



Our impact 2019/20

About the National Literacy Trust

Our charity is dedicated to improving the reading, writing, speaking and listening skills of those 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 our work changes life stories.

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Introduction



The past year has been one of the most dramatic in the National Literacy Trust's history. The COVID-19 crisis has brought into stark relief the nature of the literacy challenge in the UK today. When most children were unable to attend school and when public libraries were also closed, it was the literacy and learning of the children with the most disadvantage which was most likely to be disrupted. These are the communities where children are most likely not to own a book of their own, where their parents have literacy issues of their own and where the majority of the 700,000 children who can't access online learning live. At this moment of national crisis the stark relationship between literacy and inequality has been brought into sharp relief.

As the nation went into lockdown the National Literacy Trust's mission did not miss a beat. Through our Hubs we ensured that 300,000 books donated by publishers sustained the reading of children

who were digitally excluded. Through the new online resources we launched, 500,000 families accessed great stories and literacy activities online.

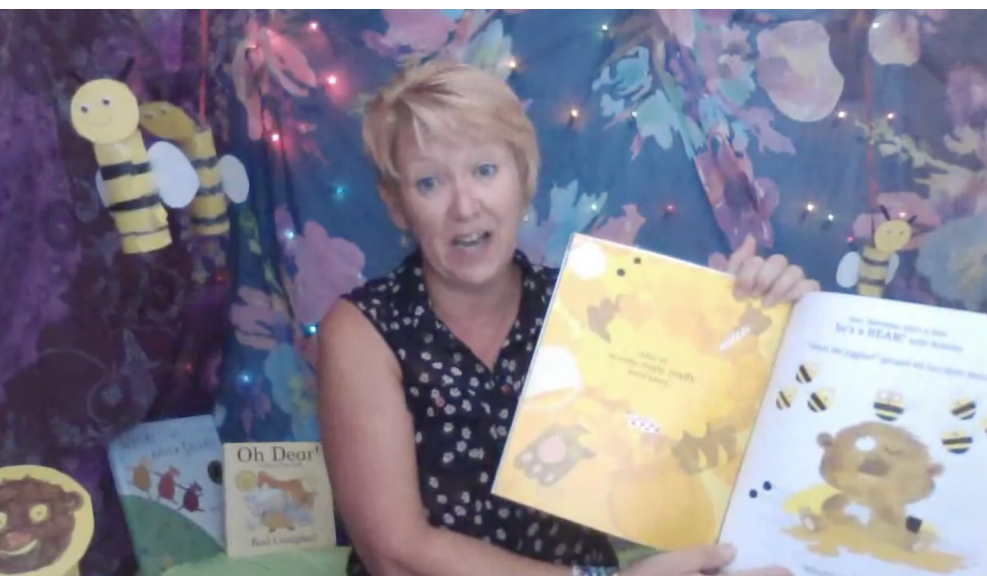
Our response demonstrates the agility and focus of our strategy and the innovation and commitment of our team led so brilliantly by our Chief Executive Jonathan Douglas. But it also demonstrates the tremendous commitment of our partners. Experience has taught us that our greatest impact is achieved through partnership. The child who sees reading as culturally alien is more convinced of its value when literacy skills are taught through our Premier League Reading Stars partnership. The young person who sees literacy as an irrelevance because they have no employment aspirations is inspired to study by building their hope for employment with corporate volunteers on our Words for Work programme. I would like to thank the 80 companies who are signatories of the 2019 Vision for Literacy Business Pledge and who have stood shoulder to shoulder with us throughout this year. They are partners in our mission and understand that improving the UK's literacy skills is crucial in generating sustainable economic growth.

As we look into a period of ongoing uncertainty and continuing disruption, I want to thank my fellow trustees for their tremendous support. Together we are confident that the National Literacy Trust will continue to be the beacon of hope which we are told it is by so many of our partners in the UK's toughest schools and communities, as well as providing the practical help to ensure the next generation has the literacy skills to fulfil their potential.

Julia Cleverdon

Dame Julia Cleverdon DCVO CBE
Chair

6.





Literacy failure in the UK follows the fault line of social inequality. From the earliest experiences of language and literacy, the relationship between social class and literacy is set to such an extent that by the time a child from the most disadvantaged background starts school their language is 19 months behind that of their most affluent peers. The mission of the National Literacy Trust is to address this inequality, understanding it is closely linked to the experience of other inequalities linked to gender, disability and ethnicity. This is a systemic challenge and our approach is fundamentally about system change.

