



**Wander into
our world.**

Find out more
about us at
booktrust.org.uk

BookTrust is dedicated to getting children reading

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Who we are

BookTrust is the UK's largest children's reading charity. We are dedicated to getting children reading.

We get children reading in lots of different ways, but our priority is to get more children excited about books, rhymes and stories – because if reading is fun, children will want to do it.

We run nationwide programmes – like our flagship programme Bookstart. We reach millions of families across the country each year with books, resources and advice to encourage parents and carers to start reading with their babies right from the beginning.

HRH The Duchess of Cornwall became our Patron in 2011.

Sir Michael Morpurgo became our President in 2013.

Much of our focus is on these early years because we've learnt that starting early and involving the whole family is the best way to get children reading. We also work with schools to support teachers and school librarians to get children and young people excited about books and reading.

We want all families to have access to reading, which is why we also deliver more targeted programmes aimed at helping those who need us most – whether that's families facing economic hardship, children in care or children with additional needs.

We want every child to have the best possible start in life. It's why we're so passionate about getting children reading.



Each year we reach 3.4 million children across the UK with books, resources and support to help develop a love of reading.

Why our work is important

We know that children who read are happier, more empathetic and more creative. They also do better at school.



Reading together isn't just great for babies' brain development; it's also a wonderful way for families to bond and spend time together.

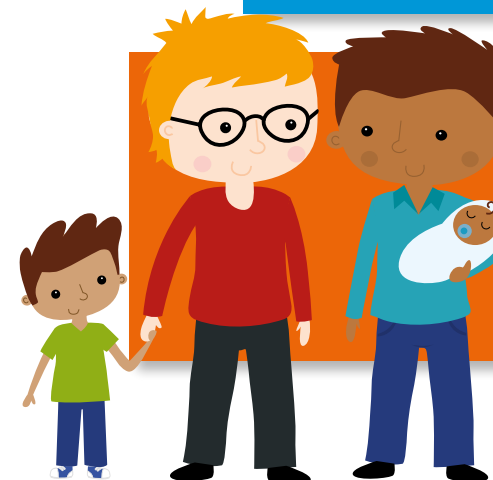


Reading with children is pivotal to developing early language skills.



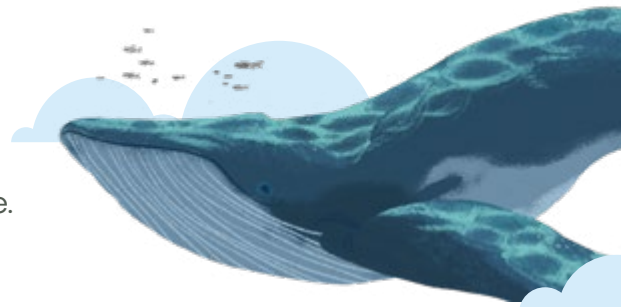
Reading with young children gives them the best chance in life by making it more likely that they'll enjoy reading themselves, as well as preparing them for school.

Reading with children in their first few years leads to better educational attainment throughout their school life.



Reach

We want every child to have the good start in life that reading brings. It's why our programmes reach the families of every baby and toddler across the country with books, resources, support and guidance.



In fact we reach over

3,000,000

families every year with help and support, which includes over

5,000,000

books and resources across the UK.



Our programmes and campaigns include:

Bookstart Baby

The programme has been supporting a love of reading and the development of a reading habit from an early age for over 25 years. It puts books and rhymes directly into the home, and encourages families to read together.

Bookstart Baby reaches **over 650,000** families in England and Wales with a baby aged 0–12 months.



Bookstart Treasure

Bookstart Treasure reaches **600–650,000** families in England with a toddler aged 3–4.

Packs are given to families by early years practitioners in nurseries, playgroups and other settings to help every child become a confident and enthusiastic learner.

