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## Chairman's message

Raising literacy standards for those in need is at the heart of everything the National Literacy Trust does. We are delighted with our growth during 2006-2007. Over the past year, we have reached more than 20,000 children in deprived areas across the country, expanded our work in prisons and schools, and launched a unique campaign to drive forward the family literacy agenda at a national and local level.

This report gives an overview of the National Literacy Trust's work over the last financial year. It demonstrates how we have changed the lives of both learners and professionals.

We are extremely grateful to all those whose generous support has enabled us to help individuals who are struggling to learn, to support the professionals who work with them, and to influence policy and practice across the UK. I would also like to thank our advisory committee and my fellow Trustees for their dedication and enthusiasm; I am always impressed by the quality of advice that they freely give to us. Above all, I would like to thank our team at the National Literacy Trust, as they are the driving force behind all of our achievements.

At the end of 2006 we said goodbye to Neil McClelland, to whom we owe a huge debt, and welcomed Jonathan Douglas as our new director. Jonathan has quickly established himself at the helm of the organisation and has dealt with the usual array of organisational and policy challenges with great fortitude and enthusiasm.

However, there is still more to be done. One in five adults in the UK struggles to read and write, at a cost of £10 billion to the national economy. Over half a million 11-year-olds in this country fall below the level of literacy expected for their age. In order to continue changing people's lives through literacy, we need ongoing support – every penny really does make a difference.

This is an exciting time for those of us who are passionate about literacy. The Government's commitment to promoting reading, illustrated most boldly by the introduction of a second National Year of Reading in 2008, gives us great hope for the future – a future in which everyone has the chance to develop the reading, writing, speaking and listening skills they need to fulfil their potential.

**Amanda Jordan**  
Chairman

## Introduction

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

One in five people in the UK struggles to read and write. Poor skills compromise the health, confidence, happiness and employability of individuals and have a negative impact on our national economy.

We have a vision of a society in which everyone has the reading, writing, speaking and listening skills that they need to fulfil their own and, ultimately, the nation's potential.

### CASE STUDY

## Changing lives through literacy

Cliff Taylor, age 42, took part in Premier League Reading Stars, a partnership project between the National Literacy Trust, the Premier League, the Football Foundation and Arts Council England.

"I hadn't really read a book since I left school 26 years ago, but after I borrowed Lance Armstrong's autobiography from the library as part of Premier League Reading Stars, I was a changed man. I really enjoyed it!

"I was never an enthusiastic reader, but I chose *It's Not About the Bike* after one of the Premiership players recommended it. The book explained

in detail what Lance went through, and it was inspiring to find out how he dealt with everything.

"These days I've even started reading on the train on my way to work. Premier League Reading Stars is a great scheme, and now I'd encourage everyone to read more!"

"After I took part in Premier League Reading Stars, I was a changed man."

Cliff Taylor





Mother called the bird.

Chopsticks

Flower and grass

ARENT, THE  
AN IDEAL

## Projects and priorities

To make a real difference, whole communities need to work together. We help to make this happen.

The National Literacy Trust links home, school and the wider community to inspire learners and create opportunities for everyone. We support those who work with learners through our innovative programmes, information and research. We bring together key organisations to lead literacy promotion in the UK.

### Our three main aims are to:

- empower learners of all ages
- support professionals
- influence policy and practice

## Our projects

**Family Reading Campaign** – our partnership campaign to strengthen the promotion of reading in the home

**Reading Connects** – our initiative to create whole-school reading cultures

**Reading Champions** – our initiative to involve men and boys in creating a reading culture

**Reading Is Fundamental, UK** – our targeted bookgifting scheme that reaches out to children in areas of disadvantage

**Reading The Game** – our initiative that works in partnership with football and other sports to empower new learners

**Talk To Your Baby** – our campaign to support early years professionals in promoting early language

**The Vital Link** – our partnership project with The Reading Agency that works with libraries and adult literacy to motivate adult learners

## Empowering learners

Literacy changes lives. It has the power to help everyone fulfil their potential, which is why we work with those who will gain the most from our schemes. Our aim is to inspire a love of reading and an engagement with learning that will lead to better skills, higher hopes and happier families.

Through our initiative Reading Is Fundamental, UK (RIF) we deliver targeted bookgifting and inspirational reading events for children in areas of disadvantage. There are currently projects running in over 300 locations across the UK.

