

In the UK, the gap in literacy levels between rich and poor is among the worst in the developed world. Imagine being denied opportunity because you are unable to read. Imagine the limits. Imagine isolation, turning to crime, suffering poor health. Imagine living 21 years less than your neighbour. Imagine having no future, all because you can't read.

Our impact 2018/19



Changing life stories

About the National Literacy Trust

We are a charity that transforms lives through literacy. We are dedicated to improving the reading, writing, speaking and listening skills of children who need it most, giving them the best possible chance of success in school, work and life.

We run Literacy Hubs and campaigns in communities where low levels of literacy and social mobility are seriously impacting people's lives. We support schools and early years settings to deliver outstanding literacy provision and we campaign to make literacy a priority for politicians, businesses and parents.

Our research and analysis make us the leading authority on literacy and drive our interventions.

Literacy is a vital element of action against poverty and, through our work, we change children's life stories.

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2.

The need

175,000 five-year-olds start primary school in England without the early language and literacy skills they need to learn, make friends and flourish.¹

1 in 4 (27%) children leave primary school in England unable to read well, rising to 4 in 10 (42%) disadvantaged children.²

Children and young people who enjoy reading are nearly 4 times more likely to read above the expected level for their age, compared to those who do not enjoy reading.³

4 in 10 (42%) UK businesses need to organise training for school or college leavers to address shortfalls in basic literacy and numeracy skills when they enter the workforce.⁴

383,775 children in the UK don't own a single book and miss out on benefits to their reading skills, reading enjoyment and mental wellbeing.⁵

Our work in 2018/19



We gave 1,825 families the knowledge, skills and confidence to support their child's language development at home.



We gave 2,087 teachers engaging literacy resources and tools through our membership and delivered training to 450 teachers.



We worked with 43,913 pupils, encouraging them to read and write for pleasure and purpose.



We gave 1,016 secondary school students the communication skills and confidence they need for the world of work.



We gifted 239,894 brand new books through our programmes, community work and competitions.

¹ Department for Education (2019) Early years foundation stage profile results: 2018 to 2019 | ² Department for Education (2019) National curriculum assessments: key stage 2, 2019 (provisional)

³ National Literacy Trust (2019) Children and young people's reading in 2019 | ⁴ CBI and Pearson (2017) Education and Skills Annual Report: Helping the UK thrive | ⁵ National Literacy Trust (2019) Gift of reading: book ownership in 2019

3.

Introduction



Following a period of unprecedented instability, the future of our nation will be determined by our ability to engage all communities in our economic and democratic success. Therefore we urgently need to address the skills gap and low levels of literacy that act as a barrier to the prosperity and empowerment of the UK's poorest communities.

Our focus on local areas has never been so important, with the work of our Literacy Hubs more vital than ever. This year we celebrated the fifth anniversary of our Hub in Middlesbrough and heard first hand the impact it has had on local children and families. Since we launched the Hub in 2013, the percentage of children reaching expected levels in communication and language at age five has increased from 55% to 73% – halving the attainment gap with the national average.

We have been able to apply these learnings in the expansion of our Hub programme, this year launching Hubs in Nottingham and the North Yorkshire Coast. At the end of 2019 we have 14 Literacy Hubs and regional campaigns up and running, working with key local partners and the government's Opportunity Areas to make a real difference to communities across the UK.

The issue of gender inequality in the workplace is a new focus for our work. This year we're thrilled to have worked with Lancôme to raise aspirations for young women in leadership, and also with Penguin Random House to bring Michelle Obama into play as a global inspiration to young women to increase their literacy skills, find their voice and participate with confidence in civil society.

We would like to thank our Patron HRH The Duchess of Cornwall for her great commitment to our work this year. Her Royal Highness visited our Hub in Swindon to celebrate the one-year anniversary of Swindon Stories, attended an event with our community partners at the Wisbech & Fenland Museum and participated in a reading group in HMP Styal with author Sarah Waters, finding out more about how prisoners' lives are being transformed by rehabilitation initiatives, including our Books Unlocked programme. We are ever grateful for her support.

