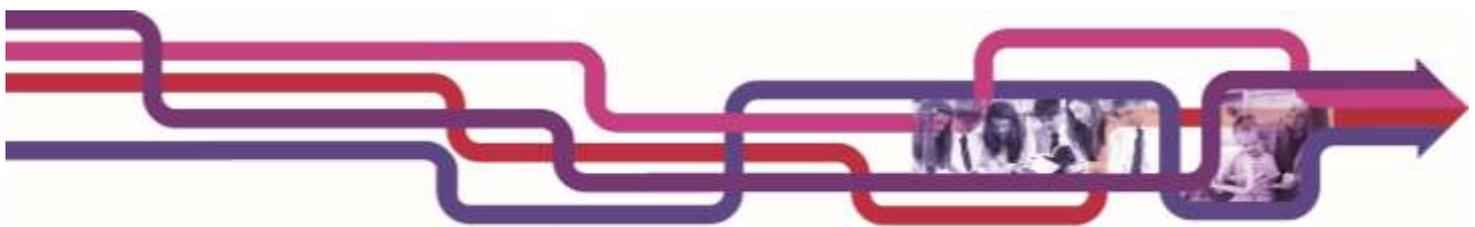


# Vision for Literacy Business Pledge 2018

Supporting documents



# Contents

	<u>Page No.</u>
1. Background information for signatories	1 - 3
2. How to fulfil the pledge	4
3. People who can help	5 - 6
4. Useful links	7 - 8
5. Case studies	9 - 12

Engage our employees in the literacy challenge

Support the drive to raise literacy levels in our local community

Contribute to the national campaign to raise literacy levels

## Background information for businesses

### What is it?

- The Vision for Literacy Business Pledge 2018 is the third year of a cross-sector initiative to encourage business support for driving up literacy levels in the UK.
- 51 businesses signed up to the Vision for Literacy Business Pledge 2017 and committed to taking practical action that will deliver tangible benefits to their own organisation, the local community, and society as a whole. Developed by the National Literacy Forum (19 literacy and child poverty charities), the Pledge provides a framework for business action in the literacy space.
- It builds on the Vision for Literacy – a policy document of the National Literacy Forum released in October 2014 with cross-party commitment to tackle the UK's literacy crisis. The Vision for Literacy recommended four areas or *Pathways to Literacy*, where sustained policy action is required. From action in the early years to encouraging links between schools and employers, the document called on all of society to play its part in raising literacy levels.
- Taking action to fulfil the pledges will also help achieve the goals of other high profile campaigns of the sector, including Read On. Get On.<sup>1</sup> and the Fair Education Alliance.<sup>2</sup>

### Key achievements of the Vision for Literacy Business Pledge

- Letter signed by signatories published in the Daily Telegraph and the Independent encouraging further businesses to get on board providing key recognition for the businesses leading activity in the literacy space
- The Vision for Literacy Business Pledge was shortlisted in the Consortium Award category at the Third Sector Business Charity Awards 2016 for an outstanding partnership between charities and businesses
- Businesses have reported an increased commitment to literacy within their organisations which has manifested itself in increased employee engagement in literacy-focused activities. Some key examples of business benefits:
  - **Improved employee morale, motivation and engagement:** 67% of businesses said that employee engagement had improved due to their literacy activities and over 50% said morale and motivation had improved
  - **Increased take up of volunteering opportunities:** KPMG saw an increase of 78% in the number of volunteers supporting literacy activities, and volunteer hours increased by 60% in 2016
  - **Increased customer engagement:** In 2016, Boots Opticians focussed on the link between children's eye health and literacy and saw a 17% increase in visits to their practices' children's clinics

### What's new for 2018?

- We will have a focus on taking action to boost literacy in the early years in 2018 and provide additional ideas and support for businesses interested in this area. For more information, contact [businesspledge@literacytrust.org.uk](mailto:businesspledge@literacytrust.org.uk). Despite 20 years of government efforts to improve social mobility in England, a recent report from the Social Mobility Commission highlighted that at the current rate of progress it will take 15 years before all children are school ready by the age of five, and it will take 40 years before the attainment gap between the rich and poor at that age is closed.<sup>ii</sup> This will complement the range of activities taking place in schools.

