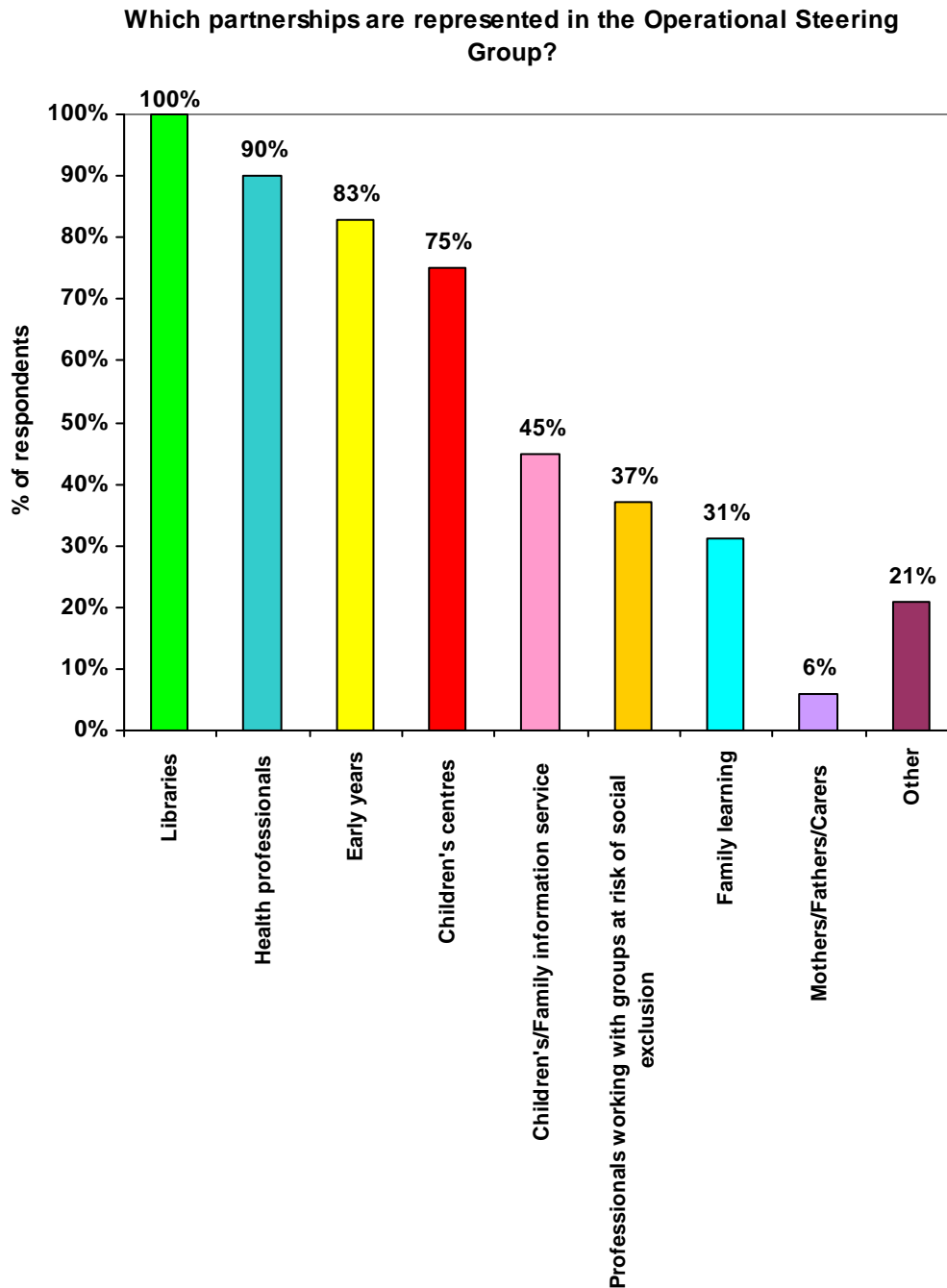
Base size = 49 schemes that answered this question

Partnerships in Operational Steering Groups

Those Coordinators whose scheme had an Operational Steering Group in place were asked which partnerships were represented in the group.

Libraries were represented in the Operational Steering Groups of all of these 89 schemes, Health Professionals were represented in 90%, and Early Years in 83%.

The Operational Steering Groups in place meet on average 4 times a year.



