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## Transforming Lives

Impact Report 2008 / 09

The National Literacy Trust is an independent charity that transforms lives through literacy.



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# National Literacy Trust

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## Introduction

**The National Literacy Trust is an independent charity that transforms lives through literacy.**

One in six people in the UK struggle to read and write. Poor skills compromise health, confidence, happiness and employability. We believe that society will only be fair when everyone can communicate as well as they need. We believe that with better literacy skills, more people will have the opportunity to contribute more to society.

### In 2008/09:

We campaigned to improve public understanding of the vital importance and impact of literacy on all our lives.

We delivered projects directly to those seeking to improve their literacy.

We worked in partnership with professionals and other organisations to facilitate projects to reach our most important audiences.

We investigated and innovated, seeking evidence and insight to measure and improve the effectiveness of what we do, and better understand and support people who need help with their literacy.

We shared knowledge, research, policy, analysis and news, and signposted other resources to support literacy as widely as possible.



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## Chairman's message

Here at the National Literacy Trust we are driven by our understanding that we really can transform lives through literacy. We know that good reading, writing, speaking and listening skills have a significant impact on an individual's happiness and success. By supporting literacy we are addressing acute social, economic and cultural problems that undermine and divide communities.

In 2008/09 we developed innovative ways to engage new audiences to improve attitudes to literacy and to get people reading. We hosted the incredibly successful 2008 National Year of Reading which enabled us to reach

libraries and early years settings to engage with parents and effect meaningful and lasting change in homes across the country. The National Literacy Trust also led the development of policy relevant to literacy, informed by our own research and analysis of evidence. We published a new piece of research on the impact of literacy on personal outcomes which helped us to convince more policy makers to prioritise literacy at both a national and regional level.

We are incredibly proud of the impact we have already made. At the end of 2008, on our 15th anniversary we celebrated working with nearly 300,000 disadvantaged children and over 7,000



*Amanda Jordan*

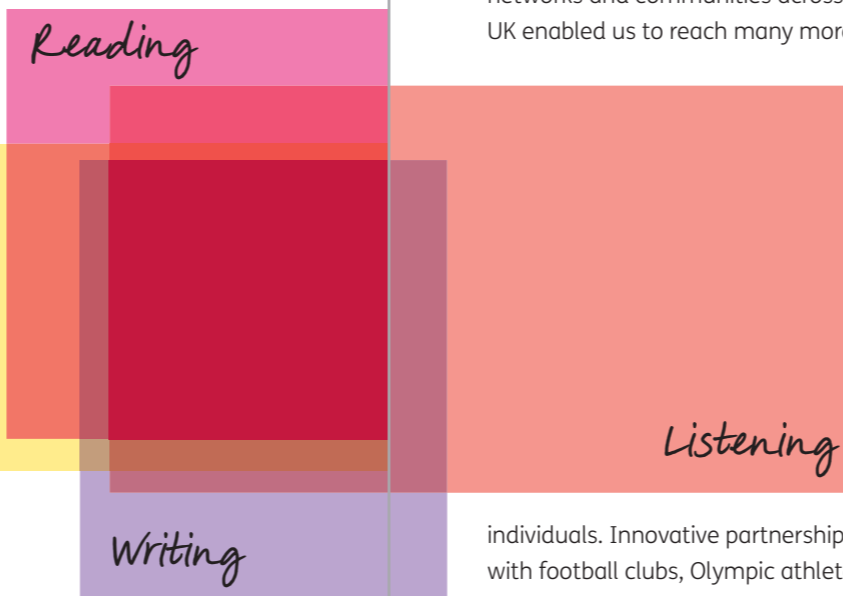
Amanda Jordan  
Chairman

*“Good reading, writing, speaking and listening skills have a significant impact on an individual's happiness and success”*

13 million people from our target audience, encouraging a passion for reading in all its forms. For every £1 spent on national media and partnership activity we reached 60 people and we generated media coverage with an equivalent advertising value of £6m.