Our principal partnership is with the education system, working hand in hand with teachers and librarians in schools, early years settings and colleges in the UK's most disadvantaged communities.

This activity grew significantly in 2019/20. Our programmes supported the literacy of over a quarter of a million of the UK's most vulnerable children and young people. Our training and resources supported almost 6,000 teachers. Our research projects analysing the literacy challenge engaged over 66,000 pupils and students.

But the education system does not hold all the levers to raising literacy and our deep partnership with the criminal justice sector exemplifies our commitment to working across a broader spectrum. By 2020 the National Literacy Trust is in partnership with over half of the UK's prisons, with pilot initiatives underway in young offender institutions, and our nightly serialisation of books on National Prison Radio reaches over 60,000 prisoners.

It is in our Hubs in the most disadvantaged towns and cities that our system-based approach is most clearly demonstrated. Our 14 communities include some of the most ethnically diverse wards in the country with over 85% of the population from black, Asian and minority ethnic communities. Each Hub takes a unique, place-based partnership approach to raising literacy levels through a combination of interventions, programmes and campaigns, lasting a minimum of 10 years. 2019/20 was a milestone year for our Hubs: it marked the fifth anniversary of our work in Bradford. In October we launched Bradford Stories Festival, supporting community cohesion through literacy and storytelling activities. In 2019, we launched our Hubs in Birmingham, working in partnership with Birmingham University, and Doncaster.

Because our approach is based on communities, partnerships and systems, the COVID-19 crisis has not thrown us off course, but through digital innovation and frontline partnerships we have actually grown our reach and support during lockdown. Our approach is effective and resilient. The experience of inequality during the crisis has given a new focus and impetus to our work. Our commitment to our mission has never been stronger.

Jonathan Douglas

Jonathan Douglas
Chief Executive

Our impact in 2019/20

We **supported** the literacy of

268,490

children through our programmes and activities



97% of teachers who took part in our

Literacy for Learning programme said it improved their understanding of disciplinary literacy



We launched **Birmingham Stories, Doncaster Stories** and **Get Blackpool Reading**

We gifted



196,161

free books through our programmes and community-based activity, including during lockdown

Our new **Family Zone** platform helped

400,000

parents **support** their **children's literacy** during the COVID-19 lockdown



98% of teachers thought our

Young Readers Programme had a **positive impact** on their students' reading enjoyment

10.

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

275m

and an equivalent **advertising value** of

£7.7m



We inspired

79



businesses to **prioritise literacy** through the **Vision for Literacy Business Pledge 2020**



78%

of parents reported that their child **enjoyed sharing books more** after taking part in **Early Words Together**



Our **Twitter followers** reached **79,946**

our **Facebook likes** rose to **13,921**

and our **Instagram followers** hit **5,200**



66,666

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



11.

April - June 2019



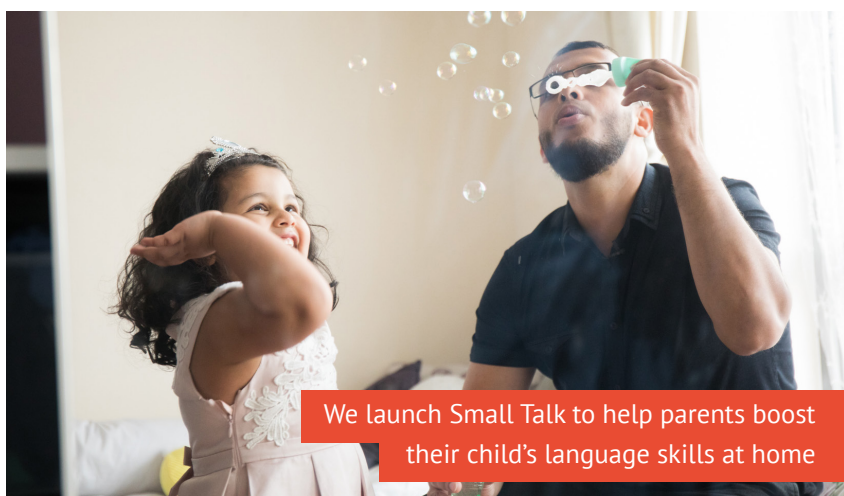
Swindon students are given literacy inspiration by beatboxers, breakdancers and freestyle footballers



