

# STATE OF THE NATION AND IMPACT REPORT 2015/2016

Giving disadvantaged children the literacy skills to succeed in life







## ABOUT THE NATIONAL LITERACY TRUST

We are an independent charity that transforms lives through literacy. We believe that literacy is a vital element of action against poverty, and that improving reading, writing, speaking and listening skills boosts life chances and increases employability and earning potential. We run literacy projects in deprived communities and we support schools and early years settings to deliver outstanding literacy provision. Our research and analysis make us the leading authority on literacy and drive our interventions. We campaign to make literacy a priority for politicians and parents. Early action on literacy can turn around a child's future and our work is focused on those critical moments in literacy development where we can make the greatest impact. Our mission is to equip disadvantaged young people with the literacy skills they need to get a job and to be successful in life.

### Our impact in 2015/16

- We directly supported the literacy of 103,465 children through our programmes
- We supported literacy in 6,453 schools and 133 early years settings
- We launched 'Read Manchester' to boost literacy throughout the city and continued work in our National Literacy Trust Hubs in Middlesbrough, Bradford and Peterborough
- 32,569 children and young people took part in our annual literacy survey and we released four research reports with the findings
- Our campaigning had a media reach of 243m and an equivalent advertising value of £4.2m
- We grew our Twitter followers by 33% to 40,380 and our Facebook likes by 19% to 7,877
- 566,477 people visited our website for literary resources, tools, research and news, and 181,200 resources were downloaded



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Her Royal Highness The Duchess of Cornwall

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The mission of the National Literacy Trust is to equip disadvantaged children with the literacy that they need to give more and get more from their lives – so they will succeed in gaining employment and enjoy worthwhile lives. This mission has a fundamental bearing on the social mobility of the nation's children. Children in the UK who do

not learn to read are more economically vulnerable than their counterparts internationally. They have fewer opportunities open to them when they leave school, and this reinforces the cycle of disadvantage. The UK is one of the most socially unequal nations in the developed world and recent evidence suggests that the situation is getting worse, with alarming indications that social mobility is, in fact, decreasing.

Reading is also a vital skill for our economy. If every child left primary school with the reading skills they need, our economy could be £32.1 billion bigger by 2025<sup>1</sup>. Based on National Statistics data this equates to over £1,200 per household<sup>2</sup>. Businesses feel the skills deficit acutely. The CBI has found that 37% of businesses are dissatisfied with young people's literacy skills and use of English, with 40% or more providing remedial training in basic skills to school and college leavers<sup>3</sup>.

That is why the support of businesses to our work is so incredibly vital. Businesses such as Boots Opticians, who are doing such pioneering work with us to highlight the links between eye health and literacy and to improve the literacy of the UK's most disadvantaged children. Or the Premier League, with whom we partner to encourage disengaged readers, particularly boys, to enjoy books through the motivational power of football.

In the country's most deprived areas, more than a third of adults lack the literacy expected of an 11-year-old. Our National Literacy Trust Hubs provide local solutions to entrenched and generational patterns of illiteracy. By harnessing community assets and working with local services, businesses and the public sector we are transforming the future of some of the UK's most disadvantaged children.

We would like to express our grateful thanks to our Patron, Her Royal Highness The Duchess of Cornwall, for her continued support for our work, which this year included a visit to our Peterborough Hub. We are also grateful to all of our supporters. Their contributions help make sure that vulnerable children are not left behind, and are set on the path to success in life.

*Julia Cleverdon*

**Dame Julia Cleverdon DCVO CBE**  
Chair

Literacy is at a crossroads. The government has in the past year accelerated the academisation of all schools, abolished levels and introduced changes to national curriculum assessment and new exam specifications. Under the new Key Stage 2 assessments, only 66% of 11-year-olds read at the expected level in 2016.



Thousands of children are leaving primary school without the literacy skills that they need to succeed in life. The impact on their learning, employability and life chances is significant. Specific groups are far more likely to fail; the reading gap between boys and girls in England is one of the widest in the developed world, and children from poorer backgrounds are also more likely to fall behind.

The aim of the National Literacy Trust is to give every child the support they need to prevent this from happening; an aim that we know is shared by teachers, librarians, early years professionals and parents throughout the country. We are here to support and invigorate the teaching profession around our common goals, to celebrate their expertise and strengthen their professional commitment. Our strategies and resources are built on consultation, insight and solid research.

Our corporate partnerships allow us to innovate and transform children's classroom experience of literacy teaching, whether that's by working with the Premier League or thousands of volunteers from Boots Opticians. We are working with 44 businesses on the Vision for Literacy Business Pledge to combat illiteracy at scale. Our sector partnerships are also key as we take on the secretariat of Read On. Get On and convene the National Literacy Forum.

At the heart of our work are the lives of the children and families with whom we work. We have talked to them. Many of them love reading and writing; many of them find learning to read and write hard and don't enjoy it. But the vast majority recognise that it is of vital importance to their futures. We are here to give them the literacy skills to gain employment and succeed in life.

*Jonathan Douglas*

**Jonathan Douglas**  
Director

<sup>1</sup>Read On. Get On. (2014), *How reading can help children escape poverty*. Published by Save the Children on behalf of the Read On. Get On campaign

<sup>2</sup>2013 National Statistics data

<sup>3</sup>CBI (2015), *Inspiring Growth: CBI/Pearson Education and Skills Survey 2015*. London: Pearson

## The evidence

The Early Years Foundation Stage sets learning and development goals for children from birth to five years old and is assessed by practitioners in all schools and early years settings. During the early years, communication and language form the foundations upon which future literacy skills are built.

Figure 1: Communication and language and literacy attainment by gender and free schools meals (FSM) (% children reaching the expected level or above)

	Listening and attention	Understanding	Speaking	Writing	Reading
All	85.6	85.3	84.1	70.8	76.1
Boys	81	81	80	64	71
Girls	91	90	89	78	82
FSM	77	76	75	56	61
Non-FSM	87	87	86	73	61

Early Years Foundation Stage Profile 2015

- Boys and pupils eligible for FSM are less likely to reach expected level than peers
- Writing appears to be most challenging for these groups

Figure 2: Communication and language trends over time (% children reaching the expected level or above)

	Communication and language	Literacy
2012/13	72	61
2013/14	77	66
2014/15	80.3	70.1

- Despite large inequalities shown in the previous table, the overall number of children reaching the expected level increased between 2014 and 2015



## Our impact

### We helped 2,045 parents support their child's language development

We engaged parents with their young children's early language development by running **Early Words Together** with schools across England and, funded by the Dulverton Trust and Save the Children, with housing associations in Burnley, Birmingham and London. We trained 401 teachers and practitioners to deliver the programme in over 149 settings.

**Parent in Tower Hamlets:** *"I really enjoyed this course and am now doing much more at home with my child, we are sharing books together and talking more about what they have done at school. I feel much more confident to help my child with their learning."*

*"I now have a much better understanding of how important it is to read to my child and how important the role of the parent is in their child's development."*

### We trained corporate volunteers to mentor parents with young children

We trained 73 volunteers from Pearson and Penguin Random House to help parents in Harlow and Tower Hamlets improve their children's early language and literacy before starting school, thanks to funding from Pearson.

**Pearson volunteer:** *"I have benefited by being more aware about the importance of encouraging literacy at a young age. I now know the type of books that children adore and the activities that complement the books. I can use this experience to help children in my family and my future children."*

### We improved the quality of early literacy teaching and support in 74 early years settings

With Department for Education funding we worked with five early years teaching schools and two local authorities to develop and deliver **HELLO** or Helping Early Language and Literacy Outcomes; an improvement tool that supports settings to self-assess their communication, language and literacy provision and take part in peer learning networks.