Our extensive networks and guidance for literacy professionals helped to shape practice to focus more support on those most at risk of exclusion, helping them to thrive. This year our focus on family involvement empowered schools,

schools. I am conscious that none of this would have been possible without our team of hard-working staff led by Jonathan Douglas. I am very grateful to them for all that they do; we are fortunate to have such a talented team. As we look to the future we will continue our focus on promoting literacy in the home, raising motivations and aspirations to support increased literacy skills, and emphasising the significant relationship between literacy and social mobility.



## Director's message

The strength of our impact in 2008/09 was made possible through our understanding that improvements to literacy are best achieved by motivating individuals as well as ensuring effective delivery of literacy provision.

This year our targeted communication encouraged new audiences to understand the importance of literacy in their lives and inspired them to overcome their own anxieties or prejudices about literacy. Our projects and programmes supported those trying to improve their literacy, while our networks and communities across the UK enabled us to reach many more

During 2008/09 we celebrated our 15th anniversary at the House of Commons with families and individuals who have benefited from our work, authors and other high-profile supporters, and nearly 40 parliamentarians. Over 60 MPs publicly congratulated us on our achievements over the last 15 years.

The National Literacy Trust's energy and focus is now reflected in the way we look. We are delighted to be launching our new brand which celebrates both our holistic approach to supporting literacy and the partnerships and networks that make our work possible. Our identity also expresses the potent



*Jonathan Douglas*

Jonathan Douglas  
Director

*“We supported professionals and campaigned for the implementation of policies to achieve greater and more effective literacy provision”*

individuals. Innovative partnerships with football clubs, Olympic athletes and wrestlers inspired children and adults, involving them in literacy and giving them new opportunities to see its relevance to their lives.

As well as targeting individuals directly, we also supported professionals and campaigned for the implementation of policies to achieve greater and more effective literacy provision. Our thinking was supported by research which looked at methods of supporting literacy and helped us to develop new approaches.

combination of reading, writing, speaking and listening skills crucial for combating inequality and supporting social mobility. The unshakeable conviction that society will only be fair when everyone can communicate as well as they need, fuels the work of everyone at the Trust.

## Empowering individuals

The National Literacy Trust works with those who have low levels of literacy, either directly or through partner agencies. We change attitudes to literacy and inspire more people to improve their skills, often using popular culture as a vehicle for motivation.

In 2008/09 we delivered innovative campaigns and initiatives that reached disadvantaged communities on their own terms. Both through community-based projects and media and marketing activity, we demonstrated the value and relevance of literacy to an individual's life, stimulating changes in attitudes and behaviour.

Our National Young Readers' Programme (formerly known as Reading Is Fundamental, UK) motivated around 18,000 disadvantaged children to read for pleasure by helping them to acquire

the skills they need to develop as a reader. Our Reading The Game initiatives provided 58 football clubs with meaningful and achievable ways to use their influence to promote literacy in their communities, as well as supporting libraries and schools to tap into passion for football. We used the motivational power of male reading role models to inspire boys and men to read more by encouraging schools and libraries to recruit Reading Champions to run peer-led reading promotions.

In 2008 we led the phenomenally successful National Year of Reading, a year-long celebration of reading in all its forms, with lead partner for work with libraries, The Reading Agency. The Year encouraged people to read in businesses, homes and communities around the country, providing new opportunities to develop an appetite for reading and helping people to access literacy support through schools, libraries and other services.

### Highlights

- Over 35,000 children inspired to read by motivational events at libraries, schools and football clubs
- 58 football clubs and 115 players and coaches championed reading
- Innovative community writing projects run with seven football clubs
- A new model to support family literacy launched
- 2,500 schools took part in our peer promotion programme for reading

*“The National Year of Reading campaign reached nearly 13 million individuals”*



“Everybody has the right to read. It is enjoyable and it can change your life”

Matt, 37

## Our stories

### Ali and George



**Mark Schwarzer**  
Goalkeeper, Fulham Football Club

**Ali Sizer**, 29, and her son, **George**, 8, took part in the Premier League Reading Stars project in partnership with Fulham Football Club at Epsom Primary School. Reading Stars harnesses the motivational power of football to encourage families to enjoy reading.

