



## **WORLD BOOK DAY: Strategy 2020-2025 FRAMEWORK**

---

### **Introduction**

- In the twenty plus years of its life as a charity World Book Day has grown into a hugely successful annual celebration of books and reading and has engaged with millions of children across the UK and Ireland.
- We know there's more to do to improve levels of reading and book ownership – particularly amongst disadvantaged children.
- Disadvantage – economic and educational – has been highlighted by the Covid-19 crisis. WBD's strategy responds to the impact on society and the industry.
- This is a time to reflect, renew and re-establish World Book Day through a new five-year strategy – which will take WBD into the future.

---

### **Vision**

More children, from all backgrounds, with a life-long habit of reading for pleasure, benefiting from the improved life chances this brings them.

### **Mission**

World Book Day's mission is to support and encourage today's children to be a generation of readers. We promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

---

### **Values**

World Book Day's values will be included in the final version of our strategy.

---

### **Context/challenges/opportunities**

- World Book Day is a popular and high-profile national celebration of books and reading across the UK and Ireland. Every year booksellers, publishers, authors, illustrators, librarians and teachers help us achieve our mission by celebrating books and reading through storytelling, author and illustrator events and a huge variety of fun and creative activities.
- The huge popularity of World Book Day in the UK and Ireland provides us with the unique opportunity to talk to a broad audience about the importance of books and



reading. We have a wonderful opportunity to use this moment of national attention and celebration to make a real and collective impact on children's reading lives.

- In recent months social inequalities have been more exposed, as has the importance of reading to all children → World Book Day's mission to encourage today's children to be a generation of readers/with improved life chances is even more relevant. Particularly for those children from disadvantaged backgrounds who are more likely be non-readers and to have low book ownership. Now is the time to reassess and rearticulate the purpose of World Book Day and our work, clearly putting our beneficiaries first.
- Success has meant wide awareness of WBD. However, WBD's popularity means the public/media have run away with the brand and we don't see much cut-through of WBD's purpose. This (combined with the huge popularity of dressing up) leaves us exposed to charges of 'commercialisation', or a lack of awareness of inequality and a lack of connection to our purpose → We must focus on delivering more awareness of what we stand for; encouraging and supporting new generations of readers.
- WBD must do more to build its credibility and authority as a brand, and to protect our reputation. We must become more confident and use the opportunities that our popularity (including dressing up) brings for deeper engagement with reading *and* to increase WBD's income.
- WBD has its roots in its relationships with the book selling and publishing industry - they have supported us for 20+ years to encourage future readers. These relationships are at the core of WBD success, and its future. This is even more true when the industry is challenged → We have the opportunity to renew industry relationships to achieve even more together in the future.
- Our core activities (provision of the £1 Book Token and £1 Books) should work well to reach those who don't have books and encourage further reading, however the data show us there are challenges → Now we consider how best to improve this mechanism to achieve more impact.
- WBD is celebrated by those who love books and reading. The data show that WBD could do more to reach families with our message, and to encourage those who aren't reading. We know that some children love receiving the £1 Token and £1 Book, and that this is less meaningful for others → We'll consider how we can reach
-



a broader group, using our strong platform to encourage a wider range of children to read and keep reading.

- As a charity that wants to develop the readers of the future, World Book Day must also develop to be relevant to new generations of children, and in a rapidly changing social and technological landscape. The huge shift in the use of digital technology brought about by the social restrictions could bring more opportunities for WBD to engage with children everywhere → We will consider changes that will help us to reach more people and stay relevant to new generations of readers.
- This is an appropriate time to review and redevelop our governance, funding strategy and ways of working.
- This strategy is about evolution. We will learn/develop in 2021 and build to more significant change in 2022 and beyond.