### We held our 12th annual Talk To Your Baby conference

Chaired by Jean Gross CBE and with keynote speaker Naomi Eisenstadt CB, our conference brought together prestigious speakers and delegates from different early years sector disciplines to reflect on the latest research and best practice. 91% of attendees said they would recommend the conference to a colleague and feedback included: "A fabulous research-based course, I have really enjoyed the experience", "An extremely useful day - lots of food for thought" and "Very good, loved the fast pace, will return to nursery with lots of ideas."





May  
2015

## "Reading levels hit nine year high as record numbers of children enjoy reading every day"

*Children's and Young People's Reading in 2014* was the first report we launched from our fifth annual survey of 32,026 children and young people aged between eight and 18. We found that enjoyment of reading and frequency of reading are both at their highest levels for nine years. However, we highlighted that many parents are unaware of how vital their support is for their children's reading, and that the gender gap is growing between girls' and boys' reading. We achieved over 100 pieces of coverage, including *The Guardian*, *Daily Mail*, *The Daily Telegraph*, *The Independent*, *The Times* and *BBC News* online.

September  
2015

## "More must be done to get children writing"

*Children's and Young People's Writing in 2014* showed that while children's enjoyment of writing has started to increase slowly over the past three years, they still enjoy writing less than reading (49.3% compared with 54.4%). The research also highlighted that children do not enjoy writing as much as they get older and write less frequently. 57.4% of pupils in Key Stage 2 said they enjoy writing; this decreases to 47.1% at KS3 and falls to just 38.8% by KS4. Coverage appeared in trade titles including *Teach Secondary*, *Education Journal* and *SecEd*.

October  
2015

## "Teachers say they need more support to meet literacy requirements of new national curriculum"

We published *Teachers and Literacy: Their Perceptions, Understanding, Confidence and Awareness*, a survey of 2,326 teachers, teaching assistants, literacy coordinators, heads of department or faculty who teach a variety of subjects, headteachers and school librarians, asking them about their perceptions and confidence around teaching literacy. Whilst almost all the teaching staff (95.2%) across a variety of subject areas said it is their job to teach and promote literacy, almost a quarter (23.9%) of teachers do not feel confident teaching the literacy set out in the new national curriculum. We secured pieces in the *Daily Mail*, *The Daily Telegraph*, *TES* and *Schools Week*.

November  
2015

December  
2015

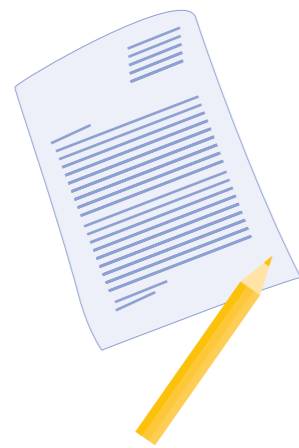
March  
2016

## "Dads urged to get involved in their children's story time to give boys a boost"

We published *Early Literacy Practices at Home in 2015: Third annual survey of parents*, a report from our third year of Pearson-funded early years research. The research showed that while more than a third of dads (36.6%) of children aged between three and five feel they have the most influence over their young child's literacy development, significantly more mums (71.5%) said the same. We secured interviews on *Sky News Radio* and *BBC Local Radio*, and trade coverage included *Nursery World* and *Practical Pre-School*.

## "Letter writers are better writers"

During Letter Writing Week we published *Children's and Young People's Letter Writing*, in partnership with the Royal Mail. The research found that more than a quarter (26.7%) of children and young people write letters at least once a month. Twice as many children and young people who write letters at least once a month write above the level expected for their age compared with those who do not write letters (23.9% vs. 13.5%). Coverage included *The Daily Telegraph* and *the Metro*.



## "Using ebooks increases boys' reading progress and makes them keener, more confident readers"

We released *The Impact of ebooks on the Reading Motivation and Reading Skills of Young People: A study of schools using RM Books*, and found that using ebooks to read can help boys to make significant progress with their reading and get the most reluctant readers to enjoy reading more. During the project, which lasted for an average of 4.2 months, boys' reading levels increased by an average of 8.4 months, compared with 7.2 months' progress made by girls. Coverage appeared in the *Daily Star*, *Daily Mail*, *The Daily Telegraph*, *The Independent* and *TES*.

**617,640** users accessed our website **wordsforlife.org.uk** for developmental milestones, tips and resources to help their children develop literacy and communication skills, a **17% increase** on last year



## With McDonald's we gave Roald Dahl books to 14m children

We partnered with McDonald's, Penguin Random House and the Roald Dahl Literary Estate to distribute 14m books featuring Roald Dahl stories with McDonald's Happy Meals. This took the total number of books given out to families through our work with McDonald's to 36m.



## The evidence

### Key Stage 1, 2015

Teacher assessments in reading, writing, speaking and listening take place for primary school children between the ages of five and seven. The phonics screening check was introduced in 2012 for all Year 1 pupils (typically aged six) to measure children's ability to decode phonetically.

Figure 3: Reading, writing, speaking and listening and phonics by gender and free school meals (% children reaching Level 2 or above)

	Reading	Writing	Speaking and listening	Phonics
All	90	88	90	77
Boys	88	83	87	73
Girls	93	92	93	81
FSM	82	77	82	65
Non-FSM	92	90	92	79

- The trends visible in the early years continue; boys and FSM pupils are less likely to reach the expected level
- The overall number of children reaching the expected level across all disciplines increased between 2014 and 2015, although writing and phonics increased the most and reading remained the same

### Key Stage 2, 2015

At the age of 11, children in Key Stage 2 take formal tests in reading, grammar, punctuation and spelling. A teacher assessment also takes place for writing.

Figure 4: Reading, writing, grammar, spelling and punctuation by gender and free school meals (% children reaching Level 4 or above)

	Reading	Writing	Spelling, punctuation and grammar
All	89	87	80
Boys	87	83	76
Girls	91	91	84
FSM	80	75	67
Non-FSM	91	89	83

- Trends from Key Stage 1 continue. At the end of Key Stage 2 large attainment gaps exist between FSM pupils and their peers and between boys and girls
- Attainment in spelling, punctuation and grammar continues to lag behind reading and writing

Figure 5: Reading, writing, grammar, spelling and punctuation trends by year (% children reaching Level 4 or above)

	Reading	Writing	Spelling, punctuation and grammar
2013	86	83	74
2014	89	85	76
2015	89	87	80

- There has been a general upward trend year on year, although the percentage of children reaching the expected level in reading remains the same as 2014 at 89%
- Although fewer children achieve the expected level in spelling, punctuation and grammar compared with the other disciplines, there has been an increase of four percentage points between 2014 and 2015

Figure 6: Library visit data – Taking Part 2014/15 Annual Child Report (DCMS) (% children visiting a library in the last year)

	Aged 5-10	Aged 11-15
2012/13	69.4	77.4
2013/14	67.1	74.1
2014/15	67.7	73.6

- Young people aged 11 to 15 are more likely to visit a library than younger children aged five to 11
- There was a slight increase in the percentage of children aged five to 10 visiting libraries in 2014/15 and a slight decrease in the percentage of young people aged 11 to 15 visiting a library, compared with the previous year



## Our impact

### We helped thousands of teachers improve literacy outcomes

We provided 577 teachers with the Continuing Professional Development (CPD) training to embed great literacy provision and leadership throughout their schools. We supplied tools, resources and inspiration to 2,496 Network members and grew our Network by 35% (from 1,853 members).

**Literacy leader Delia O'Neill, Holy Trinity Primary School in Liverpool:** "One of the best things about being a Network member is how it keeps you up to date and informed on the latest research. The National Literacy Trust is a really credible source and the information shared is always useful and relevant. Teachers are often very busy, so having engaging resources at your fingertips that you can quickly print out is fantastic."