Ali says: *"We found out about Premier League Reading Stars through the school, and thought it was just another after-school activity – but we were totally wrong! From the word go, there have been so many activities, each week there's been something new and it's been exciting to come along."*

*"It's definitely changed George's attitude to reading, I really noticed it after the visit to the bookshop when he got to choose his own book. Since that day, he's been nagging and nagging me and asking us to read with him. Taking part has totally changed our home – we don't just have the telly on all the time anymore."*

George says: *"I really liked going along – we did all sorts of cool stuff, but my favourite was when we saw the author Dan Freedman and he gave us books. I thought that reading was boring before, but now I read more and now I know I love books about football!"*

*"I thought that reading was boring before, but now I read more and now I know I love books about football"*

### Jo and Lucy

The National Young Readers' Programme supports family literacy through a locally delivered programme of inspirational events and workshops held over five weeks. It provides parents with ways to encourage their children to read and enjoy reading together and it also gives them support and advice for assisting their children in selecting reading material they will enjoy.

**Jo Perrin**, 28, and her daughter, **Lucy**, 8, took part in the programme at her daughter's primary school, Southampton.

*"I didn't know what to expect from the events but it's been great. It was really nice to spend time with Lucy and with the other mums too. We've been really happy to get the free books and I was taught methods for deciding together whether the book was too difficult. It's been great to learn more about what Lucy likes, she enjoys some things that I wouldn't have expected. Now I know that reading is something she finds fun and we can do it together. We didn't read together very often before."*

*"My favourite session was when we went to the library. I hadn't been for years and couldn't believe how much it's changed."*

*We had a great time there so I signed Lucy up to be a member. She borrowed 12 books that day!*

*"I know so much more about what Lucy enjoys and how to choose a book for her. Lucy has really enjoyed it too, especially the Horrid Henry audio tape, which I never knew she would."*

### Literacy winners

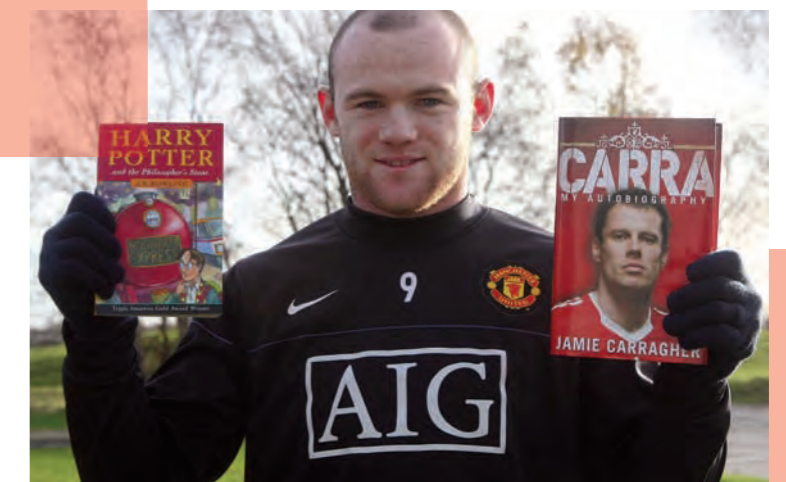
In 2008/09 our Reading Champions initiative recruited boys and influential male role models to inspire other boys and men to read more and over 600 schools joined the network. A competition with World Wrestling Entertainment inspired nearly 2,000 young people to read five books and write to a wrestler persuading them to read. Similarly the James Patterson Extreme Reading Challenge, which invited children to send in photos of them reading with their dad in the most unusual location possible, involved nearly 2,000 adults and children.

We also engaged new audiences by targeting groups that have a passion for football. Each of the 20 Premier League teams nominated a 'Reading Star' to recommend his favourite book. A library-based reading club supported these choices, with parents and children enjoying a session with a published football author and in some cases with their favourite team's Reading Star. Community writing project 'Til I Die brought football fans together to share and write stories about their club, under the guidance of a Skills for Life tutor, with each club publishing a compilation of the work as a book. Delivered in seven locations, the project built the skills and confidence of contributors as well as encouraging reading across the community through the distribution of the books.

### Reading is for everyone

Our National Young Readers' Programme worked in over 300 schools, libraries, early years centres, community groups and prisons, motivating disadvantaged children and young people to find books to interest them and to read for pleasure, providing three free books for every child.

