

**National  
Literacy  
Trust**

Change your story

ThirdSector  
**Business  
Charity  
Awards**

**Winner**  
2022

# Vision for Literacy

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Business Pledge 2025



# Celebrating 10 years of the Vision for Literacy Business Pledge

**Backed by 111 businesses who are committed to changing lives through literacy**

Our country's future prosperity will be driven by the productivity of the next generation.

But in 2024, almost a quarter of 11-year-olds left primary school without the reading and writing skills they need to thrive. The reality is even starker for children from disadvantaged backgrounds: they become part of the cycle of intergenerational poverty and low literacy.

We are facing a future where our workforce does not have the language and communication skills for a thriving economy and society.

## **But together, we can change that story.**

Reading for pleasure is the single biggest indicator of a child's future success – more than their family circumstances, their parents' educational background or their income. Despite this, National Literacy Trust research shows that reading for pleasure is at a crisis point, with two thirds of children and young people saying they do not enjoy reading in their free time.

Creating a culture of reading for pleasure, in school and at home, will empower children to build the skills they need to thrive at school and beyond. It can help create a literate workforce, capable of driving innovation and growth.

**Celebrating 10 years of the Vision for Literacy Business Pledge, we continue to call for collaborative working between the public, private, and third sector to play a role in the future of literacy.**

**We believe that literacy – and reading for pleasure – plays a vital role in economic growth, improved health and well-being, and breaking down barriers of opportunity for all children.**

**We pledge to take action (commensurate with size) to close the literacy gap and empower children with the literacy skills they need to thrive. We will do this through:**

- 1. External reach.** Engaging our customers, partners and suppliers to help children across the UK change their story.
- 2. Colleague engagement.** Engaging our internal networks to raise awareness and funds for the National Literacy Trust.
- 3. Leadership.** Using our voice and local influence to help raise awareness of the importance of literacy and make it a priority for politicians, businesses and parents/carers.

**9 in 10 (88%) businesses are concerned about young people's level of literacy in the workplace**

**1 in 5 (20%) business leaders said poor literacy skills were a significant problem for their business**

**Research from the National Literacy Trust and British Land shows that increasing daily reading for pleasure could boost the UK's GDP by £4.6 billion every year.**

# Our pledge in more detail

<b>PLEDGE</b>	<b>SUGGESTED ACTIONS</b> (at least one from each area)
<p><b>1. External reach.</b></p> <p>Engaging our customers, partners and suppliers to help children across the UK change their story.</p>	<ul style="list-style-type: none"> <li>• Donate free high-quality and diverse books to children and families who might not be able to afford their own, through National Literacy Trust programmes and in local communities.</li> <li>• Drive customer engagement and empower parents and carers with access to high-quality resources and tips to boost their child's language skills.</li> <li>• Promote National Literacy Trust fundraising opportunities to help boost language and literacy levels in disadvantaged communities.</li> <li>• Encourage partners and suppliers to get involved and support the Vision for Literacy Business Pledge and National Literacy Trust campaigns.</li> </ul>
<p><b>2. Colleague engagement.</b></p> <p>Engaging our internal networks to raise awareness and funds for the National Literacy Trust.</p>	<ul style="list-style-type: none"> <li>• Support parents/carers to develop their child's literacy and communication skills at home.</li> <li>• Sign up to employee fundraising opportunities to support the National Literacy Trust.</li> <li>• Encourage staff volunteering opportunities to support literacy and reading-based activities in schools and the wider community, e.g. through the National Literacy Trust's Literacy Champions programme.</li> <li>• Promote the Vision for Literacy Business Pledge internally to show the importance of the campaign to employees.</li> </ul>
<p><b>3. Leadership.</b></p> <p>Using our voice and local influence to help raise awareness of the importance of literacy and make it a priority for politicians, businesses and parents/carers.</p>	<ul style="list-style-type: none"> <li>• Promote the company's support for the 2025 Vision for Literacy Business Pledge on website/social media channels.</li> <li>• Support nationwide campaigns that support literacy initiatives across National Literacy Trust channels.</li> <li>• Attend roundtable events where relevant, to promote the importance of literacy and drive change.</li> </ul>

# 2025 signatories





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Working with



The award-winning Vision for Literacy Business Pledge was established in 2015 and is run by the National Literacy Trust with the support of KPMG UK. The Pledge provides a framework for businesses to play a leading role in the future of literacy.

For more information on the **Vision for Literacy Business Pledge 2025**, visit [literacytrust.org.uk/businesspledge](https://literacytrust.org.uk/businesspledge) or contact [pledge@literacytrust.org.uk](mailto:pledge@literacytrust.org.uk)

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