### We inspired teachers by bringing them together to share information

**Debs Bragard, co-owner of BC Education Ltd in Stockport, was one of 83 Network members attending a local meeting:** "I found the meeting for local Network members really useful and it was great to meet more teachers who are enthusiastic about literacy teaching. It was interesting to learn what other schools are doing, as well as what they think they need to do to develop their literacy provision further."



### We enabled teachers to set whole school literacy strategies

Our Annual Literacy Review helps teachers evaluate and plan literacy provision.

**Literacy lead Kate Smalley, Twickenham Academy:** "The Annual Literacy Review has been extremely valuable in creating a strategy for improving literacy at Twickenham Academy. It has helped to identify areas we need to focus on and provides a framework for us to track our progress effectively. It has also helped to highlight the importance of the literacy initiatives we are running to senior teachers."

### We turned 49,300 football fans into reading fans



We worked with the Premier League to boost the literacy skills and motivation of children in 1,978 schools across England and Wales. Evaluation of the programme has shown that three out of four children make at least six months' progress in reading in just 10 weeks, and one child in three makes a year's progress or more.

**Teacher Fiona Meer from Low Ash Primary School in Bradford:** "Year 6 pupil Harvey was a very reluctant reader and never read by choice. Harvey very quickly became fully engaged with the programme and worked hard, attending every session. Harvey's reading skills have improved considerably, which has been reflected in recent tests. His score has doubled and he is now on track to meet the reading standard expected for his age."

**PE teacher Turgay Arli from West Thornton Primary School, Croydon:** "Premier League Reading Stars works because it gets children enthusiastic first. If you work on attitudes first, then skills come naturally after that. You don't have to drag the children up the hill. It's always easier when they're just coming along with you because they want to see what's at the top."



Leicester City FC's Dean Hammond



Arsenal FC's Héctor Bellerín



## The evidence

Figure 7: Percentage of young people who enjoy reading either very much or quite a lot in 2005 to 2015

- Levels of reading enjoyment have been rising slowly since 2013
- Levels continued to rise in 2015, increasing from 54.4% in 2014 to 54.8% in 2015

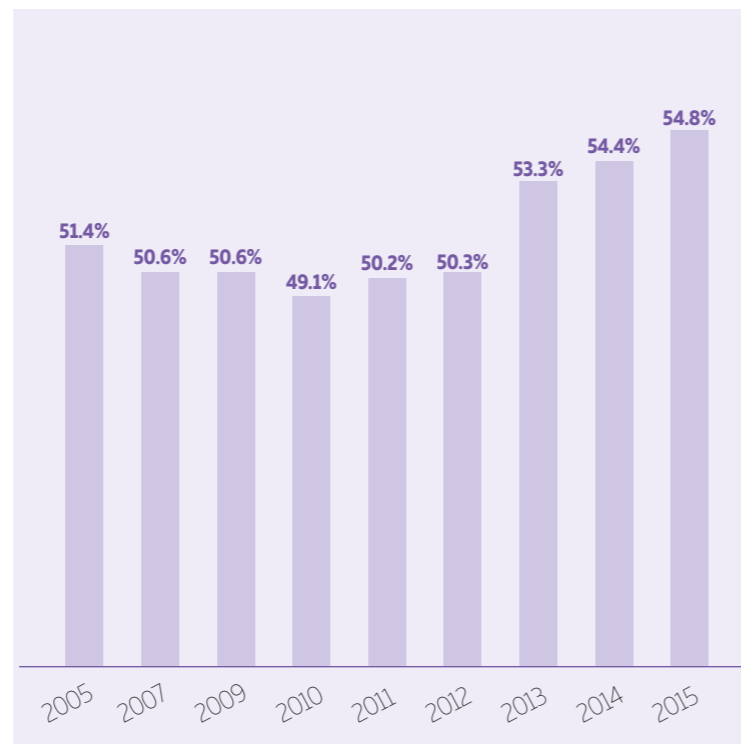
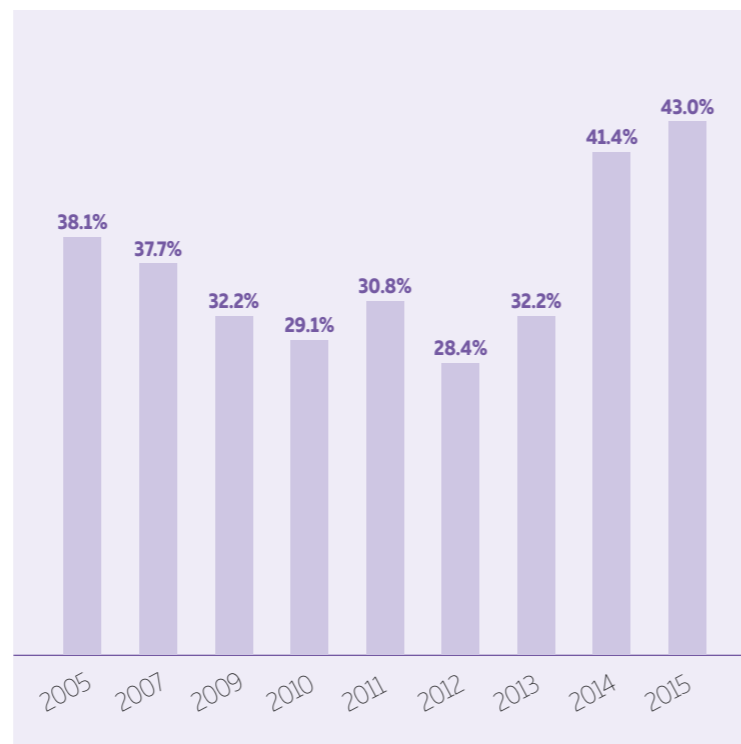


Figure 8: Percentage of young people who read daily outside class in 2005 to 2015

- The increase in daily reading levels had been dramatic in 2014, with levels rising from 32.2% in 2013 to 41.4% in 2014
- Data from 2015 showed that this was not just a "blip" as daily reading levels continued to rise in 2015; increasing to 43.0%



Data from the National Literacy Trust's Children's and Young People's Reading in 2015 and Children's and Young People's Writing in 2015

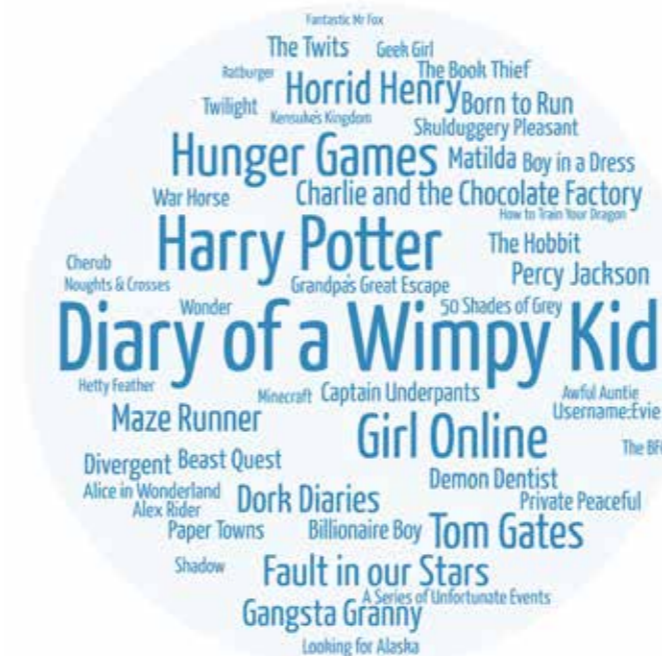
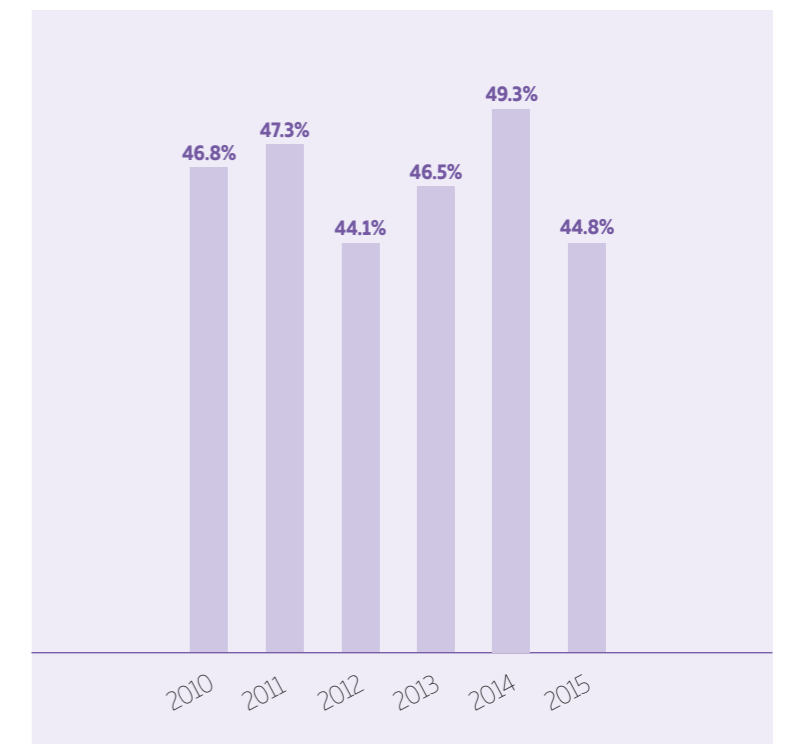