Research shows that parental behaviour that supports their child's learning is a more powerful force for academic success than a child's socio-economic background. Recognising this, a new model to support family literacy was developed and piloted in Edinburgh and Southampton. This programme directly engaged parents in their children's literacy behaviours, empowering them over five workshops to help their children to become lifelong readers. Parents were taught strategies to support their children's reading including how to choose a book at the right level for their child.



Wayne Rooney is one of our Premier League Reading Stars, pictured here with two of his favourite books.

## Spreading the word

The 2008 National Year of Reading was designed to promote reading in the family and beyond, and to help build a nation of readers. Its purpose was to encourage reading for pleasure in order to improve learning, achievement and individual prospects. The campaign aimed both to attract new audiences to start reading and to develop existing skills. It targeted specific sections of the population including families from lower income/ non-professional/ welfare households, Bangladeshi and Pakistani children, looked-after children and adults with literacy needs.

The national campaign engaged with these audiences through a range of tailored activities and initiatives. For example, the ReadUp/FedUp campaign, spearheaded by John Barnes, asked people to stop being prescriptive about teen reading and instead to encourage teenagers to choose their own reading materials. The innovative 'Garron's Dares' advertising campaign targeted young teenage boys through the medium of YouTube, producing the 13th most viewed sponsored video ever and winning the IAB/Microsoft Advertising Creative Showcase Award. The joy of romantic fiction was celebrated in a campaign with Mills and Boon targeting Asian households. The campaign also aimed to build reading confidence and provide a springboard to further reading.



Jo Brand, Meera Syal and other celebrities starred in our television advert that was aired free of charge.



## 2008 National Year of Reading

- 2.3 million new library members recruited through the first ever national promotion of library membership – 70% of the target audiences are now members, up from 58% before the campaign
- 250,000 picture books distributed via *The Sun*
- Nearly 6,000 National Year of Reading events registered on the website
- Significant national increases in the proportion of parents from the target audience saying they read to their child every day (20%, up from 15%) and children saying they read with their mothers every day (32%, up from 17%)
- For every £1 spent the media and marketing activity reached 60 people
- National media secured through the campaign was worth over £6m
- The campaign reached 52% of the total population of lower income/ non-professional/ welfare households
- The work of the Year is continuing through the Reading for Life campaign

## Supporting professionals

### Thousands of professionals – teachers, librarians, tutors and those working in early years settings – share our aim of raising literacy levels.

In 2008/09 our collaborative networks and resources gave inspiration and practical support for delivering effective literacy provision, particularly to help learners from disadvantaged communities. Our website, accessed regularly by a range of literacy professionals, provided the latest literacy information, research and policy, and was visited 11,000 times a day. We supported practitioners to motivate children and young people to read more and to hold more positive attitudes to reading and literacy.

Our Reading Connects network supported over 5,000 schools working with children and families living in the most disadvantaged areas, with an aim of reaching children who do not achieve the expected level at Key Stages. This year we launched Early Reading Connects, a network providing tailored resources and support for those working with children aged under five in early years settings.

Our Talk To Your Baby campaign inspired a range of early years professionals to encourage and advise parents on supporting language development during a child's first three years.

The National Year of Reading also supported professionals and developed extremely successful partnerships with local authorities. Everybody Writes, a project run by Booktrust in partnership with the National Literacy Trust, provided classroom teachers with practical ideas to get children excited about writing; and The Vital Link, a project run by The Reading Agency in partnership with the National Literacy Trust, connected libraries and adult literacy providers to promote motivating and engaging reading activities for learners.

## Highlights

- 150 regional coordinators for National Year of Reading supported by 24 regional seminars and a national conference
- Our campaign for early communication held consultative meetings nationwide and established networks in several regions
- Over 5,000 schools supported to build whole-school reading communities
- 1,700 early years settings joined our new network for supporting reading
- 1,200 entries added to our new online resource for literacy professionals

*“Our website provided the latest literacy information, research and policy and had 11,000 visits a day”*



“I think that Reading Champions is a good way to encourage people to read because you get awards and badges, so you can show other people you like reading”

Gavin, Year 4

### Resources for literacy

The National Literacy Trust website is our primary mechanism for motivating, informing and sharing good practice to support literacy provision. In 2008/09, 4.5 million site visitors used the website for practical resources, research and evidence, and a synthesis of relevant policy. During the National Year of Reading we set up a searchable online resource, Wikireadia. Professionals accessed and shared good practice through over 1,200 case studies during the year and it continues to grow. Every month we send our e-newsletter to over 23,000 subscribers, keeping them up to date with the latest literacy and reading-related policy, research and news, as well as providing information on new resources and publications and links to in-depth case studies and good practice.

