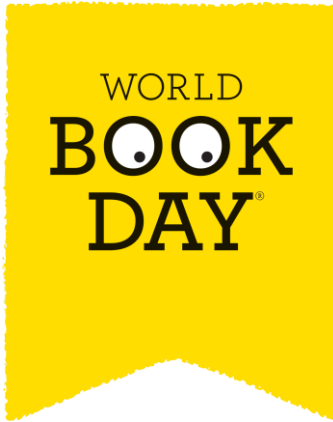
The image shows a young girl with a lion's mane costume looking at a book being offered to her. The background is a book fair with various books and signs. A yellow banner in the top left corner contains the World Book Day logo. The main title is centered in large black text.

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World Book Day Our Strategy 2023-27



Our Strategy 2023-27

OUR VISION

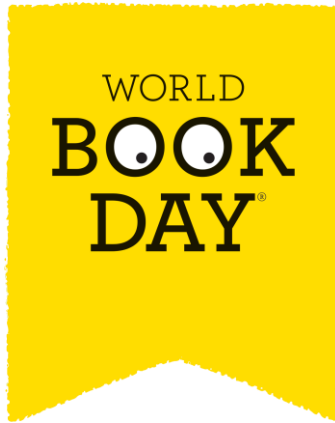
More children, from all backgrounds, developing a life-long habit of reading for pleasure, benefiting from the improved life chances this brings them.

OUR MISSION

To promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

OUR NEW STRATEGY

World Book Day will deliver greater reach and impact for our mission, building on the reputation and recognition of the World Book Day brand and annual campaign.



Our Strategy 2023-27

Our strategy seeks to increase our impact **and** strengthen our foundations. It has been informed by these key considerations:

Increasing Impact

- We recognise that we can do **more** to deliver our mission and charitable purpose to those who face the greatest barriers to reading for pleasure.
- We can make better use of the strong World Book Day brand and annual campaign.

Strong Foundations

- We recognise that that all opportunities rely on the continuing success of the brand and the annual campaign.
- We aim to be a strong organisation, making sustainable change and developing new income streams.

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Our Strategy 2023-27

WORLD BOOK DAY'S STRATEGIC OBJECTIVES

INCREASING IMPACT

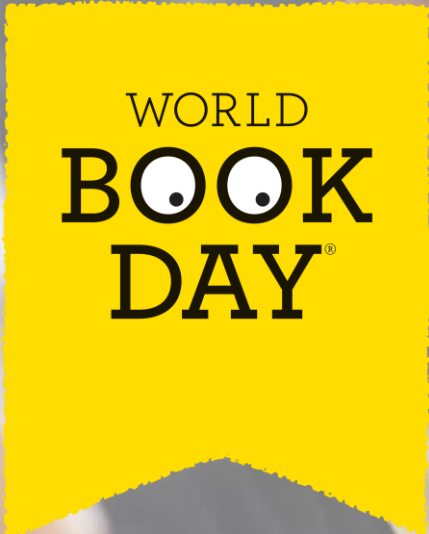
01 Increase the reach and impact of the World Book Day annual campaign: giving every child the opportunity to be a reader by increasing reach and addressing behavioural and economic barriers.

02 Improve life chances for children through reading: activities meet the charity's purpose and the needs of beneficiaries – particularly those from lower socio-economic groups.

STRONG FOUNDATIONS

03 Nurture and strengthen the World Book Day brand for the long-term benefit of our beneficiaries, stakeholders and partners.

04 Build operational capacity and revenue to support the development of the charity.



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Objective 1

Increase the reach and impact of the World Book Day charitable campaign

OBJECTIVE 1:

INCREASE THE REACH AND IMPACT OF THE WORLD BOOK DAY CHARITABLE CAMPAIGN

The World Book Day annual campaign is the cornerstone of our charity. Its success is essential for our mission and future. A focus on **who** we reach is vital to reversing the decline in reading for pleasure.

Children, families, educators and the sector who already LOVE World Book Day.

- World Book Day will continue to be a powerful celebration for those who love it.