<sup>1</sup> Read On. Get On. is a national coalition campaign to get every child in the UK reading well by the age of 11.

<sup>2</sup> The Fair Education Alliance is a coalition of over 25 organisations from across business, education and charities working to tackle educational inequality, building a fairer education for all by 2022.

- We will continue to encourage businesses to do more in their regional offices and have created the *Literacy Vulnerability Score* in partnership with Experian to help businesses target their work to communities most in need of literacy support
- We will increase the opportunities for collaboration and sharing of best practice between signatories and across sectors. We will hold a high-level summit in 2018 to bring business leaders together with other key stakeholders.

## Why is literacy important to business?

- Read On. Get On. estimated that if every child left primary school with the reading skills they need, our economy could be more than £32.1 billion bigger by 2025 . Based on the 2013 National Statistics data this would equate to over £500 pounds per household in 2014, nearly £900 in 2020 and over £1,200 per household by 2025. Many employers also face direct costs to their business.
- Businesses are also concerned about young people's basic skills, with nearly a third of employers saying that are not satisfied with young people's literacy and use of English. As the UK prepares to leave the European Union, these skills will become more important as we forge new economic alliances in a competitive global market.
- Poor literacy compromises employability, health, confidence and happiness and creates barriers to social mobility. Parents and families play an essential role in supporting children's literacy and language development, but in the UK's most deprived wards up to 35% of the adult population lack the literacy skills expected of an 11-year-old. These adults lack the confidence and skills to help their children with reading and writing and struggle to help them gain the skills they need for future success.

## Why should I sign up?

You will be positioned at the forefront of businesses committed to literacy and social mobility. Many businesses are already doing great work in this space. Now is the chance for you to be recognised and to lead the national literacy campaign in the corporate space.

## Benefits include:

- Alignment with other corporate signatories to demonstrate partnership working and maximise impact
- The inclusion of your logo on the Vision for Literacy Business Pledge document that will be disseminated to key policy contacts and hosted on the National Literacy Trust website and voluntary sector partners' websites
- Brand alignment with leading voluntary sector organisations increasing your CSR profile
- Mentions in communications showcasing your work to fulfil the pledge
- Opportunity for sharing best practice at an annual event
- Access to high quality support materials with tips and advice on how to fulfil the pledge
- A dedicated contact person at the National Literacy Trust who can answer your queries

## What am I committing to do?

We are asking businesses to take at least one action (commensurate with size) in each of the following areas:

- Engaging employees in the literacy challenge
- Supporting the drive to raise literacy levels in your local community
- Contributing to the national campaign to raise literacy levels

Your current activity could already fulfil some of the pledges, but we will provide you with supporting documents to help you identify an appropriate action for your business. These are intended to inspire, rather than be prescriptive, so please do feel free to innovate and remember that even small steps can have a big impact. If you would like some help deciding what action to take, get in touch with the contact person at the National Literacy Trust.

### What support will there be?

- The supporting documents have a range of examples of action you could take in each area.
- You will also have a dedicated contact at the National Literacy Trust who will be on hand to help.

### How will the action businesses take be captured?

- To make it as easy as possible to capture impact, there will be a short online survey every 4 months. This will only take about 10 minutes to complete and provide content for PR and event planning.

### What's the time frame for activity?

- You are signing up for 1 year, with activity running from January-December 2018.

For further information please email [businesspledge@literacytrust.org.uk](mailto:businesspledge@literacytrust.org.uk) or call Harriet McCann on 020 7820 6253.