### A network for reading

There is continuing national concern about children's reading habits; according to our research 42 per cent of pupils do not enjoy reading or only enjoy it 'a little'. Our National Reading Network (formerly the National Reading Campaign) works with schools and early years settings to change attitudes to reading and to give children the opportunity to enjoy it more. Aimed at those most in need, the projects under this umbrella network can be joined by every school in the country. It is the only free national network of its kind. In 2008/09, we maintained and developed trusted learning networks of early years settings and schools, gathering and disseminating best practice. Schools in the National Reading Network were encouraged to write their own blog and were sent hard copy

support materials and monthly newsletters.

This year saw an increased focus on family involvement. Feedback from members of our Reading Connects initiative revealed that, following our lead, they were now involving families more deeply in their school's reading agenda, while the Early Reading Connects family involvement toolkit was downloaded 42,000 times. Schools in our network also reported notable improvements in boys' reading habits. Our Reading Champions project model actively encourages schools to involve boys who have status among their peers, providing certificates and badges for each boy. Teachers engaged in the project invariably told us that their Reading Champions were influential in encouraging other boys in school to read.

### Support from birth

Our Talk To Your Baby campaign championed communication in the early years by providing online resources, establishing professional networks and holding a conference attended by over 200 professionals. A web survey of professionals found that the campaign had changed the way three-quarters of them worked, while an average of 24,000 resources were downloaded every month. This year Talk To Your Baby was also involved in the creation of an early communication resource that is distributed via Bookstart to 700,000 new parents each year. Our research on baby buggies and early communication was downloaded 3,600 times in the first week alone and reported in over 350 pieces of media coverage.



## Our story



### John Sharp

Key Stage 1 Coordinator  
and English subject leader,  
All Saints C of E Primary School  
Manchester

All Saints C of E Primary School was the much-deserved winner of the Reading Connects school of the year competition for 2008/09. This school recognised the importance of developing its reading culture and its campaign reached all its pupils.

*“The success of our reading for pleasure campaign is due to the fact that this has not been a one-man crusade, but the mission of a whole school.*

*“Parental involvement has been crucial. Some of our children come from homes where, for various reasons, reading together doesn’t really happen. We took advantage of opportunities where parents were already in school*

*“Our boys have grown in self-confidence, resulting in a more positive attitude throughout the school”*

*to promote reading with their child, and also held coffee mornings for parents to provide simple phonics support.*

*“To motivate the children, we knew we had to make the activities exciting and therefore got involved with as many national competitions as we could. The WrestleMania Reading Challenge, the James Patterson Extreme Reading*

*Challenge and the Premier League Reading Stars Challenge all proved to be perfect ways for us to promote reading. We also created playground boxes full of books, comics and magazines for the children to read during breaks and breakfast club.*

*“Reading Champions helped us to create a strong group of male reading role models within the school community. The project has given reading more purpose for the boys and they have grown in self-confidence, resulting in a more positive attitude throughout the school.*

*“Our three main challenges have been time, cost and keeping the project fresh and exciting for the children. The only way to overcome these barriers was to make sure it was always a team effort, to find innovative ways to raise money and to make sure the visible profile of the campaign was always strong.”*

## Leading policy and practice

### The National Literacy Trust campaigns to raise awareness of the importance of literacy among the general public and key decision makers.

In the UK public sector policy defines how public services, local authorities, schools and early years settings support literacy. In 2008/09 we sought to influence literacy policy, with a particular focus on refining policy to support those who face exclusion. We were an advocate for those groups who have low literacy skills, using our own and others’ research and experience to show how their needs could be met. We believe that our status as a charity allows us to do this in a unique way. By taking our messages to government, advisers and think tanks, we increased understanding of the difference literacy can make to many social outcomes.

