

**National
Literacy
Trust**

Change your story

In partnership with



**GO
ALL
IN.**

National
Year of
Reading
2026

Vision for Literacy

Business Pledge 2026



Celebrating 11 years of the Vision for Literacy Business Pledge

Backed by 117 businesses committed to changing lives through literacy

Literacy is the foundation of knowledge, confidence, and opportunity. It underpins educational success, access to good jobs and longterm prosperity. Yet too many children in the UK are being left behind. Around one in four 11 year olds leave primary school without the literacy skills they need to thrive, with the gap widening sharply for children from disadvantaged backgrounds.

This matters not only for individuals, but for the future of our country. **Literacy drives social mobility, strengthens communities by helping to break cycles of poverty, and fuels economic growth by enabling the next generation to reach their potential.**

Reading for pleasure plays a particularly powerful role. It is a stronger indicator of a child's success at school than their background. Despite this, **National Literacy Trust research shows that reading for pleasure is at a crisis point**, with two in three children saying they do not enjoy reading, and one in six children from disadvantaged backgrounds do not own a book of their own.

The **National Year of Reading** is a once-in-a-generation response to this crisis. Supported by the Department for Education and delivered by the National Literacy Trust and core charity partners, it combines research, communications and community mobilisation to shift attitudes and change behaviour at scale. Its ambition is simple but transformative: to make reading feel modern, meaningful and accessible for everyone, and to rebuild the habits and culture that sustain it. Crucially, it is designed to leave a lasting legacy through volunteers, community infrastructure and a stronger national reading culture that lasts beyond 2026.

Businesses have a vital role to play in making this ambition a reality. As the Vision for Literacy Business Pledge enters its 11th year, it provides a proven framework for public, private and thirdsector collaboration in support of the National Year of Reading.

By championing literacy and reading for pleasure, businesses can help drive economic growth, improve health and wellbeing, widen opportunity for children across the UK, and change reading culture at scale.

Together, our goal is not only to put books into people's hands but to spark a movement where stories are shared, celebrated and valued in every community. Through collective action and 100,000 reading volunteers, we can help close the literacy gap and build a more confident, capable and inclusive future.

We commit to taking action, proportionate to the size of our organisation, to support the Vision for Literacy Business Pledge and National Year of Reading and empower children with the literacy skills they need to thrive.

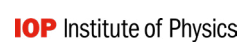
We will do this through:

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

Our pledge in more detail

PLEDGE	SUGGESTED ACTIONS (at least one from each area)
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 through National Literacy Trust programmes and local communities. • Engage customers, parents and carers with practical resources and confidence-building support for developing children's language and literacy. • Promote National Literacy Trust fundraising opportunities that support communities facing the greatest disadvantage. • Encourage partners and suppliers to support the Vision for Literacy Business Pledge and National Year of Reading.
Colleague engagement. Mobilising our people to fundraise, volunteer and advocate for the importance of literacy, supporting the National Literacy Trust.	• Support parents and carers in the workforce to develop their child's literacy and communication skills at home. • Fundraise in support of the National Literacy Trust. • Enable staff volunteering for literacy and reading activities in schools and communities, including the Literacy Champions programme. • Promote the Vision for Literacy Business Pledge internally to build shared ownership and engagement.
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.	• Publicly champion the organisation's support for the 2026 Vision for Literacy Business Pledge and the National Year of Reading. • Amplify national literacy campaigns through company and leadership channels. • Participate in roundtables and sector discussions to raise awareness and influence change.

2026 signatories





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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. By joining the Vision for Literacy Business Pledge, organisations can help shape a more inclusive future where every child develops the literacy skills they need to thrive.

To add your organisation's voice, please get in touch at pledge@literacytrust.org.uk.

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The National Literacy Trust is a registered charity no. 1116260 (England and Wales) and SC042944 (Scotland).

