

# The power of reading for pleasure

Boosting children's life chances





## About us

**British Land** is a leading UK property company. We create and manage places that reflect the changing needs of the people who work, visit or live in and around them – Places People Prefer.

**The National Literacy Trust** is dedicated to transforming lives through literacy. It is an independent charity working with schools and communities to give disadvantaged children the literacy skills to succeed in life.

**WPI Strategy** is one of the UK's leading political communications consultancies. It engaged a former Treasury economist to model the potential economic benefits of reading for pleasure.



## About this report

In this report, British Land is pleased to share the findings of research we commissioned to mark our 10-year partnership with the National Literacy Trust:

- Analysis by WPI Strategy shows – for the first time – the economic benefits of reading for pleasure.
- An assessment by the National Literacy Trust evaluates the impact of our 10-year partnership across the UK.

We want this report to provide a useful addition to wider research about literacy. More importantly, in a post-Covid world, we hope that it inspires new partnerships, discussions and initiatives to help unlock the tremendous potential of reading for pleasure to improve children's life chances.

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# Introduction



British Land and the National Literacy Trust's Young Readers Programme partnership has been inspiring children to read for pleasure since 2011. Is the largest and longest collaboration between a business and charity to improve literacy in the UK.



## British Land

Our places thrive when the communities that we're a part of also prosper. So, we focus on understanding issues and opportunities in the communities around our places, and concentrating our efforts collaboratively to make the biggest impact.

Supporting education is not just the right thing to do, it also makes business sense. It helps people discover their potential and develop key skills, securing the best possible workforce for the future. Through our 10-year partnership with the National Literacy Trust, we've seen the impact of literacy and reading for pleasure on people's lives; now, this research quantifies its economic value. In the wake of the pandemic, education must be at the heart of the UK's social and economic recovery.

Our partnership with the National Literacy Trust provides a potential blueprint for how communities, charities and businesses can work together for mutual benefit. As a long-term investor and placemaker, we're uniquely positioned to bring people and organisations together around common goals, pooling resources, ideas and talent for maximum impact.

As the UK recovers from Covid-19, literacy is vital in ensuring future generations prosper. This report shows how unlocking the potential of reading for pleasure could support 1.1 million children to get better GCSEs and boost GDP by up to £4.6 billion per year within a generation. We look forward to continuing our partnership with the National Literacy Trust, bringing the benefits of reading to many more young people, and we hope this research provides a catalyst for greater cross-sector collaboration. Together, we can achieve so much more.

**Simon Carter**  
CEO of British Land

[See our Call to action on page 23](#)



## National Literacy Trust

Reading for pleasure changes lives. A wealth of research demonstrates its impact on attainment and social mobility, and now this study from British Land shows the economic value of reading for pleasure. Unfortunately, many barriers prevent children from developing this motivation to read.

British Land has long championed children's literacy and we are hugely grateful for their support. Over the past decade, our partnership has inspired over 55,000 children from disadvantaged communities to develop a life-changing love of reading, distributing over 145,000 books; for many of these children, the first they own.

Commitment to communities sits at the heart of British Land's strategy and the National Literacy Trust's place-based working. This has enabled us to address the unique literacy challenges of each community, with bespoke activities that reflect their identities and powerfully engage young readers.

British Land's commitment to literacy took on even greater significance during the pandemic. Covid-19 disproportionately affected children and young people from lower-income backgrounds. Many families lacked materials to learn from home. Together, British Land and the National Literacy Trust distributed over 13,000 books and educational resource packs, enabling thousands of children to keep reading.

The education system is under immense strain post-pandemic and the resources of the business sector are essential. Our partnership shows how the charitable, public and private sectors can work together to help create the well-rounded employees of the future. As the longest collaboration between a business and a charity to improve literacy in the UK, we look forward to continuing our work with British Land and we hope many other businesses will follow. There has never been a more important time to support children's reading.

**Jonathan Douglas CBE**  
CEO of the National Literacy Trust

# At a glance



Economic analysis by WPI Strategy shows how reading for pleasure can result in more children getting five good GCSEs, in turn boosting their lifetime earnings and raising the UK's GDP.