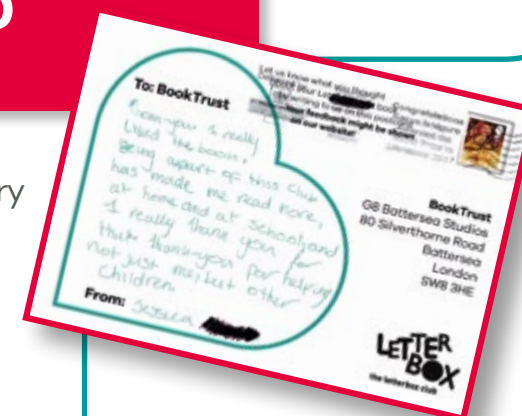


The Letterbox Club

This award-winning programme, managed by BookTrust in partnership with the University of Leicester, provides support for vulnerable children and children who are looked-after across the UK.

The Letterbox Club reaches **over 10,000** children a year.

Personalised parcels of books, stationery and number games are provided for children aged 3–13. The packs are personally addressed to each child and sent to wherever they are living.



Bookstart Corner

The programme aims to reach families who need more support to develop a regular reading habit.

Packs are gifted to

75,000 families through children's centres with toddlers aged 12–24 months.



Booktouch, Bookshine and Bookstart Star



Booktouch and Bookshine packs for babies and 3–5 year olds include sensory, tactile books, and bespoke guidance and resources created for blind, visually impaired or deaf children and their families.

Bookstart Star for 3–5 year olds is aimed at children who have a condition or disability that affects or delays the development of their fine motor skills.

We reach over **12,000** families every year with these programmes.



Bookstart in Northern Ireland (NI)

We work with corporate, voluntary and statutory partners to deliver the Bookstart programme to NI families through a range of locally based early years projects.



Health visitors, Sure Start workers and Family Nurse Partnership teams gift Bookstart Baby and Toddler packs to families who will benefit the most from books and resources to encourage an early reading habit.



BookTrust Northern Ireland (NI) Stories Tour

BookTrust NI's Stories Tour brings books to life through well-known author visits to local schools and communities.

The **1,000** children taking part in the project each receive a book personally signed by the author at the event.

Pori Drwy Stori

Pori Drwy Stori reaches every Reception-aged child in Wales with specially developed resources every term. It is fully bilingual and is funded by Welsh Government to support literacy, numeracy and family engagement in learning.

The programme reaches **35,000** children every year with approximately **150,000** resources.



Time to Read

Time sharing stories is time well spent, which is why we encourage every family in the UK to find ten minutes a day to read with their child during our Time to Read week.



730,000 Reception-aged children receive a brilliant book, activities and games to enjoy at home each year, along with ideas and guidance for parents.



Writer in Residence

BookTrust's Writer in Residence initiative provides a platform for writers and illustrators to engage families in reading, and create debate and discussion around children's books.



Bath, Book, Bed

Simple steps to a better night's sleep.

Bath, Book, Bed encourages families to

prioritise the bedtime story as part of a nightly routine

to ensure everyone gets a good night's sleep.



Spark

This programme for special schools is designed to inspire a love of stories and books in children with additional needs.

The programme reaches **150** special schools with packs of resources and classroom materials focused on sensory stories.

Bookbuzz

Our reading-for-pleasure programme aims to help schools inspire a love of reading in Year 7 and 8 students.

Bookbuzz



Over **1,300** schools participate, giving over **145,000** students the opportunity to choose their own book to take home and keep.

