

## BookTrust Cymru: Big Welsh Rhyme Time Commissions 2022

### Summary

**We are inviting authors, poets, writers, musicians and performers to help us create some special new content for the Big Welsh Rhyme Time 2022.**

**We are offering up to three commissions of £600 each.**

**Submission deadline: Midday, 1<sup>st</sup> October**

We will aim to inform the successful applicants as soon as possible in the w/c **11<sup>th</sup> October**.

All work must be complete and submitted to BookTrust Cymru by Monday **29<sup>th</sup> November**.

### About the Big Welsh Rhyme Time

The Big Welsh Rhyme Time / Amser Rhigwm Mawr Cymru is a week-long national celebration of sharing rhymes, poems and songs in the early years. It aims to promote and encourage fun and enjoyable rhyme sharing activity for young children in Wales aged 0-5, in Welsh and English. It supports early communication and literacy skills and creativity.

**The Big Welsh Rhyme Time 2022 will run from 7<sup>th</sup> – 11<sup>th</sup> February.**

**This year's key message will be 'Rhyming fun for everyone'; we want to promote the message that rhyme is for people of all ages/ gender/ backgrounds.**

Children take part via a wide range of early years settings, including schools, libraries, playgroups, nurseries and baby and toddler sessions. Participating children receive special certificates and stickers, and the week is supported by online and PR activity.

The Big Welsh Rhyme Time launched in 2018, and last year over 25,000 children took part.

<https://www.booktrust.org.uk/what-we-do/booktrust-cymru/the-big-welsh-rhyme-time/>

### What we are looking for

We are looking for **different voices from Wales to create fun and engaging content that will encourage children to share and enjoy rhymes, poems and songs** during the Big Welsh Rhyme Time – and beyond.

We want the new content to support children in the Foundation Phase. We are focusing new developments this year on **children aged 0 – 5 years**.

**As a minimum, each commission should include:**

- **one original fun rhyme, poem or song linked to the message (bilingual if possible)**
- **a film of the rhyme, poem or song being performed**
- **one interactive activity for children**

- **at least 2 short videos to promote the new rhyme AND to promote Big Welsh Rhyme Time (for use on social media)**
- **head shots to be used in promotional material**
- **at least 1 quote linking to this year's message 'Rhyming fun for everyone'**

We plan to showcase the selected videos and activities throughout the Big Welsh Rhyme Time week (7<sup>th</sup> – 11<sup>th</sup> February 2022), via our online channels. We will be encouraging children to use all the resources during their Big Welsh Rhyme time sessions. The text of the rhymes, poems and songs will be designed to produce branded resources for children and families.

The rhymes, songs and activities should be fun and engaging for 0 – 5 year olds and capture their imaginations.

We want the content to reflect the diversity of Wales across the commissions. All resources will be bilingual. This will obviously include English and Welsh, and may also include some of the other languages that are spoken in Wales.

### About BookTrust Cymru

BookTrust is the UK's largest children's reading charity.

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.

### Other considerations for the commissions

Above all, the content should be engaging for children in the Early Years. It should also be engaging for parents/ carers and accessible for practitioners to help them get the most out of their rhyme time sessions.

Content must be appropriate for use in different settings and at home.

The content should appeal to children across Wales from a range of family and home backgrounds, and be genuinely inclusive.

Across the commissions, we will be looking for content that is suitable for first language Welsh speakers, Welsh learners (in English and Welsh medium schools), and children and families who have English or Welsh as an Additional Language.

Filmed content should meet BookTrust's filming guidelines (see Appendix 1).

### Other terms

We recognise that not all commissions may be able to meet all requirements, especially in relation to language. Please contact us with any queries.

BookTrust Cymru reserves the right to award less than three commissions if applications are not suitable.

We welcome and encourage proposals from people from a diverse range of backgrounds, from across Wales.

Content will be shared on the BookTrust Cymru website and across our social media platforms. Content will be shared with BookTrust branding. BookTrust Cymru will add branding to films and, if required, subtitles.

BookTrust Cymru will advise on suitability of content as the commissions develop and reserves the right to request changes to ensure commissions meet the brief.

### **Budget**

Each commission will be worth **£600**. This should cover all costs, including any expenses.

Fees will be paid on submission of final work, unless otherwise agreed.

### **How to submit a proposal**

Please submit a short proposal including:

- 1. A short biography**, including:
  - Relevant experience and/ or expertise
  - Samples of previous work, if appropriate
  - Experience of working bilingually, in Welsh and/ or with other languages
  
- 2. A brief proposal**, including:
  - What you propose to produce for the commission
  - How this meets the requirements of the brief
  
- 3. Any other information that you feel will support your proposal**

Proposals will be judged against the following criteria:

1. Quality of proposal against project requirements
2. Relevant experience
3. How the selected commissions will deliver an exciting package for children, across the range of content offered

Please submit your proposals to: [booktrustcymru@booktrust.org.uk](mailto:booktrustcymru@booktrust.org.uk)

To discuss the project, please contact Claire Taylor: [claire.taylor@booktrust.org.uk](mailto:claire.taylor@booktrust.org.uk)

### **Appendix 1: BookTrust Filming Guidance 2021**

*This is general guidance for all BookTrust filming work.*

For any filmed content:

- 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.

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.