**Business can play a vital part in helping raise literacy levels, increasing our economic competitiveness and leading to a fairer society. Join the national literacy campaign today!**

## How to fulfil the pledge?

Below are some examples of how your business could fulfil the *Vision for Literacy Business Pledge*. The examples are intended to inspire, rather than be prescriptive. Your current activity might well already fulfil some of the pledges. If you would like to join the national literacy campaign to help drive up literacy levels but are not currently taking any action in this area, we can help you identify small steps that could have a big impact. Please contact [businesspledge@literacytrust.org.uk](mailto:businesspledge@literacytrust.org.uk) for more information.

PLEDGE	WHAT TYPE OF THINGS CAN YOU DO?
<b>Engage our employees in the literacy challenge</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create a communal book space for staff to read and share books</li> <li><input type="checkbox"/> Start a book club to share your favourite books and promote reading for enjoyment</li> <li><input type="checkbox"/> Share tips and resources for parents to help develop their child's literacy and communication skills on your intranet and/or staff notice boards. Consider focusing this particularly on the early years. See <b>Useful links</b>.</li> <li><input type="checkbox"/> Develop the literacy skills of your employees. For further information contact, see <b>Useful links</b>.</li> <li><input type="checkbox"/> Do you have any employees who have recently returned from maternity/paternity leave, become grandparents or recently retired? They are likely to have a particular interest in and awareness of local literacy provision, so you could ask them to map it to help you identify the most effective action.</li> <li><input type="checkbox"/> Innovate – consult with your employees to identify the best action to take.</li> </ul>
<b>Support the drive to raise literacy levels in our local community</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Get staff volunteering in literacy-focussed activities in schools, libraries and community setting, e.g. reading helpers etc. See <b>People who can help</b> for some volunteering opportunities available.</li> <li><input type="checkbox"/> Run or host literacy events in your office/shop.</li> <li><input type="checkbox"/> Inspire disadvantaged young people in your area by providing targeted work experience opportunities from school visits to work-placed experiences to highlight the importance of literacy and communication skills.</li> <li><input type="checkbox"/> Gift free books to children and families who might not be able to afford their own.</li> <li><input type="checkbox"/> Embed literacy development opportunities and reading for pleasure within your current community outreach activities.</li> <li><input type="checkbox"/> Embed early literacy resources in product design to support improved literacy outcomes through nudge activity.</li> <li><input type="checkbox"/> Promote fundraising opportunities for staff to raise money for literacy charities. See <b>People who can help</b>.</li> <li><input type="checkbox"/> Innovate – consult with your employees to identify the best action to take.</li> </ul>
<b>Contribute to the national campaign to raise literacy levels</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Raise awareness of the great work you are doing in this area by providing case studies on your activity to contribute to the evidence and messaging around the importance of language, literacy and reading for pleasure. See the <b>Feedback Form</b> or send us your stories any time by emailing <a href="mailto:businesspledge@literacytrust.org.uk">businesspledge@literacytrust.org.uk</a>.</li> <li><input type="checkbox"/> Share the latest research and messaging through your communication channels to a range of audiences, including the public, clients, and policy makers. Let us know who to send this information to by emailing <a href="mailto:businesspledge@literacytrust.org.uk">businesspledge@literacytrust.org.uk</a>.</li> <li><input type="checkbox"/> Build the research base by commissioning new research on language and literacy development. See <b>People who can help</b>.</li> <li><input type="checkbox"/> Spread the word about the literacy challenge and our work to tackle it to your policy contacts. For key messages, email <a href="mailto:businesspledge@literacytrust.org.uk">businesspledge@literacytrust.org.uk</a>.</li> <li><input type="checkbox"/> Use all appropriate networks (e.g. clients, suppliers, charity partners) to raise awareness of and build support to tackle the literacy challenge.</li> <li><input type="checkbox"/> Join meetings with key policymakers to provide thought leadership and support policy development with a focus on early years literacy.</li> </ul>

## People who can help

In this section you will find information about who might be able to help you with ideas to fulfil the pledge.