Research and evidence lie at the heart of our work shaping policy and practice to improve literacy levels. In 2008/09 we undertook systemic public policy analysis and research on issues relating to literacy and shared our findings with teachers, other professionals and sponsored bodies. We conducted new research and compiled evidence from different sources on the impact of literacy on life chances, the successful promotion of literacy and effective methodologies to support improved literacy outcomes. This research activity also helped our work to encourage more sectors to prioritise literacy.



Ed Balls, Secretary of State for Children, Schools and Families, speaking at one of our events at the House of Commons.

## Highlights

- *Literacy Changes Lives* report was downloaded over 10,000 times
- Major reports published on the impact of both role models and book choice on young people’s reading behaviour
- Research on baby buggies and early communication downloaded 3,600 times in the first week alone and reported in over 350 pieces of media coverage
- Three breakfast policy seminars for key opinion formers chaired by high-profile figures including Greg Dyke
- The All Party Parliamentary Group for Libraries and Literacy secretariat held by the National Literacy Trust
- In one month alone (March 2009) our media coverage reached well over 22.5 million people



“One in six people in the UK struggle to read and write”

One in Six

## Research in focus

### Literacy Changes Lives

Research carried out for the 2008 National Year of Reading found that only a quarter of the campaign's target parents recognised the link between reading and success in life. Understanding the need to establish an evidence base for the wider benefits

By illustrating the link between low literacy and poor quality of life, *Literacy Changes Lives* demonstrates the potential for improved literacy to break the cycle of disadvantage. The research enables us to make a stronger case for the value of literacy with

*“Literate individuals are more likely to vote and to take part in the community, and make a better and more skilled workforce”*

of literacy, we compiled a report called *Literacy Changes Lives: An advocacy resource*.

Published in September 2008, *Literacy Changes Lives* provided compelling evidence of the dangers of poor literacy, but also highlighted the wide-ranging benefits that investment in literacy can have on our personal and working lives. The research showed that low literacy levels have serious implications for individuals and society. For example, those with poor literacy are more likely to live in a non-working household, have lower career aspirations and are less likely to vote. The research also made clear the benefits of improving literacy for the community, the workforce and the nation; those who improved their literacy became less likely to be on benefits, more likely to own their home, and more likely to be involved in democratic processes.

national and regional policy makers and other supporters, and has been widely quoted in government documents and the media. In 2008, the National Year of Reading conference for local coordinators was a perfect platform for raising awareness of the findings and disseminating messaging to decision makers at local authorities across the UK. The research also laid the groundwork for our *Manifesto for Literacy*, launched in September 2009.

## Influencing literacy policy

In 2008/09, the National Literacy Trust worked with government to formulate policy and thinking that has helped position the literacy levels of key target groups as a cross-cutting priority for government. We were actively involved in a range of government initiatives, including the implementation of the Children's Plan, the Social Mobility White Paper and the Berrow Review. We also submitted evidence to the Social Mobility Commission (chaired by Martin Narey on behalf of Nick Clegg, leader of the Liberal Democrat party) and we were a member of the Every Child A Talker reference group. We published policy responses and responded to a range of consultations about literacy, including issues related to informal adult learning, lifelong learning and the consultation on the interim report of the Jim Rose Independent Review of the Primary Curriculum.

This year we launched a series of National Literacy Trust high-level policy discussions for key decision makers. Gail Rebeck DBE, Chair and Chief Executive of the Random House Group and one of our trustees, led a seminar looking at education and business responses to literacy. Writer Anthony Horowitz led a seminar on creative approaches to support writing, while 40 experts in literacy and new media attended an event chaired by Greg Dyke looking at literacy in the digital age. Following each event we published an online paper reflecting the discussions.

## Building evidence, informing behaviour

In 2008/09, we undertook large-scale national research projects into pupils' literacy skills, attitudes and behaviour, analysing the relationship with age and parental income. We systematically compiled existing evidence relating to

Other key pieces of research looked at the role of literacy in offending behaviour and the impact of gender and age on children's self-perceptions as readers. Our *Literacy Changes Lives* report looked at the impact of literacy



particular literacy issues with a focus on those most at risk of social exclusion and shared our findings with our literacy networks. This work was also promoted by us in both the professional and consumer media in order to support literacy practice and influence wider behaviour in the community, home and other sectors. Consumer media coverage brought our 2009 report, *Reaching Out with Role Models*, to life by looking at our work with footballers and the positive impact parents can make on their child's literacy.

on five areas in a person's life: economic, aspirations, family life, health and civic/cultural engagement. Our research was quoted in numerous policy, academic and news publications.

