



COMPANY QUALITY POLICY STATEMENT

The Quality Policy provides a framework for establishing and reviewing the quality objectives. Senior management will make plans to ensure the quality objectives of the organisation are satisfactorily met, and will assess opportunities for improvement. Quality objectives will be included at Management Review.

We recognise that the continued future success of the company depends on the competency of staff in addition to the efficiency and effectiveness of the services we provide. It is therefore the company's aim to organise and provide the quality of service which must be of the highest possible standard and continually improving the effectiveness of the quality management system.

The Company will provide and maintain the necessary infrastructure, and adequate resources will be allocated to achieve product and service conformity. In addition, for books and furniture items, the importance of complying with any product related statutory and regulatory requirements.

The policy will be communicated and understood at the appropriate levels, and will be reviewed for continuing suitability.

The Quality System will be regularly reviewed by means of a management review, as well as internal and external audits. Modified organisations, processes, work instructions and specifications will be issued to all relevant personnel. These must be maintained and implemented on receipt.

In addition to strict adherence to these policies and procedures we need to continually develop and maintain the right attitude towards high quality achievement throughout the whole of the company. Only in this way will we reach our Quality Policy of complete customer satisfaction.

Ray Dyer
Managing Director
January 2016



ITT: itt 64216 - Provision of Flying Start Book Bags – 2017/18

**Freedom of Information Act 2000: request for information not to
be released**

Our commercial terms (particularly the discount offered on supply of books as part of this tender) are commercially sensitive, and we request that these are not released as part of any FOI request.

**Ray Dyer
Managing Director
September 2017**

Peters' Ltd Technical response to Contract C030/2017/2018

Criteria 1

Peters have extensive experience of selecting and supplying age-appropriate bookstock for libraries, schools and early years settings across the UK. We are the UK's leading supplier of children's books to libraries, and the only specialist focusing exclusively on children's stock.

Our team of experienced Children's Librarians read and review every book that arrives at Peters, so we are confident that we have the expertise to select and supply suitable titles.

We have experience of working in partnership with a wide range of organisations to support literacy initiatives, including National Literacy Trust, The Reading Agency and Booktrust. This includes advising on specific titles to match criteria in projects. We have offered advice and support to customers who have implemented Bookstart projects for many years.

We have considerable experience in providing stock and advice for children's centres and pre-school children. The titles that we have selected for this project will enable parents to share books with children, and to help engage children in the reading process.

The particular titles that we have chosen for Flying Start are "This is the Bear" by Sarah Hayes for the English Title and "Geiriau Cyntaf Cyw" by Helen Davies for the Welsh Title.

We have chosen these books because they will fit perfectly with the requirements for Speech, Language and Communication. "This is the Bear" is a simple but effective story with a coherent beginning, middle and end, enabling the child to grasp the concept of sequences of events. "Geiriau Cyntaf Cyw" is a simple word and picture book that will enable the parent to create their own stories and will encourage children to become familiar with saying and repeating words, to match words with images of what they are and to build vocabulary.

Our specialist Librarians will create activity sheets for each of the books and a sample activity sheet for "This is the Bear" has been included below with our bid. This includes initially playing with the book in order to enable the child to learn the conventions of how a book is laid out. It also gives ideas for ways to engage the child in talking about the pictures, the characters and the story. There are also questions that enable the parent to encourage the child to reflect on their own experiences and how they relate to the characters in the story.

This sort of talking is a key element of the Speech, Language and Communication element of the Flying Start programme. It will lay the foundation for future learning, helping to ensure that children are ready for school. It will also give children a good understanding of how stories are structured and help to expand their imagination.

Both books that we have selected are suitable for 2 year olds. "This is the Bear" has a simple rhyming text that allows children to predict what might come next. It has an engaging character, and a familiar situation (loss of a valued toy) that young children will be able to relate to.

“Geiriau Cyntaf Cyw” is full of bright, attractive and colourful illustrations of familiar everyday objects that children will be able to identify. In addition it is linked to a TV series “Dysgu gyda cwy = Learn with Chick”. It’s not essential that children have watched the series; however, if they have it will help the child to recognize the images and increase engagement as well as giving the parent another talking point when introducing the book.

One of the virtues of having a Welsh language book that is words and images is that it can be used by families with little knowledge of Welsh as the parents would easily be able to substitute the English word for the object instead of or alongside the Welsh.

Below is an example of activities to use with your child (text in italics below). If required this can be produced as a colour A4 sheet which can be included in the Flying Start bags at no additional cost.

Advice for sharing a book with your child

Written by Sarah Hayes in 2003, this classic picture book is ideal for sharing with small children. The bold text, expressive illustrations and energetic rhyme pattern work together perfectly to tell a story that is all too familiar with many youngsters today.