Figure 9: Frequently mentioned favourite stories or books in 2015

- Six in 10 children and young people (61.0%) in 2015 say that they have a favourite book or story
- *Diary of a Wimpy Kid* was most frequently named by children and young people in 2015, followed by *Harry Potter*, *Girl Online*, *The Hunger Games* and *Tom Gates* titles

Figure 10: Percentage of children and young people who enjoy writing either very much or quite a lot from 2010 to 2015

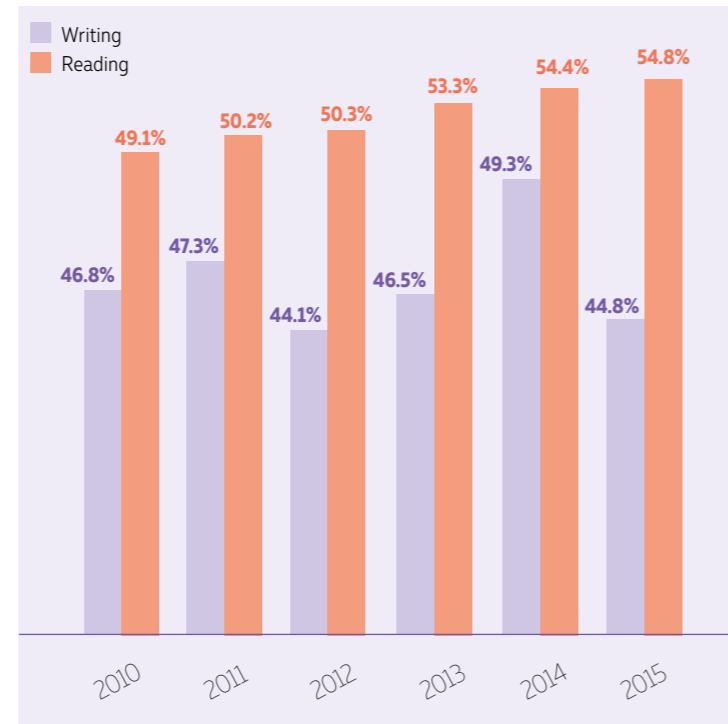
- While we recorded the highest level of writing enjoyment in 2014 since we started asking the question in 2010, the picture changed dramatically in 2015, with significantly fewer children and young people in 2015 saying that they enjoy writing compared with the previous year
- Overall, levels decreased by 4.5 percentage points between 2014 and 2015





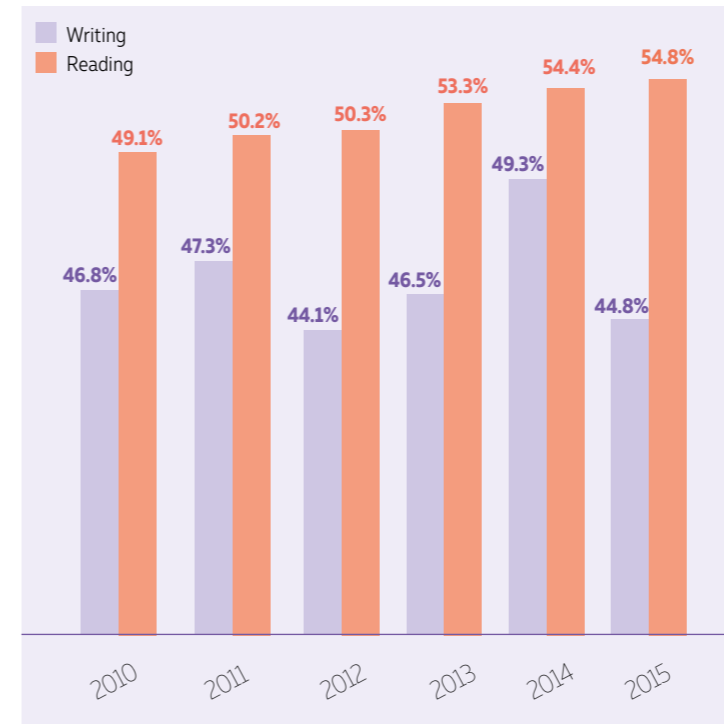
**Figure 11: Comparing enjoyment of reading and writing from 2010 to 2015**

- Figure 11 highlights the stark contrast between levels of reading and writing enjoyment over time and shows that while levels of writing enjoyment have declined over the past year, levels of reading enjoyment have increased slightly over the same time period
- This means that the gap between reading and writing enjoyment levels has increased in 2015, rising from a difference of 6.1 percentage points in 2014 to a 10 percentage point difference in 2015
- Indeed, the gap is the widest since we started measuring both reading and writing enjoyment as part of our annual survey in 2010



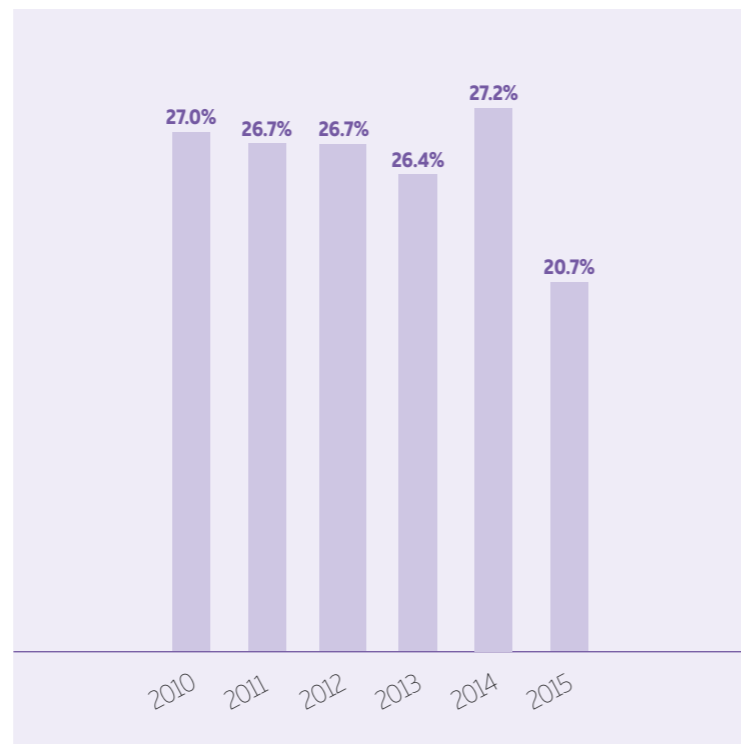
**Figure 13: Daily reading and writing levels from 2010 to 2015**

- The increasing gulf between daily reading and writing levels is highlighted in this graph
- The gap between daily reading and writing levels increased from a 5.8 percentage point difference in 2013 to a 14.2 percentage point difference in 2014. In 2015, this gap increased further to a 22.3 percentage point difference



**Figure 12: Percentage of children and young people who write daily outside class from 2010 to 2015**

- Not only did levels of writing enjoyment decrease in 2015 but levels of daily writing have decreased for the first time in five years



Data from the National Literacy Trust's Children's and Young People's Reading in 2015 and Children's and Young People's Writing in 2015.



