

THE **PUBLISHERS**
ASSOCIATION

READING *for* PLEASURE

A cartoon illustration of a person with short grey hair lying on their back on a light blue surface. They are wearing a light pink shirt, blue trousers, and brown shoes. They are holding a red book open with both hands, looking at it. To their left is a stack of four books. The word 'READING' is written in large blue capital letters above the person, 'for' is written in a black cursive font to the left of the person, and 'PLEASURE' is written in large blue capital letters below the person.

A Guide to the Charities & Initiatives
Supporting Readers in Britain

www.readingforpleasure.com

 #readingforpleasure

Quick Reads

www.quickreads.org.uk

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Quick Reads supports the one-in-six adults in the UK who struggle with reading.

Quick Reads was founded by Dame Gail Rebeck on World Book Day 2006, as an initiative to support adult literacy. Our mission is to bring the pleasures and benefits of reading to everyone, but today, one in six adults of working age in the UK find reading difficult and may never pick up a book. For many adult emergent readers, a Quick Read title may be the first 'proper' book they have read and **Quick Reads** are read by a wide range of readers including those with low literacy skills, English for Speakers of Other Languages (ESOL) learners, reluctant readers and, increasingly, busy people who may have lost the habit of reading for pleasure.

To help them get into reading, we commission, publish and distribute short books by major authors. Since 2006, 123 **Quick Reads** titles have been published and 4.5 million copies distributed.

As well as making **Quick Reads** titles available through libraries and retail channels, our main focus is to get **Quick Reads** books and resources into the hands of those who need them the most. We undertake a year-long programme of outreach work in partnership with other organisations and charities, including the **National Institute of Adult Continuing Education (NIACE)**, **The Reading Agency**, **National Literacy Trust**, **World Book Night**, **Unionlearn**, **English PEN** and the **British Council**.

@Quick_Reads

World Book Day

www.worldbookday.com

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WORLD
BOOK
DAY

World Book Day encourages teachers, parents and carers to foster a culture of reading for pleasure in children of all ages, from toddler to teen at home and at school.

World Book Day is a nationwide celebration of authors, illustrators, books and (most importantly) reading. It's the biggest celebration of its kind, where children come together to appreciate reading. Very loudly and very happily!

Our main aim is to encourage children of all ages, from toddler to teen, to explore the pleasures of books and reading through having a book of their own. We distribute 12.5 million book tokens through schools (one for nearly every child in the country), to make this happen. Parents, carers and children are encouraged to visit their local bookshop to redeem their book token either for an exclusive £1 book or to get £1* off any book or audio book costing over £2.99**.

Whilst celebrated on the first Thursday of March each year, **World Book Day** is a year-long campaign which encourages teachers, parents and carers to foster a culture of reading for pleasure both at home and at school. It's all about getting kids closer to the books and authors they love, and letting them discover more books and authors they'll love every bit as much in the future.

Get involved at our website (www.worldbookday.com), which is updated throughout the year, and is full of fun reading ideas, activities, games and resources based on favourite books and authors, as well as reading recommendations and advice.

*€1.50/**€3.99 in Ireland

@WorldBookDayUK

 facebook.com/worldbookdayuk

World Book Night

www.worldbooknight.org

The Reading Agency,
Free Word Centre,
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World Book Night encourages volunteers to gift books in their local communities to encourage adults and teenagers who have lost the love of reading to pick up a book and read.

World Book Night is an annual celebration of reading and books celebrated on April 23 and run by The Reading Agency.

The event sees passionate volunteers give away hundreds of thousands of books in their communities, to share their love of reading with people who, for whatever reason, don't read for pleasure or own books.

World Book Night brings together a powerful collaboration of national partners – publishers, printers, distributors, libraries, booksellers, private donors, trusts and foundations – to encourage a love of reading. Hundreds of events take place nationwide, from small community gatherings to author readings in flagship libraries.

There are now two ways of taking part in **World Book Night**.

- Our Individual and Institutional Book Givers receive copies of one of the specially-produced **World Book Night** editions to give away to people who don't regularly read.
- Community Book Givers will choose a book – from their own bookshelf or from a bookshop – and give it to someone they know who doesn't regularly read.

Beanstalk

www.beanstalkcharity.org.uk

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Beanstalk volunteer reading helpers transform the lives of children struggling with reading through vital one-to-one literacy support.

