

OUR REACH 2023-24



2.4 million

We reached over **2.4 million** people across the UK, including:

- over **1.3 million children**
- and over **1 million young people and adults**



CONNECTIONS

- We hosted **9,399** reading groups across the UK
- We helped people connect at least **36,152** times through the Reading Friends programme



NATIONAL AND REGIONAL CAMPAIGNS

Over **1.6 million** people meaningfully engaged with our national and regional reading campaigns.

PARTNERS

We worked with over **24,000 partners** and organisations including: public libraries, publishers, universities, schools, colleges, care homes, prisons and YOIs, hospitals and other health venues, foodbanks, community centres, sports clubs, and more!

A further **8 million adults and children** had the opportunity to engage in reading and writing through our partnerships with the



EVENTS

Over **955,000 children, young people and adults** attended events and activities run by us and our partners.

Through co-production, we worked with nearly **1,000 children, young people, and adults** to help us understand their needs and develop programmes for them.

DIGITAL PARTICIPANTS

58,637

participants took part in our programmes online.



VOLUNTEERS

7,852 volunteers supported our programmes.

READING

People read and used over **15.5m** books, eBooks, audio titles, reading resources and activity packs as a part of our projects and programmes.

People borrowed over **14.5 million** books from libraries, including:

13,889,800

books borrowed by children reading for pleasure

163,275 books borrowed by adults reading for pleasure, building skills and confidence

521,983 books borrowed to support the UK's health and wellbeing (over **3.8 million** since 2013!)

People bought **81,975** books as part of our campaigns and programmes

- We gifted **607,021** books, eBooks, audio titles and reading resources or activity packs including:
- Our Summer Reading Challenge pilot and pack gifting reached **215,822** children and families living in areas of disadvantage
- We also gifted **500,000** Rebel Girls books through the Summer Reading Challenge, as part of a partnership with Nike

PROMOTION

The public engaged with our social media accounts over **85,487** times and made over **7.3 million** visits to our websites.

- We welcomed **1,027,873** new users to our websites
- **85,263** people subscribed to our newsletters