Children enjoying stories through British Land and the National Literacy Trust's Young Readers Programme partnership – inspiring children to read for pleasure.



## 1.1 million more children with five good GCSEs

If all children in the UK read for pleasure almost daily, the number getting five good GCSE grades could increase by 1.1 million over a generation (30 years).



## £57,500 higher income

Gaining five good GCSE grades would boost the average lifetime earnings of those individuals by £57,500.



## Up to £4.6 billion boost to GDP

The economic impact of those increased incomes would raise the UK's GDP by as much as £4.6 billion per year within a generation.

For more on WPI Strategy's analysis, see pages 10-11

Average estimated annual regional GDP boost after 30 years, as a result of universal reading for pleasure<sup>1</sup>



1. Numbers do not sum perfectly due to rounding.

# At a glance



National Literacy Trust's 10 year partnership with British Land is testament to the impact collaboration between charities, businesses and communities can have in improving literacy. Over the last 10 years, British Land has invested over £2.5 million in the Young Readers Programme has enabled the two organisations to work with over 55,000 children, 599 schools and 33 British Land sites to distribute more than 167,000 books and inspire a love of reading.

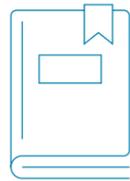


Giving children the chance to choose new books to keep for themselves through the Young Readers Programme – putting children in charge of their reading and opening opportunities for their future.



## 55,000+ children

British Land and the National Literacy Trust's 10-year partnership has helped 55,722 children across the UK to read for pleasure and improve their literacy skills since 2011, working collaboratively with local schools, community groups and businesses based at British Land's places. 86 of British Land's tenants and community partners were involved in 2019 alone.



## 167,000+ books

Together, we have gifted over 167,000 books, with each child choosing three new books to keep. We have also run over 1,600 literacy-led events in schools and at 33 British Land places, and trained 725 teachers across 599 schools, sustaining a focus on reading for pleasure for years to come.



## 4,000+ families

Always focused where need is greatest, during the pandemic our partnership quickly pivoted to provide books and educational materials to children most in need of support, benefiting more than 4,000 families.

For the National Literacy Trust's impact assessment of its 10-year partnership with British Land, see pages 12-21

## Total number of children engaged regionally through the National Literacy Trust and British Land's 10-year Young Readers Programme partnership



## WPI Strategy

### Analysis of the economic benefits of reading for pleasure



Every child taking part in British Land and the National Literacy Trust's Young Readers Programme partnership is guided in how to choose books that interest them, before selecting three new books throughout the year to take home for free – inspiring a love for reading.

We modelled the potential economic benefits of reading for pleasure, to calculate what the impact would be if all children in the UK read for pleasure every day or almost every day.<sup>1</sup>

This analysis took into account the effect of universal reading for pleasure on attainment (measured in terms of improvement in overall GCSE performance) and the benefits to individuals and the economy of such an improvement in GCSE performance. It found that:

- If all children in the UK read for pleasure almost daily, the number getting five good GCSE grades could increase by **1.1 million** over a generation (30 years).
- This would boost the average lifetime earnings of those individuals by an estimated **£57,500**.
- Over a generation, it could raise the UK's GDP by as much as **£4.6 billion** per year.

A Department for Education study, using international evidence, looked at the impact on achievement at Key Stage 2 (school years 3-6, or ages 7-11) of all pupils in England reading for enjoyment every day or almost every day.<sup>2</sup> It found that this would lead to an average eight percentage point rise in the number of pupils working comfortably at the expected level for those towards the end of Key Stage 2. We applied the improvement this study found at Key Stage 2 to predicted performance at GCSE level. This analysis found that more than 37,000 additional pupils per year in the UK would gain at least five good GCSEs (i.e. at grades 4-9) or their equivalent, including in English and Maths, if all pupils read for pleasure every day or almost every day.