## Campaigning in focus

### Talk To Your Baby

In November 2008, Talk To Your Baby, our early language campaign, published *What is Life in a Baby Buggy Like? The impact of buggy orientation on parent-infant interaction and infant stress*. Conducted for the National Literacy Trust by Dr Suzanne Zeedyk at the University of Dundee, it was the first report to consider the psychological effects of life in a baby buggy. The study set out to answer a simple yet important question: does the direction

The report also had considerable impact beyond the media: the early years sector's response to the release of the report was striking. Many organisations got in touch with us and announced their support. Putting words into action, the Firkbank Children's Centre in Lancashire swapped its existing pushchairs for 'pusher-facing' buggies. The report has led to discussions with retailers about working towards affordable 'pusher-facing' buggies and

*"Infants and parents are twice as likely to be talking to each other when using pusher-facing buggies"*

a buggy faces alter the style and frequency of interactions between parent and infant? After observing nearly 3,000 parent-infant pairs, one fact was startlingly clear – infants and parents were twice as likely to be talking when using face-to-face buggies.

Talk To Your Baby campaigns for parents and carers to talk more to children from birth to three. This helps them to build communications and literacy skills, which are essential if they are to do well at school and lead happy, fulfilled and successful lives. By highlighting a missed opportunity for communication, the research was used as a platform to disseminate this core message.

The findings were covered extensively by the UK media and across the world. Over 300 articles were published and our spokespeople appeared on national TV and radio news programmes in the UK, while overseas media, including CNN and The New York Times, picked up the story.

raising awareness of the issue in the design and engineering communities.

The research prompted reflections on the extent to which common behaviour can have massive implications for the way babies develop. Simple changes to this behaviour may prompt richer communications, yielding benefits for literacy and other aspects of development.

## The future

In December 2008, the National Literacy Trust identified three main priorities for the future: to promote literacy in the home; to raise motivations and aspirations to support increased literacy skills; and to champion the relationship between literacy and social justice. In 2009/10 we are working to achieve these ambitions through a number of new projects and initiatives.

### Reading for Life

The Reading for Life campaign is an ongoing media and social marketing campaign to take literacy to new audiences. Run in partnership with The Reading Agency, the campaign continues the work we and our partners undertook for the 2008 National Year of Reading. Reading for Life raises awareness of the importance of literacy and changes attitudes among key target audiences with a view to building on the momentum we created in 2008.

In 2009/10, as part of the Reading for Life campaign, we are working with consumer brands to take powerful messages about the value of literacy to families from lower income social grades, non-professional households and those dependent on welfare. Tapping into the established relationships that major brands and products have with these demographic groups, the campaign has already run promotions with Marmite, Iceland supermarkets, Lloyds Pharmacies and Wiseman Dairies.

### Great Family Escapes

As part of the Reading for Life campaign, the Great Family Escapes pilot set out to investigate attitudes to reading on holiday and to foster better engagement with reading over the long summer break. Launched in summer 2009, the pilot engaged parents and school-age children with fun reading activities, establishing a greater association with reading as a pleasurable and sociable family activity. The project was informed by research from the National Year of Reading that identified the importance of seeing reading as an enjoyable family activity, and reported improved enjoyment of reading in around 51,000 participants.



Our Reading for Life partnerships have appeared on 2m Marmite jars and in Iceland supermarkets across the UK.



### Partners in Literacy

Partners in Literacy is a strategy to support local coordination of literacy services for families. During 2009/10 we are piloting a coordinated local authority approach to understand how it can make the biggest impact on promoting literacy in the home. Partners in Literacy is a powerful way to support the delivery of both local and national government targets such as improved educational attainment, increased access to skills and employment, greater community cohesion and social mobility.

