



National
Literacy
Trust

Changing life stories

Our impact 2017/2018

About the National Literacy Trust

We are an independent charity that transforms lives through literacy. 1 in 6 adults in England and Northern Ireland lack the literacy skills expected of an 11-year-old¹. We therefore focus our work on children in disadvantaged areas where we can have the biggest impact, breaking intergenerational cycles of low literacy.

We improve children's reading, writing, speaking and listening skills to increase their employability and boost their life chances. We run Literacy Hubs and campaigns 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. Literacy is a vital element of action against poverty, and through our work we change children's life stories.

Patron

Her Royal Highness The Duchess of Cornwall

President

Baroness Usha Prashar CBE

Vice President

Amanda Jordan OBE

Director

Jonathan Douglas

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Luisa Edwards (appointed 6 July 2017)

Ben Fletcher

Gareth Hughes (Treasurer, until 6 July 2017)

Joanna Prior

Liz Robinson

Neil Sherlock (appointed 6 July 2017)

Joanna Trollope OBE

Lara White (Treasurer, appointed 6 July 2017)

Professor Clare Wood (appointed 5 February 2018)

The need

Children from the poorest families start school with language and vocabulary that's 19 months behind their peers².

3 in 10 (28%) children leave primary school in England unable to read well; rising to almost half of disadvantaged children (44%)³.

Young people who enjoy reading very much are 5 times as likely to read above the expected level for their age compared with young people who do not enjoy reading at all⁴.

3 in 10 (29%) 16-year-olds in England failed to achieve a good GCSE grade in English language in 2017 and 6 in 10 (60%) disadvantaged students failed to achieve a good GCSE in English language and mathematics⁵.

Children who own a book are 3 times more likely to read above the level expected for their age than those who don't⁶.

Our work in 2017/18



We worked with 661 families to improve the home learning environment from birth.



We gave 2,361 teachers literacy resources and tools through National Literacy Trust membership, and delivered training to 327 teachers.



We worked with 36,158 pupils, encouraging them to read and write for pleasure and purpose.



We gave 923 secondary school students the communication skills to prepare for the world of work.



We gifted 76,410 books through our programmes and community work, targeting the 1 in 8 (13.1%) disadvantaged children who don't own a book⁷.

² The Sutton Trust (2012) The Social Mobility Summit: Report of the Summit held at the Royal Society London 21-22 May 2012 | ³ Department for Education (2017) National curriculum assessments: key stage 2, 2017 (revised)

⁴ The National Literacy Trust (2018) Children's and Young People's Reading in 2017-18 | ⁵ Department for Education (2018) Revised GCSE and equivalent results in England: 2016 to 2017

⁶ The National Literacy Trust (2018) Book Ownership and Literacy Engagement | ⁷ National Literacy Trust (2017) Book Ownership and Literacy Engagement

Introduction



2018 has seen the celebration of the 25th anniversary of the National Literacy Trust. This has been a moment to celebrate our achievements: the 2 million children who have participated in our programmes, the £10 million investment we have won from the business world for our programmes in schools and libraries and the countless lives we have changed with literacy and access to reading.

All these achievements have been the result of partnerships. Our partnerships with schools and nurseries and with teachers and librarians are at the heart of our work. It is a privilege to work with inspired professionals who share our mission. Our business partners bring new and powerful ways to engage and inspire young people with initiatives like Premier League Primary Stars. The unique presence of British Land across the UK and its committed

volunteers take us to the heart of some of the UK's poorest communities. The ongoing Happy Readers campaign from McDonald's has put 61 million books into the hands of families, helping us reach many of the 1 in 8 disadvantaged children across the nation who don't own a single book.

We are constantly inspired and encouraged by our Patron, HRH The Duchess of Cornwall. It was a privilege for us to work with the other literacy and reading charities of which The Duchess is Patron, to celebrate Her Royal Highness' 70th birthday by dispatching 70 bookshelves packed with great reads to some of the primary schools with the greatest need across the country.

Literacy rates in the UK have improved over the 25 years of the National Literacy Trust's campaigning work. However the 1 in 6 adults who still lack basic literacy skills are increasingly from the poorest and most marginalised communities. Our mission must take us to the heart of these communities over the coming years. This is where we will target our work and where our impact will be greatest.

A handwritten signature in black ink that reads "Julia Cleverdon".