Beanstalk is a national literacy charity that recruits, vets, trains and supports volunteers to work in primary schools with children who have fallen behind with their reading. Our vision is a nation of confident children who can read and grow up to lead successful lives.

Beanstalk reading helpers work with children on a one-to-one basis, giving them consistent support to improve reading levels, increase overall confidence and help them gain the vital literacy skills they need to succeed in education, training and employment.

Each **Beanstalk** reading helper works with three children and sees each child for two 30-minute sessions a week, during term-time, for a whole year. Together, they read, play and talk. With **Beanstalk's** support the child's approach to learning and enjoying reading is often transformed.

We currently work in areas of deprivation in the North of England, Midlands, Greater London and Kent, with plans to grow. By July 2014 we aim to be supporting 8,000 children across the country, but there is still much more we can do. Our aim is to reach out to almost 18,000 children a year by 2018.

Booktrust

www.booktrust.org.uk

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Booktrust expands children's chances in life by developing their love of reading through bookgifting and family activities.

Booktrust expands children's chances in life by developing their love of reading through bookgifting and family activities. Reading together builds family bonds and gives children a better start – and children and young people who read for pleasure do better at school and beyond.

We give free books to 2.5 million children and families, supported by advice and fun things to do for parents and agencies. Councils, health visitors, children's centres, libraries, schools, publishers and other charities help us make this happen.

We believe everyone should get the chance to develop a love of reading, so we gift books to every baby under 12 months and child aged 3-4 (**Bookstart**) and to all 4-5s (**Booktime**). We stimulate reading through our **Read for My School** competition and **Children's Book Week**.

We also do more for those who need more. **Letterbox Club** gives children in care extra books and opportunities, and we tailor books for those who are deaf, blind/partially-sighted or whose first language isn't English. For disadvantaged children, there's **Bookstart Corner** (18-36 months) and the **Children's Reading Fund** (4-11s).

Centre for Literacy in Primary Education (CLPE)

www.clpe.org.uk

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CLPE helps teachers to teach children's literacy effectively, through projects, workshops and professional resources.

The Centre for Literacy in Primary Education (CLPE) is an independent UK charity that promotes the effective teaching of children's literacy. Our training courses and conferences provide teachers with well-evidenced pedagogical understanding, effective literacy skills and a wide ranging knowledge of children's literature so they in turn can excite and enthuse the children they teach. Through our relationships with schools and teachers, we get good books to children enabling them to become confident and enthusiastic readers and writers. We also run high quality courses and conferences – and have an amazing children's library with over 20,000 books that can be used for events and research.

- **The Power of Reading** is a school development project, which engages teachers and children in the literacy curriculum through using high quality books and creative teaching approaches.
- **The Power of Pictures** is a three-year Arts Council-funded national programme of workshops delivered by picture book writers, illustrators and advisory teachers, direct to primary school teachers.
- **The Core Book List** is a popular publication of 1,000 carefully chosen texts for teachers to use as part of their literacy programmes. From Autumn 2014 the Core Book List will be available as an online resource.

NIACE

The National Institute of Adult Continuing Education
www.niace.org.uk

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NIACE progresses the practice, policy and promotion of adult learning.

NIACE is the national organisation of advancing adult learning in England and Wales. It is an independent charity working with members, partners and a wide range of stakeholders to progress the practice, policy and promotion of adult learning. **NIACE** achieves its work through activities including research, events, conferences, training, projects, grant distribution, publications, network support, campaigns and other promotional initiatives.

- **Adult Learners' Week** (www.alw.org.uk) is a national celebration of lifelong learning, highlighting the remarkable achievements of individuals, providers and employers who transform lives through learning, encompassing the Adult Learners' Week Awards, over 2,000 events nationwide, a parliamentary reception and a national policy conference.
- **Sharing Stories – Sharing Understanding** (www.niacedc.org.uk) is a project in Wales that aims to improve the English skills of families and improve their intercultural understanding through the use of traditional stories from different cultures.

NIACE leads the **Quick Reads** (www.quickreads.org.uk) outreach campaign.

Save the Children

www.savethechildren.org.uk

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Born to Read is a partnership with Beanstalk that provides reading helpers for children in deprived areas across the country, to give them the reading skills they need for their future.