## Our impact

We got 17,027 children excited about reading

Our **Young Readers Programme** worked with 182 primary schools to give over 24,000 books to 17,027 children in deprived communities. We gave children the chance to enjoy literacy outside the classroom and to choose books of their own to keep, encouraging reading for enjoyment.

**Teacher Carol McKinnon from Grange Primary School in Ealing:** "Zara has really grown in confidence since participating in the Young Readers Programme. Since starting the project, she has come into school and shared ideas from the books that she has chosen, encouraging other children in the class to read them too."

**Teacher Maxine Burge from Simms Cross Primary School, Widnes:** "For schools in disadvantaged areas like ours, it is a wonderful chance to turn the kids onto reading in a way that would not be possible without the finance and expertise provided."



We took pirates into classrooms

One of our free competitions to engage students was a Pirate reading adventure with Swashbuckle magazine for Key Stage 1 and early years pupils, sponsored by Immediate Media.

**Teacher Georgina Cummings from Holy Trinity Catholic Primary School in Liverpool on the Swashbuckle stories and activities:** "The whole class was motivated and it was fantastic to see them all on task. The competition didn't just have a positive impact on literacy skills; it also changed their attitudes to learning more widely. After the final session I asked the group if they wanted a copy of the story to read at home and every hand went up!"



We inspired 3,769 pupils and their teachers with poetry

**Picture the Poet** gives teachers an approach that they can use for creative writing across the curriculum, as well as increasing writing attainment for pupils. We worked in partnership with the National Portrait Gallery and Apples and Snakes and engaged 168 teachers from 109 schools.

**Sue Coulhurst from Middleforth C of E School in Penwortham attended the CPD training day with performance poet, Francesca Beard:** "I found the training day to be a really invigorating experience. It helped to revive my teaching of poetry and stop it becoming stale. It was fantastic to discuss how we could put some of the ideas which were shared into practice."





## The evidence

Figure 15: GCSE English – GCSE and equivalent attainment by pupil characteristics, 2014/2015 (DfE) Pupils achieving A\*-C in English

	All	Boys	Girls
2012/13	70.7	63.4	78
2013/14	73	65	80
2014/15	75	67	82

- The percentage of pupils achieving A\*-C in GCSE English has increased
- Girls continue to do better than boys (82% vs. 67%) but the gender gap remains the same as last year (15 percentage points)

Figure 16: 5 A\*-C GCSEs including English and maths, attainment by pupil characteristics, 2014/15 (FSM and all other pupils)

	FSM	All other pupils
2012/13	37.9	64.6
2013/14	33.5	60.5
2014/15	33.1	60.9

- The percentage of FSM pupils achieving 5 A\*-C, including English and maths, is significantly lower than for all other pupils (33.1% vs. 60.9%)
- The gap has widened slightly since 2013/14

## Our impact

### We revolutionised whole school literacy in two secondary school academy chains

Through our **Literacy for Life** programme funded by the JJ Charitable Trust, we equip pupils with the academic language used in their secondary school lessons and motivate students to read for enjoyment. We work with six schools from the Aldridge Foundation and the Ormiston Academies Trust, providing them with literacy consultancy support and in-depth subject specific training. As part of the inference training programme at Ormiston Forge Academy, 86% of pupils made above average progress in their reading in 10 weeks.

**Literacy lead Dawn Fellows from Ormiston Forge Academy in Cradley Heath said:** "Students have really embraced the reading time across lessons. Some teachers have also commented on how it really helps to give them a personal sense of literacy ownership at the academy."

Senior leaders at all of the academies have commented on how the programme is developing a whole school approach to literacy by placing literacy at the heart of the curriculum and using it as a driver for school improvement.

**Dylan Davies from Brighton Aldridge Academy said:** "Literacy for Life has changed the way we talk about literacy. Literacy is now more prominent and part of the whole ethos of the school."



### We embedded literacy across the school curriculum in 16 schools with 7,200 pupils in Oxfordshire

**Oxfordshire Gaining Momentum** focuses on the teaching and learning of language and literacy in every subject area. A whole school audit is conducted, with CPD, consultancy and activities to engage pupils including competitions and festivals. 93% of attendees have rated Oxfordshire Gaining Momentum CPD training as "excellent".

**English teacher and whole school literacy coordinator Alice Visser, King Alfred's Academy, Wantage:** "The training has been invaluable and in particular has had a huge impact on participating colleagues who teach maths, humanities and science. They've learnt skills for teaching literacy across their different subjects and feel much more confident embedding literacy in their lessons."

**Assistant headteacher John O'Regan from Gosford Hill School, Kidlington:** "The support from the National Literacy Trust has been extremely valuable in helping us to track our current literacy provision and identify areas we need to focus on. It has been really useful to discover new strategies, such as learning key words for exams and using real world texts in class, which teachers can implement across subjects to effectively embed literacy practice throughout the school."







Our ambassador Nick Hewer visits Kensington Aldridge Academy

## We inspired 787 students to write about and engage with their local community

Our 'Ox Tales' competition challenged pupils to write 500 words about a place in Oxfordshire that they feel strongly about. The entries were judged by award-winning author Frances Hardinge and 40 winners were published in a supplement in the *Oxford Mail*.



**English teacher and literacy coordinator Conner Brown from Bartholomew School, Eynsham:** "Ox Tales has definitely ignited a passion for creative writing among pupils and we're looking forward to participating in more writing initiatives in the future."

## We enabled corporate volunteers to inspire secondary school students

Business volunteers spent time at a local school in Southampton as part of the **Words for Work** programme. During 12 sessions run over six weeks they supported pupils at Upper Shirley High School, helping them develop employability skills and increase their confidence.

**Lisa Rome, Eric Robinson Solicitors:** "Using our career experience, we were able to share business knowledge with the pupils that teachers may not have had, which was extremely rewarding. At the end of the programme you could see a huge improvement in the pupils' communication skills and confidence level – they all presented professionally, using appropriate language, tone and pace."

## We supported 533 secondary students to lead or take part in literacy activities in their schools

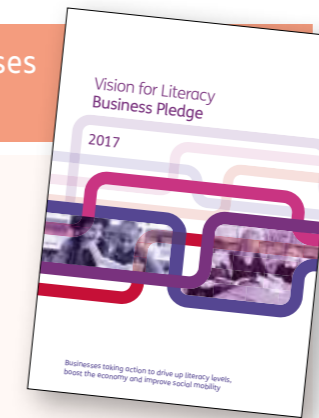
Thanks to funding from PwC, our **Literacy Leaders** pilot project empowered groups of students in five London secondary schools to promote literacy, especially reading for enjoyment, through mentoring and by organising events in their schools.