**Over a generation (30 years), this gives an increase of over 1.1 million in the number of young people getting five good GCSEs or their equivalent.**

Good GCSE results are linked to higher productivity and earnings for individuals throughout their lifetime, compared to those without such qualifications. A Department for Education research report looked at the benefits to the individual linked to having at least five good GCSEs, including in English and Maths.<sup>3</sup> It found (adjusted for inflation) **an average annual earnings boost per person of £2,415 per year, and a lifetime earnings boost of £57,525 (discounted).**<sup>4</sup>

The additional productivity, employment and earnings resulting from the improvement in GCSE performance would have wider benefits to the economy as well. We applied the annual productivity gain to the additional young people gaining five good GCSEs over time to calculate the aggregate economic impact in terms of GDP. **After a generation (30 years), the impact of these additional individuals getting five good GCSEs could raise the UK's GDP by an estimated average of £4 billion per year (with a range between £3.5 billion and £4.6 billion).**

For WPI Strategy's full methodology statement, visit [www.britishland.com/sustainabilityreport](http://www.britishland.com/sustainabilityreport)

1. The analysis was carried out by former Treasury economist Chris Walker on behalf of WPI Strategy.

2. Department for Education (2015). [Reading: the next steps – Supporting higher standards in schools](#).

3. Department for Education (2014). [The economic value of key intermediate qualifications: estimating the returns and lifetime productivity gains to GCSEs, A levels and apprenticeships](#).

4. Discounting is a method used by economists to value future consumption (and income) in today's terms, which is necessary when benefits extend into the future. It reflects "positive time preference" and future growth. Positive time preference means we prefer to consume things today rather than next week or next year.

# National Literacy Trust

## Impact assessment of our 10-year partnership with British Land



Children enjoy books, storytellers and authors at special Young Readers Programme events – inspiring the next generation of readers, writers and creative talent.

**Our collaboration with British Land is the largest and longest partnership between a business and charity to improve literacy in the UK. Over the past 10 years, British Land has invested over £2.5 million in the Young Readers Programme, and the impacts outlined here show how cross-sector partnerships can transform educational outcomes.**

The National Literacy Trust and British Land's award-winning Young Readers Programme partnership encourages children to read for pleasure and develop their literacy skills. Every child taking part is guided in how to choose books that interest them, before selecting three new books throughout the year to take home for free. For some participants, these are the first books they have ever owned.

British Land and the businesses based at its places host fun, literacy-themed events, giving children the chance to listen to wonderful storytellers and enjoy activities in retail stores, offices and restaurants – taking reading out of the classroom and linking it to leisure time. There are also reading events in schools and all participating teachers receive training and resources to inspire future pupils.

### Our approach

To foster an enjoyment of reading, which is one of the most effective ways to help children reach their full potential, our partnership includes:

- **Literacy-led events:** Hosting fun events linked to reading in school and at British Land places, taking reading out of the classroom and connecting it to leisure.
- **Book choice:** Giving each child opportunities to choose three free new books to take home, and the skills to pick ones they'll really enjoy.
- **Teacher training:** Providing resources and training to help teachers support and motivate pupils, particularly reluctant readers, to read for enjoyment now and for years to come.

### Our objectives

Through our partnership, we aim to:

- **Focus support where need is greatest, to equalise opportunity and inspire children to read more often and enjoy it more.** Our research shows that fewer children who receive free school meals, a proxy of socio-economic background, say they enjoy reading or read daily in their free time compared with their more advantaged peers.<sup>1</sup>
- **Get books into the poorest homes, so no child grows up without a book of their own.** This is crucial as our research has shown that one in 11 children and young people who receive free school meals say that they do not own a book.<sup>2</sup>
- **Help teachers reach their most reluctant readers, who most need support, and embed a sustained culture of reading for pleasure.** Research shows that motivating and supporting children to read for pleasure and read more often can improve reading attainment.<sup>3</sup>

1. Clark, C. (2019). Children and young people's reading in 2017/18: Findings from our Annual Literacy Survey. Available at [cdn.literacytrust.org.uk/media/documents/Reading\\_trends\\_in\\_2017-18.pdf](https://cdn.literacytrust.org.uk/media/documents/Reading_trends_in_2017-18.pdf).

2. National Literacy Trust (2019). Gift of reading: children's book ownership in 2019. Available at [literacytrust.org.uk/research-services/research-reports/gift-reading-childrens-book-ownership-2019](https://literacytrust.org.uk/research-services/research-reports/gift-reading-childrens-book-ownership-2019).