We place BookBench sculptures across Stoke-on-Trent to celebrate a love of reading



Our research shows that reading both in print and on screen benefits children's literacy



We launch Small Talk to help parents boost their child's language skills at home



Hastings families go on the hunt for lost words hidden around the town



Author Tom Palmer pens serial story about the England Lionesses at the Women's World Cup



Our new report finds that school author visits have a positive relationship with children and young people's literacy



We create digital poetry resources with wordsmith Simon Mole

July - September 2019



We create an activity package for children to stop summer reading loss



We launch a lending library of over 60,000 books on 300 easyJet aircraft



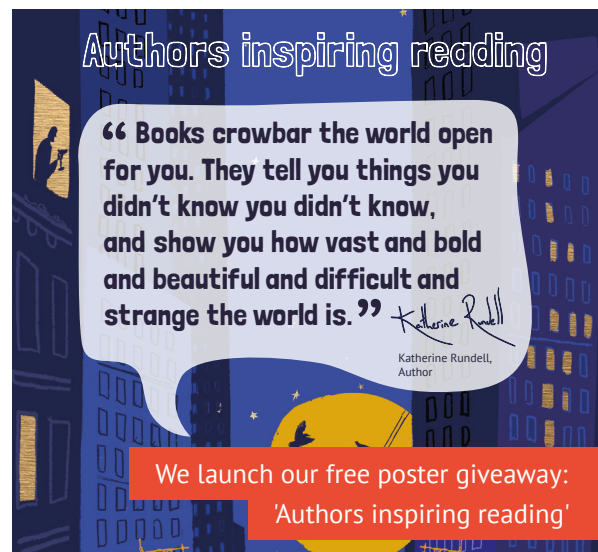
We snap authors in their favourite reading spots to inspire children's summer reading



Story Quest launches in Stoke-on-Trent to increase families' levels of literacy and physical activity



We gift hundreds of picture books to young children across Nottingham



Authors inspiring reading

"Books crowbar the world open for you. They tell you things you didn't know you didn't know, and show you how vast and bold and beautiful and difficult and strange the world is."

Katherine Rundell,
Author

We launch our free poster giveaway: 'Authors inspiring reading'



We celebrate Ipswich's 166 new early years Child Development Champions



We reach a total of 93million books gifted through our partnership with McDonald's and the Happy Readers

October - December 2019



We launch the Bradford Stories Festival, to celebrate five years of our work in the city



Our NewsWise family festival tour kicks off at Middlesbrough FC



We appoint Joanna Prior, Managing Director of Penguin General, as Vice Chair of Trustees



Author Adele Parks supports our work at James Cook University Hospital in her new role as Middlesbrough Reads ambassador



We launch Doncaster Stories with a townwide Roald Dahl book giveaway



Birmingham Stories launches with the support of local role models



We launch Game Changers to level the playing field for excluded students



Our Gift of Reading campaign reveals that 383,775 children won't have a book this Christmas



We celebrate the 30th anniversary of *We're Going on a Bear Hunt* in Stoke-on-Trent



We award author Tom Palmer the ALCS Ruth Rendell Award 2019 for outstanding contribution to literacy



HRH The Duchess of Cornwall celebrates the seventh anniversary of our criminal justice programme, Books Unlocked

January - March 2020



We inspire 79 businesses to take literacy action in their local communities through the Vision for Literacy Business Pledge 2020



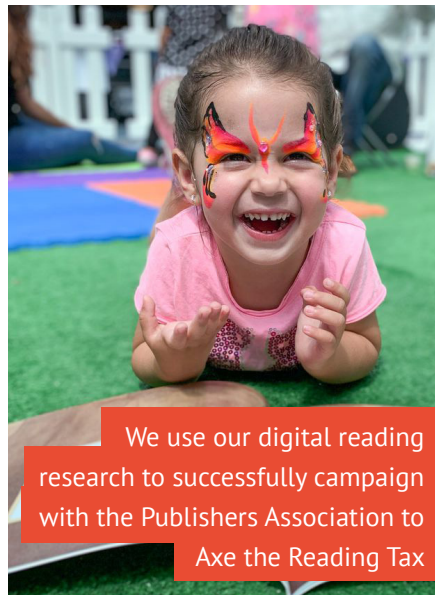
We take our Where's Wally? fun run to the Queen Elizabeth Olympic park



