

"It's a day
where we all
celebrate
books."

"...you've got
more choice, the
more you want
to read. Like it
encourages you."

"If you don't have
enough money for
one you could say
to your mum, can
I get this one?
It's a pound
off it."

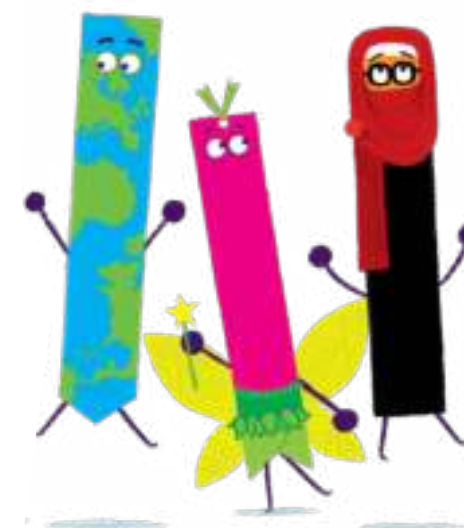
"It was absolutely
the best day of
my life. Of my
life!"

WORLD
BOOK
DAY

SPONSORED BY

NATIONAL
BOOK
tokens

WORLD BOOK DAY 2020 OUR IMPACT



WORLD
BOOK DAY

SHARE A
STORY

Celebrate stories. Love reading.

World Book Day is a charity funded by publishers and booksellers in the UK & Ireland.

Contents

| | |
|--|----|
| World Book Day’s mission | 05 |
| Why do we have World Book Day? | 06 |
| How we encourage reading to change lives | 08 |
| Highlights of 2020 | 10 |
| The plan for World Book Day 2020 | 11 |

World Book Day’s mission

World Book Day offers every child and young person the opportunity to READ and LOVE BOOKS.

We INSPIRE families and carers across the UK and Ireland to READ FOR PLEASURE with children for 10 MINUTES on WORLD BOOK DAY, and EVERY DAY of the year!

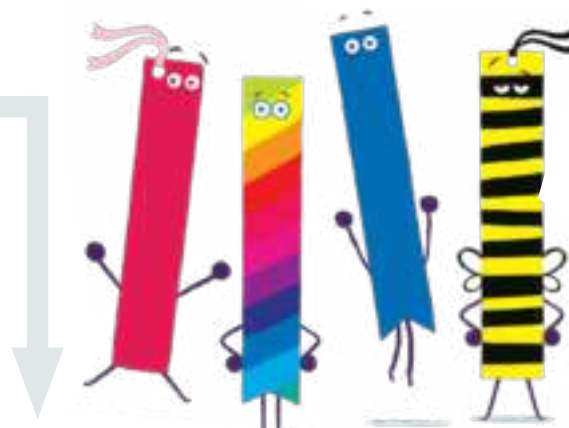


Why do we have World Book Day?



Reading for pleasure is the single-biggest indicator of a child's future success, more than their family circumstances, parents' educational background or their income.

Source: Organisation for Economic Co-operation & Development



Children read independently when they are read to by others – the single biggest impact on a child's independent reading is whether a parent reads to them.

EGMONT



Children may develop the skills of reading, but lack the disposition to use them unless their reading experiences encourage autonomy, enthusiasm, achievement and a sense of enjoyment.

Source: Dombey et al's 2010:7/UKLA



Reading for pleasure is in decline: only 29% of 0-13s read for pleasure daily (down from 30% in 2017).

Source: Children's Reading for Pleasure: Trends and Challenges, Egmont, 2019



Fewer than 19% of 8-10-year-olds are read to daily or nearly every day (down from 25%).

Source: Understanding the Children's Book Consumer Nielsen, 2018

383,755 children and young people in the UK don't have a book of their own.

Source: National Literacy Trust, Gift of reading: children's book ownership in 2019.

Disadvantaged children are more likely than their peers to not own a book (9.3% vs 6%)

Source: National Literacy Trust Annual Literacy Survey, 2019

World Book Day aims to:

- inspire parents and carers to **Share A Story** with children of all ages for **10 minutes every day**, to establish lasting habits around shared reading.
- make sure that all children and young people have **access to a book of their own** through our list of bespoke £1 books.
- celebrate the benefits of **reading for pleasure** for everyone, everywhere; promoting the magic of books, the power of imagination and the importance of sharing stories.

