

AGENDA MANAGEMENT SHEET

Name of Committee

Cabinet

Date of Committee

21 July 2005

Report Title

Bookstart Project

Summary

Warwickshire Bookstart, previously known as Babies Need Books, is part of the national Bookstart Project. It is a partnership project between Education and Libraries, managed by the Library and Information Service. All materials are funded centrally by the DfES and Bookstrust, with the administration costs funded locally. This paper requests the release of funds approved in February 2004 to meet increased costs due to government legislation.

For further information please contact:

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Would the recommended decision be contrary to the Budget and Policy Framework?

No.

Background papers

Annual reports available from Ayub Khan, Tel: 01926 412657

CONSULTATION ALREADY UNDERTAKEN:-

Details to be specified

Other Committees

☐

Local Member(s)

☒ Not applicable

Other Elected Members

☒ Councillor S Tooth, Cllr R Dodd, Cllr Mrs M Haywood – "I am convinced in the practice and I fully support the request."

Cabinet Member

☒ Councillor C Hayfield

Chief Executive

☐

Legal

☒ Kathryn Scales – comments incorporated

Finance

☒ Virginia Rennie – comments incorporated
Paul Walsh - approved

- | | | |
|--------------------------|--------------------------|-------|
| Other Chief Officers | <input type="checkbox"/> | |
| District Councils | <input type="checkbox"/> | |
| Health Authority | <input type="checkbox"/> | |
| Police | <input type="checkbox"/> | |
| Other Bodies/Individuals | <input type="checkbox"/> | |

FINAL DECISION YES

SUGGESTED NEXT STEPS:

Details to be specified

- | | | |
|--|--------------------------|-------|
| Further consideration by
this Committee | <input type="checkbox"/> | |
| To Council | <input type="checkbox"/> | |
| To Cabinet | <input type="checkbox"/> | |
| To an O & S Committee | <input type="checkbox"/> | |
| To an Area Committee | <input type="checkbox"/> | |
| Further Consultation | <input type="checkbox"/> | |

Agenda No

Cabinet - 21 July 2005

Bookstart Project

Report of the Director, Libraries, Heritage & Trading Standards

Recommendation

That Cabinet is asked to approve the virement of £10,000 for the Warwickshire Bookstart Project from Other Services to Libraries, Heritage and Trading Standards from 2005/2006 on an on-going basis.

1 Introduction

Full Council gave approval on the 3 February 2004 for the allocation of £30,000 for Warwickshire Babies Need Books/ Bookstart Project to enable our youngest citizens to have the opportunity to enjoy books and start reading with their parents. This allocation was to be held centrally and released by Cabinet only if the Director of Libraries, Heritage and Trading Standards was unable to generate sponsorship and income to meet the administration costs. This report outlines the increased costs incurred due to the expansion of the scheme by the government, and the consequent increase in funding required to sustain and develop the project.

2 Background

The Bookstart Project in Warwickshire is the County's Bookstart Scheme. The Scheme in Warwickshire is a highly successful partnership project between Education, Health and Libraries, and is managed by the Library & Information Service. Since its early days as a pilot to today, when Warwickshire Bookstart is held up as a model of good practice by Booktrust, the project has survived on a mixture of sponsorship, funding from education, and support from Health Visitors who distribute the packs.

The Cabinet report of June 2004 provides full background information. In this report £20,000 of the original £30,000 provision was transferred to LHTS on a permanent basis to fund the project.

Performance to date

Bookstart continues to develop to meet both the needs of families and partners. In 2004/ 2005 the following was achieved:

Area	No of Bookpacks Delivered	No of Advice Sessions	No Attending
Central	1403	13	Adults 117 Babies 87
Stratford & South	975	31	Adults 227 Babies 225
Rugby	940	11	Adults 106 Babies 77
North Warwickshire	410	12	Adults 136 Babies 114
Nuneaton & Bedworth	1322	13	Adults 61 Babies 64
Totals	5050	80	Adults 647 Babies 567

Total No: Book Bags distributed 04/ 05 = 5,050

3 Sustainability

In July 2004 the Chancellor, Gordon Brown, announced plans to expand the Bookstart scheme and to centrally fund the provision of packs for children at the age of 9 months, 18 months and 3 years, from April 2005. No funding was allocated for the administration, promotion and delivery of the scheme locally. The value of the packs which Warwickshire will receive is over £75,000. Our challenge is how best to ensure that all families can have access to these packs.

The current work on the Scheme has been achieved by a Project Officer working 27 hours a week. Although the expansion of the Scheme is welcome and will help us reach more families, this does bring about challenges such as increase in administration and co-ordination of the Scheme. This includes storage costs (which are high due to the volume of new materials), transportation, logistics (distribution of the bags across the County), advice, activity sessions (including briefings and training for health visitors) and marketing and promotion of the Scheme to a larger number of families and stakeholders.

The Library Service is actively seeking with other partners, additional external revenue funding to support the expansion of the Bookstart Scheme in order to sustain the project and allow it to continue to develop and build on its current success. However, attempts to secure sponsorship for 2005/06 have been unsuccessful. The Service is also examining its procedures and practice in order to support and enhance services for the under 5's.

The high quality Book Bags have consistently attracted sponsorship. Since 1999 we have managed to secure commercial sponsorship for the scheme in excess of £20,000, however this has now ceased.

4 Additional Funding Required

In order to sustain the project, allow it to continue to develop and build on current success a virement from Other Services to LHTS of £10,000 is requested. This will increase the overall funding for the project to £30,000, which is in line with the full council resolution of 3rd February 2004.

This figure is based on the current financial forecast and includes enhanced figures to provide for increased Project Officer hours; and resources to ensure delivery and distribution of the three book bags, advice and activity sessions (including dual language materials), and publicity.

Item	Forecast 2005/ 2006	Funding Received
Bookstart Project Officer SC6/SO1 - 27 hours per week including pay award and on-cost	£18,500	£10,948 Education
Admin Asst SC1/2 – 18.5 hrs	£6,523	
Delivery and distribution	£7,800	
Storage and accommodation	£3,400	
Promotion and marketing	£3,850	
Specific Book Trust materials, e.g. dual language books	£3,500	
Training & subscriptions	£600	
Bookstart events in the Community	£2,000	
Bookstart activities in libraries/	£5,000	
		£10,000 Early Years, one off specific grant for delivery of pack 3 (Treasure Box) to specific Early Years settings.
Total	£51,173 forecast	£20,948 funding

Total sum requested : £20,000 agreed + additional £10,000

5 Conclusion

Bookstart is the first intervention into over 5,000 family homes with a literacy and library message, and a bridge to County Council services which has been a huge success. We need to continue to build on this success and support the County Councils objective to "Promote Lifelong Learning and Personal Development".

NOEL HUNTER
Director, Libraries, Heritage & Trading Standards

Shire Hall
Warwick

27 June 2005