3. Clark, C. (2019). Children and young people's reading in 2017/18: Findings from our Annual Literacy Survey. Available at [cdn.literacytrust.org.uk/media/documents/Reading\\_trends\\_in\\_2017-18.pdf](https://cdn.literacytrust.org.uk/media/documents/Reading_trends_in_2017-18.pdf).

# Focusing where need is greatest

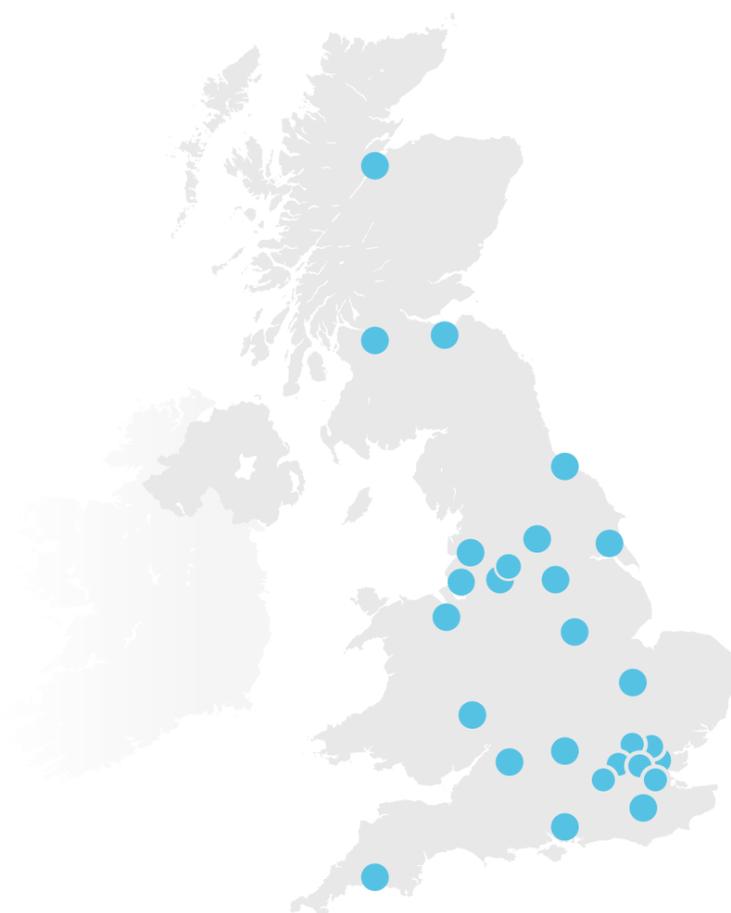
Together, we focus on schools in communities around British Land places who need support most, where there is higher socio-economic inequality and literacy levels are low.

The areas supported through our partnership have some of the most serious literacy issues in the UK, based on analysis using the Experian literacy vulnerability score.<sup>1</sup>

We deliver the programme in schools where a higher than average proportion of children receive free school meals, which is the best proxy for low socio-economic status. To avoid stigma attaching to any child participating in the programme, we aim to reach whole year groups, rather than focusing only on those who receive free school meals or are weaker readers. This approach also empowers teachers to embed reading for pleasure practices across the whole school, which can benefit every single child.

With schools and communities doing incredible work to transform the lives of disadvantaged children, our Young Readers Programme is playing an important role in encouraging reading for pleasure and giving children the literacy skills to succeed in life, working with local partners.

## Locations benefiting from our Young Readers Programme partnership in 2020/21



Almost  
**100%**  
of schools involved since 2011 have worse than average literacy vulnerability.

**43%**  
of schools involved are in wards with some of the most serious literacy problems in the country (falling in the top 30% of need).

**17%**  
of schools involved are in wards with the highest levels of literacy vulnerability (falling in the top 10% of need).

<sup>1</sup>In partnership with Experian, the National Literacy Trust has developed a measure of literacy vulnerability for every electoral ward and parliamentary constituency in England. The literacy vulnerability score indicates how at risk any given community is to literacy problems, based on the prevalence of socio-economic factors most closely associated with low literacy in that area. These factors include income, education, employment and housing.