Julia Cleverdon

Dame Julia Cleverdon DCVO CBE
Chair





It has been an extraordinary year in which we've been able to shine a light on two of the largest challenges currently undermining literacy in the UK. The first is what former Education Secretary Damian Hinds referred to as "the last taboo" – the home learning environment. For the first time we have worked with government on a massive scale to address this, hosting the first ever home learning environment summit with leading UK businesses, the Secretary of State for Education and the Children and Families Minister, in partnership with KPMG. This set a course for the launch of our Small Talk project and the development of key partnerships to support our work to address literacy in the home learning environment.

The second big challenge is the fact that the communities with the lowest levels of literacy frequently have the fewest creative assets. Without creativity and imagination it is hard to become a reader. Therefore one of the key strategies we've developed has been the twinning of publishers with those places where creative assets are weak, introducing writers into those communities through the Publishers Association's Literacy Project. The engagement of the business sector is fundamental to our success and I would like to extend huge thanks to all of our corporate supporters, without whom our essential work would not be able to take place.

At a point of political uncertainty, a loss of confidence in media and in democracy has been a significant threat. In this climate we're thrilled that the launch of our Commission on Fake News and the Teaching of Critical Literacy Skills in Schools, and our work with partners to develop and deliver the NewsWise programme in schools across the UK, is addressing this societal challenge.

Our work throughout the year demonstrates our ongoing commitment to the fact that literacy sits at the heart of a society, which, if it is to be more equal, both in terms of children's outcomes and in terms of equality between communities, necessitates the addressing of literacy issues. We are proud to be at the vanguard of a movement which extends beyond schools and academic attainment and that aspires to make society more cohesive and just.

Jonathan Douglas
Chief Executive

Our impact in 2018/19

We **supported** the literacy of

266,700

children through our programmes and activities



Practitioners who took part in our early years CPD were almost **four times more likely** to **engage with parents**

(81% from 23%)

75%

of children who took part in Early Words Together **progressed beyond their expected level** in their language and communication development ”

We inspired

73



businesses to **prioritise literacy** through the **Vision for Literacy Business Pledge 2019**



We launched **Literacy Hubs** in **Nottingham** and the **North Yorkshire Coast** and an **early years partnership** in **Redcar**



More than twice as many children **enjoy reading "very much"** after taking part in our **Young Readers Programme** (41% from 20%)

8.

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

337m



and an equivalent **advertising value** of

£8.1m

We gifted



239,894

free books through our programmes and community based activity

91%

of **Words for Work** students agreed the programme made them **more prepared for employment**



60,654

children and young people took part in our **Annual Literacy Survey**



Our **Twitter followers** reached



and our **Facebook likes** rose to

70k



11.5k

66%

of students say that they **like writing more** as a result of taking part in **Young City Poets**

9.

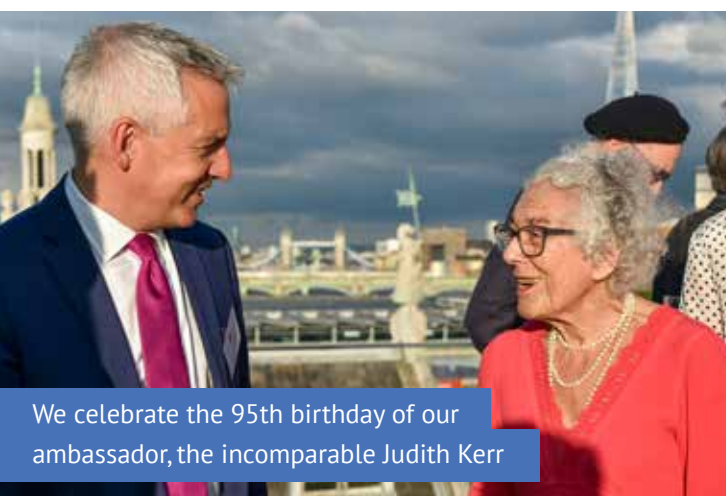
April – June 2018



We launch a Literacy Hub in Nottingham



We mark our 25th anniversary at our summer party, celebrating the achievements of our Words for Work students