In 2020, World Book Day:

- Gifted **1.03 million** £1 books in the UK & Ireland in only five weeks.
- Encouraged at least 25,000,000 minutes of shared reading.
- Made an impact: **64%** of early years settings and **66%** primary schools said World Book Day changed reading habits.



How we encourage reading to change lives



With children

'After I read the book, I just wanted to keep reading it. Like five or six [times].'

'...if you don't have enough money for one ...you could say to your mum, can I get this one? It's a pound off it.'

'...you've got more choice, the more you want to read. Like it encourages you.'

'Basically, in my opinion, it helps more people to read because if people find out that there's discount off books, they might try one. And if they like it they're going to continue buying more.'

Exploring the Impact of World Book Day, Interim Report, National Literacy Trust, April 2020

In schools

'World Book Day ... creates a real buzz that ignites reading for our children. It has allowed us to create a week, every year, where our families willingly flow through our doors to engage in events such as reading breakfasts, book swaps, dressing up competitions and the sharing of stories from different cultures in different languages – bringing books to life.'

The children look forward to receiving their voucher and for many it is the first time they have ever owned their own book... When the children across the school are given their vouchers, they guard them with their life – infectious excitement grows as they talk about



...it's better to get a book token so then you don't have to spend as much money or your parents don't. They'd be happy to take you because they don't have to spend any money.

- Exploring the Impact of World Book Day, Interim Report, National Literacy Trust, April 2020

which book they want to get. This act of visiting a bookshop is another first for many of our children and one that often proves to be the invaluable first step into the world of reading.'

Victoria Linke, Deputy Headteacher, Chesterton Primary School



It's a day where we all celebrate books.

- Exploring the Impact of World Book Day, Interim Report, April 2020



Across the country

'Read Manchester has had the privilege to host two flagship 'Share a Story Live' events in the city. These memorable large-scale events have such an impact on children – this year 75% of children said they would read more as a result of attending (and a resounding 98% will read more or maintain their reading overall). Teachers overwhelmingly said that the event had given them ideas to take back to school to develop a reading culture. 2,000 books were gifted to children on the day – for many children it may have been their first. One teacher said the best part of the day for his children was 'receiving a book, seeing and hearing authors, making a dream an achievable reality'.

Cheryl Pridgeon & Margaret Duff, Read Manchester, 2019

In prisons

'World Book Day has steadily increased its giving of books to children visiting family members in prison. We started with 13 prisons in 2017 and in 2020 we ensured that all 135 UK prisons received books.'

Those in prison tend to come from poorer communities where access to books is harder. These children will often have long journeys, and prison itself is about waiting, lots of waiting. On the vast majority of visits the imprisoned parent will not be allowed to get up and play with their children, so reading together is something that can be enjoyed and treasured. There's no stigma with World Book Day; these are the same books children will be reading across the country.

Families and prison staff say that the World Book Day books make family visit day memorable and happy. It's a delight to see families start reading together, and then take those books away to carry on reading at home.

Thanks again to World Book Day, publishers, authors, librarians, and the visits centre staff for getting the books through the walls.'

David Kendall, Reading Engagement Specialist

In bookshops

'We love seeing so many young people rush into the shop clutching their vouchers. There's a huge sense of excitement and fun and we definitely see lots of new faces. Sometimes the parents seem surprised that that their children seem so keen to choose a book. We make the experience colourful, easy and fun. We want the visit to the bookshop to be an experience that they want to repeat!'

Gill Edwards, Little Ripon Bookshop



In publishers

'Proud to support World Book Day 2020. As well as two £1 books from Hachette Children's Group authors, Onjali Raúf and Matthew Syed, we helped to Share a Million Stories by promoting WBD's message internally with book drops, signage on all floors and in reception, emails and intranet content and with author events, press coverage, social media and website posts. Hachette UK staff could come in early or leave late on World Book Day to allow for time to read with a child. Engagement was excellent, with staff joining in on social media and taking home free books to read to young people in their lives.'