Dame Julia Cleverdon DCVO CBE

Chair

HRH The Duchess of Cornwall, Dame Julia Cleverdon
and Jonathan Douglas at our 2018 Gala Dinner





We took storytellers into 136 schools to bring the enjoyment of reading to 12,638 children



In the 25 years since the National Literacy Trust was founded, the nature of the UK's literacy challenge has changed. There are wards where 40% of the population have poor levels of literacy; places which are in danger of being left behind. The work of the Trust has responded and the literacy challenge is now geographically focused. We now have 11 Literacy Hubs and regional campaigns where we work in partnership with local stakeholders to direct programmes and messages to the places of greatest need. The past year has seen a new Hub in Swindon, the launch of the Read North East campaign and increases in literacy rates in towns like Middlesbrough where our first Hub was established.

At the same time, the digital environment has transformed the literacy skills we need to function and thrive. We were thrilled to launch new partnerships with Google and Facebook to address literacy in a digital age. The parliamentary commission on the relationship between critical literacy and fake news which we supported has drawn attention to the fact that this challenge sits at the heart of our health as a democratic nation.

In 2017 we evidenced a record high in our Annual Literacy Survey in the number of children who say they read for pleasure. This is welcome news for everyone who cares about culture, education and social mobility and we know that our campaigns and programmes have helped drive this issue. The literacy challenge in the UK will continue to change as it is shaped by technological and social factors. It is only by constantly innovating and developing new partnerships that we can continue to make this difference and engage and enthuse new generations in language, reading and writing.

A handwritten signature in black ink that reads "Jonathan Douglas". The signature is written in a cursive, flowing style.

Jonathan Douglas
Director

Our impact in 2017/18

We **directly supported** the literacy of

116,290

children **through our programmes**



We **supported**
literacy in

5,529

schools and



184

nurseries



We **launched**
a **Literacy**
Hub in

Swindon and
the **Read North**
East campaign

25%

of reluctant
readers in Stoke
in 2016 **enjoyed**
reading by 2017

We inspired

63



businesses

to **prioritise literacy** through
the **Vision for Literacy**
Business Pledge 2018

Our **campaigning** had
a **media reach** of



262m

and an equivalent
advertising value of

£5.2m

49,047

children and young
people took part
in our **Annual
Literacy Survey** and
we released **four
research reports**
with the findings

Key Stage 2 reading levels
in **Bradford**
improved by

16%

from 2016 to 2017



We gave children

48,678



books through our Young
Readers Programme

Our **Twitter followers** reached



and our **Facebook likes** rose to

61k

10.5k

We had

27,000

entries to our competitions



April – June 2017



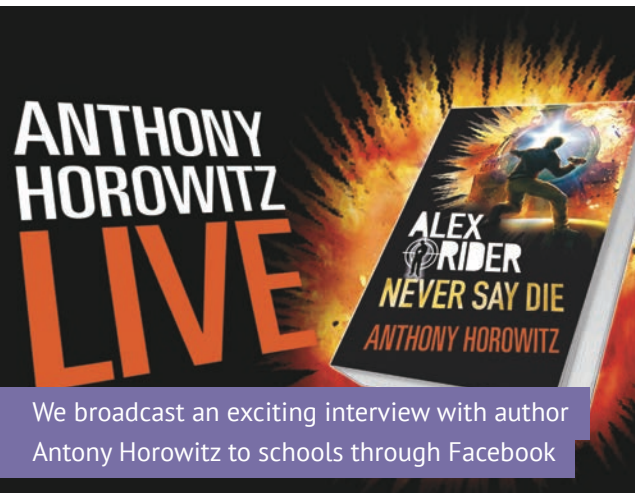
We inspire primary school children to read with a visit from author David Walliams



We launch Skills Academy, using freestyle football to engage secondary students with reading



We improve the home learning environments of families in Leicester and Bradford by launching Early Words Together at Two



We broadcast an exciting interview with author Antony Horowitz to schools through Facebook



We encourage children to write, releasing new research for National Writing Day showing that pupils who enjoy writing outside school do better in the classroom



We highlight the important links between literacy and eye health and win the Third Sector Business Charity Award with partners Boots Opticians



We celebrate the 20th anniversary of our Young Readers Programme, having given 1.1 million books to 384,196 disadvantaged children



We challenge pupils in Stoke-on-Trent to create literacy-inspired plate designs with the Emma Bridgewater Factory



