

# Book Selection at BookTrust

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# What I am going to talk about today

- Process
- Criteria
- Focus on early years
- Special Educational Needs
- Books in other languages
- Representation



# Programmes

We buy approximately 4m books a year across:

- Bookstart Baby (universal) / Bookstart SEN (around 1.3 million babies and toddlers receive Bookstart packs each year in England and Wales, which is around 95% of all children)
- Bookstart Treasure (universal)
- Bookstart Corner
- Time To Read (universal)
- Letterbox Club
- Bookbuzz
- School Library Pack / Special School Library Pack
- BookTrust Cymru programmes
- Dual Language titles



# The Process

Three stage process:

- Find books! We do this through our deep knowledge of children's publishing and new developments; holding regular meetings with publishers, big and small; publisher 'call outs'
- Longlist in house
- Selection panel – different for every programme and every year



# Selection Panels

Selection panels are made up of:

- Librarians, teachers, booksellers, book bloggers and reviewers
- SEN specialists (for visually and hearing-impaired children)
- Child psychologists
- Foster carers, care leavers and virtual school heads
- Panel members are from across England, Wales and Northern Ireland; urban and rural; male and female and from different and diverse backgrounds and settings.



# Criteria

For Baby and Treasure we are looking for books that:

- Are suitable for gifting when a baby is 6 – 8 weeks old but which can be read throughout the first year and meet our reading habit formation objective (for Baby)
- Appeal to children aged 3 – 4 years (for Treasure)
- Contain simple, accessible text in clear and legible fonts with good contrast; contain text with rhyme, rhythm and repetition; have themes that are accessible and inclusive and that
- Involve babies and children in the reading experience; encourage babies and children to make sounds and vocalise
- Have illustrations/photographs that are diverse and inclusive and reflect a diversity of racial and cultural backgrounds and abilities
- Families will enjoy and will hold up to multiple readings
- Reflect baby's/child's experiences and stimulate a child's imagination
- Please note that all books must be well produced and printed, meet the health and safety standards of the UK and Europe and have the CE quality mark. Board books must be safe and sturdy enough for purpose.



# Other Considerations

- Less affluent + less engaged beneficiaries
- Adults and carers who can't read or don't read
- Adults and carers who were never read to and don't know how to share a book with a child
- Families for whom English is not their first language
- Trigger issues for vulnerable children (even for universal programmes)
- **MUST BE A GOOD STORY!!**



# Focus on Early Years

**SPACE BABY**

**ZOOM TO THE MOON!**

3, 2, 1... blast off!  
Your baby will love reaching for the textures in this shiny space story.

*It's never too early to introduce children to the exciting world of science and these books help to stimulate interest in the world around them.*  
Dr Jacqueline Harding-Vallance, Child Development Consultant

With shiny foil to capture your baby's attention

A fun first book about space

Perfect to share with your baby

Also available:

- OUT TO THE WORLD
- LIFT OFF!
- GO DOWNY ALIENS

Illustrated by Fiat Uno

**Zoom to the Moon!**

A shiny space book

**pat a cake**

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This edition published in 2021 by Pat-a-Cake  
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A CIP catalogue record for this book is available





# Is it a book..?

It takes six months to a year for babies to see as well as adults. From birth, the complex blurry world is just light and dark and moving forms. At four months, it's believed they can see bright colours and faces close to them. That is why high-contrast images and faces are so engaging. At six months, babies love looking at other babies!

Which image will excite your baby the most?



Tummy\_Time\_wisp\_bookfront.indd 1

a foldout book

## TUMMY TIME!

Tummy time is happy time  
with this foldout book.

a foldout book

**High-contrast images on one side. Baby photos and a mirror on the other!**

Tummy time is important for babies' physical development. It builds strength in their necks and upper bodies, eventually enabling them to roll over, sit and crawl. Keep their brains busy, too, with this two-sided panorama of images, designed to attract and keep their attention from birth to 12 months. It's good for their body and brain!

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## TUMMY TIME!

Good for baby's body and brain

TUMMY TIME!

TUMMY TIME!

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# Bookstart Special Educational Needs

**Booktouch Baby / Toddler (visually impaired)**

**Bookshine Baby / Toddler (hearing impaired)**

**Bookstart Star (delayed motor skill development)**



# Not specialist books

BOOKSTART STAR



# Books in other languages

Challenge to match the quality of our English book gifting for 0 – 5 years

- At the moment these are ordered on demand from one supplier
- Some success through pairing a publisher with this one supplier and requesting two titles
- Will form part of our Strategic Objective work for early years but not immediate



# Representation



# Books that all children will recognise themselves and their families in

## Diversity in

- Authors and illustrators of colour – so all children can aspire to writing and illustrating themselves
- Stories and settings
- Characters and illustrations
- Book Selection processes

## Working with BookTrust Represents

- School events
- Author and illustrator training and mentoring