Lupita Nyong'o inspires girls taking part in our Words for Work: Women in Leadership programme, in partnership with Lancôme



Students meet Gary Lineker and Michael Owen to celebrate our partnership with the Telegraph Sports Book Awards



We use our digital reading research to successfully campaign with the Publishers Association to Axle the Reading Tax



17 publishers work with us on two new national platforms - Family Zone and Zone In. Almost half a million children and young adults are now using these



Our partners fund and enable books to be received through foodbanks for families in Hub areas



Our Literacy Champions keep us linked with foodbanks, poverty relief programmes and community organisations



We distribute more than 196,000 books to families in our Hub areas with help from our publishing partners



We work with local schools to develop a holistic approach to a catch-up curriculum embedding reading for pleasure



Local football clubs provide books and writing resources through community outreach



We work with Arts Council England to distribute Let's Create Packs, supporting writing, drawing and creativity



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 to enable a recovery programme during and after lockdown



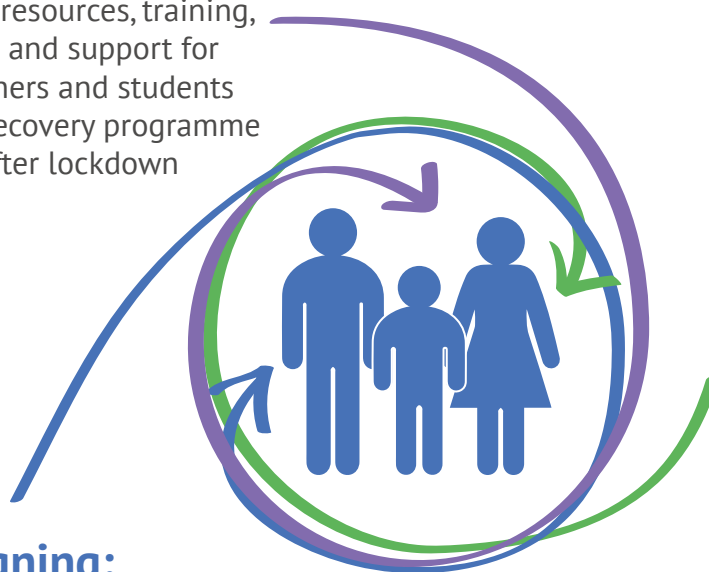
Communities:

Partnerships with local areas to give long-term support for families following schools closures 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 focused on our response to COVID-19, 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 to the 4.6m children living in poverty whose lives have been impacted by school closures and COVID-19
- 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 which has been heightened by COVID-19
- 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 partnerships@literacytrust.org.uk

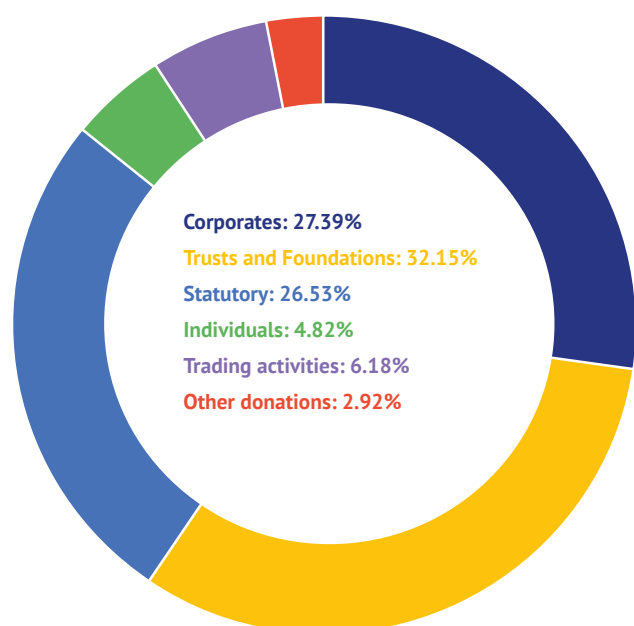
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Our corporate partners and public body grant supporters include:

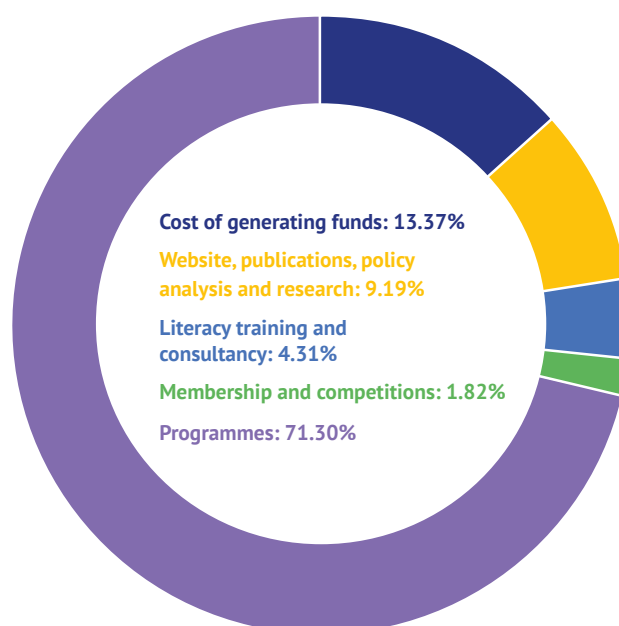


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Sources of income



Income allocation



Donate to the National Literacy Trust

For every pound you give, 87p 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. 13p is spent on development.

literacytrust.org.uk/donate

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With thanks

We are very grateful for all of the wonderful support received from individuals and organisations who help us deliver our work. It is 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 • AFL Telecommunications Europe • ALCS • Amazon • Annington Management Limited • Audible Ltd • Bank of America • Barclays plc • Belinda Smith & Co Solicitors • Better World Books • BGL Group • Bloomsbury Hotel • Bluegem • Bradford Enterprises • British Broadcasting Corporation • British Council • British Land • Browne Jacobson LLP • Buckles Solicitors • C&J Clark International Ltd • Castle Employment • Chiltern Railways • Cleary Gottlieb Steen & Hamilton LLP • Crossacre • easyJet Airline Company Limited • Facebook • Goldman Sachs • Google • Informa • Innes England • Innovations for Learning • Irwin Mitchell • Itau BBA International plc • John Lewis • KPMG • Lancôme • Laughing Phoenix • Laura Devine Immigration • LNER • McDonald's • Metropolis International Group • Morgan Agency • Moto in the Community Trust • Mott MacDonald Ltd • NBS • Orbit Group • Pitney Bowes Limited • Pixiu Productions Limited • Planning Express • Premier Inn • Professional Footballers' Association • Provident Financial Group PLC • Publishers Association • PwC • R A Baker • Renaissance Learning UK Ltd • Rotary Club of Bradford West • RWE Generation UK • Savills UK • Scanning Pens • Schrodgers • Serpentine Green • Slaughter and May • Smiths Motor Group • Sovereign Health Care • Swindon's Bus Company • TES Global Ltd • The Ambassador Theatre • The Book People Limited • The Football Association • The Guardian Foundation • The Morrisons Foundation • The Principality Building Society • Tiney • Tong Garden Centre • Touch-type Read and Spell • Turner & Townsend • W. Moorcroft Ltd • Westone Housing • WHSmith • William Reed Business Media • Willis Towers Watson • World Book Day •

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25.

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

Statutory • Blackpool Opportunity Area • Bradford Opportunity Area • City of Wolverhampton Council • Department for Education • Doncaster Opportunity Area • Dudley Metropolitan Borough Council • Lancashire County Council • Leicester City Council • London Borough of Tower Hamlets • North Yorkshire Coast Opportunity Area • Public Health South Tees • Sandwell Metropolitan Borough Council • Stoke-on-Trent City Council • Swindon Borough Council • The Ministry of Housing, Communities and Local Government • Walsall Council •

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Other • Bookmark Reading Charity • Children's Book Circle • City College Peterborough • Historic Royal Palaces • Letters Live • Martin Primary School • Middlesbrough Teaching School Alliance • Museum of London • Optimus Education • Phoenix School • Read For Good • Redriff Primary School • Scunthorpe Museum Society • Shabby Road • St Margaret's Nursery School • Studley Green Children's Centre • The Schools Trust • Wicked Young Writer Awards •

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