### Words for Work

Words for Work is an innovative pilot project being developed in partnership with students, schools and businesses. Arising in response to employers' concerns about the level of speaking and listening skills and the confidence of staff entering the workplace, Words for Work will see employees working alongside pupils in inventive ways to develop stronger speaking and listening skills and improved employability.

### Manifesto for Literacy

In September 2009, we launched our *Manifesto for Literacy*, calling on political parties to prioritise literacy in their manifestos for the anticipated May 2010 election. Developed in consultation with over 30 national organisations, the Manifesto shows how poor literacy in the UK creates barriers to achievement, undermines a skills-based economy and causes acute social and cultural problems that divide communities. The Manifesto makes specific recommendations for government to develop literacy support for families, to modernise literacy in the curriculum and to run a national campaign taking literacy to new audiences.



Our *Manifesto for Literacy* calls on political parties to prioritise literacy.

## Financial summary

National Literacy Trust summarised financial statement for the year ended 31 March 2009

	2009 £'000	2008 £'000		2009 £'000	2008 £'000
<b>Income</b>			<b>Expenditure</b>		
National Reading Campaign	298	237	National Reading Campaign	305	257
Reading Is Fundamental, UK	343	464	Reading Is Fundamental, UK	461	426
Talk To Your Baby	139	69	Talk To Your Baby	94	92
Reading The Game	230	260	Reading The Game	253	186
National Year of Reading	1,411	1,084	National Year of Reading	1,570	835
Family Reading Matters	204	-	Family Reading Matters	204	-
Other restricted income	-	74	Other restricted expenditure	-	47
Unrestricted income	958	598		2,887	1,843
	<u>3,583</u>	<u>2,786</u>	Unrestricted expenditure	827	565
			Total expenditure	<u>3,714</u>	<u>2,408</u>
			<b>NET (OUTGOING) / INCOMING RESOURCES</b>	<u>(131)</u>	<u>378</u>

Balance sheet as at 31 March 2009

		2009 £'000	2008 £'000
Fixed assets		30	26
Net current assets			
- National Reading Campaign	28	36	
- Reading Is Fundamental	76	194	
- Reading The Game	110	134	
- Talk To Your Baby	52	6	
- National Year of Reading	79	232	
- Other restricted	29	30	
- Unrestricted	376	253	
<b>Total net assets</b>		<u>750</u>	<u>885</u>
		<u>780</u>	<u>911</u>
Represented by:			
Restricted funds		390	651
Unrestricted funds		390	260
		<u>780</u>	<u>911</u>

### Auditor's statement to the National Literacy Trust

We have examined the summarised financial statements set out on this page.

### Respective responsibilities of trustees and auditors

The trustees are responsible for preparing the summarised financial statements in accordance with the United Kingdom law.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements within the summarised Annual Report with the full annual financial statements and its compliance with the relevant requirements of section 251 of the Companies Act 1985 and the regulations made thereunder.

We also read the other information contained in the summarised Annual Report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

### Basis of opinion

We conducted our work in accordance with Bulletin 1999/6 "The auditors' statement on the summary financial statements" issued by the Auditing Practices Board. Our report on the charity's full annual financial statements describes the basis of our audit opinion on those financial statements.

### Opinion

In our opinion the summarised financial statements are consistent with the full financial statements of the National Literacy Trust for the year ended 31 March 2009 and comply with the applicable requirements of section 251 of the Companies Act 1985, and the regulations made thereunder. We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (26 October 2009) and the date of this statement.

### BAKER TILLY UK AUDIT LLP

Registered Auditor  
Chartered Accountants  
12 Gleneagles Court  
Brighton Road  
Crawley RH10 6AD



## How you can help

Literacy transforms lives. You can help us to support people to achieve their full potential. Our projects reach people in some of the most disadvantaged communities in the UK, where the need is greatest.

There are 12.6 million people who would struggle to read this report. Your support can ensure our projects continue to reach them.

## For every £1 you give...

**1p** is spent on management of the organisation

**3p** is spent on generating funds

**96p** is spent *directly* on activity to raise literacy standards



Please help us by making a donation today. Visit [www.literacytrust.org.uk](http://www.literacytrust.org.uk) or call us on 020 7820 6251.