Organisation	Skills-based volunteering	Fundraising, including workplace giving and challenge events	Support for parents	Resources to support programming	Creation of bespoke programmes	New research and policy	Contacts
National Literacy Trust	✓	✓	✓	✓	✓	✓	Lisa Rootes, Head of Partnerships <a href="mailto:lisa.rootes@literacytrust.org.uk">lisa.rootes@literacytrust.org.uk</a> 020 7840 9550
Business in the Community (BITC)	✓			✓		✓	Katy Neep, Head of Campaigning Education <a href="mailto:Katy.neep@bitc.org.uk">Katy.neep@bitc.org.uk</a> 020 75668688
Book Trust		✓	✓	✓	✓	✓	Gemma Malley, Director of Communications <a href="mailto:Gemma.Malley@booktrust.org.uk">Gemma.Malley@booktrust.org.uk</a>
Beanstalk	✓	✓	✓		✓		Steve Hawe, Director of Marketing and Communications, 020 7749 7975 <a href="mailto:steve.hawe@beanstalkcharity.org.uk">steve.hawe@beanstalkcharity.org.uk</a>
The Communication Trust			✓	✓			Emma Hickley, Head of Operations 0207 843 2557 <a href="mailto:ehickley@thecommunicationtrust.org.uk">ehickley@thecommunicationtrust.org.uk</a>
ICAN	✓		✓	✓			Mary Hartshorne, Director of Outcomes and Information. Monday and Friday: 01636 892101, Tuesday-Thursday: 020 7843 2529 <a href="mailto:mhartshorne@ican.org.uk">mhartshorne@ican.org.uk</a>
The Reader	✓	✓	✓		✓		Ailsa Horne, Specialist Development Manager <a href="mailto:ailsahorne@thereader.org.uk">ailsahorne@thereader.org.uk</a> 0151 729 2200

<b>The Reading Agency</b>	✓	✓		✓		✓	Matthew Pilkington, Director of Development and Communications, 0207 324 2549 <a href="mailto:Matthew.pilkington@readingagency.org.uk">Matthew.pilkington@readingagency.org.uk</a>
<b>Education Endowment Foundation</b>	✓	✓	✓	✓	✓	✓	Thomas Martell, Grants Manager <a href="mailto:Thomas.martell@eefoundation.org.uk">Thomas.martell@eefoundation.org.uk</a> 0207 802 1676
<b>Dolly Parton's Imagination Library</b>				✓			Helen Hastle, UK Regional Director The Dollywood Foundation UK 07539 872794 <a href="mailto:hastle@imaginationlibrary.co.uk">hastle@imaginationlibrary.co.uk</a>
<b>Springboard for Children</b>	✓	✓	✓	✓	✓		Mike King, Head of Funding Development 020 7740 1008 <a href="mailto:mikeking@springboard.org.uk">mikeking@springboard.org.uk</a>

## Useful links

### Early years language and literacy

#### [Words for Life](#)

Provides information on development milestone and tips and resources to help develop language and communication skills from 0-11 years.

#### [Talk to Your Baby](#)

Provides lots of interesting and useful ideas to share with parents to help them interact with their young children.

#### [What to expect, when? A parents' guide](#)

Booklet for parents/carers to find out more about how your child is learning and developing during their first five years, in relation to the EYFS. Developed by DfE and 4Children.

#### [Talking Point](#)

Information for parents and practitioners on how to support their children's speech, language and communication needs.

#### [Literacy Apps](#)

A handy guide for parents with tips to on how to get the most of apps that help young children learn language and communication skills.

#### [Universally Speaking](#)

Provides information to support parents and practitioners to understand typical speech, language and communication development.

#### [Ready for Reading and Writing Pack](#)

Do you know what phonics is? Do you know your grapheme from your phoneme? If you want to find out what your child is learning then this pack is for you.