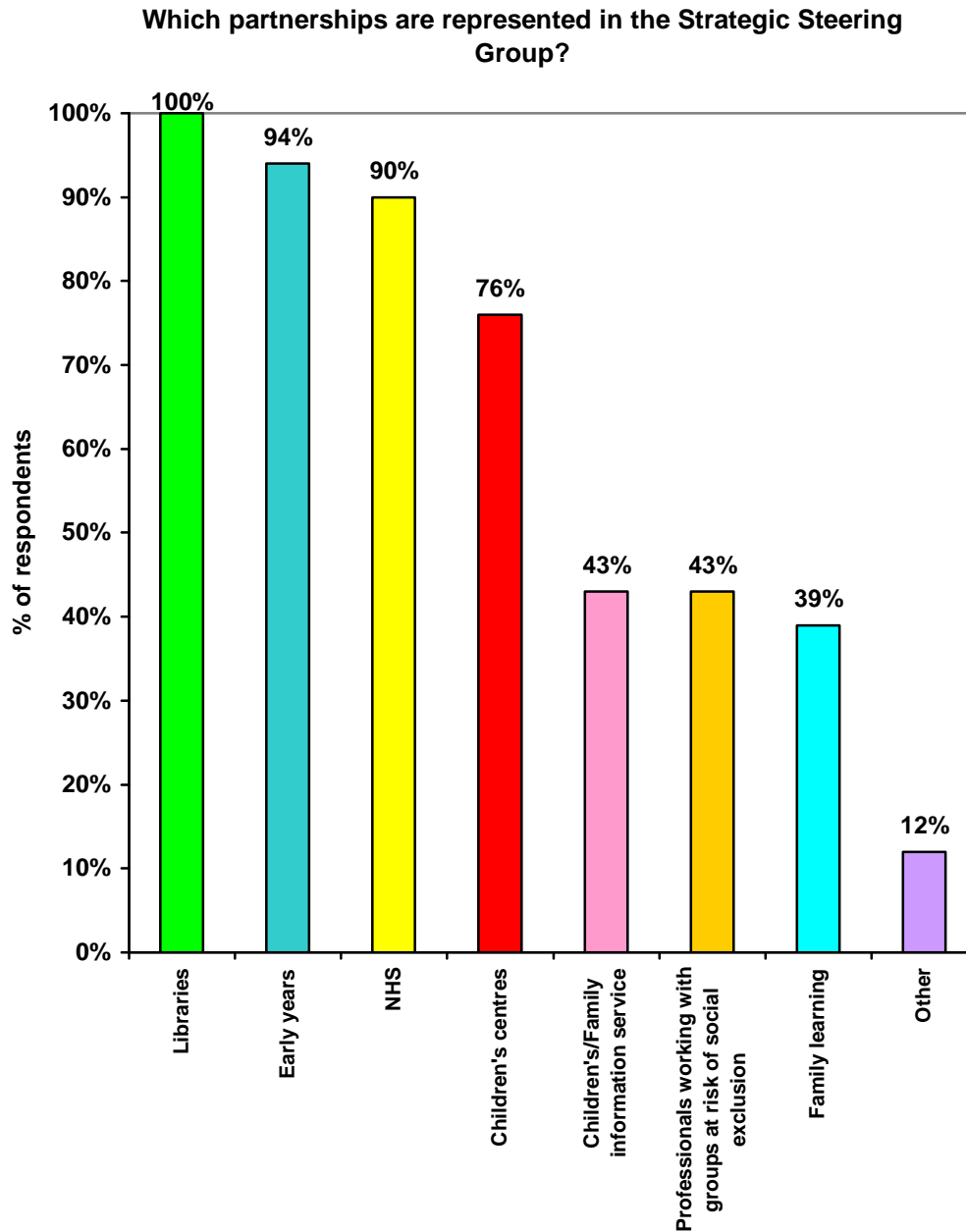
Base size = 89 schemes who have an Operational Steering Group

Partnerships in Strategic Steering Groups

Those Coordinators whose scheme had a Strategic Steering Group in place were asked which partnerships were represented in the group.

Libraries were represented in the Strategic Steering Groups of all of these 49 schemes (100%), Early Years were represented in 94% and NHS was represented in 90%.

The Strategic Steering Groups in place meet on average twice a year.



Base size = 49 schemes who have a Strategic Steering Group

4. Coordinator Comments

- **How would you like to see Bookstart develop in 2009/2010?**

Coordinators were asked to provide comments on how they would like to see Bookstart develop in 2009/2010.

Some ideas that commonly occurred were:

- Increasing the publicity and advertising of Bookstart
- Developing support for Bookstart coordinators
- Offering more training to Bookstart coordinators
- Developing work with families who may not access packs via the standard routes

Increased publicity...

- “I would like to see the national profile of Bookstart raised even higher”
- “I would like to see Bookstart launching another advertising campaign to raise awareness”
- “Needs to make the public more aware of the scheme and its availability”

Support for Coordinators...

- “Supporting schemes with internal training and development”
- “A permanent role for the Bookstart coordinator would greatly benefit the Bookstart programme...”

Training for Coordinators...

- “To continue to have training courses and support as these are a lifeline for us”
- “Further training from Bookstart for rhymetimes and storytimes”

Working with groups at risk of social exclusion...

“Within the borough, I would like to develop our services to those families who would not access the packs via the standard routes and also to investigate the need for dual language packs in the area”

“More work with children with special needs. More work with excluded families”

“I would like to see more work done on Traveller, Gypsy families and how best to support these”

“We wish to develop more strategies to reach the hard-to-reach groups”

- **Any further comments regarding Bookstart...**

The final question provided space for Coordinators to offer any further comments regarding Bookstart. The feedback here was generally very positive, some common themes occurring were:

- Coordinators were very happy to be involved with Bookstart
- Coordinators commented on how general awareness of Bookstart has grown
- Several Coordinators mentioned how helpful they find the support from the Bookstart Development Managers (BDMs)
- Issues such as time and staffing problems were raised by some coordinators

Praise for the Bookstart programme...

“Bookstart is a fantastic project and I feel very privileged to be part of a great network of people...”

“To be able to continue gifting such a high quality free product is a great pleasure”

“It is a wonderful scheme and it is such a pleasure to be part of it!”

Growing awareness of Bookstart...

“Many more parents are now aware of Bookstart due to the length of time that the scheme has been going, and the great advertisement campaigns over the past year”

“Mention Bookstart now to families and most will know exactly what you are talking about”

Valuable support from Bookstart Development Managers (BDMs)...

“I find the regional training meetings very useful, good to talk to other coordinators...”

“We would both like to stress how valuable we find the support of the regional Bookstart Development Manager post...”

“The support and help given to coordinators by Bookstart, but especially our Development Managers is very much appreciated”

“BDMs are wonderful and very helpful!”

Staffing issues...

“Our scheme would benefit from a specific Bookstart coordinator post which cannot at present be funded...”

“There is a lack of staff to help develop and fully utilise the potential of the scheme...it is a shame that we have great materials but not enough time to go out and promote them...”