Katy Cattell, Hachette UK



I think it's a good idea because whenever I get something new I just want to treasure it because I never get things that are new.

- Exploring the Impact of World Book Day, Interim Report, National Literacy Trust, April 2020

Highlights of 2020

1. WE SHARED

2.5 MILLION STORIES

during World Book Day month, kickstarting new reading behaviours for parents and children.

2. OVER 14 MILLION

ADDITIONAL BOOK TOKENS

were included with McDonald's Happy Meals helping us to reach more families.

3. DISTRIBUTION OF

BOOKS TO PRISONS

enabled more families to share stories and give fair life chances to all children and young people.

4. SHARE A STORY LIVE

BROUGHT READING FOR

PLEASURE TO LIFE FOR

7,500 CHILDREN

in four National Literacy Trust hubs with 23 top authors and illustrators.

5. DENNIS THE MENACE

& GNASHER CHAMPIONED

SHARING STORIES

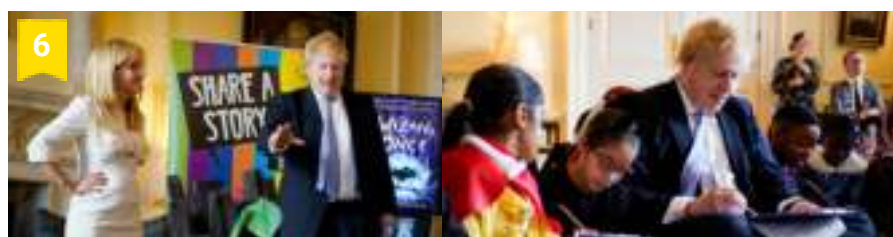
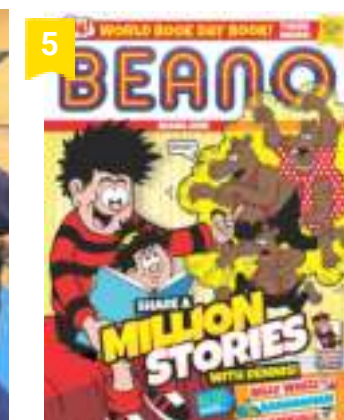
to 420,000 children in a World Book Day Beano Takeover.

6. PRIME MINISTER BORIS

JOHNSON SHARED A STORY

AT 10 DOWNING ST

with local London schoolchildren and Waterstones Children's Laureate, Cressida Cowell.



Plan for World Book Day 2020

In 2020, World Book Day aimed to change children's lives by making story-sharing the habit of a lifetime.

1 ENGAGEMENT:

We aspired to increase and maximise the number of children and parents engaged in World Book Day.

2 PROMOTION:

We aimed to ensure that World Book Day remained the number 1 promotion of books and reading to children each year.

3 PARTNERSHIPS:

We worked with high profile family brands and household names to extend the reach of World Book Day and engage different sectors and communities, including millions of children and families with the Share a Story message.