#### [Parents Top Ten Tips](#)

Ten practical top tips on getting your children into reading, introduced by BAFTA award-winning children's author and illustrator Nicholas Allan. This booklet is an essential starting point for every busy mum or dad.

### Free activities and games for children

#### [I CAN's 'Ready Steady Talk' activity book](#)

Free, fun downloadable games and activities from I CAN's Ready Steady Talk book for **2-3 year-olds** to support their communication.

#### [The Communication Cookbook from I CAN](#)

Online listening activities and games, and downloadable resources from I CAN's communication cookbook for children aged **4-6 years old**.

#### [Listen up – it's not just talking](#)

A downloadable resource pack of activities and games to encourage listening, understanding, interaction and play.

#### [Words for Life activity sheets](#)

Spending time playing, drawing and talking with your child is a great way of helping them learn. Download activity sheets for children from 0-11:

#### [I Spy a Picture Book from Words for Life](#)

Free activity booklet for families, containing fun, simple activities and ideas to help your child develop speaking, listening, reading and writing skills ready for school.

#### [CBeebies Magazine Big Reading Adventure Activities](#)

Stories and activities from popular shows will boost your child's literacy skills.

### [Storytelling games, activities and ideas from Book Start](#)

A collection of activities to support storytelling sessions including listening and attention games and pictures to help your child tell their very own story.

### [Bookstart Bear Club](#)

The Bookstart Bear Club is a fun and engaging, free online membership club for all babies, toddlers and preschoolers and their families.

### [Summer Reading Challenge](#)

Sign up at your local library for free during the summer. Children can log books they've read, find new books, take part in competitions and play games.

### [Communication Leaders](#)

A peer mentoring approach to supporting language, communication and confidence for primary and secondary school pupils

### **Book recommendations**

Stuck for what to read next with your children? Check out a few great selections and suggestions:

#### [Book Trust best book guide](#)

The best books from the past two years grouped into different age categories:

#### [Book Trust's books for bedtime](#)

With bold illustrations and lots of opportunities for children to join in, these books are perfect for bedtime reading with your child.

#### [Book Trust best book finders](#)

Tools that you let you find your perfect book for you and your child by selecting age and category

#### [Book Sorter from the Summer Reading Challenge](#)

A fun tool for kids to find the perfect book for them, recommended by other children. Available all year round.

#### [Words for Life baby to 3 books](#) and [3-5 books](#)

Top recommendations from Words for Life for children aged 0 – 3 and 3 – 5

### **Adult literacy**

#### [The Reading Agency](#)

Provides a number of free resources to help improve adult reading skills.

#### [Learn Direct](#)

Provides online courses and a network of learning centres.

## Case studies

These case studies are examples of activity undertaken by signatories of the Vision for Literacy Business Pledge 2017.

### Engage our employees in the literacy challenge

#### Facebook – Employees helping to develop young people’s literacy and employability skills



As part of Facebook’s commitment to helping improve literacy levels, the firm has partnered with the National Literacy Trust on the Words for Work programme.

Words for Work gives young people the opportunity to develop the literacy skills they need to enter the world of work. Through the programme, volunteers from the local business community work with secondary school students to share their knowledge and experience of the workplace with pupils.

In January, volunteers from Facebook travelled to Haverstock School in Camden, London, to lead a two-hour Words for Work session for Year 8 students. The session focused on the importance of good communication skills in helping secure a job, with Facebook staff members sharing interview tips and techniques with the students.

Suggestions for good interview practice from the volunteers included what kind of language to use, how to ask an effective question and what kind of body language and tone of voice is best for an interview scenario. The students then got the chance to put the volunteers in the hot seat, quizzing them about different aspects of their job. The session at Haverstock School was the first of a full Words for Work programme in partnership with Facebook, with further sessions taking place throughout the academic year.

Alongside this, the National Literacy Trust are now also working with Facebook to develop a bespoke model of the Words for Work programme, which focuses on the specific skills and knowledge needed when applying for a job and working at a digital media company such as Facebook.