We celebrate the 95th birthday of our ambassador, the incomparable Judith Kerr



We publish the findings from our Commission on Fake News and the Teaching of Critical Literacy Skills in Schools at an event in Parliament



Our World Cup resources, including Tom Palmer's daily serialised story, are downloaded over 20,000 times



We support Cressida Cowell's initiative, Free Writing Friday, as our research shows that children's enjoyment of writing is in decline



We launch NewsWise with The Guardian Foundation and the PSHE Association to tackle the spread of fake news



We gift books on a literacy-themed bus tour of primary schools and nurseries with Nottingham City Transport

July – September 2018



Our supporters take the leap for literacy and raise £27,000 through our charity abseil



We run our Young Readers programme in Redcar, reaching 80 children whose parents struggle to feed them during the holidays



We put 17,500 children's books into "Flybraries" on 296 aircraft through a partnership with EasyJet



Penguin Random House announces us as their charity of the year, pledging to raise vital funds, supporting us with volunteers and gifting 150,000 books



Kate Winslet launches our new Words for Work: Women in Leadership programme with Lancôme



With Penguin Random House we launch Puffin World of Stories to inspire 13,000 primary school pupils to read for pleasure



We secure funding to engage 500 young people with literacy through Rugby Reading Champions

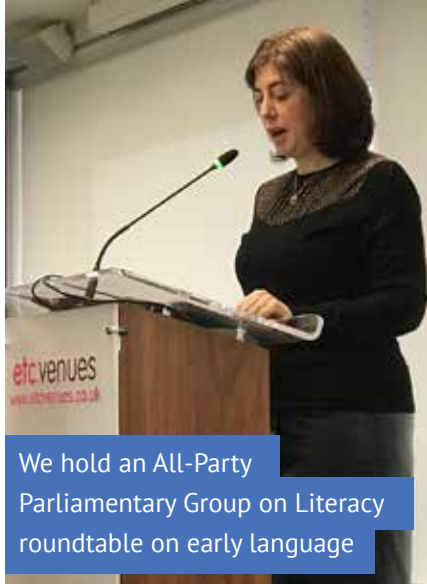


Our BBC Radio 4 appeal goes live, voiced by Gaby Roslin, raising £15,400

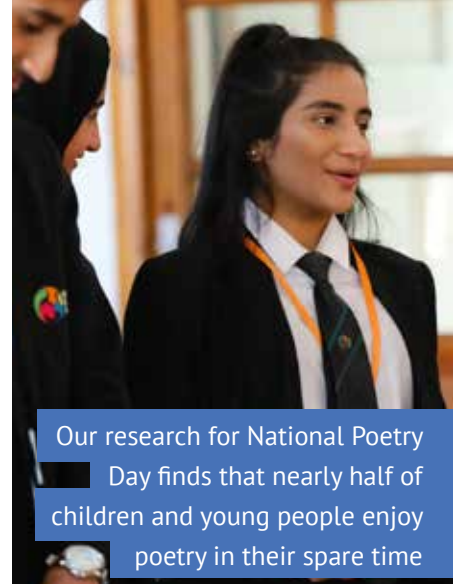
October - December 2018



We deliver a summit with the Department for Education on the home learning environment at KPMG, and host a business breakfast with the Secretary of State



We hold an All-Party Parliamentary Group on Literacy roundtable on early language



Our research for National Poetry Day finds that nearly half of children and young people enjoy poetry in their spare time



We launch a Literacy Hub on the North Yorkshire Coast



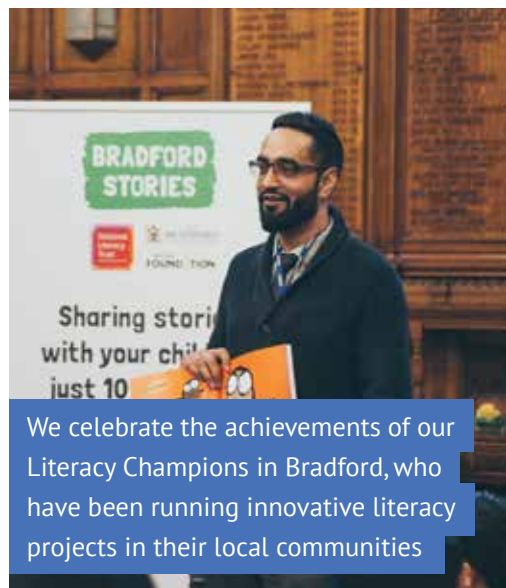
Celebrities fundraise for us at the annual ICAP charity day, raising over £70,000 for our work