BEFORE READING:

Look at the front cover of the book with your child. Ask your child to put the book the correct way up for reading. Discuss how they know which way up to hold the book.

Ask questions based on the cover such as:

- ☐ *What do you think this book might be about?*
- ☐ *Who do you think might be in the story?*
- ☐ *What do you think the boy’s name might be?*
- ☐ *What is the boy doing to the bear?*
- ☐ *Have you got a bear like this one?*
- ☐ *What colour are the boy’s clothes?*

Turn over to look at the back cover with your child.

- ☐ *What is the bear doing in this picture?*
- ☐ *Why do you think that the bear is having a bath?*
- ☐ *What do you do when you have a bath/shower?*
- ☐ *Do you wash your bear in a bath?*
- ☐ *Can you point to some writing on this page?*

Explain to your child that the writing on the back cover is called a blurb and it tells you a little bit about the story.

DURING READING:

When reading to your child, point to the words with your finger as you say them. This will help your child to become aware of the difference between words and pictures and understand that in English, stories are read from left to right. Pointing to the words is also a strategy that is encouraged when children begin to learn to read for themselves.

Regularly stop and question your child about the story. Questions might include:

- ☐ *What is the teddy bear's name?*
- ☐ *How did the bear get into the bin?*
- ☐ *Why is the bin bag so heavy?*
- ☐ *What colour is the van that the bin bag is put into?*
- ☐ *Where do you think that the van is taking the rubbish bags?*
- ☐ *How do you think that the bear is feeling when he lands on the pile of rubbish?*
- ☐ *What colour is the bus? Where do you think the boy is going on the bus?*
- ☐ *Have you ever been on a bus?*
- ☐ *The man at the dump is grumpy. Can you pull a grumpy face?*
- ☐ *Look carefully at the picture of the little boy when they are looking for his bear. What do you notice?*
- ☐ *How is the bear feeling? (ask this at various parts of the story?)*
- ☐ *How does the dog find Fred? What else does he find?*
- ☐ *Why does the bear need a bath?*
- ☐ *What other toys does the little boy have? Which do you like best?*
- ☐ *Why do you think that the bear does not want to tell his friends where he has been?*
- ☐ *What colour are the boy's pyjamas? What are your pyjamas like?*
- ☐ *What does the word 'surprised' mean? What did the bear do that surprised the little boy?*

AFTER READING:

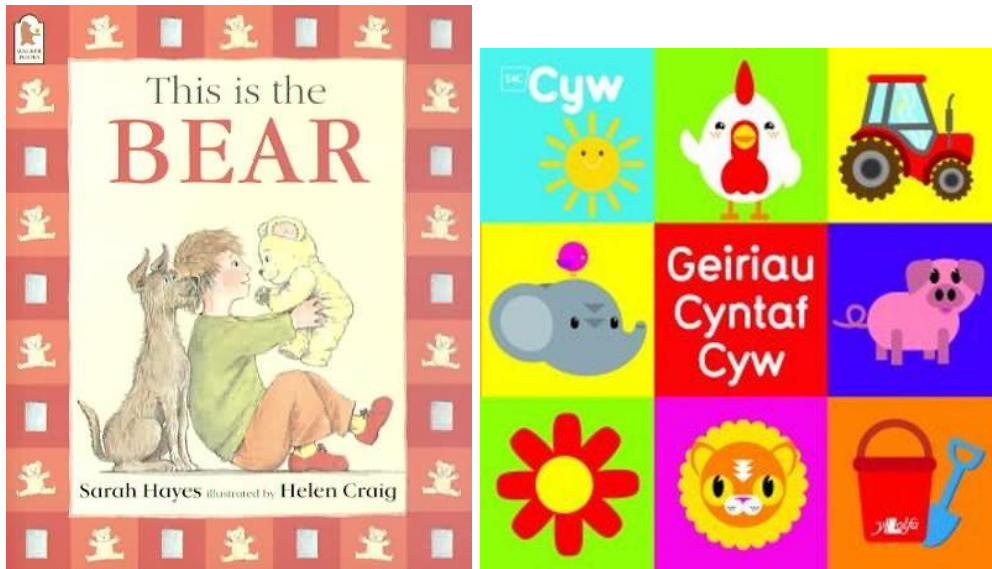
After finishing the story it is good practice to ask your child some questions about the story. If this is done regularly, it will help to develop their listening and comprehension skills. Questions might include:

- ☐ *Did you like this story? Why/why not?*
- ☐ *What was your favourite part?*
- ☐ *How did you feel when the bear was left in the rubbish?*
- ☐ *Did the story have a happy or sad ending?*
- ☐ *The bear was the little boy's favourite toy. What is your favourite toy? Have you ever lost it?*
- ☐ *Do you know of any more stories about a teddy bear?*

Criteria 2

The two selected books are:

- “This is the Bear” by Sarah Hayes, illustrated by Helen Craig, published by Walker books.
- “Geiriau Cyntaf Cyw” by Helen Davies, published by Y Lolfa



Small Wax Crayon Set.

