**Under strict embargo until: Tuesday 10th April 00:001**

**Romantic relationships in North West suffering because of sleepless nights**

Children’s reading charity BookTrust offers a simple solution



**Nearly half[[1]](#endnote-1) of parents in the North West feel their relationship with their partner is suffering** because of tiredness. 1 in 10[[2]](#endnote-2) parents are getting up 4 times a night because of their youngest child aged 0-4 with 52% of parents admitting they are sleep deprived.

More than 1 in 5[[3]](#endnote-3) parents stated one of the most challenging parts of being a parent is the effect it has on their relationship with their partner. **With a quarter[[4]](#endnote-4) admitting they've slept in a separate room to their partner to get extra kip**. 20% of parents also admitted to pretending to be asleep so their partner would tend to their child. Nearly a third[[5]](#endnote-5) of parents stated if their child slept better they would benefit from more time spent with their partner.

To help parents rekindle their relationships, the UK’s largest reading charity BookTrust is urging families to follow a simple three step, book centred bedtime routine as part of their [Bath, Book, Bed campaign](https://www.booktrust.org.uk/supporting-you/families/bath-book-bed/#!?sortOption=MostRecent&pageNo=1). The campaign offers a free advice booklet with guidance, alongside a bedtime book list, to help little ones drift off to the land of nod.

**Gemma Malley, BookTrust Director said**: "Once you’ve had a child, sleeping well can seem like a distant memory. We know over half[[6]](#endnote-6) of parents in the North West are asking for more guidance on a consistent and successful bedtime routine to help end sleepless nights. The Bath, Book, Bed campaign aims to help ease the strain sleeplessness can have on relationships by following a simple book focused bedtime routine. We want to reassure families that the routine is not a one size fits all approach, it can be adapted and shaped to fit each family’s needs.”

**Jo Frost, Global Parenting Expert** **said:** “Too many sleepless nights can have a lasting impact on intimate relationships. This can result in communication breaking down, couples sleeping in separate rooms and intimacy falling to an all-time low. To rekindle those relationships, why not try introducing a routine to your evenings. A simple routine like bath, book, bed can help get young children to settle so that everyone can benefit from a good night’s sleep.”

Partnerships are not the only relationships to suffer from a lack of sleep. Over a third[[7]](#endnote-7) of parents say their relationship with their child is also affected because they are tired and feel frustrated with them. **And nearly two-thirds[[8]](#endnote-8) of parents admitted that waking in the night gives them a shorter temper, which impacts on their family life.**

The Bath, Book, Bed campaign is now in its third year. Since launching in 2016, BookTrust has reached over one million families with its campaign booklet which features Daddy Pig, from Entertainment One’s highly popular *Peppa Pig* animated series. The booklet is full of top tips and advice from parenting expert Jo Frost on the simple steps parents can take for a better night’s sleep and can be downloaded here. Or alternatively pick up a copy at your local children’s centre.

ENDS

**Press Contacts**

Bethan Phillips: [Bethan.phillips@booktrust.org.uk](mailto:Bethan.phillips@booktrust.org.uk) | +44 (0)20 7801 8848

**Notes to Editors**

The survey, commissioned by OnePoll on behalf of BookTrust polled 450 North West parents of 0-4 year olds, who child/children live at home with them. The full survey covered 2,000 parents, with regional focuses.

Additional findings:

* 49% say worrying if they are doing the right things is one of the most challenging parts of being a parent
* 48% said sleeping better would help them feel calmer and more relaxed
* 24% of parents would pay for professional help from a sleep expert if it meant they could sleep more.
* 24% of parents think reading to their child every night is a lot of effort and they don’t think it has many benefits.

About BookTrust

BookTrust is the UK’s largest children’s reading charity. We work to inspire a love of reading in children because we know that reading can transform lives. Each year we reach **3.4 million children** across the UK with books, resources and support to help develop a love of reading. Every parent receives a BookTrust book in their baby’s first year. Our books are delivered via health, library, schools and early year’s practitioners, and are supported with guidance, advice and resources to encourage the reading habit. Reading for pleasure has a dramatic impact on educational outcomes, well-being and social mobility, and is also a huge pleasure in itself. We are committed to starting children on their reading journey and supporting them throughout**.** [**booktrust.org.uk**](http://www.booktrust.org.uk)

**About Entertainment One**

**Entertainment One Ltd.** (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company’s diversified expertise spans across film, television and music production and sales, family programming, merchandising and licensing, and digital content. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One’s robust network includes newly-launched **MAKEREADY** with Brad Weston; content creation venture **Amblin Partners** with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; leading feature film production and global sales company **Sierra Pictures**; unscripted television production company **Renegade 83**; world-class music labels **Dualtone Music Group** and **Last Gang**; and award-winning digital agency **Secret Location**.

The Company’s rights library is exploited across all media formats and includes more than 80,000 hours of film and television content and approximately 40,000 music tracks.

BookTrust Best Bedtime Booklist

|  |  |  |
| --- | --- | --- |
| **Title** | **Writer/Illustrator** | **Publisher** |
| Are You Sleeping? | Constanze von Kitzing | Barefoot Books |
| This Bonny Baby | Kasia Matyjaszek, Michelle Sloan | Floris |
| Babies Can Sleep Anywhere | Lisa Wheeler, Carolina Buzio | Abrams Appleseed |
| Sweet Dreams Peter |  | PRH |
| Who’s in the Pond? | Surya Sajnani | QED |
| Good Day, Good Night | Margaret Wise Brown, Loren Long | Harper Collins Children’s |
| A Brave Bear | Sean Taylor, Emily Hughes | Walker |
| A Recipe for Bedtime | Peter Bently, Sarah Massini | Hodder |
| If I had a Dinosaur | Alex Barrow, Gabby Dawnay | Thames and Hudson |
| One Moonlit Night | Zanna Davidson, Seo Kim | Templar |
| Superbat | Matt Carr | Scholastic |
| Fairy Magic | Cerrie Burnell, Laura Ellen Anderson | Scholastic |
| They Say Blue | Jillian Tamaki | Abrams |
| Goodnight Tiger | Timothy Knapman, Laura Hughes | Little Tiger Press |

1. 46% [↑](#endnote-ref-1)
2. 10.44% [↑](#endnote-ref-2)
3. 23% [↑](#endnote-ref-3)
4. 26% [↑](#endnote-ref-4)
5. 31.1% [↑](#endnote-ref-5)
6. 58% [↑](#endnote-ref-6)
7. 42.44% [↑](#endnote-ref-7)
8. 62% [↑](#endnote-ref-8)