---

### Objectives at a glance

- 1. Encourage children, families and schools to adopt the reading habits that will improve life chances for children now, and for generations to come.**
- 2. World Book Day will do more to reach and include those who are reluctant readers or would not otherwise have access to books**
- 3. World Book Day the event will become a powerful, collaborative celebration – an annual national event for all those working to encourage children to read for pleasure.**
- 4. World Book Day the charity will be managed effectively and efficiently**
- 5. World Book Day will build its financial resilience, to build the effectiveness of our work and our impact as a charity.**

- 
- 1. Encourage children, families and schools to adopt the reading habits that will improve life chances for children now, and for generations to come.**

Reading for pleasure is the single most important indicator of a child's future success (OECD, 2002). Our aim is to encourage children, families and schools to adopt the reading habits that will improve life chances for children now, and for generations to come.

Children read independently when they are read to by others – the biggest impact on a child's independent reading is whether a parent reads to them. Our aim is to reach families, as well as children and schools, to encourage behaviour change.



We'll explore how engagement with the annual World Book Day celebration, and the World Book Day brand, can be beneficial in reaching new and developing readers throughout the year.

### **We will**

- Renew our focus on a family audience, embedding the Share A Story message – based on the evidence of the benefits of reading together for 10 minutes a day – in all WBD's communications and activities.
- Create a WBD annual journey → We will use the build-up and follow-up to WBD to keep encouraging and establishing habits, providing accessible and enjoyable routes to reading for pleasure habits for all children and families throughout the year.
- Establish partnerships with brands and organisations who can improve our reach with families, particularly those who are less engaged as readers.

## **2. Objective: World Book Day will do more to reach and include those who are reluctant readers or would not otherwise have access to books**

World Book Day's purpose is to 'promote and encourage reading amongst children and young people'. We want to understand how, as a highly successful, popular and accessible reading brand we can 'promote and encourage' reading and to encourage more children and young people to see the world of books and reading as their own.

### **We will**

- Renew the World Book Day brand: to become more inclusive and effective in reaching less engaged readers and those without access to books at home. Our brand and visual identity should be clear that we think all children and young people and their families can enjoy reading together. Our brand will reflect our vision, mission and values.
- Develop the World Book Day annual campaign so that it reaches children in different ways. We know that what works for one child won't persuade another. We will understand how to segment to reach our audiences more effectively.
- Develop the World Book Day annual campaign and our activities to respond to the evidence supporting reading for pleasure, to connect to insights and developments in literacy and to support actions that 'promote and encourage' reading.
- Develop World Book Day's activities to respond to the evidence on the importance of digital (audio and ebook) reading in reaching new/reluctant readers. We will explore how World Book Day can be available in a digital landscape to be relevant to more readers.



**3. Objective: World Book Day will become a powerful, collaborative celebration – an annual national event for all those working to encourage children to read for pleasure.**

World Book Day is an annual moment with the potential to deliver significant reach and awareness for the importance of reading and books.

World Book Day shares this vision with many other organisations. This gives us the opportunity to become a shared national moment, making a collective impact with the involvement of all those who engage with and support our purpose.

**We will** develop World Book Day so that partnerships are based on a shared achievement of this mission.

***With our partners in the bookselling and publishing industry we will:***

- Articulate how working closely with the industry (particularly through the Booksellers Association and Publishers Association) helps to achieve WBD's charitable purpose.
- Establish clear code of engagement to ensure industry support of World Book Day's purpose.
- Refresh the way that WBD chooses the £1 book selection, based on criteria to encourage those who are more reluctant readers.
- Refresh the way that WBD distributes the £1 book token and the provision of books – to ensure that more children can access them.
- Expand our engagement with publishers and retailers to include a broader range of organisations, to help us reach a broader range of children and families.

***With our partners in children's reading and literacy charities we will***

- Establish a shared vision for World Book Day to encourage more children to read and love books, and to develop World Book Day as a collaborative, shared action to improve the number and range of children reading.
- Ensure that the platform of World Book Day acts as a gateway to in-depth work and resources provided by our partners.
- Evidence the wider, long term impact of World Book Day through the work delivered by our partners.
- Establish clear fundraising relationships that acknowledge and support World Book Day's investment in a campaign that benefits all.



