



'I just want to treasure it because I never get things that are new.'

'World Book Day is the best day.'



WORLD  
**BOOK  
DAY**  
25 YEARS

Thank you to our sponsors



# Our Impact 2022

'I absolutely LOVED World Book Day. I honestly waited for it all year round.'



'It helped me because I used to dislike reading but when World Book Day happened I LOVED IT!'



**Changing lives through a love of books and reading.**

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Photograph from World Book Day 2022

\* Organisation for Economic Co-operation & Development. Evidence from the National Literacy Trust, BookTrust and others shows that reading enjoyment and literacy levels are associated with educational attainment and employability skills as well as health, social, emotional and intellectual benefits.

# World Book Day's vision & mission

## Vision

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

## Mission

World Book Day's mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own. Reading for pleasure is the single biggest indicator of a child's future success – more than their family circumstances, their parents' educational background or their income\*.

## A note from World Book Day's Chair and Chief Executive

It was incredible to arrive as World Book Day's Chair on its 25th anniversary and see families, schools, libraries, booksellers, authors and illustrators come together for World Book Day events for the first time since the pandemic began.

I'm joining at a time when our mission to bring the joy of reading and books to children is more vital than ever. Children who read for pleasure are more likely to succeed in life, but fewer are choosing to read in their free time, which is a real concern. Having access to books is essential to developing a love of reading, but the cost-of-living crisis is making this harder for many families. Books, libraries and reading were my refuge as a child and I want to make sure that as many children as possible have the same sort of access to books and reading to bring joy and to change lives.

As World Book Day enters the next 25 years we plan to evolve, strengthen our effectiveness, and help even more children to see themselves reflected in the books they choose to read, and to discover the magic in reading.



**Emma Scott**  
Chair

In 2022, World Book Day celebrated 25 years of putting children's enjoyment of reading, and their identity as readers, at the forefront of the national conversation.

Children who read for fun not only read more but also increase their reading skills, feel more confident and are more likely to go on to read for enjoyment as adults.

For children to read for pleasure, reading must be more than a skill which is taught and assessed. It must also be an enjoyable hobby. World Book Day is a unique celebration that provides schools, families and children with a bridge between the two.

It's vital to spend time reading – alone and together, to talk about our choices and recommendations, and – to make the reading experience fun. That's why, on the first Thursday in March each year, we all come together to make World Book Day happen, and to change lives with reading.



**Cassie Chadderton**  
Chief Executive

# Why do we have World Book Day?

## 1 Why is reading for pleasure so important?



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

Source: Organisation for Economic Co-operation & Development. Evidence from the National Literacy Trust, BookTrust and others shows that reading enjoyment and literacy levels are associated with educational attainment and employability skills as well as health, social, emotional and intellectual benefits.



## 2 Reading for pleasure is in decline



Reading for pleasure is at its lowest level since 2005 with fewer than 1 in 2 (47.8%) children and young people aged 9 to 18 saying that they enjoyed reading either very much (18.4%) or quite a lot (29.4%).

Source: National Literacy Trust Reading Practices in Lockdown, 2020



For many children, access to books is a serious issue - 1 in 7 pupils (13.2%) said the book they had 'bought' with their World Book Day book token had been their first book of their own.

Source: 2021 National Literacy Trust, Annual Literacy Survey

## 3 What encourages reading for pleasure?

- Being read to regularly
- Access to books at home/school
- The ability for children to choose what they want to read
- Having trusted adults sharing and recommending books to them
- Being given time to read
- The reading experience is enjoyable



## 4 World Book Day promotes reading for pleasure by:

- Celebrating the joy of books, authors, illustrators and reading for pleasure.
- Transforming attitudes and changing behaviours by providing content to promote reading for fun.
- Ensuring every child gets to choose a book of their own with our World Book Day £1/ €1.50 books and token.