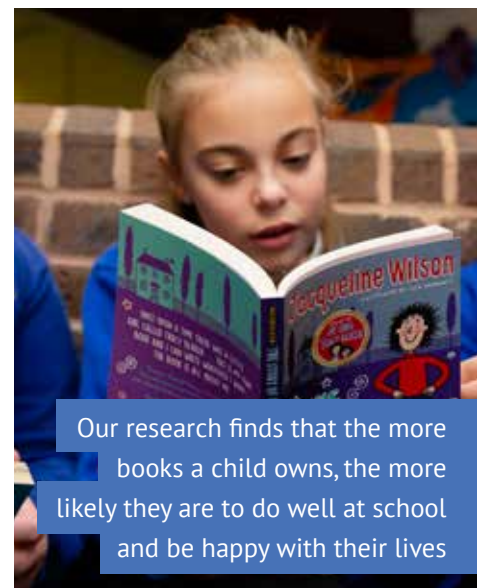
Diary of a Wimpy Kid author Jeff Kinney entertains 600 pupils as part of our Read North East campaign



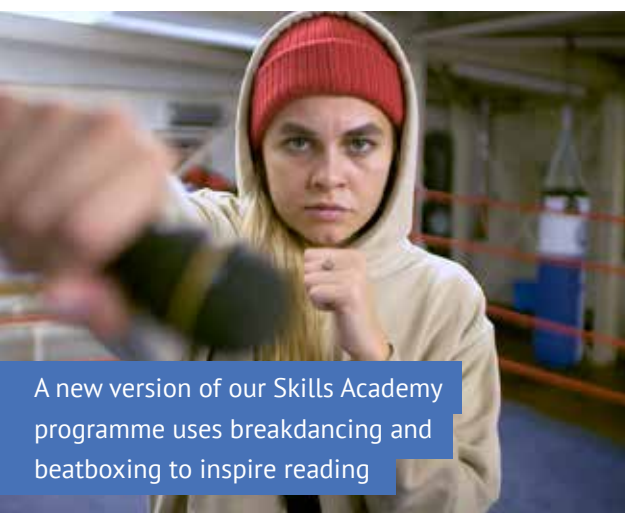
Our survey of almost 50,000 UK children and young people reveals that those who enjoy reading and writing have significantly better mental wellbeing than their peers



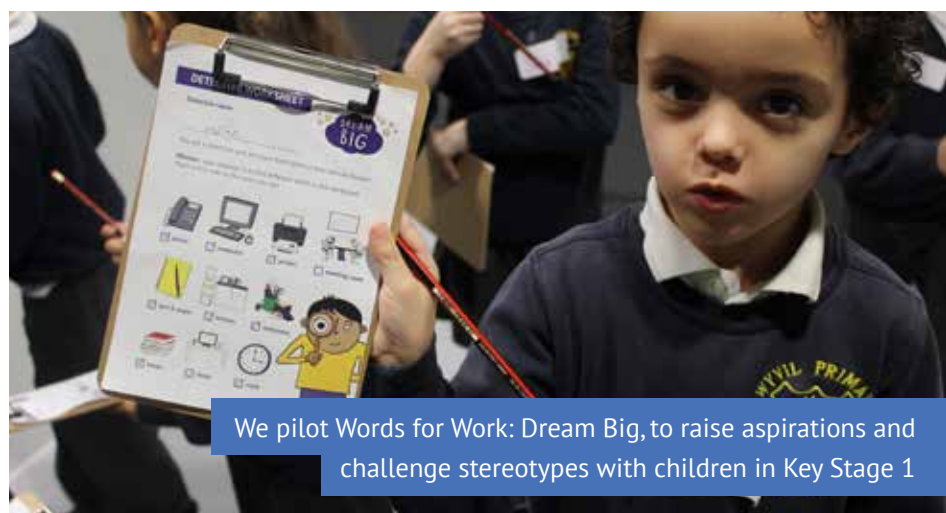
We celebrate the achievements of our Literacy Champions in Bradford, who have been running innovative literacy projects in their local communities