Families whose identities and experiences have not been reflected in World Book Day.

- We will ensure the campaign is inclusive and relevant to them to improve engagement.

Families disengaged in reading due to behavioural and social-economic barriers.

- We will focus on activity to address these barriers.

Year-round supporters, partners and funders.

- We will take a proactive approach to using the powerful World Book Day platform for income generation, partnerships and advocacy for our mission beyond the annual event.

OBJECTIVE 1: INCREASE THE REACH AND IMPACT OF THE WORLD BOOK DAY CHARITABLE CAMPAIGN

Key actions

Amplify the World Book Day annual campaign

- Deliver an outstanding annual campaign, always seeking opportunities to develop and strengthen it.
- Ensure the World Book Day annual campaign transforms attitudes and behaviours towards reading for more children and families.
- Ensure our brand, identity and communications increase awareness of the purpose of World Book Day's mission.
- Use World Book Day as an effective advocacy campaign.

Represent and meet more readers

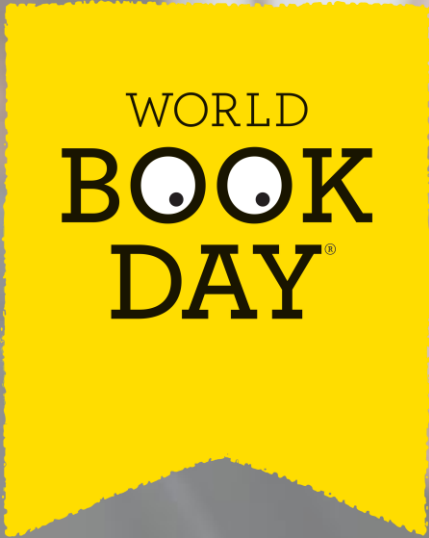
- Actively seek ways to include a more diverse range of identities and experiences in the World Book Day campaign and content.
- Form partnerships that will extend and deepen our reach.

Plan for readers' journey after the March event

- Deliver high quality resources which support an onwards reading journey.
- Deliver to an evidence-based framework, to strengthen credibility and value: World Book Day's 6 reading for pleasure behaviours

Develop a sustainable funding platform

- Target ways in which the platform of World Book Day can drive greater impact and can support our long-term income strategy.

The logo for World Book Day is a yellow banner with a scalloped top edge and a pointed bottom edge. It contains the text "WORLD BOOK DAY" in a bold, black, sans-serif font. The word "WORLD" is smaller and positioned above "BOOK". The word "DAY" has a registered trademark symbol (®) to its upper right.

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Objective 2

Improve life chances for
children through reading

OBJECTIVE 2: IMPROVE LIFE CHANCES FOR CHILDREN THROUGH READING

We will ensure our activities support our mission and the needs of beneficiaries, particularly those from lower socio-economic groups.

World Book Day must create and provide routes to reading for pleasure for those who are least engaged.

Those least engaged include children and families who:

- do not see reading as part of their lives
- have needs preventing them from engaging positively with reading
- come from disadvantaged backgrounds

Viewing all future activity through a lens of diversity and inclusion is paramount to achieving our mission and reversing the decline in reading for pleasure.

World Book Day will lead the public conversation about 'reading' and 'readers', encourage reading as a hobby and change the 'not for me' perception of reading.

OBJECTIVE 2: IMPROVE LIFE CHANCES FOR CHILDREN THROUGH READING

Key actions

Targeted intervention

- Address economic barriers to reading:
 - Local interventions supporting life-changing reading habits with children and families experiencing disadvantage and inequality.
 - Direct provision of the World Book Day £1 books to children and families least likely to engage through bookshops.
- Improve provision of materials in fully accessible formats.
- Consider how World Book Day may encourage older children and teens to read, understanding how it may remain relevant.

