

# Hertfordshire Bookstart Update October 2011



## Information update from National Bookstart

National Bookstart have recently sent out this information about the new Bookstart programme:

### Which packs will be gifted universally?

Bookstart Baby for babies 0-12 months and Bookstart Treasure for preschool (Nursery) children aged 3-4 years will be gifted universally. Both universal packs will continue to be gifted via the channels currently being used. (Health visitors, Early Years settings and Libraries in Hertfordshire)  
The Bookstart+ pack has been withdrawn. Bookstart Corner is a new, targeted programme for children 12- 30 months. It will be gifted to disadvantaged families, via children's centres (see below for further information).

### What do the new bags look like?

Please see below for photographs of the bags. - please note the images show pre-production samples of the bags. We will be supplying schemes with official photos in January 2012 so please do not use these images for promotional purposes.

### What will be in the new pack for babies?

**Bookstart Baby** for babies 0-12 months – strap line: *We love stories*

Bag – purple and yellow bag, with short handle and zip

2 x board books

Rhyme frieze – featuring four rhymes

Babies Loves Books (updated Anholt version) – including £1 book token and book recommendations

Black and white booklet for newborns (Baby shapes)



### **What will be in the new pack for preschoolers?**

**Bookstart Treasure** for preschool children aged 3-4 years – strap line: *My treasure bag of stories*

Bag – red and blue, record-bag style

2 x picture books

My First Marks booklet Pack of crayons Treasure: A book of ideas guidance document



### **Will families still receive the £1 book token?**

The £1 book token will be included in the Bookstart Baby pack, inside the *Babies Love Books* booklet. For the time being it will not be included in Bookstart Treasure; however we will review this on an ongoing basis.

### **Will families still receive a list of book recommendations?**

Book recommendations will be included in *Babies Love Books* in the Bookstart Baby pack. Families will be also be directed to the Bookstart website for book recommendations.

### **When will we start to receive the new packs?**

The first deliveries of Bookstart Baby and Bookstart Treasure will be received by local authorities in January 2012.

### **There are some pack items missing from my recent delivery – what shall I do?**

Some pack components will change over time and there may be deliveries with mixed boxes of old and new pack components. For example, it is likely that you will not have received any book guides in your most recent delivery as these have already been removed from Baby and Treasure packs. A list of book recommendations has been added to the *Babies Love Books* booklet, in the Baby pack, as well as the £1 book token. The other items which are being phased out are:

#### **Bookstart Baby:**

Bookstart Baby Book guide

What Babies Love! Leaflet

Bookstart Rhymetimes placemat

The Red House catalogue

#### **My Bookstart Treasure Chest:**

Bookstart Preschoolers Book guide (including the £1 book token)

Bookstart's Favourite Rhymes booklet

### **I still have some Bookstart+ packs left – what should I do with them?**

Please continue to gift the Bookstart+ packs until they run out. **PLEASE NOTE WE NO LONGER HAVE PACKS IN STOCK FOR YOU TO ORDER**

### **What should we do with the current packs, post January 2012?**

Please continue to gift the current packs until your stocks are exhausted as we want to avoid as much wastage as possible. Please do not gift new programme packs until the current packs are exhausted.

### **What is Bookstart Corner?**

Bookstart Corner is a new targeted programme which will be delivered via Children's Centres. The aim is to support disadvantaged families with children aged 12- 30 months. A Partnership Agreement for this programme sets out the model of delivery and will be signed by Booktrust and participating Children's Centres. This new targeted programme will be in two parts;

1. Resources for participating Children's Centres to support practitioners and families around sharing stories, books and rhymes and to create a physical 'Bookstart Corner' in the centre
2. 50 Bookstart Corner packs per year of sign up to gift directly to locally identified families

Booktrust will invite 3,000 Centres on a 'first come, first served basis' to take part in the new programme.

### **How can I find out if my local children's centre is participating in Bookstart Corner?**

Booktrust will coordinate the new programme and Bookstart scheme coordinators will be kept informed of which Children's Centres in their area have signed up. If you have any queries regarding this process, please contact [bookstart@hertsc.gov.uk](mailto:bookstart@hertsc.gov.uk). All Children's Centres will be invited to sign up from November 2011 with the first instalment of resources dispatched in December 2011/January 2012.



### **What is in the Bookstart Corner pack?**

Each participating children centre will receive 50 Bookstart Corner packs which will contain:

- WOW! Said the Owl* by Tim Hopgood
- If You're Happy and You Know It* by Anna McQuinn and Sophie Fatus
- Guidance information on the two books
- DVD with support and guidance on sharing stories books and rhymes
- A number frieze (1-10)
- My First Marks* drawing pad
- Pack of crayons

### **My current Bookstart leaflets and posters are out of date and I need some new ones. What can I say to families and professionals about the new packs?**

When parents ask about Bookstart+, or about the changes in the programme, staff should explain the funding cuts as factually as possible and use the enquiry as an opportunity to tell parents about the things they can offer to very young readers, such as the Bookstart Bear Club in libraries and other activities such as the Baby Rhyme Times and Story & Rhyme Times held in libraries and Children's Centres. Please can you take down any out of date posters or the A5 Bookstart in Hertfordshire leaflets.

**Will you be producing new Bookstart posters and leaflets for us to give to families about the changes in the programme?**

Yes – these will be available from January 2012. Unfortunately we are unable to produce any posters or leaflets to cover this period between the current packs being gifted and new ones becoming available.

**Bookstart Bear Club – a new library membership scheme**

The Bookstart Bear Club is a fun and free library membership reward scheme for all babies, toddlers and preschoolers. It will open up an exciting world as families explore stories, books and rhymes together.

Children aged under five who visit their local Hertfordshire library to sign up to the Bookstart Bear Club receive a membership folder containing a Bookstart Bear Club Passport, a joining certificate, bookmark and door hanger.

Children receive a special paw print stamp in their Bookstart Bear Club Passport every time they engage in any library activity. After 6 stamps they receive a reward certificate. There are 10 reward certificates to collect, including an extra-special 10<sup>th</sup> gold certificate!



Families can also do a virtual version of the Bear Club via the [bookstart.org.uk](http://bookstart.org.uk) website. There are lots of games to play together, story sharing tips for parents and book recommendation for young children so do encourage your families to take a look.

All Children’s Centres and our main Health Centres have been sent sample packs for display. For more information about the Bookstart Bear Club and activities for young children in Hertfordshire Libraries visit [www.hertsdirect.org/libraries](http://www.hertsdirect.org/libraries)