In addition, through the Booktime bookgifting programme, the Family Reading Campaign has been able to distribute a family reading activity card to all parents in England with children starting school.

“When do we have to bring the books back?”

“No, you can keep them.”

“Keep them, really? Wow!”

Overheard at a RIF project, Dundee

### Key impacts 2006-2007

- Over 56,000 books given to 20,000 children through 300 RIF projects across the UK
- 20,000 family activity packs given to children to promote reading in the home and 650,000 family reading activity cards supplied for distribution to homes in England
- 99 per cent of RIF project coordinators said that participating in the scheme improves children’s enjoyment of reading





#### CASE STUDY

## Footballers' Wives: glamorous reading

Francesca Brennan is the teenage library officer for Edinburgh City Libraries.

“My colleague Jane Milne and I were determined to offer something a bit different to get older children and teenagers enthusiastic about reading. Our colleague was already working with young male footballers, so we decided to set up ‘Footballers’ Wives’, a book group for teenage girls.

“The girls put books and beauty at the heart of the group, choosing the theme of ‘glamorous reading’ for the sessions at Sighthill library. Thanks to

support from RIF, the teenagers were also able to choose three new books to keep.

“The response from the girls was great. As they pushed aside the false nails to choose their RIF books, one of the teenagers commented, ‘These actually look good. I used to think that books from the library were boring but now I’m going to give some of them a try.’”

“The response to the free RIF books was great – the girls pushed aside the false nails to make their choices.”

Francesca Brennan

## Supporting professionals

Each of our innovative programmes provides resources, support and ideas for professionals. Working in partnership with key organisations in education, early years and libraries, we focus on family reading, early communication, boys' achievement and whole-school engagement.

In 2006-2007, the family has been a key theme for our programmes and research, and in particular, engaging boys and men. This theme has been reflected in the training we have delivered for volunteers and the resources we have produced for schools, early years and prisons.

## Talking together

Young children whose parents talk regularly to them are more likely to be confident, have good social skills and do well at school. Our Talk To Your Baby (TTYB) campaign works with practitioners throughout the UK to promote the importance of children's early language experience.

**“Bravo! What Talk To Your Baby is doing is exactly right. The sophistication of thinking that your website shows astounds me. The pushchair effort is a brilliant addition to your campaign.”**

**Professor Todd R Risley**, co-author with Betty Hart of *Meaningful Differences in the Everyday Experience of Young American Children*

### CASE STUDY

## Developing language for life

Dr Gaye Powell is head of speech and language services (adults and children) for Plymouth Primary Care Trust and one of the heads of a multi-agency programme which worked with TTYB in 2006-2007.

“This year we decided to make use of the free downloadable resources on the Talk To Your Baby website. Led by Denise Edgecombe, our health visitors gave the TTYB tips leaflet to every new parent in the city at the first post-birth check. They were able to stress the importance of face-to-face communication in the future development of babies and children, reaching around 2,500 children and families.

“The TTYB poster has been distributed widely to local settings, and has also been placed in baby changing areas in a range of retail stores. TTYB has given a presentation at a city-wide ‘birth to three matters’ conference at the official launch of the project and the project was also showcased at TTYB’s national conference.”

## Key impacts 2006-2007

- Our ‘Working together to get talking’ conference rated very useful or useful by 98 per cent of delegates
- 67,500 posters, supported by BT, distributed to health visitors, speech therapists, early years librarians and *Nursery World* subscribers
- Walkie Talkie label launched in support of our campaign for pusher-facing buggies and so far used by three retailers/manufacturers

## Getting the blokes on board

Boys' performance generally is lower than girls' in all national literacy tests in England. We address this issue through our programmes in schools, sports clubs and family settings.

Reading The Game uses the power of sport to capture the imagination of both boys and girls. Through storytelling training for academy players and coaches, providing resources for teachers and targeted bookgifting, the scheme helps to build confidence and enthusiasm around reading, writing, speaking and listening. This year we have worked with every Premier League club, as well as clubs throughout the Football League, to reach 8,500 children and 900 parents.

## Key impacts 2006-2007

- Over 4,300 free books distributed to children through projects in football clubs
- 4,356 children took part in the football and storytelling project, Kick into Reading – 61 per cent wanted to read more as a result
- 560 children and their parents took part in Premier League Reading Stars library events – 76 per cent of parents said they read more with their child since joining the scheme
- 21,000 Reading The Game DVDs distributed to schools and study centres in England

### CASE STUDY

## Using the power of sport

Ellie Duckworth, age eight, took part in this year's Premier League Reading Stars project. She smashed all previous project records by reading 124 books in a Reading Stars season. Her dad, David, also attended library activities with Ellie.