**2 million**

£1/€1.50 books gifted by booksellers & publishers give children 12 exciting books to choose from and own




Digital events enjoyed by over

**500k children**




#worldbookday trended on Twitter for 2 days with

**2.7 million** social media impressions



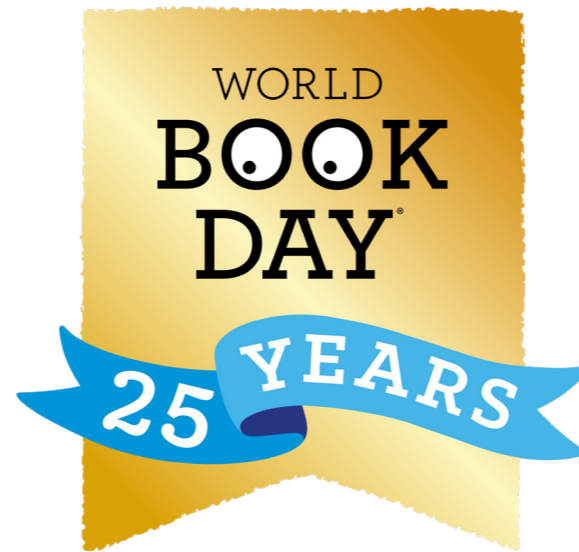
Reception at 10 Downing Street & cross-party support from

**136 MPs**



**41.5k** £1/€1.50 token packs to schools & nurseries


**53k** downloads of school & family packs

Over **30** children's magazine partnerships showcased the £1 books & £1 token



**101k** £1/€1.50 books donated by publishers, McDonald's and the Arts Council given directly to children least likely to have books of their own




Supported using public funding by **ARTS COUNCIL ENGLAND** LOTTERY FUNDED

**Celebrating 25 years of World Book Day across the UK & Ireland**

HRH Duchess of Cornwall shared the joy of reading to grandchildren in a Daily Mirror feature




Matt Lucas joined The One Show Live studio to discuss the importance of reading



The One Show

World Book Day ambassador MC Grammar's 'Reading is Amazing' song notched up

**360k** listens



**2,700** booksellers & **1,527** libraries joined in with events, displays and activities sharing the joy of reading, choosing & book discovery



**69 million** reach from online/print with broadcast including Steph's Packed Lunch, ITV London, Sky Kids, Heart and Blue Peter



**50 million** tokens distributed through schools, magazines & partnerships including

**5.3 million** tokens on Happy Meal® boxes



# Strategy for World Book Day

1. Encourage all children to develop reading habits to improve life chances now, and for generations to come.
2. Be a powerful, collaborative celebration: an annual national event for all those working to encourage children to read for pleasure.
3. Build our financial and administrative resilience to be more effective and increase our impact.