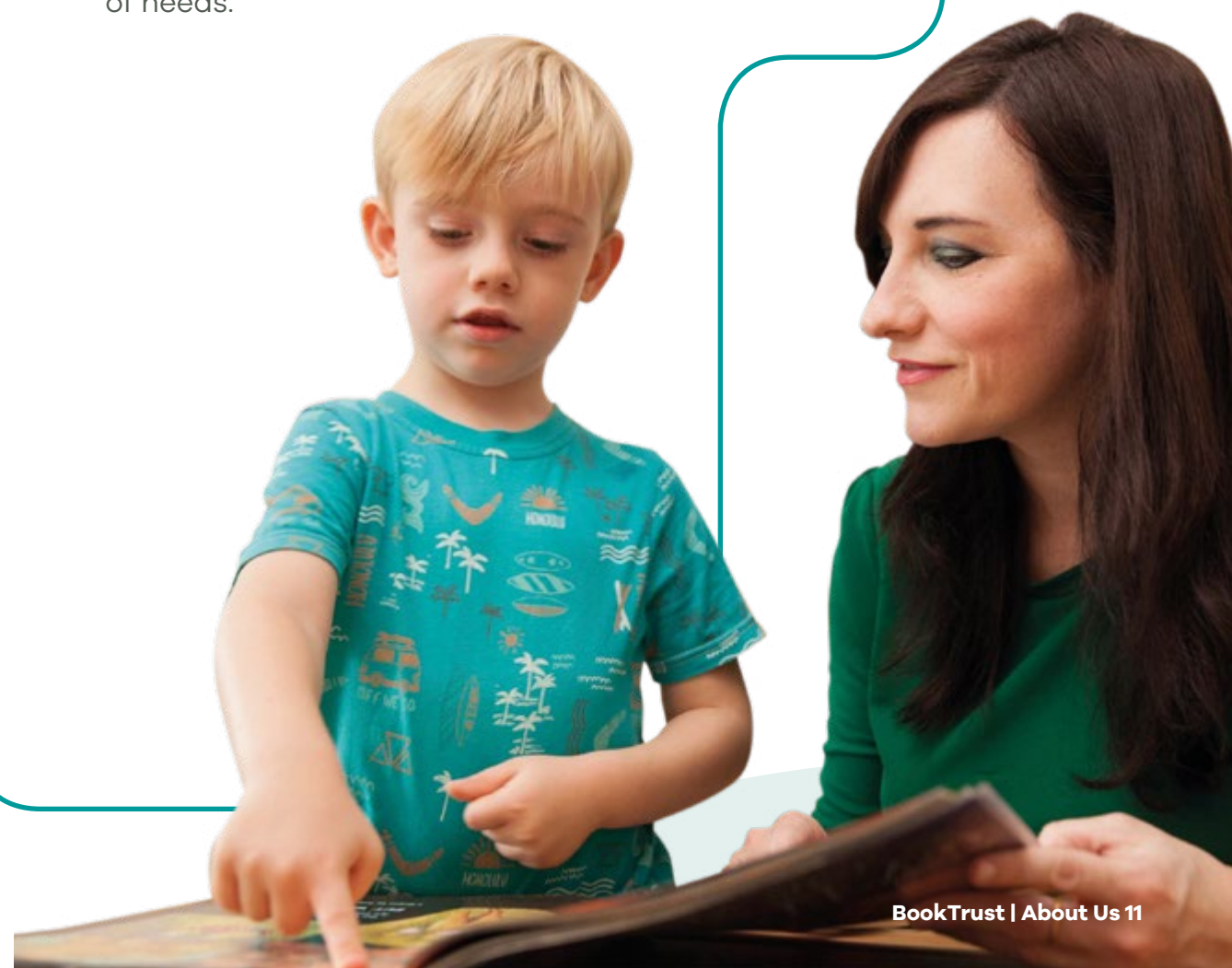


School Library Pack

Our programme for secondary schools aims to get students aged 11-14 talking about books and encourage them to read.

Over **3,500** mainstream secondary schools and 700 special schools in England benefit from the programme.

Mainstream schools receive 40 future classics, non-fiction books and reluctant reader titles, as well as guidance on how to get students reading for pleasure. Special schools receive accessible books and picture books chosen by experts to suit a variety of readers, as well as guidance on engaging students with a range of needs.



Scale

We are national in scale, working in every region in England, Northern Ireland and Wales.

We work through every local authority via children's centres, schools, libraries and health professionals to reach families who need us most.



Our book packs

Our books and resources are supported with guidance to encourage the reading habit. They reach families in every local authority area, every town and every village.

We're also passionate about reaching families who face more challenges: children with hearing or sight impairment; looked-after children; families in areas of socio-economic deprivation; families in women's refuges or who frequently visit foodbanks; and families where English isn't their first language.