## 10-year timeline

**2011**  
Partnership launched across 11 schools, reaching 998 children.



**2013**  
British Land trebled support for Young Readers Programme.



**2018**  
**100,000**  
100,000<sup>th</sup> book chosen, putting children who need it most in charge of their reading.



Charity Times Award for Corporate Community Local Involvement.



**2017**  
British Land is highly commended in the Education category of the Business in the Community Responsible Business Awards.



**2015**  
Signatory to the National Literacy Trust's Vision for Literacy Business Pledge in inaugural year. Programme continues to grow, reaching nearly 5,000 children, an increase of almost 400% in four years.



**2020**  
Covid rapid response gifted 13,350 books and 3,000 literacy packs to vulnerable children.



**2021**  
**55,000**  
55,000<sup>th</sup> child reached – with seven times more children benefiting in 2021 than our inaugural year. Publication of research into the power of reading for pleasure.

# Making the biggest impact, together

There is clear evidence of the success of our partnership in engaging children most at risk of low literacy, supporting efforts to narrow the education gap and equalise opportunities.

Inspiring children in areas where need is greatest to enjoy reading more and to read more often



Three in four children say they enjoy reading at the end of the programme, a substantial rise from only one in two before taking part (76% vs 50%).

“It really engaged them to read much more... they would talk about their books after and then swap and that sort of thing which I hadn't really seen them ever do before.”

**Teacher**



Nearly one in two children say they read daily at the end of the programme, an increase from just one in three before (47% vs 35%).

“He reads at home regularly now, so his attainment level has risen, and his name goes in the special box every week to win a book!”

**Parent**



Increasing reading confidence, improving literacy skills and reaching reluctant readers



Twice as many children believe they are good readers after taking part in the programme compared to before (64% vs 32%). 85% of teachers report that their pupils improved their reading skills.

“She has made 27 months' progress throughout the project because she now has a love of reading and her own books.”

**Teacher**



96% of teachers saw a positive change in their most reluctant readers' reading for enjoyment.

“One child was very reluctant to read. After this project, he is now more motivated and often asks if he can go and read his books whenever he has some spare time. He now shows better confidence and understanding of the benefit of reading.”

**Teacher**

Getting books into the poorest homes



Feedback from children and teachers emphasises the motivating impact of owning a new book, with 91% of teachers saying that the participating children are proud to have books of their own.

“This project has been invaluable for our children. For many of them, these are the first books they have ever owned, and they have been so excited to receive them and take them home.”

**Teacher**

Engaging whole families and promoting reading at home



One in two teachers say the programme helped them engage parents with their child's reading (50%).

“We had an incredibly positive response from their parents. It was wonderful to see so many of them sharing a book with their child.”

**Teacher**

“Once you have read your book you would give it to your friends or your brothers and sister to read... and they can... tell you how much... they like it and what they like about or what happened in the book.”

**Pupil aged 9**

Embedding reading for pleasure in schools



91% of teachers say the project has increased their focus on reading for enjoyment.

“The response from teachers we've trained as part of the Young Readers Programme has been incredible. We've found teachers have engaged their whole school in reading for pleasure activities creating a supportive reading culture across all age groups.”

**Fiona Evans,**  
Director of School Programmes at National Literacy Trust

## Supporting families during Covid

As soon as the pandemic struck, we quickly pivoted our partnership to provide books and educational materials to children from lower income backgrounds who were most impacted. Physical materials were vital when schools were closed, with 700,000 children not able to access any online learning.

Approximately 8,800 children from over 4,000 families received books and resource packs through our partnership, enabling them to enjoy stories by diverse authors from around the world and supporting their learning. British Land's local teams at 20 sites connected us to community foodbanks and charities to reach the families most in need.

We also launched our online Young Readers Story Club for children who could access the internet. Here, some of our favourite storytellers, poets, writers and illustrators shared stories by video, with fun challenges to keep children reading over the summer.



### Delivering business benefits

As the longest partnership between a business and charity to improve literacy in the UK, the Young Readers Programme is a powerful example of British Land's Place Based approach to social contribution in action – which is centred upon understanding the most important issues and opportunities in the communities around British Land's places and collaborating with local partners to make the biggest impact. By helping local children to discover their potential and develop skills for the future, the programme creates a lasting positive legacy for local communities.