4 ACCOUNTABILITY:

We aimed to use our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

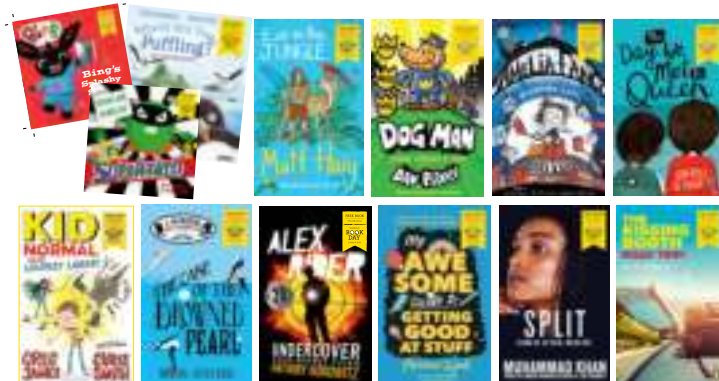


World Book Day 2020: What we did

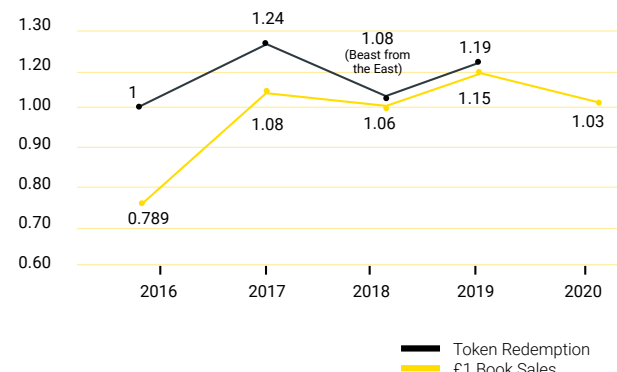
Engagement

We provided a **must-have range of books** for children and young people to receive with their £1 book token.

- **1.03 million** £1 books gifted in the UK & Ireland in only five weeks (sales were impacted by shop closures due to Covid-19)
- The children's TCM reached **1.6million** (volume) and **£7.2million** (value) in the week of World Book Day – this was flat year on year, but lifted the children's market sales in the preceding two weeks, which were down 5% year on year in volume
- **22%** of children discover new books via World Book Day (Source: Nielsen Deep Dive, 2019) moving from 6th to 5th position, behind libraries, schools, friends and bookshops
- World Book Day is an important source of book discovery for **26%** of less affluent households – with an income of less than £18,000 p.a. (**20%** irrespective of income) (Source: Nielsen Deep Dive, 2019)



£1 book sales & token redemptions (millions)



The children all really love and look forward to World Book Day and to prove that it wasn't about the dressing up element - we decided to 'snuggle up with a good book' and encouraged the children to bring their most treasured or favourite story into school. Their parents also came in to share their favourite books and we held a huge bedtime story with the whole school, where the teachers read the story in the round, by torchlight. The day was a huge success and hearing the buzz about books from the children was really special. Definitely all about reading for pleasure! - World Book Day Annual Teacher Survey, 2020

*We currently reach 100% of state nursery schools in the UK.

We increased distribution of the £1 book token.

Book tokens were distributed to **41,553** early years, nursery, primary and secondary schools in the UK (= **68%** of total universe*) and **100%** of all settings in Ireland.

The total number of book tokens distributed increased to **30.5m** – including McDonald's Happy Meals, the Premier League and every child's comic/magazine.

Our partners **BookTrust** worked with their network of coordinators to promote World Book Day to early years settings. **255,000 book tokens** were distributed – an increase of **183%** on 2019. £1 Book Tokens were distributed through Children's Centres, libraries, nurseries, libraries, parent and toddler groups and health visitors.



We asked the nation to **Share a Million Stories** to increase awareness of the importance of shared reading for pleasure for at least 10 minutes every day.

We encouraged schools, nurseries, families, home-learners, bookshops and libraries to help us to reach a target of 1 million shared stories over World Book Day month, to kickstart new reading behaviours among parents and children and make shared reading fun.

- **1 million stories** were shared within a week of launch! By the end of World Book Day month **2.5 million** stories shared. That's at least **25,000,000** minutes of shared reading.
- Over **half a million children** engaged.
- **4,000** accounts created on the World Book Day website with over **184,000** visits to the landing page.

SCHOOLS USED THE SHARE A STORY THEME AS PART OF THEIR CELEBRATIONS

- **51% preschools/nurseries** (v. **63%** in 2019, **71%** in 2018)
- **60% primary schools** (v. **61%** in 2019, **60%** in 2018)

PROMOTED THE 10-MINUTE MESSAGE

- **84% preschools/nurseries** (v. **72%** in 2019, **58%** in 2018)
- **73% primary schools** (v. **68%** in 2019, **49%** in 2018)

FELT AN IMPACT AND CHANGED READING HABITS AMONGST THEIR PUPILS AND PARENTS

- **64% preschools/nurseries** (v. **57%** in 2019, **58%** in 2018)
- **66% primary schools** (v. **63%** in 2019, **43%** in 2018)



We reached communities and families without ready access to books or with accessibility needs.