Diversity and inclusion

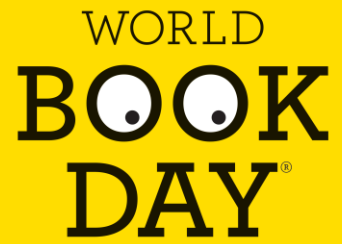
- Ensure the World Book Day annual campaign is inclusive and encourages all children, including those from lower-income households, to read for fun.
- Provide a wide-range of fun and affordable activities and support for schools to access the £1 books for free.
- Involve children's voices and opinions throughout creation, delivery and evaluation.
- Work with small publishers to improve diversity of £1 books.

Reading ecology

- Work with partners, including educators and charities, to extend reach and impact.
- Ensure networked provision across bookshops, schools, libraries and communities, to support readers to continue their journey.

Funding propositions

- Present this work as a funding proposition across all income streams.

The logo for World Book Day, featuring the words "WORLD BOOK DAY" in a bold, sans-serif font. The word "BOOK" is significantly larger than "WORLD" and "DAY". The letters "O" in "BOOK" are stylized as eyes. The logo is set against a yellow background with a white border.

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Objective 3

Nurture and strengthen the
World Book Day brand

OBJECTIVE 3: NURTURE AND STRENGTHEN THE WORLD BOOK DAY BRAND

We will enhance the long-term value of the World Book Day brand to future-proof it for our beneficiaries, stakeholders and partners. The World Book Day brand is our most enduring and valuable asset, supporting our reach, recognition, reputation, income, activity and partnerships.

We will take a '360' approach to managing our brand. This will be rooted in our operating principles, a long-term view, and a proactive approach to using the brand to deliver our mission across a range of activities. In doing so, we will:

Safeguard the brand's reputation

- Build recognition for the World Book Day annual campaign and for our wider work as a charity.
- Develop and protect our brand so that it is loved by even more children, families and schools.
- Ensure attribution for the work and impact of World Book Day to accrue recognition and value for the longer term.

Realise the brand's potential

- Proactively seek opportunities to use our brand to strengthen partnerships with charities, schools and communities.
- Establish trust with funding partners, including through the continuing development of our work and our 'offer.'
- Deliver commercial value from our brand, ensuring that we receive full value for its use.

OBJECTIVE 3: NURTURE AND STRENGTHEN THE WORLD BOOK DAY BRAND

Key actions

A distinctive offer

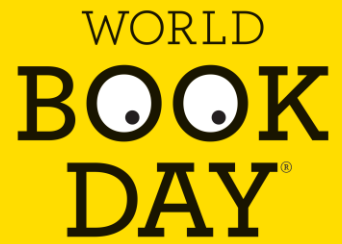
- Establish a credible, evidence-based, unique World Book Day approach to reading for pleasure: Our 6 reading behaviours.

Guidelines and protection

- Establish core principles for the use of our brand.
- Act to protect our brand; ending unauthorised use, building recognition and attribution, protecting reputation and value.

A World Book Day brand plan

- Deliver brand value across all our activities.
- Set out an updated approach to partnership, recognising its vital role in delivering our mission and using the World Book Day brand to deliver maximum impact for our strategy.
- Create income by using the World Book Day brand to generate revenue, including licensing and sponsorship.

The logo for World Book Day, featuring the words "WORLD BOOK DAY" in a bold, sans-serif font. The word "BOOK" is stylized with two large white circles for the 'O's. The logo is set against a yellow background with a decorative, scalloped edge.

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Objective 4

Build operational capacity
and revenue

OBJECTIVE 4: BUILD OPERATIONAL CAPACITY AND REVENUE

We will build operational capacity and revenue-generating capability to professionalise the charity's operations. Effective, resilient finance and administration remains vital to the future of our charity. We must establish these foundations to ensure we can effectively support change and sustainable growth.

To secure the success of our 2023- 2027 strategy we need to:

- **Deliver our income strategy**
 - Develop the sources of funds
- **Create the right size of organisation**
 - Ensure the capacity and capability to deliver our strategy while managing our finances responsibly and effectively. World Book Day's operational growth should be flexible, proportionate and sustainable.
- **Continue to strengthen our governance and operations**
 - Ensure that we have clarity and transparency in the way that the charity operates.
- **Manage change effectively**
 - Protect our current strengths while implementing sustainable growth in our activities.