**Literacy Leader:** "You need to love books because it will actually benefit you in the future!"



## We inspired 44 businesses to prioritise literacy

We developed the Vision for Literacy Business Pledge 2016 through the National Literacy Forum, with the support of KPMG. The Pledge recognises the importance of the business sector in changing the face of UK literacy and provides a framework for business to take action within their workforce, their local community and at national level to help drive up literacy levels.



The Pledge was launched at an event hosted by KPMG in November 2015. Dame Julia Cleverdon DCVO CBE chaired a discussion with Ben Fletcher, Managing Director, Boots Opticians, a representative from KPMG UK, Rod Bristow, President of Core Markets, Pearson and Ginny Lunn, CEO, Beanstalk and evidenced a fantastic range of existing work aligned to "business basics".

44 businesses signed up to the pledge, including KPMG, Boots Opticians, British Land, McDonald's, Pearson, Penguin Random House, Premier League, Prinovis, PwC, Routledge, Sainsbury's, Slaughter and May, Walker and WHSmith. The Pledge was shortlisted at the Third Sector Business Charity Awards for an outstanding partnership between charities and businesses.



## We led high-profile literacy debates at two Party Conferences

We held very successful fringe events at the Conservative and Labour Party Conferences in partnership with KPMG. Then Secretary of State for Education Nicky Morgan was on the panel at the Conservative event, along with our Director Jonathan Douglas and Simon Gilbert-Barnham, Principal at Ormiston Venture Academy, who are taking part in our Literacy for Life programme. The event (in partnership with Reform) was standing room only and the speeches were followed by an engaging audience discussion.

At the Labour Party Conference, Jonathan was joined on the panel by Lucy Powell, then Shadow Secretary of State for Education, as well as representatives from our event partners KPMG and IPPR. The event explored how UK employers, government, schools and the third sector can work together to improve literacy and increase productivity and wages. Lucy Powell championed our local areas approach, seeing area-based solutions as key to addressing the literacy challenge.



## Nicky Morgan visits Boots Opticians practice to hear about our partnership

Then Secretary of State for Education, Nicky Morgan, visited a Boots Opticians practice in her constituency of Loughborough in October 2015 to hear about our pioneering partnership with Boots Opticians that encourages reading for enjoyment and good eye health. Nicky was given a demonstration of the Boots Opticians free school vision screening programme and heard about the fantastic work of Boots Opticians volunteers in the Schools Challenge. Nicky also met children and volunteers taking part in some of the activities that were part of the annual Loogabaroo Festival.



## National Literacy Trust Hubs

Our Hubs in Middlesbrough, Bradford and Peterborough are place-based solutions to intergenerational low literacy. Funded by Esmée Fairbairn, they harness community assets to address poverty and joblessness through campaigning, influencing and supporting attitudes and behaviours around literacy. We target wards, groups and communities most at risk of low literacy, brokering partnerships between local authorities, businesses, health and education organisations, libraries, sporting and cultural organisations, and faith and voluntary community groups. We deliver literacy support in innovative ways to those in greatest need, establishing sustainable partnerships to tackle low literacy in the long term. In March we launched 'Read Manchester' in partnership with Manchester City Council to promote reading and boost literacy throughout the city.

### We helped thousands of parents bond with their premature babies through reading

The National Literacy Trust Hub in Middlesbrough partnered with South Tees NHS Trust, Middlesbrough Council, Bliss and Extra Life to hand out 3,000 free reading packs to new mothers and children who were inpatients at James Cook University Hospital. The launch event with local author Faye Hanson was attended by *ITV Tyne Tees*, *BBC Tees Radio*, *Northern Echo* and the *Middlesbrough Gazette*. Our partnership with public health has also seen 49 therapeutic healthcare volunteers trained to deliver literacy guidance to the families of children admitted to the hospital.



Father's Day "reading selfie" campaign

### We got Bradford dads involved with their children's reading

We launched a Father's Day "family reading selfie" campaign with the *Telegraph and Argus*, local children's centres and local role model, CEO of Bradford Bulls Robbie Hunter-Paul, asking dads to send in a photo of them reading to their children. We also hosted a "Dads' Day Out" in Malham for fathers and children, including a book reading session in the countryside. The campaign provided over 250,000 opportunities to view messaging on the importance of reading together as a family and being a good reading role model.



Stories in the Dales: Dads' day out

### We put poetry on buses in Peterborough and Bradford.

Our 'Love Peterborough' poetry competition was judged by local film star, Warwick Davis and the winning poetry from both adult and children's categories was featured as posters on Stagecoach buses. The 'Love Bradford' poetry competition ran in partnership with local media, the Kirkgate Shopping Centre and First Buses and local rapper, lyricist and Hub Manager Imran Hafeez held poetry workshops to inspire pupils.



Middlesbrough FC's George Friend reads with his daughter



Posters in Middlesbrough town centre

### We got 4,500 Peterborough family members walking, talking and reading

We partnered with Peterborough's culture, leisure and library service provider Vivacity on the annual Heritage Festival to promote the Summer Reading Challenge and worked with their museum education team. We also created and distributed 3,000 "walk and talk trail maps" to spark conversations for families as they spent a day out in the city, visiting landmarks such as the museum, cathedral and the library for storytelling sessions.

1,500 people visited a Literacy Pop-Up Shop that we created in an empty shop space on Peterborough High Street, working with the council, City College, Family Learning and children's centres. The shop raised awareness of the importance of literacy, distributed free books and advice and ran free literacy and craft activities.



## We put books in barbers in Middlesbrough and Bradford

We gave away free children's books to barbers and hairdressers in Bradford and Middlesbrough to encourage them to ask children to read to them as they got their haircut, spreading the story via media such as the *Gazette*, *Telegraph and Argus* and the *Asian Echo*. Bradford hairdresser Umar Khatab Khokar said: "Taking part in this initiative has been great. There's been a real buzz in the shop with new customers who saw the publicity and children getting excited about all the books we have."



Bradford hairdresser supports reading initiative



Launch of Read Manchester in Central Library. Guests included *Coronation Street* actor Jennie McAlpine, Alex Williams MBE, Councillor Rosa Battle and Sir Richard Leese, Leader of Manchester City Council

## We used poetry to raise writing attainment in Bradford

We developed 'Our Stories', a creative writing and performance poetry programme to engage Key Stage 2 and 3 pupils with low literacy, especially boys. We partnered with Bradford Museums and Galleries, the Music and Arts Service, the Bradford Literature Festival and local performance poets to reach additional children. At the end of the programme, the number of Year 6 pupils at the expected level in writing doubled from 46% to 92%.



Storytelling event on World Book Day aboard a Grand Central train



HRH The Duchess of Cornwall attends a literature festival in Peterborough Cathedral

## Our Patron HRH The Duchess of Cornwall visited our Peterborough Hub

The community united in a celebration of the importance of literacy skills and the achievements of the National Literacy Trust Hub in Peterborough, including children, parents, teachers, children's centre staff and partners including Stagecoach Buses, local ice hockey team the Peterborough Phantoms, charity Read Easy, Peterborough City College and the EAL Academy. HRH The Duchess of Cornwall joined a literature festival at Peterborough Cathedral, celebrating the multi-cultural diversity of Peterborough through storytelling and songs. The Duchess visited volunteers, families and staff at Boots Opticians and attended a reception at Peterborough Town Hall where CEO of Peterborough City Council, Gillian Beasley, underlined literacy's central role within the city's long-term development plans. Media coverage included *BBC Look East*, multiple radio stations and regional media, and national coverage such as the *Mail Online*, *Daily Express*, *The Times* and *The Daily Telegraph*.

HRH The Duchess of Cornwall and author Stephen Kelman visited a Books Unlocked reading group and National Prison Radio recorded a discussion show about *Pigeon English*

## We significantly increased school readiness in Middlesbrough

The number of children of the 200 families who took part in Early Words Together who reached the expected Early Years Foundation Stage level in communication and language increased by 20.1 percentage points (pp) between 2013 and 2015. This compared with an increase of 12.4pp for children in settings that did not receive the programme, and a national average increase of 5pp.