The Share a Story Live Tour went to areas where low literacy levels are seriously impacting lives, identified as National Literacy Trust Hubs; Glasgow, Middlesbrough, Hastings and Manchester.

Children heard from top authors and illustrators including Cressida Cowell, Alex T. Smith, Rob Biddulph, Humza Arshad, Robin Stevens and Onjali Q. Rauf.

- 75% of children who attended the Share A Story Live event in Manchester (2019) said they would read more following the World Book Day event (98% said they will read more or maintain their reading overall)

Truly inspirational.

- teacher feedback from Share a Story Live Glasgow



Over 1,735 independent and high street bookshops participated nationwide (up 24% on 2019), along with Asda, Tesco, Sainsbury's and Morrisons

- 'We have always supported World Book Day. Newham is quite a poor area, so for some children it is the first time they have owned a book, and been in a bookshop ... It goes from strength to strength.'
Viv Archer, Newham Parent's Centre
- 'So many children who have never owned a book before can choose from a delicious range of talent. This is an amazing charity that transforms lives.'
Tony West, The Alligator's Mouth
- 'World Book Day is the perfect opportunity to reach new readers, establish books within the heart of your communities and make a powerful difference to the lives of children and their futures.'
Florentyna Martin, Waterstones

By putting books in the hands of children, World Book Day are helping to make our world a better place. SUE HENDRA



93% of libraries registered to take part, encouraged by our partners the Reading Agency and Libraries Connected.

We collaborated with RNIB and Guide Dogs to ensure the £1 books were as accessible as possible and over 1,000 books were released in large print, braille or audio.

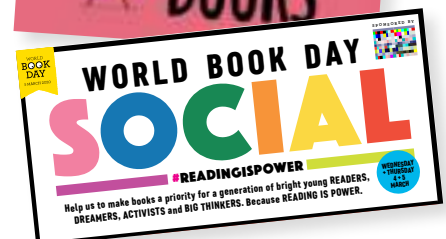
We helped to give fair life chances to all children and young people by distributing a total of 24,000 £1 books to every prison in the UK for the first time (up 20% on 2019).

We provided free, high quality, creative and engaging resources for all ages to support reading for pleasure for all ages at home and at school.

World Book Day resource packs sent to over 46,000 childminders, early years, primary and secondary settings across the UK & Ireland.

There were almost 1 million page views of the resources landing page.

- TALES FROM ACORN WOOD STORYTIME VIDEO BOOKS AND RESOURCES – early years focus using the books by Julia Donaldson & Axel Scheffler. Over 13,000 video streams.
- 12 BRAND NEW MASTERCLASSES – featuring top authors and illustrators including Katherine Rundell, Matthew Syed, Sophy Henn and Greg James and Chris Smith, with a focus on empathy for KS1-3 (and were shortlisted for The Education Resources Awards 2020). 3,000 registrations = 803,000 children registered to view (up 65% on last year) and over 111,000 page views.
- LAUNCH OF WORLD BOOK DAY SOCIAL – a fun and informed online festival focused on making books a priority for a generation of young people. The event showcased the lives, works and thoughts of 22 YA authors from across the globe. WBD Social went from 0 - 2,400 Instagram followers in a month. The event included live readalongs with Beth Reekles and Muhammad Khan.
- 26 free audiobooks for all ages – streamed on the website with over 197,000 listens.



Promotion

We ran a media campaign to increase awareness of World Book Day's message on the importance of **shared reading for pleasure for at least 10 minutes every day.**



The World Book Day media campaign (with FCM) reached across all networks and platforms, creating ever more engagement with our Share a Story message, and a national conversation around books and reading. We saw 9,147 pieces of media coverage, with a reach of 121.19million.

- We worked with an engaged, committed and supportive community of authors and illustrators.

Coverage across the BBC included BBC Breakfast with **Dermot O'Leary** and **Onjali Rauf** to Blue Peter, CBBC Book Club and a CBeebies Bedtime Story with Dermot O'Leary and there was improved coverage across ITV News, reaching every region in the UK.