Our research finds that the more books a child owns, the more likely they are to do well at school and be happy with their lives



A new version of our Skills Academy programme uses breakdancing and beatboxing to inspire reading



We pilot Words for Work: Dream Big, to raise aspirations and challenge stereotypes with children in Key Stage 1

January – March 2019



We take our Talk To Your Baby conference to Manchester. 100% of attendees rated the event as “good” or “excellent”



HRH The Duchess of Cornwall attends events in Swindon where we work with primary school pupils and looked-after children



More than 25,000 primary school children were inspired to pen a poem on diversity, thanks to a competition in partnership with the Premier League



Bloomsbury Children's Books authors Greg James and Chris Smith entertain 600 pupils in our Literacy Hub in Hastings



Hundreds of runners fundraise for literacy in our *Where's Wally?* fun run



A host of fantastic authors and illustrators join us at our gala dinner with Master of Ceremonies Ian Hislop



With the Morrisons Foundation we give 7,300 books to UK primary schools on World Book Day and bring Jacqueline Wilson to visit a school in Eastbourne



We launch an early years partnership in Redcar as part of our Read North East campaign



Work with us

Help us tackle the UK literacy challenge through our work.



Schools and nurseries:

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



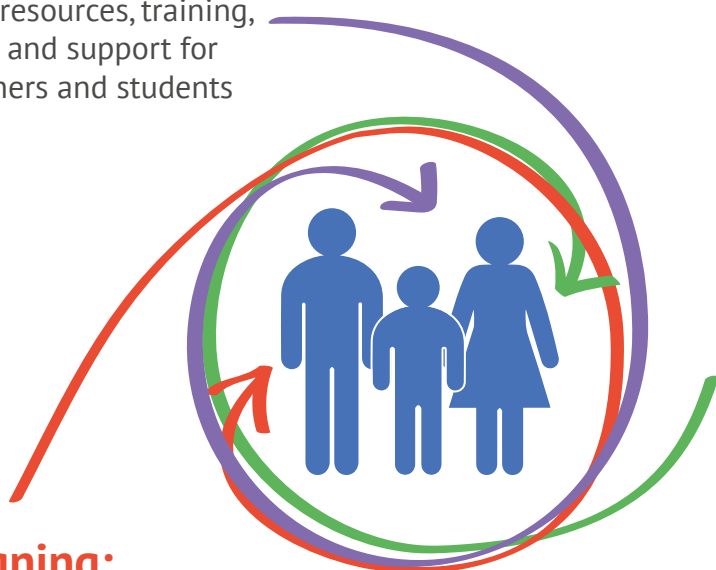
Communities:

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



Campaigning:

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



Corporate partnerships

Corporate partnerships with the National Literacy Trust bring strategic benefits to businesses 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 offer lots of ways to work together.

For example, you could:

- Choose the National Literacy Trust as your charity 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
- Collaborate with us through a brand partnership to share vital literacy messages with your customers, strengthening your brand awareness and your alliance with this vital cause
- Become a signatory of the Vision for Literacy Business Pledge - visit literacytrust.org.uk/businesspledge

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

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Our corporate partners and public body grant supporters include:



21.

Membership

National Literacy Trust membership includes inspiring teaching resources, school improvement tools, and training and CPD to support literacy throughout schools and nurseries.

Professionals downloaded 126,530 resources from our website in 2018/19. Popular topics included:

- SATs reading paper top tips
- Developing a whole-school approach to teaching vocabulary in primary schools
- Whole-school reading recommendations posters
- Annual Literacy Research and Policy Guide
- Annual Literacy School Review
- Winnie-the-Pooh creative storytelling
- National Poetry Day resources
- *Becoming* by Michelle Obama: supporting literacy and PSHE education



"We get so much from our membership and it's great value for money. I always recommend you to other schools that we work with!"