## We unlocked books for prisoners, young offenders, students and community reading groups in 21 settings

Funded by the Booker Prize Foundation since 2012, our reading initiative **Books Unlocked** offers the opportunity to read, discuss and own Man Booker Prize-shortlisted titles. We work with National Prison Radio, who serialise the audiobooks of featured titles in daily instalments for a potential audience of 80,000 across England and Wales.

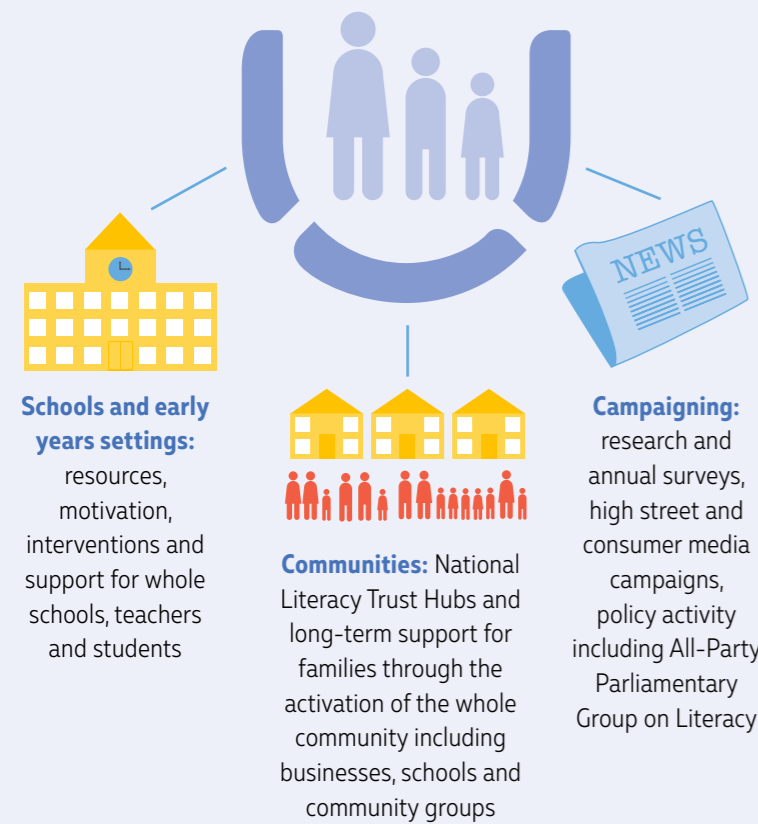
*"I would like to say that reading gets you out of your cell and you learn plus time seems to fly and giving away free books...well hard to find the words, but thank you."*

**- HMP Birmingham**

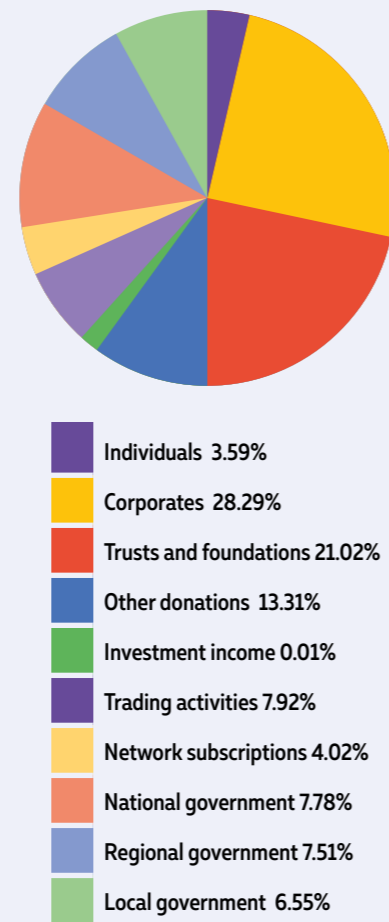




## Help us tackle the UK literacy challenge through our work

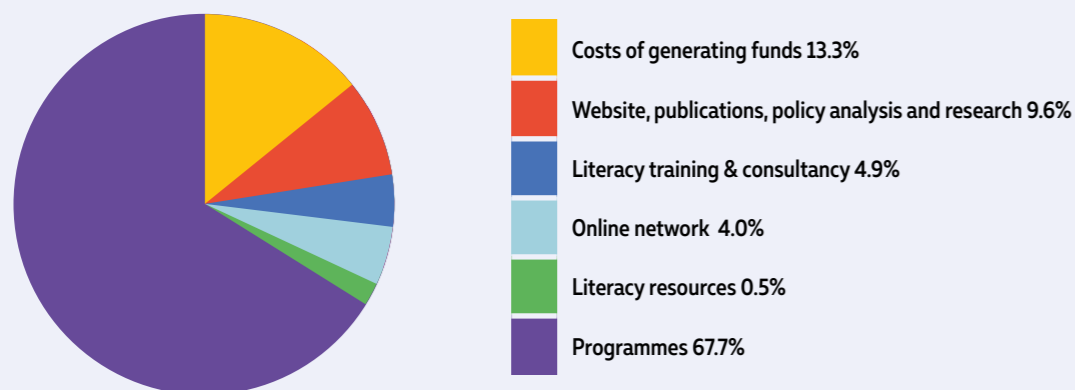


## Sources of income



## Donate to the National Literacy Trust

For every pound you give, 87% is spent directly on our activities to raise the profile of literacy with employers, government and schools and to help more families and young people living in disadvantaged areas of the UK. 13% is spent on campaigning and development.



## Corporate partnerships

Corporate partnerships with the National Literacy Trust bring real benefits to business and we would be delighted to discuss how we might work with you. We are proud to develop partnerships that transform lives through literacy and there are lots of ways we can work together. For example, you could:

- Become a signatory of the Vision for Literacy Business Pledge: visit [www.literacytrust.org.uk/businesspledge](http://www.literacytrust.org.uk/businesspledge)
- Choose the National Literacy Trust as your Charity of the Year partner and bring your employees together to raise money, have fun and make a difference
- Support one of our programmes and engage your employees in inspirational volunteering opportunities in your local community
- Sponsor our respected research programme and show your commitment to tackling the UK's literacy crisis



## SLAUGHTER AND MAY



If you are interested in becoming a corporate partner, or would like more information, please contact [lisa.rootes@literacytrust.org.uk](mailto:lisa.rootes@literacytrust.org.uk).

## Individual supporters

Individual supporters are essential to our work and, as an independent charity, we rely on the generosity of those who go out of their way to raise and donate much needed funds. We have a fantastic range of events and activities for everyone to get involved, from climbing mountains to holding book sales. To find out how you can help us continue our work, visit [www.literacytrust.org.uk/support](http://www.literacytrust.org.uk/support).

## Spotlight on our Boots Opticians partnership



We launched a pioneering partnership with Boots Opticians in May 2015, which highlights the links between eye health and literacy and aims to help improve the literacy outcomes of the UK's most disadvantaged children. Highlights of the partnership have included:

- The development and distribution of 500,000 copies of *Zookeeper Zoe* through Boots Opticians and Boots UK stores. The book is designed to remind parents that all children should have a regular eye health check, as undiagnosed eyesight issues can impact on their literacy and learning.
- Boots Opticians colleagues have visited over 45 schools, talking to over 10,000 children about good eye health and reading for enjoyment. In addition, they have hosted family fun days in practices across the UK, hosted fundraising Tales and Teapots parties and raised more than £145,000.
- Boots Opticians in Loughborough took part in the annual Loogabarooga Festival by hosting a pirate-themed storytelling event with fun literacy activities. Local MP and then Secretary of State for Education Nicky Morgan attended, and was given a demonstration of the school vision screening programme.

