

learn to

love to

read

Impact Report

2024-25 highlights



A message from our **director**

We are delighted to share our latest annual impact report for the academic year 2024-25.

In recent months you may have read many news reports about the crisis we are facing as a nation as fewer children read regularly and enjoy reading. In fact, the Department for Education has named 2026 as the National Year of Reading to help build a culture where reading is for everyone, everywhere.



National Literacy Trust research, conducted in 2024, showed that:

- Only one in three (32.7%) children and young people aged eight to 18 say they enjoy reading in their free time (31% for children who are entitled to free school meals).
- Only one in five (18.7%) say they read something daily in their free time.



This academic year our wonderful reading volunteers have worked with 202 children to try and change these statistics. We also partnered with our tenth school meaning we are reading with more children than ever. We hosted our first author roadshow which enabled 1,398 children and 139 parents to meet an author in their own school. Feedback from schools, children and parents indicated that these visits really helped to develop a love of reading.

We have always recognised the importance of reading in the early years and this year we have delivered a record number of Early Years classes - 108. We have continued to fund families to enrol in the book gifting programme, The Dolly Parton Imagination Library, and in total we have gifted 1,250 books to children who have received support from us in different ways.

We know that parental support is vital in creating readers so we were thrilled to nearly double the number of families who attended our summer reading club this year, as well as welcoming 282 parents and carers to our different reading talks, workshops and events.

We could not do the work we do without the support of our amazing local community. We are so fortunate to have dedicated groups of supporters, volunteers and donors who recognise the importance of giving a child the gift of reading and the life chances this offers them.

We were delighted to be commended in the 'Best Charity' category at the Wandsworth Business Awards and to win a national Big Give Award for our creative fundraising work with our local community.

We look forward to working together to help make 'every child a reader' in Wandsworth and create a more equitable future for all children.

If you would like to know more about our work or get involved in some way, please get in touch at tara@l2l2r.org.

*Tara Coffin,
Director, Learn to Love to Read*



BookTrust research with families from low-income backgrounds in the UK in 2025 has shown that:

"If children experience early shared reading, they are more likely to read as they grow up. Reading in the early years has four times more powerful impact on a child's progress across the curriculum at age 16 than parental education or socioeconomic status."

Our vision

Every child a reader



Our goals

1

Improve literacy levels. Literacy is the ability to read, write, speak and listen in a way that lets us communicate effectively and make sense of the world.

2

Develop early literacy skills so children start school ready to learn to read.

3

Build partnerships with local schools, children's centres and charities, to give all children the opportunity to have positive, frequent reading experiences.

4

Give parents the motivation, skills and confidence to support their children's reading at home.

5

Improve access to books and other literacy resources for families in their homes.

6

Unlock access to ambitious life opportunities by helping children become confident readers.

7

Help children learn to love to read.



One-to-one reading support

We offer children in Years 1, 2 and 3 weekly one-to-one reading sessions with trained volunteers.



Early Years classes

Our classes for 0-4 year olds, focusing on songs, stories and speaking and listening games, help children to be ready to read when they start primary school.



Parent engagement

We use our existing parent connections to encourage ongoing parental involvement in their children's reading as well as reaching parents through regular parental talk, family workshops and messaging.



Book gifting

We regularly give new and lightly-used books to children across the borough.



Training and supporting volunteers

Volunteers attend a half-day training session, as well as receiving ongoing support from our Head of Volunteering through regular newsletters, termly meet-ups, our virtual volunteering support line and additional training.



Summer reading club

We offer reading-based play sessions for parent to enjoy with their children aged 0-11 during the summer holidays.

How we strive to meet those goals



2024-25 highlights



2,246

Wandsworth children benefitted from our range of literacy programmes



706

adults attended talks, workshops and clubs



1,250

books gifted to children in Wandsworth



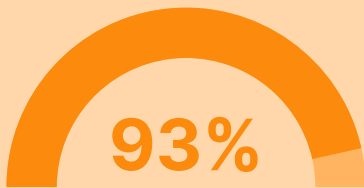
One-to-one reading support

202

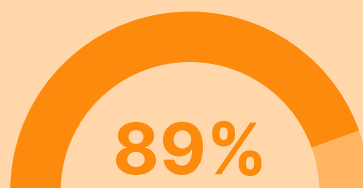
children in Years 1-3 supported with reading across 9 partner schools in Wandsworth

