

Letterbox Club Impact Report 2025



About Letterbox Club

For more than twenty years, BookTrust's Letterbox Club has been bringing the magic of reading to children from low-income or vulnerable family backgrounds. Across the UK, children are enrolled in the Letterbox Club by local authorities, schools, and other settings. Each child receives their own colourful parcel of books, maths games, stationery and other high-quality materials once every month for six months. There are bilingual versions available for families whose first language is Welsh or who want to develop their Welsh. The normal parcel distribution cycle is from May to October, but we are happy to discuss alternative delivery schedules.

Several evaluations have examined the impact of Letterbox Club on children's reading habits. The programme includes features intended to engage children and support their reading.



About this report

In this report, we share key findings from our regular learning with children who receive Letterbox Club. This includes findings from our children's surveys and feedback postcards.

Between October 2024 and May 2025, 290 children aged 6 to 13 years old responded to our children's survey. This survey goes to all children receiving Blue, Red and Green Letterbox Club parcels via local authorities in England and Wales. We have also received 115 feedback postcards from children across a range of ages.

Limitations

While we received responses from a range of children, we cannot be certain that those who responded to our survey are representative of all Letterbox Club recipients.

We would like to say thank you to the families and children who shared their views with us and participating partners for their ongoing support in enabling us to hear from them.

Key findings

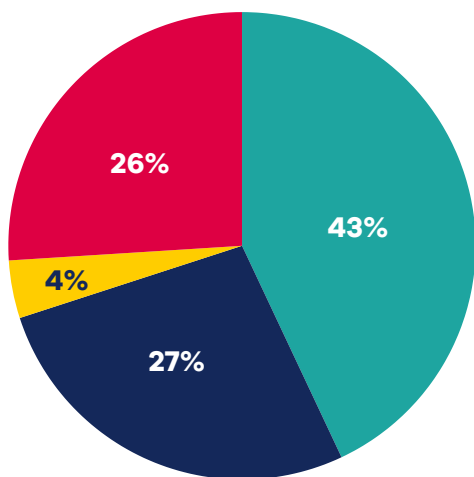
Last year we reached over 10,500 children across 65% of local authority areas in England, Wales and Northern Ireland.

Responses to our survey tell us that...



Overall 77% of children are reading more, either...

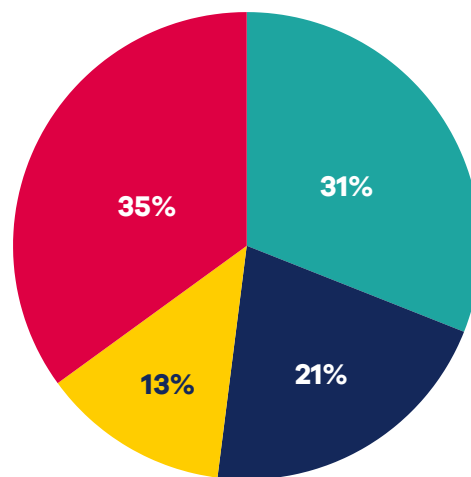
Independently



- I read a lot more
- I read the same amount
- I read a bit more
- I read less

Figure 1. All children responding to the question receiving Letterbox Club response
N = 277

With an adult



- I read a lot more
- I read the same amount
- I read a bit more
- I read less

Figure 2. All children responding to the question receiving Red and Blue Letterbox Club parcels response
N = 214

What children had to say

As well as the survey, we also include a feedback postcard in one of the Letterbox Club packs as another way for children to tell us what they think about the parcels they receive. Their messages speak about the excitement of opening a new parcel each month, the enjoyment of discovering books and activities, and how useful the items are for learning and play.



Tell us what you think about Letterbox Club

Hi, there,
I'm really enjoying the
Letter Box parcels that
you're sending me. I love
opening them to discover
what is inside.
Thank you so much.
XXXX



Please circle one emoji that shows how you feel about Letterbox Club

☐ ☐ ☐ ☐ ☒

We might share your feedback on our website, social media or emails

booktrust.org.uk/letterbox-club

BookTrust
Getting children reading

LETTER
BOX

Tell us what you think about Letterbox Club

It's one of the best
things you could do.
I've got so many
things to keep me
busy, how thanks
to Letterbox.



Please circle one emoji that shows how you feel about Letterbox Club

☐ ☐ ☐ ☐ ☒

We might share your feedback on our website, social media or emails


booktrust.org.uk/letterbox-club

BookTrust
Getting children reading

LETTER
BOX

Tell us what you think about Letterbox Club

I love the Letterbox
club because when
I desperately needed
a pet the Letterbox
club sent me one.



Please circle one emoji that shows how you feel about Letterbox Club

☐ ☐ ☐ ☐ ☒

We might share your feedback on our website, social media or emails

booktrust.org.uk/letterbox-club

BookTrust
Getting children reading

LETTER
BOX

Tell us what you think about Letterbox Club

Thank you for my
pots they are very
useful for my new
school in September.