#### Hachette – Boosting literacy through fundraising and funding training places



On 7 May 2017, a team of 29 brave Hachette employees, suppliers, friends and family took on the ambitious task of cycling 200 miles from Carmelite House, the publisher’s London office, to the Hachette Livre office in Vanves, Paris, all in aid of the National Literacy Trust.

Hachette chose to support a literacy charity because they want more children to unlock their potential and find their passion for reading. All donations from this event will help disadvantaged children gain the literacy skills they need to succeed in life.



The total raised for the National Literacy Trust by the Hachette Connect Cycle Ride is now over £12,000.

Enid Blyton Entertainment, part of the Hachette Children's Group, also offered five funded places for the National Literacy Trust's Reading for Pleasure in Key Stage 2 training. The bursary marks the 75th anniversary of The Famous Five, Enid Blyton's best-loved adventure series. New editions of the Famous Five books have been published this May, with contemporary cover illustrations by Laura Ellen Anderson. Winning entrants will be invited to attend training, designed to introduce teachers in Key Stage 2 to a range of strategies to improve reading for enjoyment in the classroom. Ten runners-up will receive a year's membership of the National Literacy Trust.

### Phoenix Group – Reading with local school children



Phoenix Group partnered with Ark Kings Academy in Kings Norton in 2016, and through this partnership is offering a range of support to literacy programmes within the school, including financial assistance, donation of staff time and loan of resources onsite.

Phoenix offers staff two days per annum for volunteering in their local community. A group of staff have signed up to be 'reading partners', offering 30 minutes of their time per week to Ark Kings Academy, encouraging a love of reading and assisting pupils with the curriculum.

Staff have recently donated good quality second-hand reads to support the existing resources in the school's library, and following a move to a new school building, the school library will shortly be renamed 'The Phoenix Group Library'.

### Support the drive to raise literacy levels in our local community

### Sainsbury's – Promoting reading for enjoyment in stores



Sainsbury's hosted a series of 'Make Believe' reading corners to mark the 20<sup>th</sup> anniversary of World Book Day in March 2017. Make Believe is one of Sainsbury's biggest annual campaigns which aims to get children excited about reading and runs alongside World Book Day – the national celebration of authors, illustrators, books and reading.

During the week of World Book Day, Sainsbury's hosted reading corners in 25 of their largest supermarkets, and colleagues invited local schools to take part in the events. They also enlisted a range of authors, illustrators and publishers to help make the activities fun and inspiring for all of the children involved.

It's not the first time Sainsbury's has held reading corners, but 2017 was bigger and better than ever. They teamed up with children's authors Tom Percival, Rosie Greening and Joe Berger who each hosted a session in their local stores. There were also special appearances from some famous characters such as Peppa Pig and Bing.

Peter Selby, Music and Books Manager at Sainsbury's, said:

"World Book Day is such a fun event and we really want to inspire more children to start reading through our work with the National Literacy Trust. It was great to be involved in the Make Believe events once again. This year we had a wide variety of books on sale and an excellent range of children's costumes which really helped to bring the characters to life."

One of the highlights was a session led by children's author, Tom Percival, at Sainsbury's Chippenham. Tom read extracts from his book, *The Spell Thief*, to children from a local primary school. The children took part in a range of activities on the day where they got to draw and colour their own character, sparking their imaginations.



Speaking about the event, Tom Percival said:

"I've always been passionate about promoting literacy and a love of reading in schools. So when Sainsbury's mentioned their 'Make Believe' campaign, I said a resounding 'yes' before they'd even finished asking if I wanted to be involved. I suppose that could have been a bit rash as they might have been asking me to help re-arrange their frozen food section and I'd have been awful at that! Luckily though, they wanted me to come in to the store and do a reading and some creative activities with a class of children so that all worked out well."