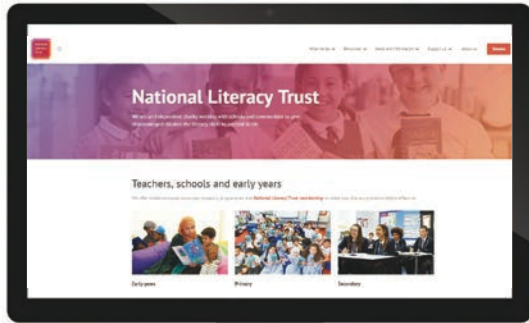
LITERACY WITH LIONESSES

We motivate pupils to read and write by publishing daily football stories during the Women's Euros



Our research shows that a record 78% of primary school children enjoy reading

July – September 2017



We launch a new website and membership offering



We thank ambassadors and partners at our summer party at Hachette UK



We inspire reading in Manchester by bringing 58 BookBenches to the city



Lucy Powell MP hosts an evidence session for our Parliamentary Commission on Fake News and Critical Literacy



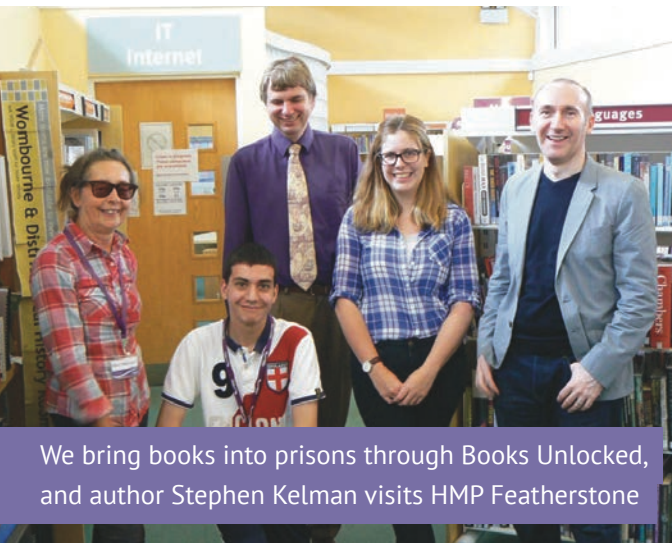
We support the fourth Happy Readers campaign from McDonald's, giving 61 million books to families over the course of the campaign



Our research reveals that England's children do not have the critical literacy skills to identify fake news



We celebrate HRH The Duchess of Cornwall's 70th birthday at Clarence House with a host of authors



We bring books into prisons through Books Unlocked, and author Stephen Kelman visits HMP Featherstone



More than 250 children and their families enjoy a day of storytelling and book giveaways at the Voices Festival in North Kensington, which we ran in partnership with Future Foundations

October - December 2017



Businesses give students an insight into literacy and communication in the workplace as we launch Words for Work: Post 16



HRH The Duchess of Cornwall supports our campaign to improve literacy levels in Stoke-on-Trent



We launch Literacy Champions in Bradford, training volunteers to give literacy support to those in the community who need it most



Our Christmas campaign research shows 1 in 8 disadvantaged children in the UK don't own a single book



With ALCS we award Cressida Cowell the Ruth Rendell Award 2017 for championing literacy in the UK



We launch Read North East to boost literacy levels in the region, working with partners including Penguin Random House UK, the Education Endowment Foundation and Greggs plc



We encourage creative writing with the Premier League Writing Stars poetry competition, receiving entries from 751 schools



We engage 63 businesses with the literacy challenge through the Vision for Literacy Business Pledge 2018

January – March 2018



Over 150 delegates attend our Talk To Your Baby conference which brought together researchers and leading practitioners to hear about the importance of prioritising early language development



Authors Judith Kerr and Lauren Child join a star-studded Gala Dinner to launch our 25th anniversary



We give away hundreds of books at the Hillstreet Shopping Centre in Middlesbrough



We launch a new approach to reading, the Vision for Reading in Peterborough, with partners Peterborough City Council and Vivacity



We mark World Book Day by giving Middlesbrough pupils a literacy-themed train journey with partners Grand Central



Runners brave the snow for our 2018 *Where's Wally?* fun run



Young Writers inspires 600 young people in London to write poetry by taking them to cultural venues



Clare Balding supports our 25th anniversary appeal



We make literacy a priority in Swindon by launching a new Hub in partnership with Swindon Borough Council and WHSmith



Our new research finds that children born into communities with the most serious literacy challenges have some of the lowest life expectancies in England



Work with us

Help us tackle the UK literacy challenge through our work.



