

# OUR IMPACT 2023-24



## The need

The UK faces a literacy crisis, with declining reading scores and fewer children reading for pleasure, an important indicator of a child's future success. Additionally, 8.5 million adults struggle to read at all. Poor physical and mental health affects a significant portion of the population, and loneliness has become a pressing issue, impacting millions of children, young people and adults and their overall wellbeing.



## How reading can help

Research shows us that when people choose to read because they enjoy it, not just because they have to, it helps them become more aware, understanding, and open to different cultures. It supports better health and wellbeing, and it enhances the ability to learn new skills and communicate effectively. In 2023/24, we made a difference by engaging more people with reading across the UK through our projects and programmes.

## We got more people reading, developing key skills and knowledge

By taking part in our reading challenges, approximately **three in four children**, young people and adults read more (**75%**) and increased their enjoyment of reading (**67%**).

## We supported people's health and wellbeing

More than **8 in 10 adults** found their Reading Well book helpful (**85%**). By taking part in the Road to Reading, more than **8 in 10 participants** said they felt more relaxed, whilst a similar proportion of World Book Night book recipients said that reading their book had helped them to relax (**84%**) and to boost their mood (**71%**).



## We helped people to connect with others in their communities

**83%** of Reading Friends participants say they now feel more connected to other people and **68%** feel less lonely, whilst **62%** of our audiences report talking more about reading with others by taking part in our programmes.

"I managed to stick to my goal of 30 minutes a week and found that I was able to read more than this. [...] I suffer from dyslexia so am a bit of slow reader and have found the reading challenge has really boosted my reading confidence."

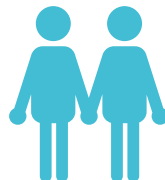
– Adult reader, Road to Reading

"I love reading books and it was so fun and I never did a summer reading challenge. I feel more confident."

– 10-11-year-old, Summer Reading Challenge

"It kickstarted my reading and I will continue reading."

– Reading Ahead Participant



"Thank you for this amazing life changing book. It was very useful for me because I struggle to get out of bed and I have depression as well. I took notes and I intend to start using these techniques in my daily life."

– Reader, Reading Well for Mental Health

"I appreciate the opportunity to connect with other people and to encourage people who don't read much to read more. Sharing a love of books and reading is so valuable."

– World Book Night participant

