

Ruthann Hughes  
Director of Research and Impact

# Národní knihovna *Conference April 2024*

## BookTrust



# BookTrust

- History and evolution
- Approach
- Impact of our work



# Our history and evolution

# Our history and evolution

***Giving every child  
the best start in life  
through the magic  
and power of  
reading***

BookTrust -

2024



# Our approach

# From babies to teenagers, reading brings profound and wide-ranging benefits that can have a lifelong impact on children's lives

**Overcoming disadvantage caused by inequalities**

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**Being happier, healthier, with better mental wellbeing and self-esteem**

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**Helping children to develop empathy and creativity**

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**Doing better at school and making more progress across the curriculum**

## ...but in 2024 in the UK:

**95% of families know it's important to read with their child but only 42% of children have a bedtime story.**

*BookTrust Family Survey 2022*

**53% of parents and carers of primary-age children say reading is not a big part of family life.**

*BookTrust Family Survey 2021*

**Our research tells us that some parents and carers struggle to make reading part of family life with young children.**

***We need to give all children the best start on their reading journeys and the best start in life***

# BookTrust – our approach to giving children the best start in life

We are the UK's largest children's reading charity

We work in every community in England, Wales and Northern Ireland

We work with over 6000 delivery partners

We provide more than 2.4 million books to families and partners

Last year we reached **1.9 million** families, inspiring them with books, resources and support to get them started on their reading journeys.

With the generous support of:

- Arts Council England
- Welsh Government
- Northern Ireland Department of Education



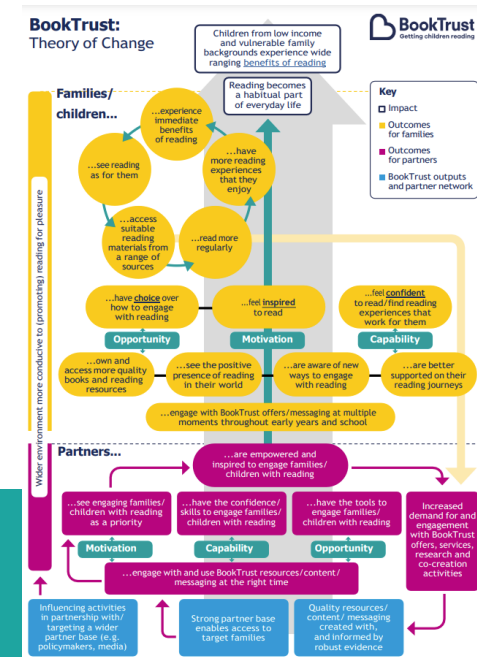
# BookTrust's Early Years Reading Journey in 2024



# Our current impact

# Measuring impact at BookTrust

- Major activity within BookTrust
- Evaluation has evolved over the last decade
- Robust, actionable evaluation is our focus
- We use mixed methods learning approaches with families and partners  
(quantitative and qualitative studies)



# Measuring impact at BookTrust

**Capability + Motivation + Opportunity  
= Reading Behaviours...**

The COM-B model for behavior change

We therefore measure:



1. **Reach** of our work and **engagement** with it - **opportunity**
2. **Parental and child enjoyment** – **motivation**
3. **Parental skills and confidence** – **capability**
4. **Families see the positive influence** of reading – **motivation**
5. **...increased reading behaviours**



# Our impact: reach to families

90% of families  
with new babies

90% of libraries

425000 children  
(32% of children in  
poverty)



# Our impact: outcomes for families



Families receiving **Bookstart Baby**...



**86%** say the books included in the pack were among **the first they owned for their child**

**72%** say it made them feel **more confident about reading with their child**

**72%** say it helped them to **find new ways to spend time with their child**

# Our impact: outcomes for families



Families receiving **Bookstart Toddler and Pre-Schooler...**



**98%** say they **enjoyed using** our new early years resources and activities with their children

**77%** learnt something new about the **benefits of reading**

**82%** of low-income families learnt **new ways to share stories as a family**

**84%** of low-income families were prompted **to read more as a family**



# Our impact: outcomes for families



“ The pack is brilliant to get children reading with parents. I enjoyed the books which I wouldn't have read to my daughter otherwise.

**Family receiving Bookstart resources**

“

I work with teenage parents who often had not had the opportunity to develop a love of books. They all receive a pack and really enjoy the experience of reading with their babies and toddlers. Thank you for providing these amazing resources. **Partner receiving Bookstart resources**

“

Initially my grandson was more interested in destroying it than listening to me read! He now loves listening & pointing at the pictures & turning the pages. He now brings me a book to read to him every night before bed!"

**Family receiving Bookstart Resources**





# Our impact: outcomes for our partners

**78%** of partners in our Early Years network say BookTrust resources are **high quality**

**88%** of partners in our Early Years network say BookTrust resources **support them** in their work



I really appreciate working with BookTrust. I'm very impressed with the quality of the resources and support offered and we would be unable to offer similar if it weren't for BookTrust.

**Bookstart Coordinator**



The BookTrust resources support parents in their understanding of why reading is good, and they're presented in an easy-to-grasp way, so more people can get on board.

**Bookstart Coordinator**

# In the words of our partners and families

- <https://www.youtube.com/watch?v=1o8lxIIWogY>

# Getting families reading together now will support future generations of readers



- Our latest research tells us that parents and carers who enjoy reading open up more opportunities for their children on their reading journeys.
- Parents and carers who enjoy reading foster mutual exchanges of positive emotions when sharing books and stories, which motivate their children to read, in the longer term, creating a generational cycle of enthusiastic readers.

**By acting now to encourage more families to read together, we are giving children the best start in life and helping to create the next generation of readers.**

**BookTrust early  
years research  
and evaluation:**



 **ruthann.hughes@booktrust.org.uk**