Liz Brown, Assistant Headteacher, Pendle Vale College

literacytrust.org.uk/join

How to CHOOSE a book!



22.

Teacher training

We offer evidence-based training and resources to improve literacy outcomes in schools, giving teachers and leaders the tools, understanding and confidence they need to ensure no student is left behind.

In 2018/19:



We trained **450 teachers** from **272 schools**

"Excellently presented. Can't wait to do this through school and share and can't wait to see the positive results."

Improving Writing in Key Stage 2

"The course gave me lots of ideas to sell key points of literacy to departments with ideas for them to try."

Understanding Literacy for GCSEs:
Teaching disciplinary literacy



We delivered **34** training courses across **23** towns in Scotland, the North East, Yorkshire and the Humber, North West, West Midlands, East of England, London, South East and South West

"Today I was given the gift of language, a gift to share with my colleagues and students. Thank you."

(Literacy for Science)



"I've been inspired by ideas from the course; from it so much has been done in school and has already made a tangible difference."

Reading for Pleasure

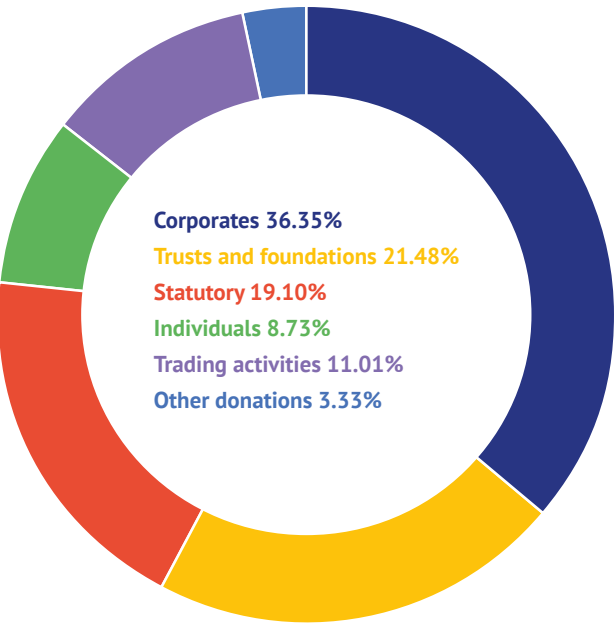
95% of delegates said they would recommend our training and **94%** rated it as **good** or **excellent**



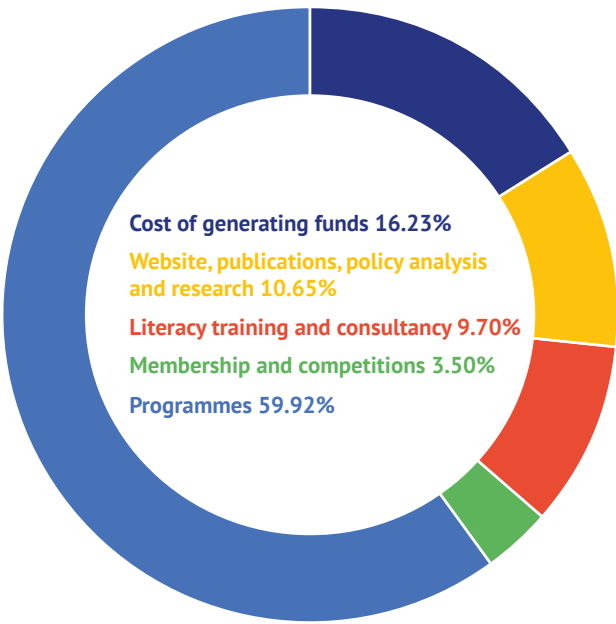
literacytrust.org.uk/training

23.

