

INDEPENDENT BOOKSHOPS: BOOK DRIVE 2020



Pilot evaluation
August 2020

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Children's
Book
Project



PROJECT OUTLINE

A unique opportunity for families to pass on their books

The Children's Book Project takes donations of gently used children's books, sorts them and gifts them to children with few books of their own (often with none at all). Ordinarily, books are gifted via donation points around London and Oxfordshire and via school Book Drives.

This campaign invited families to donate books via their local independent bookshop over a period of three weeks (23rd June - 14th July). The initiative built on the reputations of these community-oriented bookshops and enabled families to directly support young people less able to buy books of their own.

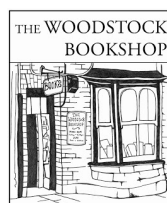
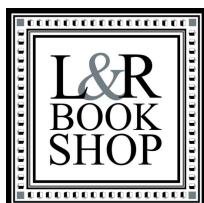
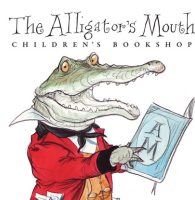
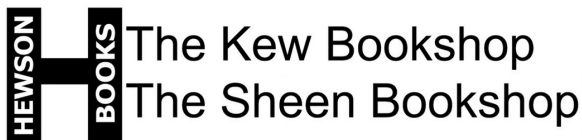
7,580 books
donated in three
weeks

Targeting

14 bookshops participated across London, Bucks and Oxfordshire. All have active children's departments or specialise in children's literature.

Promotion

Each shop promoted the donation opportunity to their customers via social media and email newsletters. Point of sale and a branded dump-bin in each shop also raised awareness.



IMPACTS



7,580 books donated

- Average 541 books per shop
- A book for every child in 16 primary schools
- Excellent quality and range of books



**10 coordinators across
London, Bucks & Oxon**

- Weekly book collections
- Supported with point of sale
- Helped raise local awareness



**334 families found new
homes for their old books**

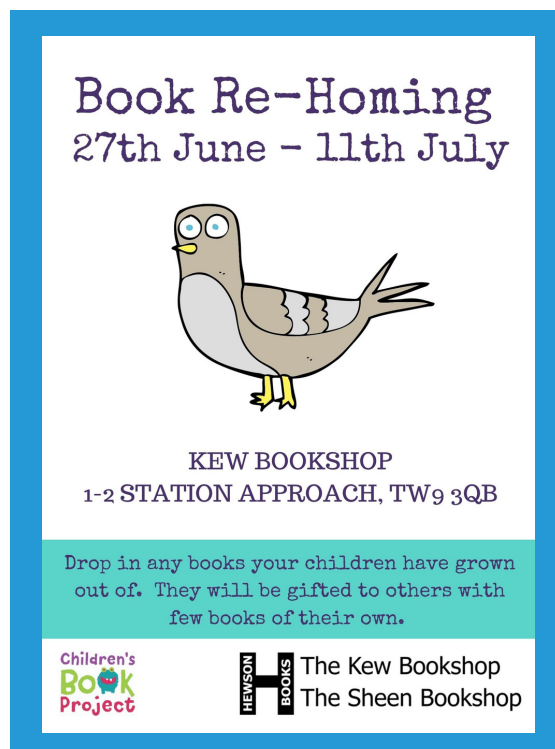


- Increased awareness of the positive impact of old books
- Empathy & interest in need

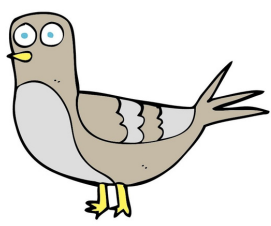
BOOKSELLER FEEDBACK

Donors enjoyed knowing books would find homes within their community

Parents were compassionate about other families' circumstances and recognised the role that their books could play in supporting reading communities. They anticipated the pleasure that their books would bring to other children and reminisced over their own shared reading experiences.



Book Re-Homing
27th June - 11th July



KEW BOOKSHOP
1-2 STATION APPROACH, TW9 3QB

Drop in any books your children have grown out of. They will be gifted to others with few books of their own.

Children's Book Project

HEWSON BOOKS The Kew Bookshop
The Sheen Bookshop

"We are a true community interest bookshop.
Our aim is to foster a passion for reading"

Tales on Moon Lane, Forest Hill

New visitors

Staff report a number of new visitors to their shops, sparked by POS and local marketing.

Addresses demand

Many families had previously asked staff where they could donate books.

YOY potential

All agreed there was considerable year on year potential, with additional marketing, longer lead times & 3rd party support.



FAMILY FEEDBACK

Another good reason to pop by.

We needed to make space at home!

So happy that our children's books will make other children happy.

We've loved looking at what we used to read.

We were interested to see what this was all about. We love books!

So valuable to be able to make a difference.



ABOUT THE CHILDREN'S BOOK PROJECT

Charitable aims

The Children's Book Project gifts 100k+ books annually to families that have few books of their own.

Celebratory book gifting events coordinated by schools and other settings build reading communities, further children's aspirations, develop their literacy skills and help support young people's mental well-being.

Committed

All books are gifted via targeted organisations that support needful communities, including over 350 schools and groups to date. Input from practitioners in each setting informs all gifting practice and ensures the quality of children's interactions with donated books.

Responsive

During the partial closure of schools from March - July 2020 we responded to schools' requests for books they could gift to pupils at home.

- 62,000 books via 168 settings
- Teachers gifted many books by hand to children at home
- Children made to feel part of their wider community

Our thanks

To every participating bookshop for supporting this pilot and to the following generous volunteers:

Hayley Collins, Emma Fane, Catey Hillier, Andrew & Linda Humphries, Nicky Martin, Solveig Nepstad, Jane Parmiter, David Wishart & Sarah Scrivener,