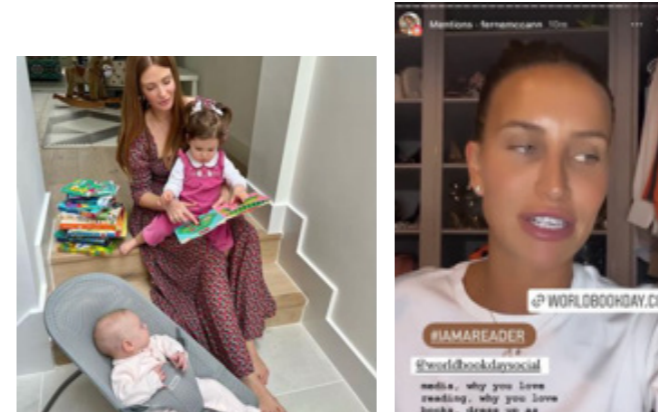


# How World Book Day made an impact in 2022

## Everyone celebrates the joy of reading

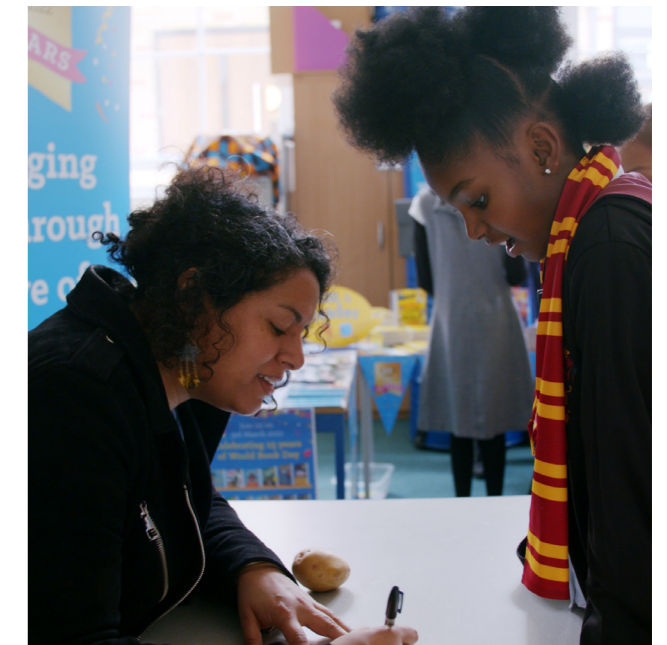
As we marked 25 years of bringing books and a love of reading to children and young people, it was wonderful to see the celebrations taking place once again in schools, bookshops, libraries and homes. On World Book Day, you couldn't go anywhere without bumping into the fun, whether you were watching Sky Kids, eating a McDonald's Happy Meal®, posting a letter or getting your free Beano comic. The joy of celebrating books and reading was everywhere!

Our broadcast, print and online coverage demonstrated that **reading for pleasure was at the very heart of the message.**



**We were proud to have celebrations across Ireland, Scotland and Wales:**

- An Irish language €1.50 book which topped the charts in Ireland
- Scottish Book Trust shared materials with primary schools
- Literature Wales published a Welsh language title and materials and circulated them to Welsh primary schools.



## Delivering in communities

Our partnerships enabled us to place the £1/€1.50 book and token within easy reach of some of the country's most disadvantaged children and young people. This work was made possible thanks to book donations from publishers and funding from the Arts Council England and McDonald's and resulted in **110k** books being gifted directly to children and young people.

### Key outcomes from this work:

**1** Mini World Book Day festivals across the 15 National Literacy Trust literacy hub areas connected libraries with other community spaces such as food banks and community centres. The celebrations included multiple storytelling events, crafting, book gifting and even a bus tour.



**“** 'I've not been to the library for a long time because of COVID but this was a great drive to get us visiting again.'

**“** 'My daughter didn't do much for World Book Day in school and it's been fantastic to be able to enjoy celebrating as a family.'

**“** 'It was great, and I've just joined the library!'

**2** Children with limited access to books in Gloucestershire and Liverpool enjoyed pop-up bookshops in schools through our partnership with Read for Good.



**“** 'There are no book shops nearby and a lot of the families don't have cars. It makes a huge difference to our children for us to be able to do this. They were honestly just thrilled to have a new book'

**“** 'Can I really keep the book?'



**3** Books gifted by prisoners to their children in visiting times in partnership with Give a Book.

**“** 'This one little boy, at school they'd told him the dinosaur book was too young for him but he really wanted it. He was delighted when he saw that was the book his dad had chosen for him. He loved reading it out and telling us a few dinosaur facts!'

HMP Belmarsh

**“** 'Are they seriously free and to keep?'  
'I can read the same book (as my child) and chat about it'

HMP Rochester



**“** 'It was great that we were able to give copies of the actual books to the most vulnerable families we work with (through the Bookbug for the Home practitioners) as this removes that barrier. Thanks so much for providing the books and vouchers – I'm absolutely sure it's had a positive impact.'

Scottish Book Trust



Community room, Mosney Village  
Photo courtesy of An Post

**4** Children's Books Ireland and An Post worked with 21 partner charities and organisations, to gift 14,000 books in 23 different locations in 11 counties across Ireland to children and families experiencing homelessness, living in direct provision, in hospitals and healthcare situations, and Traveller communities.

**“** 'Parents were delighted with the selection of books for their children, especially parents who encourage their children to read and see the value in reading. Some commented - "these books are new" and "look, they have 2022 on them".'

**5** Scottish Book Trust gifted £1 picture books in their family explorer bags and book tokens in their nursery-gifted explorer packs.



