

Letterbox Club Impact Report 2024

About Letterbox Club

For over twenty years, BookTrust's Letterbox Club has been bringing the magic of reading to children experiencing vulnerability and disadvantage.

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.

There have been several evaluations of Letterbox Club measuring different outcomes and the programme has been shown to have a positive impact on children's reading habits. There are several features designed into Letterbox Club which are key to engaging children in reading.

Find out more about how Letterbox Club encourages reading habits and the benefits of reading in our research briefing:

[The role of reading for children experiencing vulnerability: building strong foundations for life](#)



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 2023 and May 2024, 306 children aged 6 to 14 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 also received over 100 feedback postcards from children across a range of ages.

[Read our previous Letterbox Club impact reports here.](#)

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.**

Last year we reached over 11,000 children across 65% of local authority areas in England, Wales and Northern Ireland.

Responses to our survey tell us that...

96%

of children like or love Letterbox Club

89%

of children like or love the books in their parcels

72%

of children are reading more on their own after receiving Letterbox Club parcels

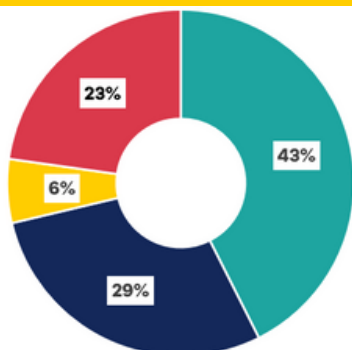
Support for reading habits

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 below, many say they read more on their own (72%), or with an adult (47%), due to Letterbox Club.

“ I LOVE reading now. Before I didn't like books - but now I do ”
Child aged 9 receiving Red parcels

Overall 73% of children are reading more, either...

Independently

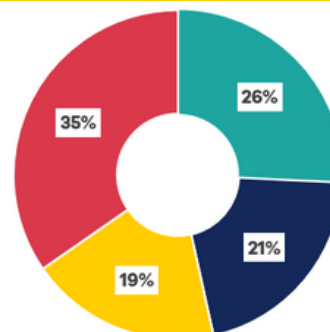


■ I read a lot more ■ I read a bit more
■ I read less ■ I read the same amount

Base: All respondents (n=286)

or

With an adult



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

Base: All respondents receiving Red or Blue parcels (N=220)

Support for social and emotional needs

75% of children reported they love Letterbox Club. The programme goes beyond simply supporting reading habits. Every year, we hear feedback from children showing the value of Letterbox Club in meeting their wider needs.

“ It has helped me understand being in foster care. ”

Child aged 9 receiving Blue parcels

“ [Letterbox Club] has helped me with my mental health. ”

Child aged 13 receiving Green parcels

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 most importantly, happiness.

[Find out more about the benefits of reading](#)



Bringing enjoyment

Enjoyment is a powerful motivator. As well as the books, Letterbox Club has a number of unique features, designed to enhance children's enjoyment of reading and maths.

- 97% like or love the stationery
- 91% like or love the activities
- 83% like or love the author letters
- 63% like or love the maths games

“ I would just like to say a big thank you for the parcels you send Ben* - he really looks forward to getting them and [they] have helped a lot with his school work. Many many thanks. ”

Carer whose child receives Letterbox Club parcels

*Name has been changed to protect anonymity

What next?

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

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.

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 well-researched programmes are delivered by thousands of local partners, bringing the magic of reading to children local communities across the UK.

teach
PRIMARY
AWARDS 2024

HIGHLY
COMMENDED

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

You can also find out more about BookTrust and our other programmes here

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