Sources of income



Income allocation



Donate to the National Literacy Trust

For every pound you give, 84p is spent directly on helping more families and children living in disadvantaged areas of the UK and raising the profile of literacy with employers, government and schools. 16p is spent on development.

literacytrust.org.uk/donate

With thanks

We are very grateful for all of the wonderful support received from individuals and organisations who help us deliver our life-changing services. It's not possible to say thank you for every single donation received throughout the year in such a small space - however, we would like to thank the following in particular:

Financial support

Partners & corporate • Airmic • ALCS • Amazon • Annington Management Limited • Arriva UK Trains Limited • Bank of America • Barclays plc • Benevity Inc. • Better World Books • BGL Group • Blackwell's • Blue Monday Events Ltd • Boogie Mites • Boots Opticians • Brakes UK • British Land • Broadgate Estates • C&J Clark International Ltd • Calastone Ltd • CartridgeSave • Chiltern Railways • Cleary Gottlieb Steen & Hamilton LLP • Crick Software Ltd • D & A Scott Corporation • Eagle Eyehealth Limited • easyJet Airline Company Limited • eBay Inc. • Facebook • Goodwin PLC • Google • Greggs • Hope & Glory PR • Hymans Robertson • ICAP • Innes England • Institute of Physics • Investec • James M. Brown Ltd • KPMG • Lancôme • Librio • M&M Group • Magpie & Stump • McDermott Will & Emery • McDonald's • Mrs Wordsmith • News UK • P&M Group • Penguin Random House • Premier League • Provident Financial Group PLC • PwC • Rabobank International • Read for Good • Rebellion Publishing • Renaissance Learning UK Ltd • Slaughter and May • Sovereign Health Care • Starbucks • Super Ideas • Supply Desk • The Key • The Football Association • The P&M Group Ltd • Truffleshuffle • Turner & Townsend • TutorMate • W. Moorcroft Ltd • Wardell Armstrong LLP • Whirlpool • WHSmith • World of Wedgwood •

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Statutory • City of Bradford Metropolitan District Council • City of London Corporation • Department for Education • East Sussex County Council • Greater Manchester Combined Authority • Ipswich Opportunity Area • Leicester City Council • Leicester Education Strategic Partnership • Lord Mayor's Appeal • North Yorkshire Coast Opportunity Area • Nottingham City Council • One Nottingham • The Scottish Government • South Tees Public Health • Suffolk County Council • Swindon Borough Council • The Ministry of Housing, Communities and Local Government • Manchester City Council •

Public and voluntary sector organisations • Arts Council England • Birmingham Education Partnership • British Broadcasting Corporation • BT Supporters Club (an initiative which brings together BT and Comic Relief) • Keele University • Nottingham CityCare Partnership • Small Steps Big Changes • Sport England • The Careers & Enterprise Company • The National Lottery Community Fund • Try for Change (an initiative which brings together England Rugby and Comic Relief) • University of York •

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In memoriam/legacy • Klaus Anshel •

Other • Cardwell Primary School • Historic Royal Palaces • London Metropolitan Archives • Museum of London • Professional Footballers' Association • Staffordshire Housing Association • Tower Bridge • Wicked Young Writer Awards • Women's Prize for Fiction •

26.

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Organisations/other • Beggars Run • BFI • Bloomsbury Hotels • British Library • Camp Bestival • Cecconi's • Cefinn • Childs Farm • City College Peterborough • Comcast • Dalloway Terrace • Dr Jackson's • Emma Bridgewater • Frugi • Glasgow Life • Grand Central Rail • Hastings Health and Wellbeing Hubs • Hay Festival • Hochtief • Leicester Square Theatre • Lina Stores • Manchester City Council • MORI • National Prison Radio • Old Vic • Olympic Studios • Oscar's Book Awards • Peterborough City Council • Profile Print Solutions • Public Health Middlesbrough • Rosewood London • Roundhouse • School Library Association • Smythson • Soho House • Sons of Pitches • Swindon Libraries & Information Service • The Delaunay • The French House • The V&A • The World of Beatrix Potter • Thomas Clipper • Tricker's Jermyn Street • UCL Institute of Education • Universal Music Publishing • Vivacity • Yorkshire Cricket Foundation •

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