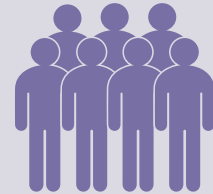
Schools and nurseries:

resources, training, interventions and support for whole schools, teachers and students



Campaigning:

research and annual surveys, high street and consumer media campaigns, policy activity and the All-Party Parliamentary Group on Literacy



Communities:

partnering with local areas to give long-term support for families through community activation, working with businesses, schools, community groups and the public sector

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:

- 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 in your local community with inspirational employee volunteering opportunities
- Sponsor our respected research programme and show your commitment to tackling the UK's literacy crisis
- Become a signatory of the Vision for Literacy Business Pledge: visit **literacytrust.org.uk/businesspledge**
- Campaign to reach parents with vital literacy messages through brand alignment

If you are interested in becoming a corporate partner, or would like more information, please contact **neil.grogan@literacytrust.org.uk**.

Our corporate partners include:



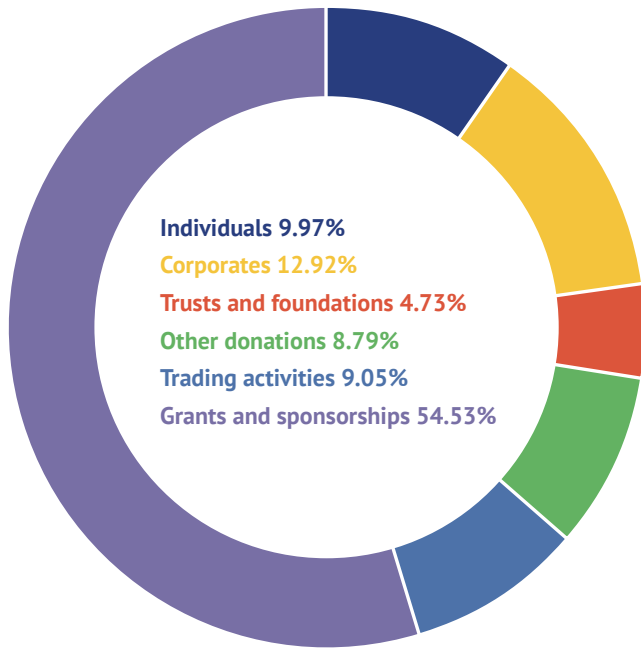
CLEARY GOTTLIEB



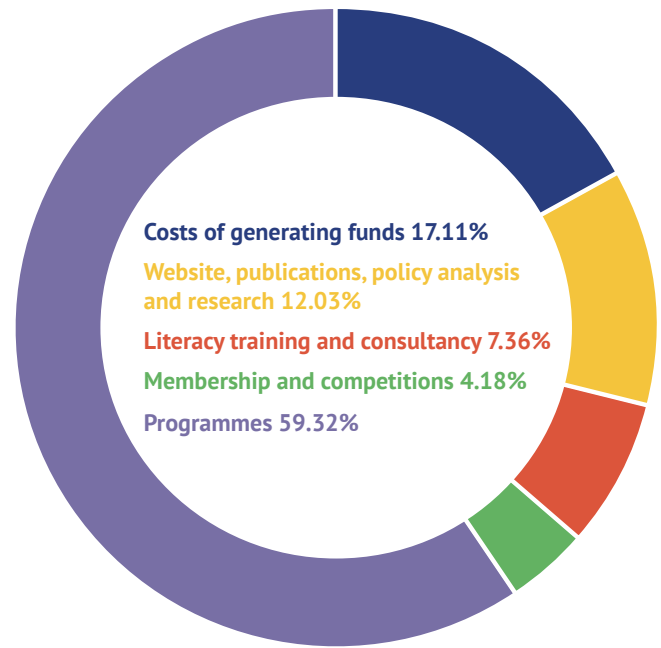
SLAUGHTER AND MAY



Sources of income



Income allocation



Donate to the National Literacy Trust

For every pound you give, 83% is spent directly on helping more families and young people living in disadvantaged areas of the UK and raising the profile of literacy with employers, government and schools. 17% is spent on development.





With thanks

Financial support

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