"We didn't go to the library regularly until after the ground tour at Bolton's Reebok Stadium. The whole event was just fantastic, and as a Bolton fan, Ellie loved meeting Kevin Davies.

"The first thing she'd ask when she got up or when she got home from school would be, 'Are we going to the library today?' The librarians on the desk said they haven't seen anyone come into the library with such regularity for years!"



## Supporting professionals

### Linking classroom and community

Children who read for pleasure are more likely to develop strong literacy skills and do well at school. Through Reading Connects, we have established a network of over 2,400 schools committed to building a whole-school reading culture. In 2006 we held a forum on family engagement and produced a toolkit to share expertise and support teachers and librarians. Similarly, our Reading Champions network supports 1,000 schools that particularly wish to focus on involving boys and men in promoting reading.

### Key impacts 2006-2007

- Over 1,100 new schools signed up to Reading Connects
- 81 per cent said it had raised the profile of reading and 78 per cent believe it will have an impact on children's achievement
- Over 500 new schools signed up to Reading Champions
- 80 per cent said that being involved has helped boys to read more and 98 per cent would recommend it to other schools

#### CASE STUDY

### Creating a reading culture

Di Pumphrey is headteacher at West Thornton Primary School in Croydon.

“One of the achievements we are most proud of is the success of one of our original Reading Connects action points – creating a cross-curricular teaching project with a children's book at the heart. The positive response from both pupils and teachers was overwhelming. In a survey afterwards, teachers reported increased levels of enthusiasm for reading among pupils.

A Year 6 teacher said they were ‘queuing up to read!’, others noticed a boost in other areas, with writing more imaginative and children keener to write. The gender gap was closed completely in this year's Year 6 reading test results, with a difference between boys' and girls' achievement of just one percentage point, compared to 20 last year.”

“Reading Connects has helped us think in a more coherent way. It links with many aspirations contained within our school improvement plan and Every Child Matters.”

“I was very impressed with the resources offered on the Reading Connects website and would urge every school to register. The ideas and help are there. USE THEM.”

Comments from teachers at Reading Connects schools

## Reaching further

Half of all prisoners in the UK have serious problems with reading. Our Reading Champions initiative enables librarians to nurture a love of reading among inmates, providing resources, support and national recognition for the prisoners' achievements. Reading Champions is currently working with over a third of the UK's prisons.

## Key impacts 2006-2007

- Over a third of prisons in the UK signed up to Reading Champions
- 1,500 downloads of the Prison Reading Champions journal



### CASE STUDY

## Inspiring a love of reading

Gareth Evans is a Gold Reading Champion at HMP Birmingham.

"I have had the privilege and pleasure of becoming a Reading Champion and my progression through each level has been both rewarding and inspiring.

in debate on the merits and pitfalls of a particular author. This has, in many cases, opened new avenues to me and other readers for us to explore and enjoy.

"One of the most satisfying aspects has been the ability to share with others my own passion for reading, discussing the many different types of material on offer and engaging

"One of the greatest joys for me as a Reading Champion must be sharing this knowledge and love of literature and watching it radiate in others."

“One of my greatest joys as a Reading Champion is sharing my passion for reading with others.”

Gareth Evans

## Influencing policy and practice

The development of literacy skills is affected by many factors, including aspiration and culture as well as health, wealth and education. The National Literacy Trust believes in a systemic approach that looks at the whole picture.

We influence policy and practice through powerful partnerships that draw together the expertise of the education, early years, libraries, health and cultural sectors to ensure that literacy interventions acknowledge and address the range of difficulties that learners face. We act as the voice of the learner, presenting the true complexity of literacy issues as we engage with the Government, provide policy overviews and comment on key literacy issues.

In 2007, we launched the Family Reading Campaign, a partnership to influence national attitudes and approaches to family learning. Through this, we have begun to work directly with local authorities to strengthen and streamline literacy promotion.

Our website provides professionals with a one-stop overview of developments in literacy policy and practice.

“Literacy and education are fast-changing areas, with ever more initiatives, research, reports, policy statements. How can I keep up-to-date? The new, web-based ‘Literacy news’ service is invaluable for summarising current events.”