4,166

hours of reading support provided by 71 volunteers



of children benefitted from the positive impact of their reading volunteer, as reported by teachers



of children had improved their confidence, comprehension and reading enjoyment by the end of the year, teachers said



Over double the number of children were reading at the expected level by the end of the year (46%) as at the start of the year (21%)



Parental engagement



21

talks and workshops held throughout the year

282

families attended events



10

author visits held at all 10 partner schools

139

parents or carers attended author events



Early Years **classes**

108 Early Years classes delivered over the year

255 families engaged with the sessions

48 children aged 0-5 receiving monthly books from the Dolly Parton Imagination Library



of parents who gave feedback rated the classes 4/5 or 5/5



of parents felt more confident helping their children learn at home



of parents had a better understanding of the importance of reading, singing and chatting with their child



of parents would recommend the classes to others

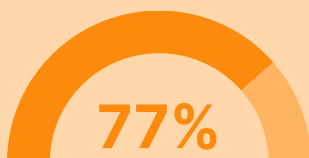


Summer **reading club**

4 sessions

56 children

30 adults



of families who gave feedback said the sessions had helped their children enjoy reading more



of families felt the sessions had helped them understand more about the types of activities that can promote a love of reading and reading skills



Volunteering & schools

71 volunteers

10 volunteer training sessions

30 new volunteers trained



of volunteers felt they had made a difference to the children they worked with



would recommend volunteering with L2L2R to others



partner schools across Wandsworth



of schools felt L2L2R's work had a positive impact on reading progress in their schools

What people say



“

Reading transports W into a wonderful world of the imagination and she thoroughly embraces the plot and characters, with great insight... Rarely have I witnessed the unalloyed joy that reading a good book can give to a young person.

Volunteer

”

“

Sometimes when I read I forget about school and the sky and the world and get so into the story.

Child supported by volunteer

”

“

They will be treasured. When I was little I didn't get one book.

Parent of child receiving Dolly Parton Imagination Library books

”

“

I have volunteered with L2L2R for ten years. I love being part of a friendly, supportive charity, with the shared goal of improving life opportunities for young people.

Volunteer

”



“

I have seen a big difference in my children after attending each session. They love books and now want to always look at them and for me to read with them.

Parent attending Early Years classes

”

“

This is my first time here and I really enjoy it. My son is in a peaceful, relaxing environment with a lot of activity. The staff members are very nice and helpful.

Parent attending summer reading club

”



“

Readers have developed great relationships with the pupils they work with, for some it is the highlight of their week.

Teacher, partner school

”



“

Thank you. I have lots of ideas to try at home now. I'm looking forward to trying the foam word cards in the bath.

Parent attending workshop

”

Case study

Light-Angel was in Year 2 at a Wandsworth primary school. She was supported by one of Learn to Love to Read's virtual reading volunteers, Katharina, for over an academic year. Her father, Valentine, talks about her experience.

The family first came across L2L2R when they attended Early Years classes held at Eastwood Nursery in Roehampton. These classes, designed for parents and children aged 0-4 years old, focus on songs, stories, and speaking and listening games, all designed to help children get ready to learn to read when they start primary school.

When Light-Angel was in Year 1 at school, Valentine was keen to ensure that not only did she maintain her reading progress, but also that she continued to find it fun.

Light-Angel received one-to-one online virtual support from a trained L2L2R volunteer. These weekly sessions take place over Zoom once children have returned home at the end of the school day. Volunteers have access to an online library of graded reading books so children are reading books of the same level as their school reading books. At the end of each session, volunteers can share a more complex book which they can read to the child.

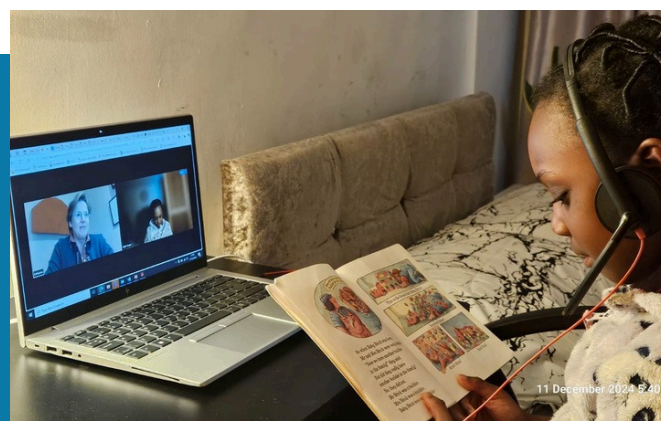
Valentine has really noticed a difference in Light-Angel's reading ability since having the sessions and comments that she enjoyed using the technology. He says: "[Light-Angel loved] the idea that she had to have to have this reading session all by herself, with an online teacher [who's] amazing and listening to her."

