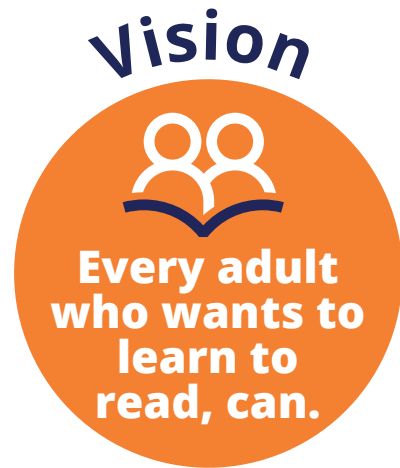




The Reality

2,400,000

adults in England
struggle with reading

This can affect self-confidence and well-being and limit their ability to access training and employment and to participate fully in society. As more public services go online, it can also be isolating and dangerous. Being unable to read as an adult reinforces social inequality, restricts economic growth, and worsens intergenerational disadvantage.

Our Solution

We help adults to transform their lives by learning to read. We do this by developing local groups and training volunteers to provide personalised, one-to-one reading coaching that is free and confidential, both in-person and online.



Our Achievements

More than

2,000

trained volunteers

Since we started in 2010, we have coached thousands of Readers, empowering them to overcome barriers and unlock opportunities. Our impact has grown dramatically, and with the support of more than 2,000 trained volunteers, we can now offer reading coaching to adults in all areas of England.

Our Challenges

Despite the hard work and dedication of our volunteers and employees, much more needs to be done. The waiting list of people who want to learn to read is growing, and we face many challenges.

- We are not yet meeting the increasing demand from potential Readers.
- Readers need to have a greater say in the provision and development of our services.
- The strength of our Read Easy groups varies.
- We need to raise more funds, both nationally and locally, to help more people.
- We lack the data-driven evidence of impact that many funders require.
- After five years of rapid growth and development we need to review all our resources.

Our Values

Our values are not just a list that is written and forgotten. They represent who we are and how we achieve the best outcomes for our Readers.



Reader focus

We exist for our Readers.



Togetherness

We are one team, always respectful, supporting one another.



Empowerment

We enable Readers, volunteers and employees.



Aspiration

We are ambitious and aspire to help many more Readers.



Fairness

We stand for equity and do what is right.



Excellence

We expect excellence from everyone.

Our Targets

To build on our achievements and respond to the challenges we face, we have developed a strategic plan that will guide our work through to 2027. Our ten top targets are to:

- Double the number of Readers we coach to 3,000 a year.
 - Involve Readers in the continuing improvement of our service.
 - Develop our online coaching for Readers who cannot access services locally.
 - Help each of our local groups to coach 25-35+ Readers annually.
 - Develop a quality assurance framework that will help groups to provide consistently excellent service.
 - Improve the efficiency of our systems and processes.
 - Strengthen our financial sustainability by diversifying income and carefully managing expenditure.
 - Strengthen our gathering of data and other evidence, to better understand and demonstrate the impact of our work, both nationally and locally.
 - Develop a clear communications plan to remove stigma and advertise our services.
 - Prepare to work with more organisations and amplify our advocacy.
- In Year 3 of this plan, we will review progress and set further detailed targets for Years 4 and 5.