Set Contains 8 Wax Crayon Printed 2 Colour (Flying start logo) (only one logo due to limited space on the pack) - Non Toxic



A4 SmartPad with Cover

25 x Sheets of White 80gsm Paper with 250gsm gloss artboard draw leaf cover. Logo printed in 3 colours (Flying Start logo and Welsh Government logo) to front cover with plain individual sheets.

Long Handled Cotton Shopper

Eco Bag

420mm x 380mm - Long handled unbleached natural cotton bag

Print Colours x 3 - Print Positions - Front (Two Logos)



Criteria 3

We have extensive experience of supplying books and other resources in a timely way. We have contracts to supply library books across the UK (including to all the authorities in Wales), and these include delivery within an agreed timescale to multiple delivery points. We have contracted partnerships with a number of national couriers. Multiple couriers provide resilience in the supply chain and allow us to circumvent regional issues with any single carrier. The daily carrier service collects from Peters after close of business each day. All deliveries are next-day. POD (proof of delivery) and consignment tracking are available.

We have in-house systems to ensure accurate and effective receipting and warehousing of goods, and for chasing outstanding orders. We will assign a lead for this project, who will be responsible for co-ordinating with relevant colleagues at Peters to ensure that the project is on track, via weekly updates, a summary of which will be circulated to the client's project manager. We have agreed provisional lead-in times with all of the suppliers that we will be using to source the books, crayons, pads and bags and we are therefore certain that we will meet the deadlines specified.

A guide to lead-in times is included below:

Item/Action	Supply Time
This is the Bear	29 th January 2018
Geiriau Cyntaf Cyw	29 th January 2018
Crayons	Mid-December
Scribble Pad	Mid-December
Bag	Mid-December
Activity Sheets (if required)	Mid-December
Collate Bags	First two weeks of February
Delivery	3rd week in February

Criteria 4

All of the items included in this bid are sourced from UK based companies. We confirm that all items conform to current EU safety regulations and are safe for use by a child of the age of 2 or above. The crayons are non-toxic. The scribble pad is ethically sourced and uses FSC certified paper. The bag is made from natural unbleached cotton.

Our approach to sustainability is that we are committed to achieving continuous improvement in environmental performance by our internal staff practices and customer operations.

The main areas of Peters' service provision where negative impacts on the environment are actively managed are:

A. Distribution of goods.

Peters works with our chosen carrier service to ensure that they monitor and seek continual improvement of their environmental impacts, through vehicle maintenance, driver training and awareness, use of environmentally sustainable fuels and efficient route planning.

B. Packaging.

The company purchases cardboard boxes which are 'once-used' rather than new for the distribution of orders. As part of this commitment we use void-fill packaging rather than traditional paper based packaging. Even though this is generally considered to be an ecologically sound solution because the product is recyclable and sustainable, recent studies have shown that the greatest environmental impact of these products is not in its manufacturing cost or how it is recycled but in the embedded logistics cost. This is not only the weight of each box delivered to our customers but also the weight of the packaging delivered to us. For comparison – a single roll of film weighing approximately 8 kilos is equivalent to 4.5 cubic metres of paper packaging that needs to be transported to Peters.

The air pillow packaging that we use is substantially lighter than paper based infill and therefore reduces the carbon footprint of every delivery we make and receive.

In addition the product has some sound ecological credentials:

- it is reusable
- it is recyclable
- it is part made from recycled material

C. Sustainable products

We seek to use products throughout the supply process that have a low environmental impact, are sustainable and are ethically sourced.

Examples would be sourcing environmentally friendly book jackets and ensuring that suppliers of our paper goods – including published books – meet environmental standards, which for books means having the FSC label to indicate that the paper is produced from sustainable sources.

D. Facilities management

We continually assess the use of power supplies in our business and make reductions where possible by using sensors, timers and automatic energy saving modes. We have recently replaced our lighting system throughout our building with a system that is motion controlled, so that energy is saved when space within the building is not in use. Staff training includes an awareness of using resources responsibly.

E. Recycling

Recycling facilities are in use for toner, mobile phones and inkjet cartridges as well as paper, cardboard, cans, plastic and glass. We have achieved Birmingham City Council's Environmental Sustainability Standard.

Community Benefit

Peters believe that we are offering a highly competitive and efficient bid and as such we are not able to offer any further community benefit as part of this tender.