# Developing resources based on our 6 principles

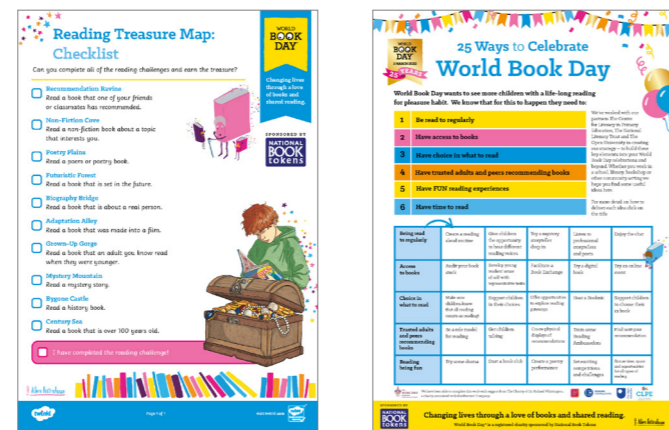
In 2021/2022, using existing research and supported by key partners Centre for Literacy in Primary Education, The National Literacy Trust and The Open University, we established 6 principles that support children reading for pleasure:

1. Being read to regularly
2. Access to books at home/school
3. The ability for children to choose what they want to read
4. Having trusted adults sharing and recommending books to them
5. Being given time to read
6. The reading experience is enjoyable

Working with teachers and children from three London schools we developed resources that speak directly to teacher and student need. We have been able to complete this work with support from The Charity of Sir Richard Whittington, a charity associated with The Mercers' Company.



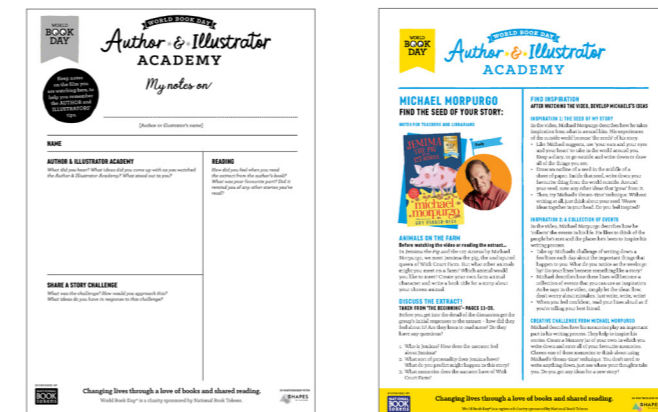
Working with trusted education brands; Centre for Literacy in Primary Education, The National Literacy Trust and The Open University, BBC Teach and Twinkl we created trusted resources based on these principles that were shared and enjoyed by over **2 million children**.



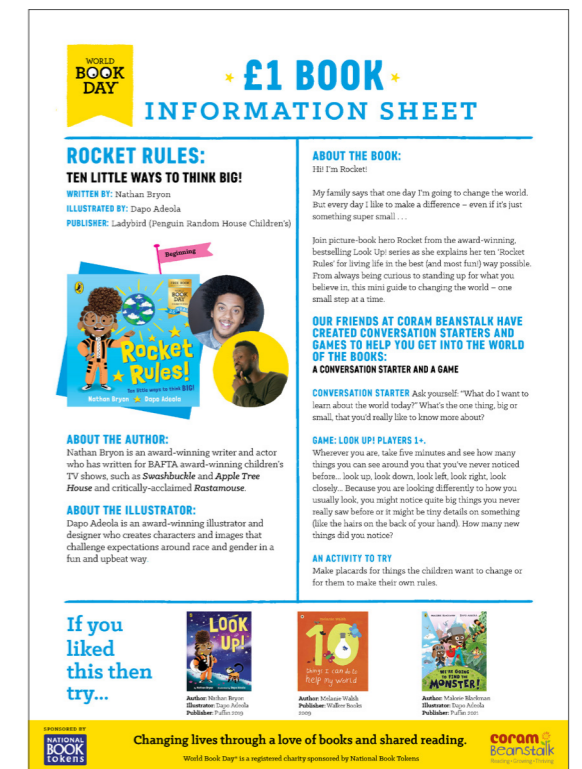
Our World Book Day guides to celebrating the day and enjoying our reading for pleasure activities were downloaded **54k** times by schools, nurseries & families.



Our 2022 Author and Illustrator Academy videos and lesson plans offered a deeper insight into the work of our £1 authors and illustrators in partnership with Shapes for Schools. These have been watched over **26,000 times**.



In partnership with Coram Beanstalk we also developed £1 book information sheets with introductory activities and games for each title that could be used by their reading volunteers or any adult supporting children choosing their books.