John Vincent, The Network – tackling social exclusion in libraries, museums, archives and galleries

## Key impacts 2006-2007

- The Family Reading Campaign launch provoked widespread national interest and discussion
- Our response to the Government’s Policy Review on Children and Young People argued that early language support for children and a lifelong offer of support for parents enable children to meet the five outcomes of Every Child Matters. These themes were taken up in the Government’s subsequent reports, which have determined spending priorities
- Our work featured in 78 broadcast media items, 72 national newspaper articles, 74 local newspaper articles, 103 online media articles and 111 specialist press articles

“One of the most important things a parent can do to boost the educational chances of their child is to read to them.”

Alan Johnson, speaking as Secretary of State for Education, March 2007



We were delighted that Huw Edwards launched our Family Reading Campaign in January 2007



#### CASE STUDY

## A community-wide approach

Terry Piggott is executive director at Rochdale Metropolitan Borough Council.

“Literacy learning is central to and influenced by a huge range of experiences, agencies and providers. At Rochdale we have adopted a borough-wide approach to literacy that aims to make the links between influencers and provide a coordinated response.

“The National Literacy Trust has contributed support through the Literacy and Social Inclusion project and schemes that help promote a community-focused approach to

literacy such as The Vital Link and the Family Reading Campaign.

“Change will take place if aspirations are raised and if people believe learning can change their way of life. Listening to what learners want, agreeing best practice, taking risks and supporting innovation, will be some of the ways we can encourage people to get involved in improving their literacy. We can then challenge the too simple equation that being poor means having poor literacy.”

“The National Literacy Trust has helped us to promote a community-focused approach to literacy.”

Terry Piggott

# Financial summary

## National Literacy Trust summarised financial statement for the year ended 31 March 2007

	2007 £'000	2006 £'000
<b>Income</b>		
National Reading Campaign	195	211
Website, publications, policy analysis and research	268	259
Reading Is Fundamental	305	310
Literacy and Social Inclusion Project	-	78
Talk To Your Baby	74	85
Reading The Game	126	143
Other restricted income	65	-
Unrestricted income	302	353
	<u>1,335</u>	<u>1,439</u>
<b>Expenditure</b>		
National Reading Campaign	195	238
Website, publications, policy analysis and research	274	254
Reading Is Fundamental	309	301
Literacy and Social Inclusion Project	-	58
Talk To Your Baby	71	57
Reading The Game	112	103
Other restricted expenditure	2	-
	<u>963</u>	<u>1,011</u>
Unrestricted expenditure	334	342
Total expenditure	<u>1,297</u>	<u>1,353</u>
Net incoming resources	<u>38</u>	<u>86</u>

Balance sheet as at 31 March 2007		2007 £'000	2006 £'000
Fixed assets		3	6
Net current assets	- Reading Is Fundamental	156	155
	- Reading The Game	56	47
	- Talk To Your Baby	62	59
	- Other restricted	115	56
	- Unrestricted	141	172
		<u>530</u>	<u>489</u>
Total net assets		<u>533</u>	<u>495</u>
Represented by:			
	Restricted funds	391	321
	Unrestricted funds	142	174
		<u>533</u>	<u>495</u>

### Trustees' statement

These summarised accounts, which do not constitute full financial statements, may not contain sufficient information to allow a full understanding of the financial affairs of the charity. For further information, the full annual accounts and auditors' report should be consulted. The audit of the financial statements to 31 March 2007 has not yet been completed. The figures included above for 2007 are extracted from the unaudited accounts. The comparative figures have been extracted from the audited accounts for the year ended 31 March 2006. Copies of audited accounts are available on request from the National Literacy Trust at: 68 South Lambeth Road, London SW8 1RL.

[Amanda Jordan, Chairman](#)

### Auditors' statement to the National Literacy Trust

We have examined the summary financial statements set out above. The Trustees are responsible for preparing the summary financial statements in accordance with the Charities SORP. It is our responsibility to report to you on their consistency with the full financial statements. We conducted our work in accordance with Bulletin 1999/6, the Auditors' statement on Summary Financial Statements, issued by the Auditing Practices Board for use in the United Kingdom. In our opinion the summary financial statements are consistent with the full financial statements of the National Literacy Trust for the year ended 31 March 2007.