### Ben Fletcher, Managing Director, Boots Opticians:

"Our purpose as a health-led optician is to enrich the life of every person. As part of this, we strongly believe that the optical profession has a big role to play in supporting young people in the UK with their education and literacy - especially those in deprived areas. 80% of a child's learning occurs through sight and an undiagnosed vision problem can affect a child's ability to concentrate for long periods of time and delay reading development. Through this exciting new partnership with the National Literacy Trust, we will champion regular eye checks for all UK school children in a collaborative approach that supports the enjoyment of children's education and literacy."

## 840 supporters showed their stripes to fundraise for us

We held our 4th annual *Where's Wally?* fun run on Clapham Common, London. Supporters ran five or 10 kilometres whilst children ran a one kilometre race and enjoyed fairground rides and live music.





## Financial support

### Corporate partners

ALCS  
Barclays  
Better World Books  
BookSpace  
Boots Opticians  
British Land  
Encompass Group  
FMR Investment  
Holiday Cottages  
Immediate Media  
McDonald's  
KPMG  
Pearson  
The P&M Group  
PwC  
Rabobank  
Renaissance Learning  
RM Books  
Slaughter and May  
Stagecoach  
WHSmith

### Publishers

Hachette UK  
Immediate Media  
PPA  
Penguin Random House  
Walker Books

### Trusts and foundations

Benoy Foundation  
Booker Prize Foundation  
Castle Vale Endowment Trust Fund  
Diana de Jong Charitable Trust  
D.R. Fine Charitable Trust

Esmée Fairbairn Foundation  
Heritage Lottery Fund  
JJ Charitable Trust  
John Laing Charitable Trust  
Man Charitable Trust  
MariaMarina Foundation  
Masonic Charitable Foundation  
Murphy-Neumann Charity Company Limited  
Paul Hamlyn Foundation  
Premier League Charitable Fund  
Shine Foundation  
Tay Charitable Trust  
The Anonymous Donor Trust  
The Ardwick Trust  
The Dulverton Trust  
The Ernest Cook Trust  
The Golden Bottle Trust  
The Madeline Mabey Trust  
The Patricia Routledge Charitable Trust  
The Robin & Inge Hyman Charitable Trust  
The Utley Family Trust  
WHSmith Group Charitable Trust

### Statutory

Arts Council England  
BBC  
Department for Education  
Welsh Government (Department for Education and Skills)

### Public and voluntary sector organisations

Manchester City Council  
Middlesbrough Council  
National Portrait Gallery

Oxfordshire County Council  
Save the Children  
School Library Association  
South Tees Hospitals NHS Foundation Trust  
Stoke City Council

### Individuals

Axel Scheffler  
Carmen Hui  
Clare Underwood  
Francesca Simon  
Frank and Fiona Carter  
Joanna Trollope  
Karl Thomas  
Lady Hollick  
Luisa Edwards  
Martyn Heather  
Miles Jupp  
Sarah Lee  
Sarah Waters

### In memoriam/legacy

Mrs Olive Huston  
Mrs Jeanette Martin  
Mrs Dent

### Other

Bailey's Women's Prize for Fiction  
Firmingers LLP  
Karl Zeiss Vision  
Kiddies of Southport  
Professional Footballers' Association

## In kind support

### Individuals

Ádám Bogdán  
Adele Parks  
Alan Johnson MP  
Alan Smith  
Alex Selwood  
Ali Smith  
Anthony Anaxagorou  
Anthony Horowitz  
Baroness Kay Andrews  
Blake Morrison  
Brad Guzan  
Brede Hangeland  
Callum Wilson  
Charlie Adam  
Charlie Higson  
Cressida Cowell  
Darren Randolph  
David Nicholls  
David Reedy  
Dean Hammond  
Deborah Myhill  
Derek Landy  
Dumi Senda  
Duncan Watmore  
Eleanor Stringer  
Frances Harding  
Frank Lampard  
Freddie Woodman  
Hannah Rolls  
Héctor Bellerín  
Helen Lines  
Ian Kelly  
Jeremy Banks  
Jim Crace  
Joanne Harris  
John O'Farrell  
Joolz Denby  
Justin Miles  
Kazuo Ishiguro  
Kirsty Taylor  
Kyle Bartley  
Lauren Child  
Leighton Baines  
Liz Pichon  
Louise Tracey  
Malorie Blackman  
Marlon James

Neel Mukherjee  
Neil Gaiman  
Nick Hamill  
Nick Hewer  
Nick Sharratt  
Nicky Morgan MP  
Paddy McNair  
Patricia Metham  
Patrick deWitt  
Patrick Roberts  
Paul Clayton  
Petr Horacek  
Polly Samson  
Prue Leith  
Rene Gilmartin  
Robbie Hunter-Paul  
Robert Macfarlane  
Ruben Loftus-Cheek  
Ryan Mason  
Sarah Crossan  
Saju Iqbal  
Simon Brett  
Stephen Kelman  
Steve Antony  
Steve Pemberton  
Tasif Khan  
Tricia Millar  
Tony Bradman  
Vivienne Westwood  
Yann Martel

### Publishers

4th Estate  
Bloomsbury Publishing  
Canongate Books  
Grange Communications Ltd  
Granta Books  
Hachette Children's Group  
Harper Collins Children's Books  
Headline Publishing Group  
Hodder and Stoughton  
Lantana Publishing  
Macmillan Children's Books  
Nosy Crow  
Oneworld Publications  
Orion Publishing Group  
Pan Macmillan  
Penguin Random House

Picador  
Profile Books  
Virago  
Walker Books

### Organisations/other

Abergavenny Library  
AFC Bournemouth  
Arsenal FC  
Aston Villa Foundation  
Axiom Housing  
Aldridge Foundation  
Birmingham City University  
Bompas & Parr  
Bradford Bulls  
Bradford City FC  
Bradford Literature Festival  
Bradford Metropolitan District Council  
Browns Books for Students  
Build-a-Bear  
Caerphilly Library  
Cardiff City FC Foundation  
Cardiff Libraries  
Cheltenham Literature Festival  
Chiltern Firehouse  
City College Peterborough  
City in the Community (Manchester City FC)  
Cross Keys Housing  
Crystal Palace FC  
Everton FC  
First Bus  
Foundation of Light (Sunderland AFC)  
Four Colman Getty  
Grand Central  
Hay Festival  
High Tide Foundation  
Hogan Lovells  
Insight Public Affairs  
Kirkgate Shopping Centre  
Le Gavroche  
Leicester City FC  
Leiths School of Food and Wine  
Liverpool FC

Madness  
Manchester United Foundation  
Merthyr Town FC  
Michael McCabe Productions  
Middlesbrough Institute of Modern Art  
Mishcon de Reya  
National Media Museum  
National Theatre  
National Waterfront Museum, Swansea  
Newcastle Utd Foundation  
Newport County A.F.C.  
Norwich City Community Sports Foundation  
Ormiston Trust  
Oxford Brookes University  
Oxford Literary Festival  
Oxford Union  
Peterborough City Council  
Peterborough Phantoms  
Peters Books  
Peter Strauss, Rogers, Coleridge & White  
Port Talbot Library  
Prince Charles Cinema  
Profile Print Solutions  
Public Health Middlesbrough  
Punkuate!  
Saints Foundation  
Sheffield Wednesday FC  
Staffordshire University  
Stoke City Community Trust  
Swansea City FC Community Trust  
Telegraph & Argus  
The Albion Foundation  
The Script  
The Football Association  
Travel Unwrapped  
University of Brighton  
University of Central Lancashire  
University of East Anglia  
West Ham Utd Foundation  
WF Howes  
Wicked Young Writers Award  
Wrexham AFC  
Wrexham Library







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