“As a long-term investor, we are uniquely positioned to bring people and organisations together around shared objectives. Through our Place Based approach to social contribution, we work with local partners to identify common goals, collaborating to make the biggest impact. Our decade-strong partnership with the National Literacy Trust is testament to the power of this approach, adding value for our communities, but also our customers and investors because our places thrive when local people and organisations also prosper.”

**Anna Devlet,**  
Head of Community at British Land



Around 90 businesses based at British Land's places took part in the Young Readers Programme in 2019, hosting literacy-themed activities and connecting with the local community. These included retail and leisure brands such as Apple, Decathlon, Ikea, Lush, Nando's, Odeon, Pets at Home, Pret A Manger, Tesco, Vodafone, Waterstones and WH Smith, as well as arts organisations, community groups and charities including Global Generation and New Diorama Theatre.

“Our stores at Teesside Park always provide a warm welcome to the children, who have engaged in various fun, educational activities including behind the scenes tours and bookmark making. It generates a real buzz across our centre.”

**Catherine Furlong,**  
Centre Director, Teesside Park



100% of British Land staff surveyed said the programme delivered on community engagement and 96% reported that staff had a good or very good experience with the programme. The positive impacts of the programme are motivational for colleagues and customers.

“The benefits of the programme go beyond the children taking part. Our staff have told us the activities motivate them and make them proud to be part of our team. It helps make our centre a great place to work.”

**Greg Lumley,**  
Centre Director, Drake Circus, Plymouth



Over 55,000 local children engaged over a decade – embedding British Land's places within the local community and helping nurture the professionals and creative talent of the future.

“Thank you for taking us around Facebook! We all want to do another reading event because it was so fantastic... I also loved how you cared for us.”

**Pupil**



Multi award-winning programme contributes to businesses based at British Land's places joining vibrant, inclusive and supportive communities with opportunities for everyone to play their part, creating places to be proud of.

“At IKEA, we are always looking at new ways to support our local community. It is a privilege supporting British Land and National Literacy Trust with the Young Readers Programme, allowing us to connect with our local primary schools and their children. The Young Readers Programme is such a fantastic opportunity for us to donate gifts for the children's 'Booknic' party.”

**Isobel McTighe,**  
Local Marketing Specialist, IKEA

### CASE STUDY

## Treasuring books at Tinsley Meadows Primary School, Sheffield

Located in a diverse area of Sheffield and with a high percentage of pupils on free school meals, Tinsley Meadows Primary School has been participating in the Young Readers Programme since 2013. A high proportion of children speak English as an additional language and many do not have books or an adult reading with them at home. Young Readers Programme events in school and at Meadowhall Shopping Centre encourage the children to enjoy

reading and discover new authors and types of books. The children get to read and keep books they like and participate in memorable activities that help them associate reading with having fun. The teacher delivering the programme spoke of how it is helping overcome challenges, highlighting the power of book ownership and the importance of showing children how reading can be fun.

“A lot of the children don't have books at home. The main issue is cost; parents struggle to buy books. Another problem is that parents struggle to read with the children, so children read to siblings rather than to adults. The children loved keeping their books at the end. They treasure them. It was an eye opener to see what they actually like to read. The main thing out of it is encouraging children's love for reading, as well as improving their reading. They have a bit more opportunity to read, to take their books home and read in different ways, in fun ways. At a recent Young Readers Programme event in school, some of them chose the school roof and they could have sat there for hours. It was perfect. They really enjoyed it. It's a lovely programme. We're so lucky to have it.”

**Farhit Rasab,**  
Teacher, Tinsley Meadows Primary School

2,400+  
Sheffield schoolchildren have benefited from our Young Readers Programme at Meadowhall since 2013



Children are encouraged to enjoy reading and discover new authors.

## CASE STUDY

## Celebrating diversity at Regent's Place in Camden with Lifeafterhummus Community Benefit Society



**1,400+**  
Camden schoolchildren have benefited from our Young Readers Programme at Regent's Place since 2016

Books were added to food parcels delivered to families in crisis.