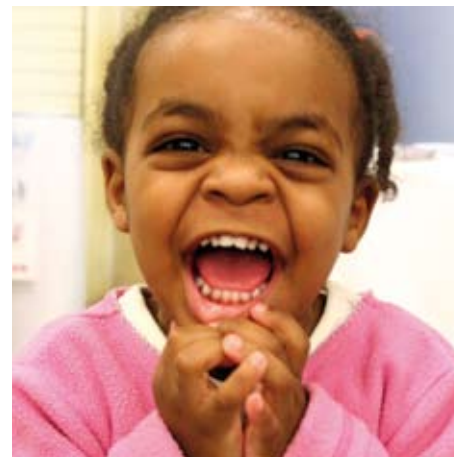
[Helmores, Chartered Accountants and Registered Auditors, Grosvenor Gardens House, 35/37 Grosvenor Gardens, London SW1W 0BY](#)

## Our supporters

The National Literacy Trust is an independent charity dependent upon voluntary donations. We would like to thank everyone who has supported our work in the past year. Companies, foundations, individual supporters and government departments have all provided vital support to our work, and many of these are listed below.

A D Power Will Trust	Old Possum's Practical Trust
Arts Council England	Pitney Bowes
BBC Children in Need	Premier League
Bernard Sunley Charitable Foundation	Professional Footballers' Association
Borders and Books etc	Promotion of English Trust
BT	Reed Elsevier
Chubb Insurance	Renaissance Learning
Department for Children, Schools and Families	Roald Dahl Foundation
Edgar E Lawley Foundation	Robert Gavron Charitable Trust
Esmée Fairbairn Foundation	Sandra Charitable Trust
Football Foundation	Sir John Cass's Foundation
Golden Bottle Trust	Starbucks Coffee Company
Good Gift Catalogue	Sutton Trust
ICICI	Tate & Lyle
John Coates Charitable Trust	Thomson Corporation
John Laing Charitable Trust	Thomson Learning
John Lewis Partnership	UBS
John Lyon's Charity	Unwin Charitable Trust
J S F Pollitzer Charitable Trust	UPS Foundation
Leeds Building Society Charitable Foundation	WHSmith Charitable Trust

If you would like to support the National Literacy Trust, please contact our fundraising department on 020 7820 6251 or visit [www.literacytrust.org.uk](http://www.literacytrust.org.uk).



## Our vision for the future

The next 12 months will be an exciting time of change for literacy and the National Literacy Trust.

The National Year of Reading in 2008 offers the chance to create a network of activity and engagement, which will move the literacy agenda to the next level and lead to a lasting legacy in attitudes, activity and participation. We are delighted to be leading the delivery of the year, working with The Reading Agency and a consortium of literacy and education organisations on behalf of the Department for Children, Schools and Families.

We believe that the National Year of Reading will help redefine our national reading culture and put in place building blocks for systemic change in the way in which reading is promoted at local, regional and national levels.

Literacy has the power to change people's lives. Through our work to empower learners, support professionals and influence policy and practice we will continue to create opportunities for people in areas where the need is greatest, helping to open doors that might otherwise be shut.

### Our key priorities for 2007-2008 are to:

- Empower those with the greatest need: we will sharpen our commitment to social inclusion and empowerment through literacy. We will expand our work to reach over half of all prisons in the UK and tighten the focus of RIF (currently delivering to over 20,000 children) to ensure that we reach those who will benefit most.
- Lead the national policy debate around literacy: we will develop our authority through clearly expressed and focused key messages.
- Extend our reach: we will strengthen links on the ground with champions and key deliverers. We want to increase to 3,500 the number of schools we work with through Reading Connects.

**Jonathan Douglas**  
Director





## How you can help

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

Every penny you give will make a difference to our work.

£150 could help provide resources to support 200 parents to communicate better with their babies and toddlers.

£250 could help us to reach up to 60 children and their families with motivational reading events, resources and storytelling activities.

£690 could help 30 children to take part in a Reading Is Fundamental, UK project for a year – receiving three free new books each.

£2,000 could help us provide resources to enthuse, inspire and motivate children to read in more than 4,000 schools.

For every £1 you give to the National Literacy Trust

96p is spent directly on activity to raise literacy standards

3p is spent on generating funds

1p is spent on management and governance of the organisation



If you would like to support the National Literacy Trust, please contact our fundraising department on 020 7820 6251 or visit [www.literacytrust.org.uk](http://www.literacytrust.org.uk).

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

**National  
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