

WHSmith Trust/National Literacy Trust Summer Read Programme

Each year, we outline a number of objectives for the Summer Read events so that we can assess how successful the events have been in encouraging children to develop a love of reading. The year on year trends are set out below:

Progress against objectives

1. WHSmith and RIF to hold events promoting literacy and the fun of reading in at least 15 locations, to benefit at least 2,500 children.

2006 - RIF events held across the UK, in 15 locations
Estimated 2,704 children have benefited.

2005 - RIF held 39 projects across 15 locations
Estimated 2,602 children have benefited.

2. To provide opportunities for WHSmith employees to volunteer at book distribution events

2006 – WHSmith staff took part in events in 7 locations
WHSmith Directors attended events in Brent, Swindon, Liverpool and Dunstable.

2005 - WHSmith staff took part in events in 5 locations.

3. Over 70% of project coordinators to assess the value of the RIF/WHSmith Summer Read project as “very important”

2006 - 75% of feedback received to date rates the WHSmith 2006 Summer Read as “very important”.

2005 - 86% of feedback received to date rates the WHSmith 2006 Summer Read as “very important”

4. Local projects to deliver:

– Improvement in children’s attitudes to reading

2006 - 90% improvement in children’s attitudes to reading

2005 - 75% improvement in children’s reading skills

– Increase project coordinators’ knowledge of children’s books

2006 - 59% increased project coordinators’ knowledge of children’s books

2005 - 71% increased knowledge of children’s books

– Additional fun element to children’s experiences of reading

2006 - 97% Additional fun element to children’s experiences of reading

2005 - 85% additional fun element to children’s experiences of reading.