Our press coverage

BookTrust reaches families and influencers across the country through both local and national press, as well as through our hugely popular newsletters and social media channels.



Waterstones Children's Laureate

The role of Waterstones Children's Laureate is awarded once every two years to an eminent writer or illustrator of children's books to celebrate outstanding achievement in their field.

The Waterstones Children's Laureate **champions children's reading and inspires children** around the country.



BookTrust Lifetime Achievement award

Since 2015, BookTrust has been celebrating authors and illustrators for a lifetime's achievement in children's literature, and the impact their books have made on family life across the generations.

Past recipients include Shirley Hughes, Judith Kerr and Raymond Briggs, in 2018 a double win for John Burningham and Helen Oxenbury (below, seated). Also pictured, from left to right: our CEO Diana Gerald, Anthony Browne, Floella Benjamin, Nicolette Jones, Joseph Coelho and Lauren Child.



Annual Lecture

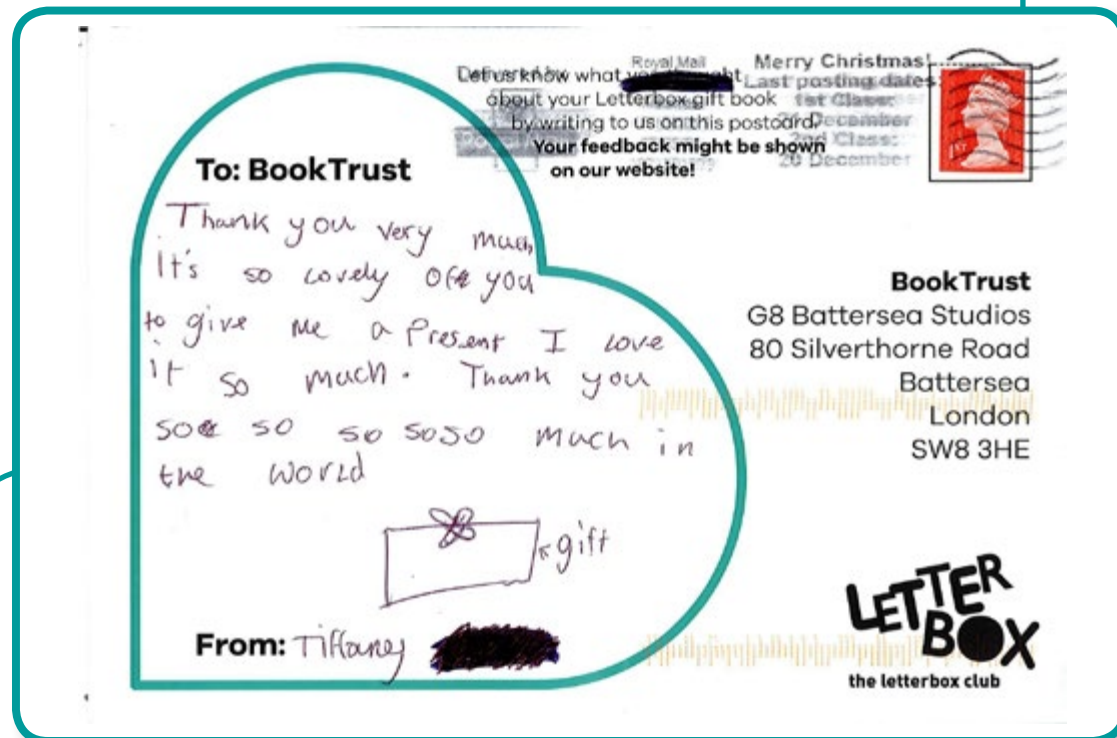
Our inaugural Annual Lecture was delivered in 2016 by our President, Sir Michael Morpurgo (left); each year our lecture stimulates debate around the importance of reading, attracting influencers from government, education, publishing and health.

