

**National
Literacy
Trust**

Change your story

ThirdSector
**Business
Charity
Awards**

Winner
2022

Vision for Literacy

Business Pledge 2025



Celebrating 10 years of the Vision for Literacy Business Pledge

Backed by 111 businesses who are committed to changing lives through literacy

Our country's future prosperity will be driven by the productivity of the next generation.

But in 2024, almost a quarter of 11-year-olds left primary school without the reading and writing skills they need to thrive. The reality is even starker for children from disadvantaged backgrounds: they become part of the cycle of intergenerational poverty and low literacy.

We are facing a future where our workforce does not have the language and communication skills for a thriving economy and society.

But together, we can change that story.

Reading for pleasure is the single biggest indicator of a child's future success – more than their family circumstances, their parents' educational background or their income. Despite this, National Literacy Trust research shows that reading for pleasure is at a crisis point, with two thirds of children and young people saying they do not enjoy reading in their free time.

Creating a culture of reading for pleasure, in school and at home, will empower children to build the skills they need to thrive at school and beyond. It can help create a literate workforce, capable of driving innovation and growth.

Celebrating 10 years of the Vision for Literacy Business Pledge, we continue to call for collaborative working between the public, private, and third sector to play a role in the future of literacy.

We believe that literacy – and reading for pleasure – plays a vital role in economic growth, improved health and well-being, and breaking down barriers of opportunity for all children.

We pledge to take action (commensurate with size) to close the literacy gap and empower children with the literacy skills they need to thrive. We will do this through:

- 1. External reach.** Engaging our customers, partners and suppliers to help children across the UK change their story.
- 2. Colleague engagement.** Engaging our internal networks to raise awareness and funds for the National Literacy Trust.
- 3. Leadership.** Using our voice and local influence to help raise awareness of the importance of literacy and make it a priority for politicians, businesses and parents/carers.

9 in 10 (88%) businesses are concerned about young people's level of literacy in the workplace

1 in 5 (20%) business leaders said poor literacy skills were a significant problem for their business

Research from the National Literacy Trust and British Land shows that increasing daily reading for pleasure could boost the UK's GDP by £4.6 billion every year.

Our pledge in more detail

PLEDGE	SUGGESTED ACTIONS (at least one from each area)
1. External reach. Engaging our customers, partners and suppliers to help children across the UK change their story.	• Donate free high-quality and diverse books to children and families who might not be able to afford their own, through National Literacy Trust programmes and in local communities. • Drive customer engagement and empower parents and carers with access to high-quality resources and tips to boost their child's language skills. • Promote National Literacy Trust fundraising opportunities to help boost language and literacy levels in disadvantaged communities. • Encourage partners and suppliers to get involved and support the Vision for Literacy Business Pledge and National Literacy Trust campaigns.
2. Colleague engagement. Engaging our internal networks to raise awareness and funds for the National Literacy Trust.	• Support parents/carers to develop their child's literacy and communication skills at home. • Sign up to employee fundraising opportunities to support the National Literacy Trust. • Encourage staff volunteering opportunities to support literacy and reading-based activities in schools and the wider community, e.g. through the National Literacy Trust's Literacy Champions programme. • Promote the Vision for Literacy Business Pledge internally to show the importance of the campaign to employees.
3. Leadership. Using our voice and local influence to help raise awareness of the importance of literacy and make it a priority for politicians, businesses and parents/carers.	• Promote the company's support for the 2025 Vision for Literacy Business Pledge on website/social media channels. • Support nationwide campaigns that support literacy initiatives across National Literacy Trust channels. • Attend roundtable events where relevant, to promote the importance of literacy and drive change.

2025 signatories



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Working with



The award-winning Vision for Literacy Business Pledge was established in 2015 and is run by the National Literacy Trust with the support of KPMG UK. The Pledge provides a framework for businesses to play a leading role in the future of literacy.

For more information on the **Vision for Literacy Business Pledge 2025**, visit literacytrust.org.uk/businesspledge or contact pledge@literacytrust.org.uk

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