Please circle one emoji that shows how you feel about Letterbox Club

☐ ☐ ☐ ☐ ☒

We might share your feedback on our website, social media or emails


booktrust.org.uk/letterbox-club

BookTrust
Getting children reading

LETTER
BOX

Tell us what you think about Letterbox Club

fankyo so much you the
candist person ever I
thank you so much I
am so grateful I mean
I cant believe you
giving me it for free
I cant thank you more
more from person



Please circle one emoji that shows how you feel about Letterbox Club

☐ ☐ ☐ ☐ ☒

We might share your feedback on our website, social media or emails

booktrust.org.uk/letterbox-club

BookTrust
Getting children reading

LETTER
BOX

Tell us what you think about Letterbox Club

I am very grateful
for the book club
giving me things
is good and I love
the stuff I get!
BYEEEEEE! ♡



Please circle one emoji that shows how you feel about Letterbox Club

☐ ☐ ☐ ☐ ☒

We might share your feedback on our website, social media or emails

booktrust.org.uk/letterbox-club

BookTrust
Getting children reading

LETTER
BOX

Support for reading habits

Letterbox Club has a positive impact on children's reading habits. Children report enjoying reading more, and feeling more confident about it, after receiving Letterbox Club parcels. As shown in figures 1 and 2, many say they read more on their own (70%), or with an adult (52%), due to Letterbox Club.

“ Izzy* loves receiving these parcels, they make her very happy and encourage her to read even more books. ”

Carer of child receiving Letterbox Club parcels

*name changed

Support for maths engagement

The maths games were developed by Professor Rose Griffiths, a leading mathematics education specialist at University of Leicester. They provide families with ready-to-use, bite-size resources to enable children to experience regular success and enjoyment in a variety of key maths concepts.

Feelings of success help children engage with other maths opportunities and tasks, supporting greater motivation and perseverance with their maths in school.

“ I love the Letterbox Club because I love educational stuff and I use all this stuff like for example the math games have really improved my maths and all the books have really improve my reading. ”

10 year old girl receiving Red parcels

Supporting social and emotional wellbeing

95% of children report that they like or love Letterbox Club. The programme does more than support reading habits; it also fosters excitement and a sense of belonging that meets children's broader social and emotional needs. A wide body of research shows that reading can support children to develop better mental wellbeing, self-esteem and emotional regulation. Letterbox Club specifically is designed to foster feelings of agency, value, and happiness.

Read more on how reading can support social and emotional wellbeing [here](#).

“ [Reading] makes me feel better when I am either 1. sad 2. angry 3. jealous 4. like I want to scream. ”

Child receiving Blue parcels

Bringing enjoyment

Enjoyment is a key driver in encouraging children to read more. Alongside the books, Letterbox Club offers a range of distinctive features designed to spark children's interest and increase their enjoyment of both reading and maths.

- 97% like or love the stationery
- 91% like or love the activities
- 89% like or love the author letters
- 64% like or love the maths games

“ I like the books a lot and find them very interesting to read, I feel like I have gotten better at spelling ever since I started reading. I love receiving parcels because I never know what book it will be inside. ”

12 year old girl receiving Green parcels

What next?

As part of our regular cycle of updates, we're working with Professor Rose Griffiths to refresh the maths games and resources across the 3-13 age range to ensure the content remains current, engaging, and aligned with best practice. These new resources will be introduced in two waves, from March 2026 and March 2027.

Over the 2025–26 academic year, we are also piloting Letterbox Club specifically for children with a social worker. We will gather insights on how schools and Virtual Schools can work together and to develop practical ideas for engaging these children with reading.

BookTrust has been supporting children in contact with the social care system for over twenty years. Looking to the future, we'll be working to increase recognition of the role reading can play in supporting these children to build strong foundations for life.

Find out more about our work with kinship families in our research report
[The relational value of reading: insights from kinship care families](#)



Find out more

Visit booktrust.org.uk/letterbox-club to:

- Find out how it can support your children
- Register for Letterbox Club samples
- Watch recorded webinars
- Download your pupil premium strategy guide
- View Letterbox Club support and resources
- Sign up for Letterbox Club
- Sign up to our [newsletter](#)

If you would like to find out more about Letterbox Club please contact:
queries@booktrust.org.uk



About BookTrust

BookTrust is the UK's largest children's reading charity. Each year we reach over 1.4 million children and families across England, Wales and Northern Ireland.

We work with every local authority, delivering evidence-informed programmes that make a measurable difference to children's reading behaviours.

Our work is rooted in the belief that every child, especially those from low-income or vulnerable family backgrounds, deserves the chance to enjoy reading and all the lifelong benefits it brings.





booktrust.org.uk/letterbox-club

Follow us: @BookTrust

©2025 BookTrust
Charity no: 313343



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**LETTER
BOX**
the letterbox club

 **BookTrust**
Getting children reading