### The Football Association – Developing literacy through football



The Football Association have worked in partnership with the National Literacy Trust for a number of years to create inspiring joint opportunities for children, young people, families and communities to build on their passion for football and literacy.

#### FA Writing Challenges – The SSE Women's FA Cup

Recently the FA teamed up with the National Literacy Trust on an exciting project to create a series of writing challenges based around The SSE Women's FA Cup. The free FA Writing Challenges used the power of football to encourage pupils to write for enjoyment and improve engagement and participation with literacy and girls' and women's football. Aimed at both boys and girls, pupils were challenged to write inspirational speeches, poems and newspaper articles. Each challenge was introduced by an inspirational video from top international female players in The FA Women's Super League.

The three challenges were accompanied by a resource for teachers which provided supporting activities, tips on how to engage their pupils and highlight how the challenges can be used to deliver statutory requirements of the National Curriculum. The competition was a success with over 100 schools entering and 200 children attending the SSE Women's FA Cup Final to celebrate the project.



#### Active Literacy – through storytelling

Another new project the FA and the National Literacy Trust developed is 'Active Literacy – through storytelling', a programme to support five to eight-year-old girls. Research indicates that it's vital for girls who are just discovering the world of sport to feel more confident and competent first, in order to participate fully in physical activity. This research also indicates that developing fundamental movement skills is crucial before considering introducing a football. The joint programme works to engage girls in meaningful physical activity that captures their imagination through fun engaging activities delivered through stories.

## Contribute to the national campaign to raise literacy levels

### McDonald's - Reaching millions of families through the McDonald's Happy Readers Partnership



The National Literacy Trust has worked in partnership with McDonald's since 2013 as part of McDonald's Happy Readers campaign, which strives to increase book ownership and make reading fun for kids.

Over 55 million books have been distributed through promotions with popular authors such as Roald Dahl and Jeff Kinney. McDonald's swaps out toys in the Happy Meal for books and includes a book offer on the Happy Meal box!

Jo Conlon, Family Senior Brand Manager, McDonald's said:

At McDonald's we're committed to getting books into the hands of children across the UK and the National Literacy Trust has played a key role in helping us do this over the past 4 years. Their support and expertise has been invaluable and we look forward to continuing to work with them to help instil a love of reading in even more kids.

### Egmont UK – Researching emotions around reading with your child

EGMONT

As part of the publisher's commitment to increasing literacy levels, Egmont carried out a research study, Print Matters More, which was run in collaboration with Foyles Bookshops. The aim of the study was to find out if the emotions that reading with a child inspires can influence behaviour change and encourage more reading and book buying. Egmont worked with 15 families with children aged 7-9 years old from July 2016 until January 2017. All families were reluctant readers in some way – for example, some families included parents who were time poor and rarely got involved with their children's reading, or children who were struggling to read or were disengaged with it.

PRINT  
MATTERS  
MORE...

The project was run in two parts. For part one, families were given a £10 voucher each week for six weeks for their child to spend on a new book from their local Foyles bookstore. All of the parents taking part agreed to read with their child for 20 minutes each day. At the end of the holiday, each family received £100 as a thank you for taking part. This approach created a shared reading routine for the families and a regular bookshop experience.

Part two of the project was held after the school holiday ended. The families were left to do as they wished without prompting or incentivising them. The aim was to see if the experience of reading and buying regularly over the summer would be enough to change their behaviour. Would the reading and buying habit carry on? Also, would the families notice any impact on academic progress once their children were back at school?

The summer holiday six-week intervention showed real impact. The children loved being physically close with their parents and having their focused attention during the reading sessions. Real behaviour change was also noticed, including children switching to chapter books, reading independently, reading of their own volition and reading more. For more details on impact of the Print Matters More study, visit [Egmont's website](#).

<sup>i</sup> From the April 2017 survey of businesses.

<sup>ii</sup> Social Mobility Commission (2017) *Time For Change: An Assessment of Government Policies on Social Mobility 1997-2017*. London: Social Mobility Commission.