

## **World Book Day - Strategic Advisory Group**

### **Terms of reference**

The primary purpose of the World Book Day Strategic Advisory Group is to act collectively to develop the World Book Day campaign as an effective tool to increase the number and range of children and young people reading for pleasure in the UK and Ireland.

The WBD Strategic Advisory Group will work through the World Book Day campaign to achieve this shared vision.

The Strategic Advisory Group will advise on the development of the World Book Day campaign's strategy and its delivery to achieve these objectives.

- offer every child and young person the opportunity to read and love books
- providing child and young person with the opportunity to have a book of their own
- connect with reluctant readers and those without access to books at home
- encourage them and their families to adopt habits to will create lifetime readers.
- help children to discover and develop their identity as a reader

### **Objectives of the Strategic Advisory Group**

The objectives of the Strategic Advisory Group are to

- Provide a forum to develop the World Book Day campaign as an effective tool to increase the number and range of children and young people reading for pleasure in the UK and Ireland.
- Engage with stakeholders to identify and facilitate new ideas, opportunities and actions to enable the World Book Day campaign to achieve the shared vision (above).
- Collaborate to identify and employ a shared evidence base to allow the World Book Day campaign to reinforce and support the achievement of the shared vision.
- Coordination of stakeholder activity similar to that included in the World Book Day campaign, to ensure the WBD campaign has an impact that benefits all and is understood by its beneficiaries and stakeholders.
- Support the implementation of the WBD campaign and participate in activities related to the campaign delivery.
- Advise World Book Day to identify and address gaps and trends in policy and practice that could impact achievement of the shared vision

### **Chair and structure**

The group is chaired (from June 2020 – May 2021) by Tamara Macfarlane, Author and Owner of Tales on Moon Lane Children's Bookshop, Moon Lane Education and Moon Lane Ink CIC.

From May 2021 the chair of the Strategic Advisory Group will be the Chief Executive of World Book Day..

Secretariat is provided by World Book Day.

The group will meet as required but approximately quarterly. World Book Day will make the dates and times of the meetings available.

The group will make summaries of meeting discussions available to the World Book Day trustees and to its funders and partners (including but not exclusively World Book Day's own funders and partners).

Responsibility for reporting on the Strategic Advisory Group to World Book Day's chair and trustees will sit with World Book Day's Chief Executive.

## **Membership**

The Strategic Advisory Group will be made up of 12 core members. The group will bring together a range of stakeholders who share the vision of developing the World Book Day campaign as an effective tool to increase the number and range of children and young people reading for pleasure in the UK and Ireland.

Members are appointed for a two-year term.

Members will have a variety of expertise, interests and experience including representatives of bookselling, publishing, children's literacy charities, marketing and campaigns, education and schools.

The membership of the group will reflect a wide spread of expertise. We will aim for membership to be diverse across expertise and other personal characteristics.

The World Book Day Strategic Advisory Group members will be required to:

- Engage constructively World Book Day's plans and perspectives drawing on the available evidence and their own experiences
- Take individual and collective ownership of the advice they provide, recognising the separation of that advice from responsibility for the decisions made. Decision making rests with World Book Day.
- Use their own networks to gather intelligence that could be brought to bear on the development of the World Book Day campaign.
- Mobilise support for the World Book Day campaign amongst their networks
- Maintain confidentiality for some aspects of the WBD SAG discussions – to build trust, and to ensure open and honest communication.
- Provide positive advocacy for the World Book Day campaign in the public and at their organisations.
- Reflect the NCVO's Charity Ethical Principles of 'Beneficiaries first, Integrity, Openness, Right to be safe' in their engagement with the WBD SAG.