Save the Children UK is working with **Beanstalk** to help build a nation of confident children who can read, grow and lead successful lives.

Literacy is key to a child's future. Learning to read unlocks a world of opportunity. It underpins a child's chances of achieving at school and, beyond that, of finding work. But far too many boys and girls in the UK fall badly behind in literacy in their first few years at school. Most of these children never catch up, leaving school without basic reading skills or good qualifications.

Over the next months and years **Born to Read** will provide 7,000 more reading helpers for 23,000 pupils in schools in deprived areas across the country, working in partnership with **Beanstalk** – an organisation with 40 years' experience in helping children learn to read.

The Reading Agency

www.readingagency.org.uk

Free Word Centre, 60 Farringdon Road,
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The Reading Agency helps children, young people and adults become confident and enthusiastic readers.

The Reading Agency's mission is to give everyone an equal chance in life by helping people become confident and enthusiastic readers. Because everything changes when we read. We run seven reading programmes, as well as promotions and author interactions, through our strong partnerships with libraries, publishers, charities and other institutions.

- **The Summer Reading Challenge** helps tackle children's summer holiday reading 'dip' by getting over 800,000 children aged four to eleven into libraries and reading six books.
- **Chatterbooks children's reading groups** help children widen their reading horizons and build literacy skills by talking about books.
- **Reading Activists** helps 11 to 19-year-olds build their skills and enthusiasm for reading through new forms of engagement and community volunteering.
- The **Six Book Challenge** helps less confident readers develop a new reading habit while improving their literacy skills, employability and quality of life.
- **Reading Groups for Everyone** encourages and inspires people to talk about books and set up reading groups.
- **Reading Well** promotes health and well-being through the national English Books on Prescription scheme of quality-assured self-help books and peer-recommended Mood-Boosting Books.
- **World Book Night** sees volunteers give hundreds of thousands of books away to people who don't read for pleasure or own books.



The National Literacy Trust

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National
Literacy
Trust

The National Literacy Trust is dedicated to raising literacy levels of children and parents in the most deprived communities in the UK.

The National Literacy Trust is a national charity dedicated to raising literacy levels in the UK. We work to improve reading, writing, speaking and listening skills in the UK's most deprived communities, where up to 40% of people have literacy problems. Our research and analysis make us the leading authority on literacy and drive our interventions. We campaign to make literacy a priority for politicians and families. Because low literacy is intergenerational, we focus our work on families, young people and children.

We support schools via the **National Literacy Trust network**, where education professionals share knowledge and experience in literacy teaching, and provide innovative teaching conferences and resources. We work with local authorities to build literacy hubs in the poorest communities that join up local businesses, voluntary organisations, schools and the media to raise literacy levels.

Early Words Together targets early language interventions to the families who most need them and our **Young Readers Programme** allows disadvantaged children to choose books to keep. **Premier League Reading Stars** harnesses the motivational power of football to inspire young boys to enjoy reading and **Words for Life** gives parents the tools to support their children's literacy development.

Books about Town, our exciting public art project in London in summer 2014 celebrates reading for pleasure with book-shaped benches throughout the city, walking trails and fun family events.

@Literacy_Trust



facebook.com/nationalliteracytrust

JOIN OUR CAMPAIGN

This guide provides an overview of the **huge range of inspiring work** being undertaken by a variety of **charities in the UK** to promote **reading for pleasure** amongst people of all ages, from babies right through to adults. But this is only the beginning.

Securing a **love of reading** at an early age is not only the best way to foster a **life-long relationship with books**, but also **plays a critical role in the first steps towards learning**. Reading for pleasure can **boost children's progress across maths, spelling and vocabulary**, which, in turn, intrinsically benefits our society and economy.

This work is strongly **supported by authors & illustrators, publishers, booksellers, government** and, of course, you, our readers.

It is vital that we do not lose sight of the **importance of reading** for audiences of all ages. No adult or child who struggles to find the time to read now, is beyond support in finding a way to read for pleasure, which will change their future for the better.

The combined work of the reading charities provides a **year-long calendar** of **events, activities, ideas** and **celebrations** to keep reading for pleasure **accessible** and **inspirational**.

Use your **LOVE** of reading to **INSPIRE** someone else.
Get involved with **OUR CAMPAIGNS** however you can.

Find out more at: www.readingforpleasure.com