

# OUR IMPACT 2023-24



## The need

The UK faces a literacy crisis. Nearly 175,000 children leave primary school unable to read well, and 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.



## 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



*"I had been feeling pretty lonely before finding Reading friends last year [...] It has given me confidence knowing that I'm doing something social for myself."*

– Reading Friends participant