- Increased print media included news features, interviews and written pieces in the national press, including *Observer*, *Observer New Review*, *Guardian Review* and *Daily Express*.
- High profile inspirational ambassadors and champions helped to reach new audiences with the Share a Story message, including **HRH The Duchess of Cornwall, Marcus Rashford, Gary Barlow, Lucy Worsley, Marian Keyes, Giovanna Fletcher** and **Sophie Dahl**.
- We reached **500,000** children through our partnerships with *The Week* and *The Beano*.
- The Official World Book Day Bedtime Story**, a collaboration with the Roald Dahl Story Company for the 3rd year, was read by A-list actor, **Stanley Tucci** and streamed on Facebook Live reaching X families.
- There was phenomenal positive engagement across social media. Four WBD hashtags trended: **#WorldBookDay**, **#WorldBookDay2020**, **#WorldBookDayUK**, **#WBD2020** and throughout World Book Day month. Our total reach on Twitter was **534.28m**.
- We also saw a **12%** increase in visits (834,141) and **8.4%** increase in visitors (609,611) to worldbookday.com during World Book Day month – our highest traffic since the website's launch in 2012.



We worked with **Government and MPs** to encourage them to share the World Book Day message with their departments and constituencies.

Prime Minister Boris Johnson Shared a Story at 10 Downing Street with Waterstones Children's Laureate, **Cressida Cowell** who led a *How to Train Your Dragon* drawing session for the Prime Minister and local London schoolchildren.

103 MPs and one Peer attended a parliamentary drop-in at Portcullis House including **Secretary of State for Education Gavin Williamson, Children and Families Minister Vicky Ford MP** and **Shadow Culture Secretary Tracy Brabin**.



World Book Day gets more books into the hands and brains of more kids – and for that reason alone it's incredible. **GREG JAMES AND CHRIS SMITH**



Partnerships

We worked with high profile partners, champions and ambassadors, key literacy charities, schools, bookshops and libraries to spread our Share a Story message as widely as possible.

Corporate partnerships



- **McDonald's** included the £1 book token & messaging on every single (**14 million**) Happy Meals box in the UK & Ireland helping us to reach children and families who are less likely to have books at home.
- **Royal Mail** ran with a World Book Day postmark on **6 million +** pieces of mail and mobilised their huge workforce to get involved with Share a Story activity.
- A wide range of household and family brands proudly supported our nationwide call-to-action with messaging to their colleagues, communities and consumers.
- **Publishers** united in their support of this industry-backed charity to promote the Share a Story message to their customers, consumers, colleagues and businesses.
- 'Our team of fabulous volunteers read to an amazing 480 children by very kindly giving an hour of their time. This really did make a valuable difference to the school and most importantly the children who loved being read to... How lovely that our business can make such a difference in our local community.'
Nichola Cox, Senior Trade Marketing Manager LEGO

Charity partnerships



- **The National Literacy Trust** [TO FOLLOW]
- **The Reading Agency** provided libraries with World Book Day digital assets and printed poster packs which led to **increased library footfall, wider author and illustrator events, and an increase in book lending.**
- 192 out of 207 library authorities requested packs, an increase of **3% on 2019.**
- **BookTrust** worked with their network of coordinators to promote World Book Day to early years settings. 255,000 book tokens were distributed an increase of 183% on 2019.
- **Book Aid International raised funds on World Book Day** through their Big Booky Breaktime pack and website. They saw requests for the pack from over **3,000** schools with **300** new requests.

"It's fabulous that we get the vouchers and we are really pleased to be able to offer them to our early years families as I feel that this is very good incentive for families to start investing in having books in the home. **DH, Senior Librarian.**

Since 2015, schools across the UK have raised over **£570,000** on World Book Day – enough to send over **285,000** brand new, carefully selected books to people around the world, and including a new focus on work with refugees.

In 2020, **£30,000** (of a target of £105,000) has been raised so far. While the closure of schools impacted

the initial figure, Book Aid International are confident they will reach their target.

- **Read for Good** saw more than **250,000** children raising money for children in hospital when schools decided to run Readathon as part of their World Book Day celebrations, including events with World Book Day trustee and Waterstones Children's Laureate Cressida Cowell.