## Giving every child the chance to choose and own their own book

Over **2,700** independent booksellers and high street retailers enabled children to have a book of their own by buying over **2 million** £1 books to gift to children in exchange for their World Book Day token. 2022 also saw the launch of our bookseller matching service connecting over 130 schools with their local bookseller.



Celebrations kicked off with a window tour – World Book Day illustrator Allen Fatimaharan created bespoke windows for The Story Museum, Mostly Books, Mr B's Emporium, Storysmith and Blackwell's Cambridge.



“This was the most engaged we have ever seen schools with World Book Day. My favourite moment involved a boy whose teachers said he didn't 'do' books. He was so enthusiastic that he came back with his mum straight after school to buy a book!”

Winstone's Hunting Raven Books

“In the shop, we encouraged children to choose their own books from the selection after reading the blurb, and it was good to see them really thinking about their choices!”

The Thoughtful Spot Children's Bookshop



Thank you @OrdsallSchool! What a wonderful job you've done on our World Book Day window ❤️ #choosebookshops #booksaremybag



With thanks to Arts Council England, we were also able to include a title from Knights Of. *Peak Peril: A High Rise Mystery* by Sharna Jackson extended the number of children able to see themselves in the £1 book list.



## Creating a buzz about books with our digital events

We produced inspiring digital content for children to access across the country giving children the opportunity to meet the authors and illustrators behind the books. In total **over 500,000 children** tuned in to hear from World Book Day authors past and present and some of our brightest new talent.

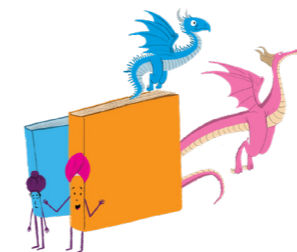
Our flagship event **World Book Day Live with Matilda and Friends** was watched by 36,000 settings and featured; Children's Laureate Cressida Cowell, Humza Arshad, Chris Riddell, Allen Fatimaharan, Hannah Lee, Nizrana Farook, Frank Cottrell-Boyce, Maisie Chan, Greg James & Chris Smith plus the cast from Matilda.

We delivered this event by working with long-term partners Roald Dahl Story Company and the Royal Shakespeare Company.

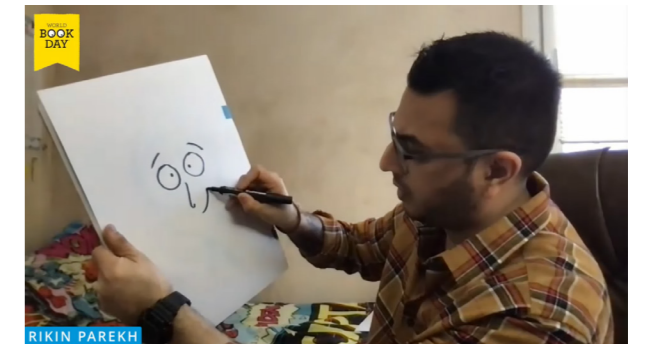


### Reality check: Books as a portal into life today

featured £1 book authors Ben Bailey Smith, Sharna Jackson, and Rashmi Sirdeshpande, and offered opportunities for older students to understand creating realist fiction and non-fiction.

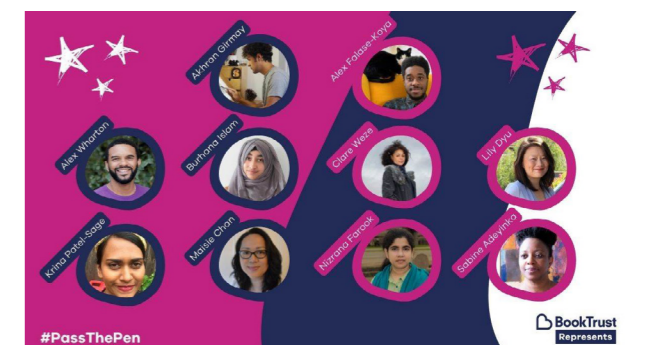


**Using your imagination: Books as a way to imagine the impossible** featured £1 book authors and illustrators Nathan Bryon, Dapo Adeola, Simon Farnaby, Michael Morpurgo, Joanna Nadin, Rikin Parekh, and Nadia Shireen and offered tips to explore creating fantastical and improbable worlds for their stories.