Blue Peter Book Awards, administered by BookTrust

Since 2000, the enormously popular and influential Blue Peter Book Awards have been recognising and celebrating the best authors, the most creative illustrators and the greatest reads for children. The event grows year on year, with the winners chosen by children across the UK.



BookTrust exists to get more children reading, and children reading more



Our universal programmes reach families **across the country to get them started on their reading journeys**, while our targeted programmes provide extra help to families who need more support.



Our website and social channels

Our website enables families and professionals to discover books, vlogs, how-to guides and more, to support them in helping to keep children excited about reading.

We reach over 250,000 families and professionals across our website and social media channels each month. .

Our digital reach enables us to give advice and support, along with book tips and recommendations, to the widest possible audience, engaging parents, children and professionals.

Our book reviews are searchable by genre, subject and more, enabling parents, carers and teachers to discover a diverse range of stories, authors and new talent as well as established authors and publishers.

We believe that **the 'right' book is the book that gets a child excited.**



Book selection

Our independent and robust book selection panels include parents, teachers, booksellers, librarians and health professionals to ensure that each and every book we pick for our programmes will engage and excite the children who receive it.

Campaigns, ambassadors and prizes

Our campaigns, ambassadors and prizes ensure that **children's reading is regularly in the press, on television and across social media.**



Impact

At BookTrust we place a high priority on understanding the impact of our programmes, including what works, for which families and in what conditions. For over 20 years, we've been building a body of evaluation that helps us to understand this.



We continue to work closely with our partners, year on year, to evaluate our universal and targeted programmes.

89% of Bookbuzz coordinators said that the programme **had given students (aged 11–13) a more positive attitude to reading.**

86%

of Bookstart Baby practitioners said the programme **encouraged parents or carers to share books with children** at an earlier age.



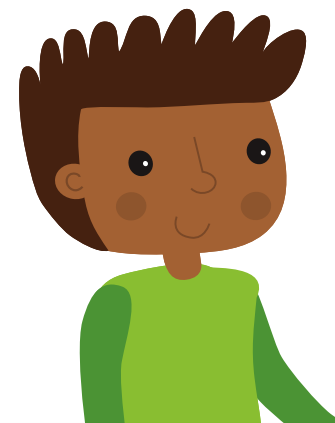
90%

said it **encouraged shared reading with babies** (aged 0–12 months) as part of a daily routine.



84%

of Bookstart Treasure practitioners said **the programme increased the frequency** that the parent or carer read with their child aged 3–4.



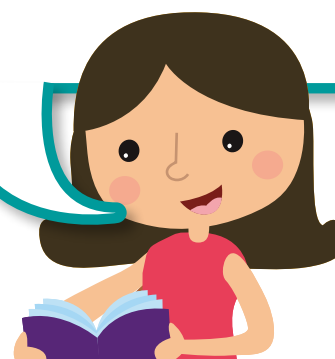
Some parents think that their baby is far too young to be read to and **are amazed when you show the baby a page of a book** and they look at it intently, some **reaching out to explore the page**, even wanting to hold the book.

SEN and disability worker
Bookstart Baby

Before Isabel started school she had some speech and language problems so we were offered the **Bookstart Corner reading programme**. We found that it helped Isabel say more sentences and gave the **whole family confidence** in being able to read.

When Isabel started school we found **Bookstart Corner had given her an advantage**. She now **likes books more than toys!**

Maxine Elgey
mum to Isabel and Sophia



Partnerships

We rely on an incredible alliance of partners to get children reading, from our local government delivery partners to the individual health visitors who deliver our packs.



RENAISSANCE®

Sainsbury's



We get invaluable support from the publishers who support our programmes and the authors and illustrators who so tirelessly work to engage children in reading.



Waterstones



BookTrust relies on valuable support - from The Arts Council and Welsh and Northern Ireland governments to our corporate partners and individual donors.



We couldn't do what we do without the huge support of our celebrities, MPs and councillors who continue to champion the value of BookTrust's work.



Supported using public funding by
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We're enormously grateful for this support, which enables us to make such a difference to children's lives.



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