***With Libraries we will***

- Work collaboratively as partners to reach key communities and specific age or other demographic groups.
- Work with libraries as gatekeepers to wider engagement with books and reading through book shops.

***With schools, teachers and school libraries we will***

- Ensure that World Book Day can help schools and teachers to foster a love of reading and develop their reading for pleasure practice.
- Develop the standard of World Book Day's educational resources, connecting to the evidence and professional practice to support children's reading for pleasure
- Work with schools and school libraries as gatekeepers to wider engagement with books and reading through book shops

***With our corporate (non-industry) partners we will:***

- Prioritise relationships that improve World Book Day's reach to our target audiences.
- Establish clear shared objectives that support World Book Day's purpose.
- Ensure that association with the World Book Day brand is valued and brings a return (of income and/or impact) to World Book Day's purpose.

***With children's charities and agencies we will:***

- Establish relationships that increase World Book Day's reach to our target audiences.
- Establish clear shared objectives that support World Book Day's purpose.
- Ensure that association with the World Book Day brand is valued and brings a return (of income and/or impact) to World Book Day's purpose.

***With authors and illustrators, we will***

- Work as colleagues as frontline supporters and advocates of the WBD message and campaign.
- Celebrate and support their work to develop a love of reading in children and young people.



***With the media, political stakeholder and other influencers we will***

- Ensure that everyone understands and can support what World Book Day exists to achieve.
- Use our unique position to influence political and policy making stakeholders about the importance of reading for pleasure.

**4. Objective: We will manage World Book Day the charity effectively and efficiently**

For World Book Day to deliver more effectively to its charitable purpose it needs to work to a governance structure and processes that support this.

**We will**

- Establish a new governing framework for World Book Day: to ensure we are managed in line with the requirements and principles of good governance in charities.
- We will maintain the strong support we receive from the publishing and bookselling industry and bring independence to better manage conflicts of interest and loyalty.
- Establish a new Strategic Advisory Group: to support the evidence-based development of World Book Day and support our collaborative, collective impact partnerships.
- Establish new criteria and processes; to ensure all decision making is rigorous, accountable and clearly designed to help achieve our charitable purpose.
- Better communicate the impact of what World Book Day does to stakeholders and funders: Our annual evaluation/report will connect to relevant, achievable and measurable objectives that show WBD connection to improvements in reading levels, engagement and activity that leads to longer term RfP habits.
- Develop as an organisation: we will build a small core staff and well managed administrative processes.

**5. Objective: World Book Day will build its financial resilience, to build the effectiveness of our work and our impact as a charity.**

We are fortunate to have had significant long-term support from bookselling – including National Book Tokens – and publishing, because of our success in supporting children and young people to become the readers of the future.



We will manage our resources to ensure that we achieve the greatest impact for the widest range of children and young people, keeping our work simple and efficient.

We will ensure financial stability and independence by investing in our brand and our capacity to generate funds. We will ensure that our reserves policy is met. We may use our reserves to invest in the change set out in this strategy.

### **We will**

- Build and deliver stable income streams: to ensure World Book Day's resources match our ambitions and we can deliver our purpose confidently.
- Ensure our funding structure is fair and transparent: reviewing and rearticulating our income and the way it is determined as appropriate.
- Renew the World Book Day brand: to make it clear that we think all children and young people and their families can enjoy reading together. Our brand will reflect our vision, mission and values.
- Use our brand to find commercial opportunities: we will ensure that association with the WBD brand brings a return to WBD by asserting more control of our brand and messaging.
- Review fundraising done under aegis of WBD: to improve World Book Day's brand protection and to develop its own fundraising capacity.
- Establish a fundraising policy that supports work to encourage children to read, whether through World Book Day's activity or through partners and other charities.
- Ensure effective financial management