World Book Day partnered with BookTrust and Waterstones Children's Laureate Cressida Cowell MBE on a **special edition of their #PassthePen campaign**. World Book Day legacy authors and illustrators of the last 25 years were paired with up-and-coming writers and illustrators of colour.

The campaign highlights the importance of all children having the opportunity to own and be inspired by inclusive stories, written by authors and illustrators who are representative of the society we live in.





# Measuring World Book Day's impact on our beneficiaries

As part of our 2020-2025 strategy we are looking at the impact that World Book Day has and understanding how to reach our beneficiaries more effectively.

**85%** of UK adults (16-75) have heard of the event "World Book Day".

Among those who are aware of World Book Day...

- **87%** believe World Book Day aims to encourage children to read for pleasure
- **79%** agree World Book Day is a fun event
- **80%** agree World Book Day is a good way of making children feel more enthusiastic about reading

On behalf of World Book Day, Ipsos UK interviewed a nationally representative sample of 2,093 adults aged 16-75 in the United Kingdom within which 1,796 were aware of World Book Day. Interviews took place on the online Omnibus between 7th and 8th April 2022. Data were weighted to the known offline population for age, gender, social grade, working status and region.

From the 2022 NLT, Annual Literacy Survey, (relating to World Book Day 2021), we can see:

**95.5%** of children and young people have heard of World Book Day.

**2 in 3 children (78.7%)** took part in a World Book Day event or activity (up from **64.8%** in 2020). This rose to **81.5%** for children in key stage 2.

**1 in 7 pupils (16.9%)** 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, this number rose to **1 in 5 (22.4%)**.

From the Nielsen, Understanding the Children's Book Consumer, 2021, data we can see:

STATEMENTS RELATING TO WORLD BOOK DAY (% TRUE)	2018	2019	2020	2021
World Book Day makes children more enthusiastic about books and reading	27%	24%	27%	24%
There is a good selection of World Book Day books for children to choose from	26%	24%	24%	24%
The World Book Day voucher encourages children to go in to bookshops	28%	23%	24%	23%
Parents say World Book Day is more about school than home reading	22%	21%	22%	19%
World Book Day encourages parents to read to their child	22%	19%	21%	21%

Figures relate to the year the data was taken and refer to the World Book Day that took place the year before.

As a result of World Book Day, primary children said they:

	2019	2020	2021
Read more books	62.3%	54.7%	
Talk more about books with their family and friends	50.6%	45.3%	46%
Share more books with their family and friends	46.1%	37.8%	
Borrow more books from the library	49.4%	29.6%	
Buy more books	42%	40%	
Read more with their parents	40%	30.5%	36%
Have more choice in what they can read			55%
Make more time to read		45%	54%
Find reading more fun		63%	59%

NLT, Annual Literacy Survey, 2021. Figures refer to the year World Book Day took place. Survey data has been adapted for 2021 figures to directly test the impact of our 6 behaviours to support a child to read for pleasure. NB The survey for 2020 was conducted during lockdown so figures need to be considered in this context.

What children like best about World Book Day:

	2018	2019	2020	2021
Being read to	17%	16%	14%	17%
Receiving book voucher /getting a new book	25%	25%	26%	24%
Being able to choose a book themselves	24%	23%	24%	24%
Dressing up at school	33%	35%	34%	34%
Nothing: don't like/ take part in World Book Day	26%	30%	27%	31%

Nielsen, Understanding the Children's Book Consumer, 2021

World Book Day's annual survey to schools/ nurseries taken just after World Book Day took place in 2022, shows awareness/ agreement levels for the following statements:

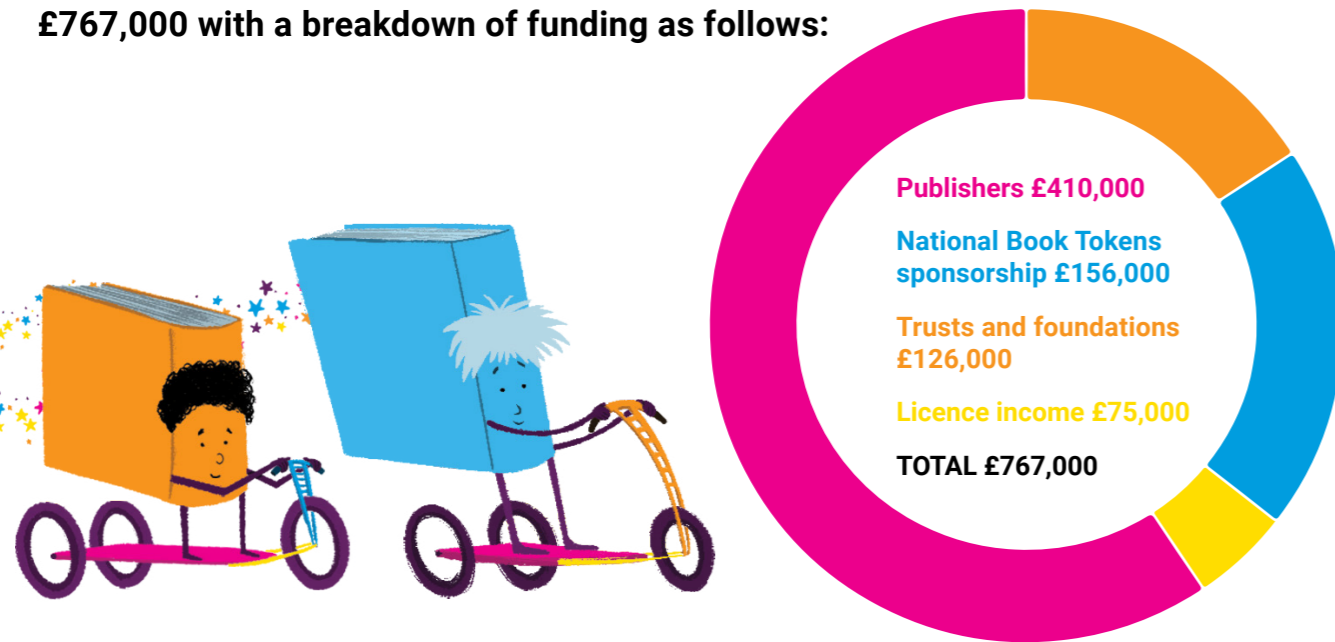
	EARLY YEARS	PRIMARY	SECONDARY
Our mission is to offer every child and young person the opportunity to read and love books.	85%	90%	88%
We aim to make sure that all children and young people have access to a book of their own.	82%	88%	86%
World Book Day is a charity.	56%	63%	74%
World Book Day is extremely/ very effective in fostering a reading for pleasure culture in your setting.	70%	77%	50%
World Book Day is extremely/very effective in reaching reluctant readers.	61%	40%	24%

From our survey with parents (2022) we can see that as a result of World Book Day:

- **50%** of children find reading more fun
- **48%** of children talk more about or recommend books
- **42%** of children make more time to read
- **49%** of children feel they have more choice in what they read

# How World Book Day is funded

In 2020/2021 the charity had an overall turnover of £767,000 with a breakdown of funding as follows:



The funds that World Book Day raises are used to:

- Give every child a book of their own**  
 A donation of £1/€1.50 helps us get book tokens and books to children across the UK and Ireland. For 1 in 5 children receiving free school meals the World Book Day £1/€1.50 book is the first they have had of their own.  
(2021 National Literacy Trust Annual Literacy Survey)
- Encourage more children to read for pleasure**  
 By making books fun and accessible, we transform attitudes to reading encouraging more families, particularly those from disadvantaged backgrounds or experiencing inequality, to enjoy books together.
- Ensure access to books for every child**  
 Working with local communities, libraries and charity partners we deliver exciting activities to encourage reading and get books to the children and young people who need them most.
- Create resources for schools, libraries and families to encourage reading for fun**  
 By working with trusted partners we provide fun content, resources and activities to support and encourage children to see themselves as readers and help them on their reading journeys.

# With thanks

Thank you to all involved in World Book Day from publishers to booksellers, librarians to teachers, authors to illustrators, and all our amazing partners for their generous support in helping us change children's lives through books and reading.



## Get in touch:

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