

BookTrust Cymru: Big Welsh Rhyme Time Commissions 2026

Summary

We are inviting authors, poets, writers, musicians, performers and children's storytellers to help us create some special new content for Big Welsh Rhyme Time 2026.

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

Submission deadline for proposal: 12pm 5th September 2025

We will aim to inform the successful applicants on or before **12th September 2025**.

All work must be complete and submitted to BookTrust Cymru by **12th December 2025**.

About Big Welsh Rhyme Time

Big Welsh Rhyme Time 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 inspires creativity.

Big Welsh Rhyme Time 2026 will take place 2nd – 6th February.
This year's key message will be 'Rhyming Fun for Everyone'.

Children take part via a wide range of early years settings, including schools, libraries, playgroups, nurseries, children's centres, childminders and more. Participating children receive special certificates and stickers, and the week is supported by online and PR activity, competitions and more.

Families also join in at home where they can access all the created content via the BookTrust website.

Big Welsh Rhyme Time launched in 2018, and last year over 25,000 children took part. To find out more and see previous commissioned content please visit the web page here:

<https://www.booktrust.org.uk/bigwelshrhymetime>

What we are looking for

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

As a minimum, each commission should include:

- **one original fun rhyme, poem or song linked to the message 'Rhyming Fun for Everyone' (bilingual if possible)**
- **a film or animation of the rhyme, poem or song being performed**
- **one interactive activity for children (this could be a draw-along video, an activity sheet based on the rhyme, poem or song, etc)**
- **head shots to be used in promotional material**

- **at least 1 quote**
- **a short biography**

We plan to showcase the selected videos and activities throughout Big Welsh Rhyme Time week (2nd – 6th February 2026) via our online channels. We will encourage partner organisations, early years settings and families to access the content during this time and share more widely. The text of the rhymes, poems and songs will be used to produce branded resources.

The rhymes, songs and activities should be fun and engaging for 0 – 5-year-olds and capture their imaginations. **We ask that when submitting your proposal you state whether your content will be for ages 0 – 2 or ages 3 – 5.**

We want the content to reflect the diversity of Wales. All resources will be bilingual (English and Welsh) and may also include other languages that are spoken in Wales, including BSL.

About BookTrust Cymru

BookTrust is the UK's largest children's reading charity and our mission is to get children from low-income and vulnerable family backgrounds reading regularly and by choice. We focus on helping children in key developmental years from birth to the first years of primary school.

BookTrust's work is driven by evidence. Our research gives unique insights into the lives of the families we work with and what works to build the reading habits that bring immediate and lifelong benefits to the children who need it most.

BookTrust Cymru works with delivery partners across all 22 local authorities in Wales to deliver a range of impactful and bilingual programmes that will inspire a love of reading in children because we know that reading can transform lives.

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

Copyright in a commission will remain the copyright of the creator and the commission will be subject to terms and conditions which will be set out in full in the Consultancy Agreement which will be issued on selection of the commissions. Signature of the Consultancy Agreement by the Creator is a condition of the commission going ahead.

We recognise that not all commissions will meet all requirements, especially in relation to language. Please contact us with any queries (contact details below).

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

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

BookTrust Cymru will pay a one-time fee of **£600** for each commission to 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
 - Whether your content will be for ages 0 – 2 or ages 3 – 5
- 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

To discuss the project, please contact Phil Savery: phil.savery@booktrust.org.uk

Appendix 1: BookTrust Filming Guidance

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.