Funds raised through **Readathon** benefits school libraries, other literacy projects and brings the power of stories to children in all of the UK's major children's hospitals via mobile bookcases and resident storytellers.

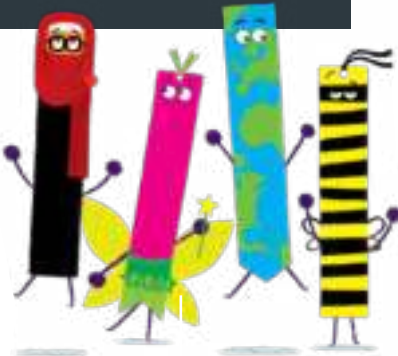
Read for Good ran its third Citywide Readathon with the Liverpool Learning Partnership, across some 130 Liverpool schools involving 40,000 children, Drop Everything and Read – 3,000 children from 17 schools in The Diocese of Gloucester, 4,500 children from 14 schools in the Readhill Academy chain plus 28,000 children from 130 schools and community groups and included a Drop Everything and Read as part of their Readathon.

To date around **£60k** has been received.

Accountability

Evaluate to measure the impact of World Book Day on our beneficiaries.

There is more World Book Day can do to reach and encourage children and families to read. We are developing a new strategy for 2020-25 that will address areas for development.



From the 2019 NLT, Annual Literacy Survey, we can see:

- 95.9% of children have heard of World Book Day.
- Fewer than 1 in 2 children (46.8% took part in a World Book Day event or activity).
- 1 in 7 pupils (13.8%) said that the book they 'bought' with their World Book Day book token had been their first book of their own. Among children receiving free school meals at KS2, this number increased to 28%; i.e. nearly 3 in 10.

From the Nielsen, Understanding the Children's Book Consumer, 2019, data we can see:

- World Book Day makes children more enthusiastic about books and reading – from 27% in 2018 to 24% in 2019
- There is a good selection of World Book Day books for children to choose from – from 26% to 24%
- The World Book Day voucher encourages children to go in to bookshops – from 28% to 23%
- Parents say World Book Day encourages children to read books – 22% to 19%
- Parents say World Book Day is about school more than home reading from 22% to 21%