Light-Angel's reading volunteer, Katharina, comments: "Having my regular reading sessions with Light-Angel turned into some truly uplifting and memorable times in my week. Being prepared to learn and explore lots of different books and sharing the enthusiasm of reading over the last academic year was a wonderfully positive and reassuring experience. This was clearly greatly helped by a very supportive family and I think both sides felt equal disappointment when our sessions together had to end."

Since Light-Angel has been reading with a volunteer, Valentine has made sure he devotes time to read with her routinely and has ensured there's always something for her to read at home. He would recommend virtual reading sessions to other parents.

"She loved the idea that she had to have this reading session all by herself, with an online teacher [who's] amazing and listening to her"

Valentine, father



Case study

Andreea and her four year-old daughter, Sophia, attended Early Years classes at Ronald Ross Primary School, led by Learn to Love to Read's Family Programmes Manager, Sally. Sophia was in the Nursery class at Ronald Ross and her teacher suggested to Andreea that she might like to come along to L2L2R's Early Years classes which were taking place at the school. Andreea was keen to give it a go as, despite her and her husband both working full time, they like to try to spend as much time as possible with Sophia. She says: "I'm always [looking for] the best solutions or activities to teach Sophia to love to learn."

The classes are designed to give parents the confidence and skills required to support their child's early literacy so they are ready to learn to read when they start Reception. Through songs, stories, and speaking and listening games, children expand their vocabulary and increase their interest in sharing books. Each set of classes comprises four weekly sessions and families are given a book, song card and another resource such as a puzzle or Play-Doh each week. By the end of their four sessions, each family has a tote bag full of books and other resources to support their reading.

Support for families also includes regular messaging between classes suggesting activities to do during the week as well as reminders for the next class. Andreea found the class leader helpful and friendly, and thought the classes were interesting, engaging Sophia well. She comments: "Sophia enjoyed reading stories at the end of the session and the fact that she received the book for us to read again was very helpful."

Andreea really appreciated the opportunity to help bond with her daughter: "Sometimes we are so busy with other things and we forget that the most important thing for them is our time." She also recognises that it can be beneficial to have someone else help parents learn how to support their children, "helping them learn to read and write through play."

Although Andreea would have liked the set of classes to continue over a longer period, she did feel she learned how to talk more about what she and Sophia are reading together, which they do often, and how to ensure Sophia understands the text and improve her comprehension. She says: "I always tried to read the books [we read in class] again with her at home."

Andreea felt the classes were a positive experience, both for her and Sophia, and concludes: "I want to thank you again for the initiative and for all the help provided."

"The most important thing for them is our time."

Andreea, mother



Get involved

Find us: @learn2love2read



Learn to Love to Read

Registered charity no. 1175288

www.learn2love2read.org.uk

Scan the QR code to download
and read the full version of this
impact report:



We'd like to thank everyone who has supported us in the past and throughout 2024-25, especially those grant-making bodies which have supported us for a number of years. We are also extremely grateful to the individuals who fund us on a monthly basis. Their unrestricted donations give us the security and flexibility to continue to develop our work.

The Childhood Trust

Co-op Local Community Fund

Foyle Foundation

Global's Make Some Noise

Howden Insurance

The JJ Charitable Trust

Julia Rausing Trust

Landsec Futures Community Grant

The Leathersellers' Foundation

Masonic Charitable Trust

The Miles Trust

Peabody Community Fund

Sir Walter St John's Educational
Charity

St James's Place Charitable Foundation

Tuixen Foundation

The Wimbledon Foundation

Donate

If you'd like to make a donation to help us continue to support children's reading in Wandsworth, either as an individual or a local business, please visit
www.learn2love2read.org.uk/pages/11-donate

Volunteer

If you're interested in becoming an L2L2R reading volunteer, you can find information and apply online here:
www.learn2love2read.org.uk/pages/4-volunteer

Partner with us

If your organisation would like to find out more about how we might work together please visit:
www.learn2love2read.org.uk/pages/3-partner-with-us. If you work with disadvantaged families in Wandsworth in any capacity we would love to hear from you!

