



Friday 27th February 2026

Dear Parents & Carers,

Thursday 5th March 2026 marks World Book Day. We are championing the importance of sharing stories with others and will be holding activities in school throughout the day to celebrate reading and literacy.

According to the National Literacy Trust:

- Sadly, reading for pleasure is in decline: only 29% of 0-13s read for pleasure daily (down from 30% in 2017). Children's Reading for Pleasure: Trends and Challenges, Egmont, 2019
- The number of parents sharing stories with their children is also in steep decline: only 56% of 3-4-year-olds are read to daily or nearly every day (v. 69% in 2013).
- Fewer than 19% of 8-10-year-olds are read to daily or nearly every day (down from 25%). Understanding the Children's Book Consumer Nielsen, 2018

So, let's boost reading for pleasure back up! There are so many benefits to sharing stories together:

- It boosts creativity and imagination
- It's a calming, bonding experience that improves well-being
- It builds empathy and closeness
- It's great fun for everyone involved!

If children would like to dress up as a character from a book, they are welcome to, although this is not compulsory. Please do not feel the need to buy a costume to celebrate the day. If your child does not wish to dress up, then they are to attend school in their school uniform as normal. Your child is also welcome to bring in their favourite story/book from home to share with their friends in class.

If you have any questions, please call the office and ask to speak to the Primary staff.

Thank you for your continued support.

Mr D Swanston

Headteacher