Lifeafterhummus Community Benefit Society usually runs healthy cooking classes for the local community, supported by Regent's Place and other partners. When the pandemic struck, they quickly adapted to deliver food parcels to families in crisis, many of whom live in overcrowded housing. With the support of Regent's Place and the National Literacy Trust, they added books to the food parcels and ran a BAME book project for local children called 'A Book Like Me'. This helped address challenges the community faces, including lack of representation and low literacy.

Importantly, Lifeafterhummus chose books based on the demographic of the families they work with, so the children saw themselves reflected in the stories. In addition to the powerful impact of representation, this opened conversations about cultural identity, stories from around the world and life as an immigrant.

The book gifting also empowered Lifeafterhummus to start a BAME library, initially with 325 titles that people in the community can borrow and learn about heritage, culture and representation. Lifeafterhummus sees this as a starting point for wider work to support the community – from organising activities around aspirations for young people, to growing further connections with local businesses, including those based at Regent's Place, and local organisations, such as the Knowledge Quarter and The British Library.

**“What we found with the books you gave to us is the children do want to read if they're more represented. A little boy of Somali descent has taken to reading because he says: 'Jabari Jumps, mummy he looks just like me,' and 'Look Up, he has the same hair as my hair'. This feeling of representation is so important. The challenge now is to continue to improve literacy in our area. So we're setting up relationships with local organisations through the BAME library. The beauty is, from this starting point, something much bigger will grow. It's not something we could have started otherwise.”**

**Farrah Rainfly**  
Founding Director of Lifeafterhummus Community Benefit Society

## CASE STUDY

## A decade of the Young Readers Programme at Glasgow Fort

Glasgow Fort has played a key role in shaping our Young Readers Programme for the past 10 years. Retail Services Manager Annee McBride and her team created the timetable for on-site events for local schoolchildren and this structure is now replicated by other sites. Their idea to involve a local storyteller, whose stories celebrating the local area and history successfully engaged even the most reluctant children, has now become an integral part of every Young Readers Programme site event.

Supporting the local community has been at the heart of Glasgow Fort over the years. Our Young Readers Programme provides valuable opportunities for the site team to get involved in the community.

In addition to the important impacts on reading for pleasure and literacy skills, the programme has empowered the Glasgow Fort team to grow relationships with local schools and the community. Annee says: "It's like a big family, we all keep in touch after that." Initiatives range from fundraising for a sensory room in a primary school to removing plastic straws from all restaurants as part of a pupil initiative, and introducing an autism hour.

**“Some children in our community do not own books of their own. Over the past few years and especially with Covid, there is a greater demand on foodbanks and clothing banks. The book bundles we donated to these banks were really well received. The Young Readers Programme is a great way to showcase British Land's commitment and support in the community. We've always had great communication with the schools, and we've kept in touch with a lot of the schools afterwards and been involved in different projects together.”**

**Annee McBride**  
Retail Services Manager at Glasgow Fort



**2,500+**  
local schoolchildren have benefited from our Young Readers Programme at Glasgow Fort since 2011

# Looking forward



Children enjoying literacy-themed activities at British Land places – taking reading out of the classroom and linking it to leisure time and fun.

## Call to action by British Land and National Literacy Trust

Our research reveals that universal reading for pleasure could support 1.1 million children to get better GCSEs and grow GDP by up to £4.6 billion per year within a generation.

This could be achieved through many more new cross-sector partnerships which focus upon unlocking the tremendous potential of reading for pleasure to improve children's lives.

### Opportunities include:



Businesses playing an active, long-term role in literacy recovery, supporting initiatives such as the Young Readers Programme to improve children's life chances and boost UK GDP.



Government recognising the positive impact reading for pleasure has on a young person's future earnings.



Adopting a place-based approach to address the unique literacy challenges of each community, focusing where need is greatest to close the widening education gap and equalise opportunity.

This report proves the power of cross-sector collaboration to improve educational attainment and quantifies the economic impact of reading for pleasure. Support for education must underpin the UK's economic and social recovery from the pandemic, as literacy is vital to securing the future of the next generation.



## Find out more

 [www.britishland.com/sustainability](http://www.britishland.com/sustainability)

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## About British Land

We are a leading UK property company.  
We create and manage outstanding  
places which deliver positive outcomes  
for all our stakeholders on a long term,  
sustainable basis.