In time, once World Book Day is on a sustainable footing, explore the potential to deliver additional benefits to the reading ecology. This would require the development of a new governance and funding model.

OBJECTIVE 4: BUILD OPERATIONAL CAPACITY AND REVENUE

Key actions

Operating model

- New operating principles.
- A change to the shape of our organisation: the right size and skills base to deliver our strategy.
- Manage change effectively.

Income generation

- Invest in fundraising capability.
- Increase our income to support the development of our strategy
- Increase our income to benefit the wider ecology.

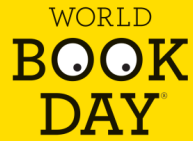
Governance

- Strengthen governance and operations.
- In the medium term: governance options that could enhance our charitable purpose.
- In the long term: governance to clarify World Book Day's charitable purpose and enable the charity to make a wider impact.

OPERATING PRINCIPLES

These operating principles will guide our ways of working, ensuring that our strategy is delivered effectively and remains true to our mission and values.

<p>Our Mission and Values</p>	<p><i>We always aim high to achieve our mission and vision, working in accordance with our values.</i></p> <ul style="list-style-type: none"> • Make sure all can trust and recognise World Book Day and what we aim to achieve. We understand that all uses of ‘World Book Day’ represent our charity and our aims.
<p>Our Impact</p>	<p><i>We are inclusive and outcome focused.</i></p> <ul style="list-style-type: none"> • Improve the inclusiveness and effectiveness of our work to reach all beneficiaries, particularly those living in disadvantage or experiencing other barriers to reading. • Support children and families to read for pleasure with high quality, evidence-based activities and resources (based on our 6 principles of reading for pleasure).
<p>Our organisation</p>	<p><i>We make good decisions and maximise the value of our resources.</i></p> <ul style="list-style-type: none"> • Improve our income across a wide range of sustainable income streams, to allow us to do more to achieve our mission and vision. • Make accountable decisions using clear processes.
<p>Our Partnerships</p>	<p><i>We embrace partnership to deliver our mission.</i></p> <ul style="list-style-type: none"> • Make a positive difference to children’s reading lives through our relationships with partners and funders, always putting the interests of our beneficiaries first. • Treat all partners equally, applying our principles clearly and fairly to all. • Communicate with all our stakeholders about our aims, how we will work, our achievements, and our impact.



WORKING IN PARTNERSHIP

Partnerships will be fundamental to the way we deliver our objective of improving life chances for children through reading. Alongside core activities delivered by World Book Day, partnerships are essential to realising our mission.

- We can make greater impact from finite resources by partnering with charities and organisations who are aligned with World Book Day's mission, taking care to nurture and protect the World Book Day brand value within any partnership.
- We can benefit from the specific expertise, remit and reach of many of our partners.

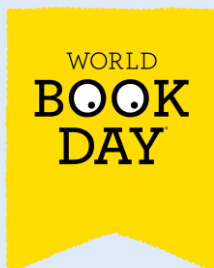
As we look to the future, we will consider the value the World Book Day brand adds.

- The World Book Day brand can bring greater impact to our partners through its reputation and wide recognition.
- In time, the World Book Day brand could be used to bring financial benefit to the wider reading ecology.

A) World Book Day's own programmes

A clearly defined 'World Book Day Programme': activities, content and resources created and delivered by World Book Day.

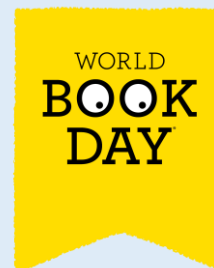
In partnership with



B) In partnership with

'In partnership with World Book Day': activities, content and resources created and delivered with partners for the World Book Day campaign. This could be through joint or partnership funding applications.

Celebrating with



C) Celebrating with

'Supporting World Book Day/Festival': activities, content and resources created by others (not for profit, booksellers, and publishers) for World Book Day. This is a 'self-service' approach using our 6 principles as the framework.