

BookTrust Early Years offers: Year two headline findings

Headline findings from BookTrust research with early years families and delivery partners

Introduction

BookTrust is the UK's **largest children's reading charity**. Each year, we reach **over 1.5 million children**, aiming to help families to get started on their reading journeys. We provide more targeted support to early years families in low-income households (with children aged 0-7). We know that these families stand to benefit most from the immediate and [longer-term transformative benefits](#) of sharing books and stories together.

About our Early Years offers

In 2023/24, we delivered our BookTrust Early Years offers programme to **413,000 children** across England, Wales and Northern Ireland, via **our network of over 6,000 delivery partners**.

The design of the Early Years offers was informed by our knowledge of [early years shared reading](#), external evidence on behaviour change and habit formation, and extensive learning and testing with partners and families.

You can learn more about our evidence-led approach and how this informs the design of our programmes in our latest [organisational impact report](#).

About this briefing

In this briefing, we share 10 key findings from the second year of our BookTrust Early Years offers (Bookstart Toddler / Bookstart 1-2 Years and Bookstart Pre-schooler / Bookstart 3-4 Years). These findings are based on an online survey of 249 delivery partners and 574 families.

To see what we found last year, read our [2022-23 summary report](#).

Bookstart Toddler (England and Northern Ireland) and Bookstart 1-2 Years (Wales)



Bookstart Pre-schooler (England and Northern Ireland) and Bookstart 3-4 Years (Wales)



Storyteller resources (for partners)



Storyteller pack contents may vary



Feedback from families and partners

96% of partners say our Early Years offers are effective at getting families with young children reading together

74% of parents / carers say the programme has made them feel more confident reading and sharing books and stories with their children

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The books are incredibly helpful and greatly appreciated by families. [The resources] help families who are socially disadvantaged to have another way of engaging their children in reading and also relationship building - through shared interactions and playfulness around the books and resources provided.

Early Years delivery partner, Belfast

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97% of partners feel our Early Years offers resources support them to engage with parents and carers

81% of families say the programme has prompted them to read or share books and stories more with their children

78% of parents / carers say they have learned something new about the different ways they can share stories with their children - like how to make reading more interactive, fun, and that you don't need to read a book from cover to cover

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As a first time mum, I thought I'd be silly reading a book to my baby, but when I got this pack I thought I'd give it a try. She loved it, she was cooing and smiling the whole time.

Low-income family receiving Bookstart Toddler (1-2 Years), Vale of Glamorgan

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We have started to do story times at bedtime using the books we got in our book pack. It's made me want to set up a cosy book corner to allow my child to have access to it all the time.

Low-income family receiving Bookstart Toddler (1-2 Years), Brighton and Hove

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86% of families say the programme has created more opportunities for them to spend quality time with their children

67% of families say they have tried to set up a reading routine at home with their child since receiving the pack.

58% of families say their children have spoken or interacted more when being read to since they started using the books and activities in the pack

68% of families say their children have learned new words from using the books and activities in the pack

63% of families say their children have paid more attention when being read to since they started using the books and activities in the pack

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The books and activities are such good quality and amazing. My 3-year-old daughter is autistic and she loved the book with finger trails and got so excited when her dad was reading the One Banana, Two Bananas book to her.

Low-income family receiving Bookstart Pre-schooler (3-4 Years), County Durham

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About BookTrust

As the UK's largest children's reading charity, we want every child to read regularly and by choice. We reach millions of children and families every year, especially those from low-income families or vulnerable backgrounds, inspiring them with books and resources to get them started on their reading journey.

Early shared reading supports speech, language, and social and emotional development. Children who choose to read and who read regularly are happier and healthier. They form stronger bonds and relationships. They do better at school and are more creative. They enjoy more success in life.

This is why we work with families, supporting them to start sharing stories and books together from the earliest possible age.

Our carefully selected books and evidence-based programmes are delivered by thousands of local partners, bringing the magic of reading to children in every community in England, Wales and Northern Ireland.



BookTrust Early Years offers

In 2023/24, we delivered our Bookstart Toddler (1-2 Years) and Pre-schooler (3-4 Years) programme to 413,000 children across England, Wales and Northern Ireland, via our network of 6,000 delivery partners.

Read more about research and impact at BookTrust:

- Our latest [impact report](#)
- [BookTrust Early Years offers Year One summary findings](#)
- The [benefits of reading](#)

Read the latest from our BookTrust Early Years Research Briefings:

- [Children's reading habits in the early years](#)
- [The importance of multiple reading influencers](#)
- [Supporting generational cycles of readers](#)
- [Why starting shared reading early matters and the role of Bookstart Baby](#)



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