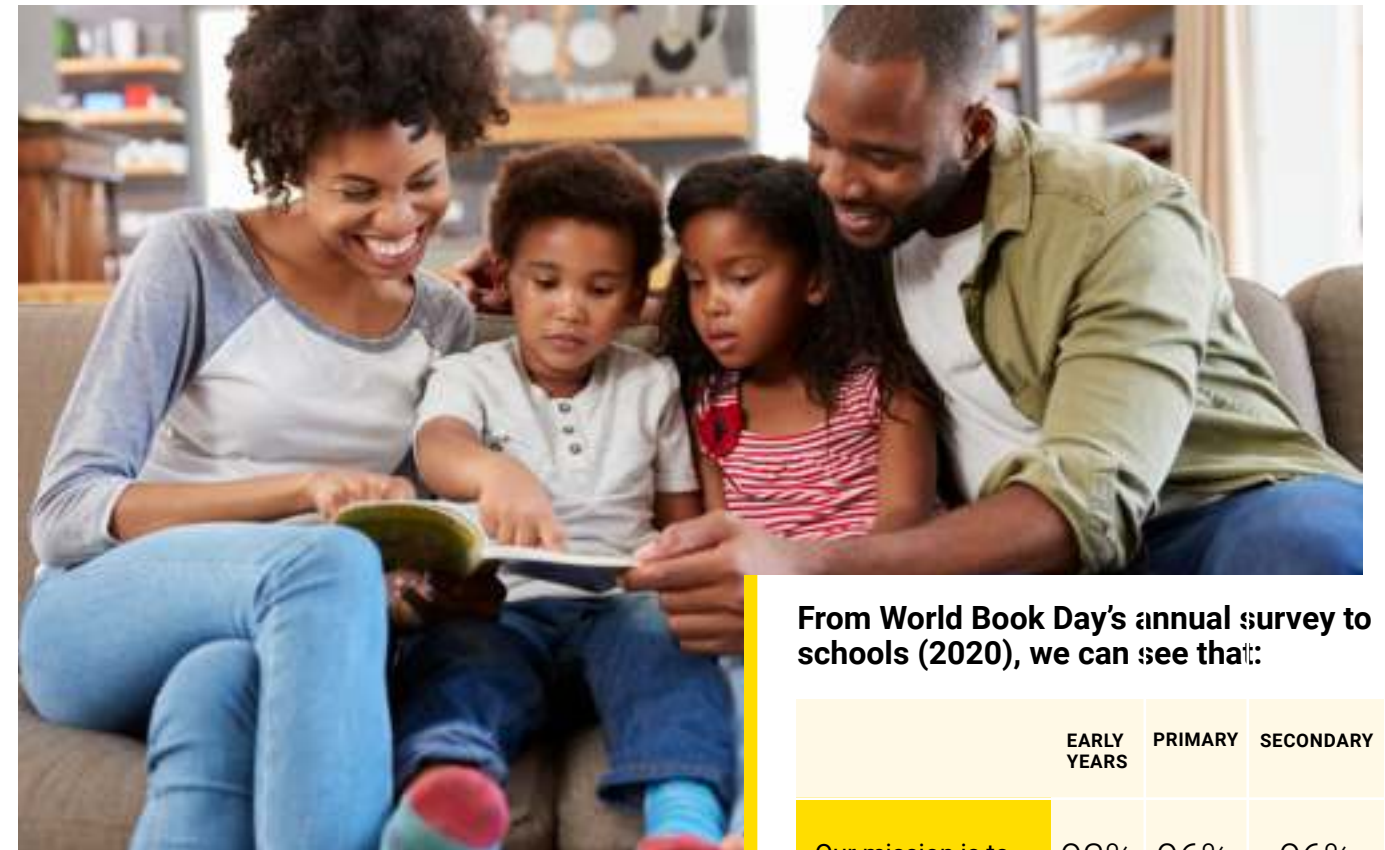
As a result of World Book Day:

| | KS2 | KS2 2018 |
|---|-------|----------|
| Read more books | 62.3% | 61.1% |
| Talk more about books with their family and friends | 50.6% | 42.1% |
| Share more books with their family and friends | 46.1% | 41.6% |
| Borrow more books from the library | 49.4% | 41.2% |
| Buy more books | 42% | 46.5% |
| Read more with their parents | 40% | 34.5% |

More children and young people who took part in World Book Day activities in 2019...

| | KS2 | KS2 2018 |
|--|----------------------|----------------------|
| Enjoy reading than those not taking part | 62.8% vs 50.2% | 78.7% vs 56.1% |
| Read daily in their free time more than those who didn't take part | 44.3% vs 31.3% | 47.7% vs 24.1% |
| Are more likely to read for 10 minutes or more than those who didn't take part | XXXX | 91% vs 78.5% |

Source: NLT, Annual Literacy Survey



From World Book Day's annual survey to schools (2020), we can see that:

| | EARLY YEARS | PRIMARY | SECONDARY |
|---|-------------|---------|-----------|
| Our mission is to offer every child and young person the opportunity to read and love books. | 93% | 96% | 96% |
| We aim to make sure that all children and young people have access to a book of their own. | 90% | 89% | 93% |
| We aim to inspire parents and carers to Share A Story with children of all ages for 10 minutes every day. | 79% | 75% | 65% |
| World Book Day is a charity funded by publishers and booksellers in the UK & Ireland. | 51% | 50% | 70% |
| World Book Day is effective in reaching reluctant readers. | 49% | 40% | 17% |

What children like best about World Book Day:

| | 2018 | 2019 |
|---|------|------|
| Being read to | 17% | 16% |
| Receiving book voucher/ getting a new book | 25% | 25% |
| Being able to choose a book themselves | 24% | 23% |
| Dressing up at school | 33% | 35% |
| Nothing: they don't like/ take part in World Book Day | 26% | 29% |

Source: Nielsen, Understanding the Children's Book Consumer

95.9% of children have heard of World Book Day

Source: NLT, Annual Literacy Survey