

Booked Up in Northern Ireland Impact Evaluation Invitation to Tender

**In the range of £7,000 is available for this evaluation.
Deadline for proposal: Friday 13 August 2010**

Background Information

Booktrust is seeking proposals from appropriate agencies in Northern Ireland to conduct an independent evaluation of Booked Up.

Booked Up provides a free book to children starting secondary school (Year 8) to promote reading for pleasure. Children are invited to choose their free book from a list of 19 books, encouraging independent choice.

Booked Up was established in England in 2007 and is piloting delivery in Northern Ireland in 2010-11, delivering free books to circa 6,600 children in 65 schools across the region.

Booktrust is interested in measuring the impact and value of this pilot in Northern Ireland, with recommendations on how the programme materials could be improved and how opportunities for strategic links between schools, libraries and children could be increased.

Project Outline

Approximately 6,600 children in around 65 secondary schools in Northern Ireland will receive a free book in the autumn term of 2010.

Every school will have an appointed Booked Up coordinator who will be responsible for the delivery of Booked Up in their school. Coordinators will receive information in June/July letting them know that their school has been registered, and what they can expect in the autumn term.

In September, every participating school will receive a resource box containing:

- A sample set of the books for the school library and for the children to look at before making their choice
- A magazine for every Year 8 student, with details of all of the books and peer recommendations
- A DVD, featuring a short clip of each of the authors discussing their book, and a review from an 11 year old child
- Coordinator resources, including resource sheets and posters

- A bookmark for every Year 8 child that can be used as an order form

Once the children select their books, coordinators collate the orders and send them to Booked Up. Orders are picked, packed and delivered, along with stickers for every student, by the end of the autumn term.

Public libraries are also invited to participate to add value to the programme. Libraries can choose to receive a Booked Up resource pack, containing library resources including resource sheets, posters, stickers and a dedicated section of the website. Libraries are encouraged to use Booked Up to strengthen links with Year 8 children and participating schools.

Evaluation Objectives:

Evaluation of this pilot should focus on the following two key areas:

- 1. The logistics of distribution:** did the books get to the right people, at the right place and at the right time? What could be changed to make distribution better?
- 2. The impact of the free book:** how was the book received by the children and will it have an impact on their reading habits? Will they be encouraged to read for pleasure more often, try different genres and different authors?

We are interested in both qualitative and quantitative information. For the impact evaluation, we are interested in proposals that either use a control group of children not involved in Booked Up to measure against, or suggestions for surveying the same group of children twice: once before they choose and receive their book, and again after they have received and read their free book.

Key learning points would be to evaluate the programme materials within the national context and question whether anything should be done differently to ensure that Booked Up fulfils its aims and objectives in Northern Ireland.

Suggested questions to be answered about the value of the programme might include the following:

Enjoyment

- Did the children enjoy the process of choosing their book?
- Was the process difficult or easy?
- What did they think of the selection of books on the list?
- Have they read and enjoyed their book?
- Has it had an impact on their reading habits?

Value for Schools

- Is the book list appropriate to the age group and useful in promoting reading for pleasure?
- Does Booked Up provide a useful introduction to secondary school and the school library?
- Did Booked Up create enthusiasm for reading for pleasure among this age-group?
- Are there any additional resources which coordinators would find useful?

Booktrust employs a small team full time at their offices in London, who can assist and supply questionnaires and interview questions.

Expected Timeline:

1. Pre Booked Up Y8 Questionnaire (if necessary)	September 2010
2. Post Booked Up Library Questionnaire	November 2010
3. Post Booked Up Y8 Questionnaire	January 2011
4. Post Booked Up Coordinator Questionnaire	January 2011
5. Delivery of final report	end March 2011

Timescale:

This invitation to tender is open until Friday 13 August 2010.

We aim to award the evaluation contract during the week beginning Monday 30 August 2010.

Delivery of books will take place in the **autumn term 2010**.

Contact:

Please send proposals to Liz Canning, National Development Manager for Booktrust in Northern Ireland.

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