

Rewarding Reading

Inspiring pupils to read daily and be rewarded for their reading

2025-2026



Every Child, Every Day, Every Moment

Our values: Ambition, Courage, Determination, Enquiry, Equality, Integrity, Resilience, Respect





English

To promote a life-long love of language and literature

Giving every child the skills they need to read and write well is a central ambition of our education system. The importance of literacy extends beyond its crucial role in enabling learning across the curriculum.

Literacy matters in countless aspects of daily life—throughout the life course— and it significantly influences the opportunities that children and adults have available to them

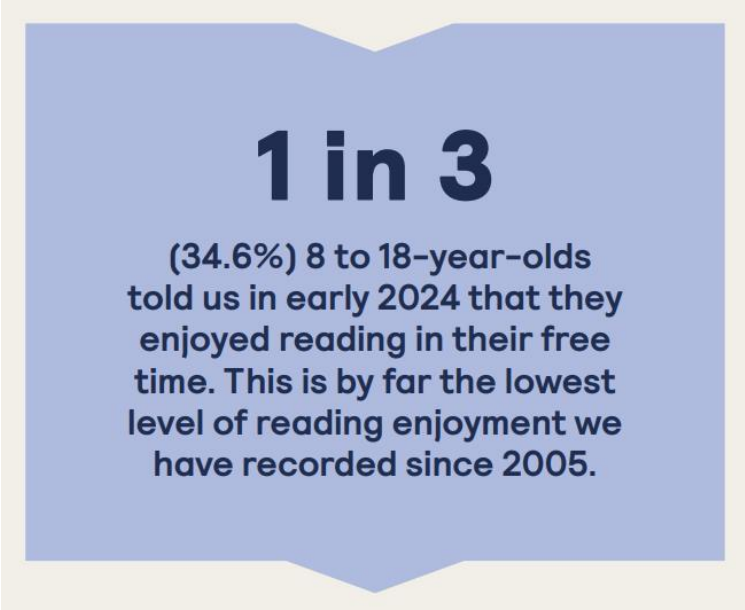
Improving Literacy, EEF (2021)



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1 in 3

(34.6%) 8 to 18-year-olds told us in early 2024 that they enjoyed reading in their free time. This is by far the lowest level of reading enjoyment we have recorded since 2005.



1 in 5

(20.5%) 8 to 18-year-olds told us they read daily in their free time, a decrease of 7.5 percentage points in the last year alone.

Key findings

Reading enjoyment:

In 2024, the percentage of children and young people who told us they enjoyed reading was its lowest since we started asking about this in 2005.

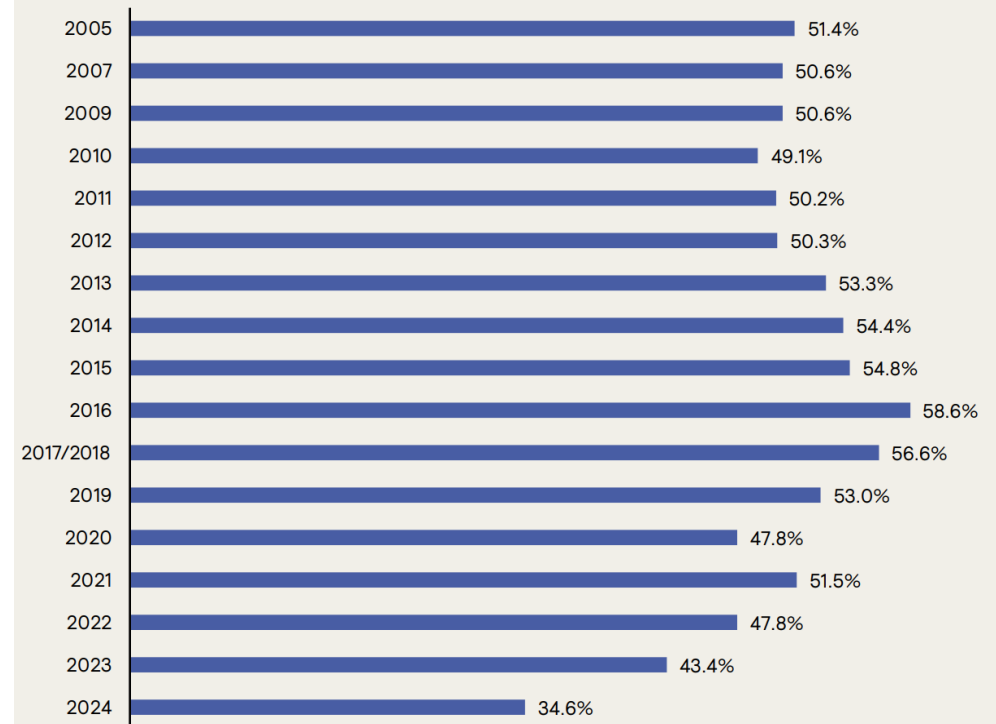
- Just 1 in 3 (34.6%) children and young people aged 8 to 18 said that they enjoyed reading in their free time in 2024. Reading enjoyment levels have decreased by 8.8 percentage points over the past year alone.
- Slightly more children and young people aged 8 to 18 said that they enjoyed reading at school (40.5%) than in their free time (34.6%).

Reading frequency:

- Only 1 in 5 (20.5%) 8- to 18-year-olds told us that they read something daily in their free time in 2024, again, the lowest levels we've recorded since 2005, with daily reading levels decreasing by 7.5pp in the last year alone.



Figure 1: Percentage of children and young people aged 8 to 18 who enjoyed reading in their free time either very much or quite a lot from 2005 to 2024



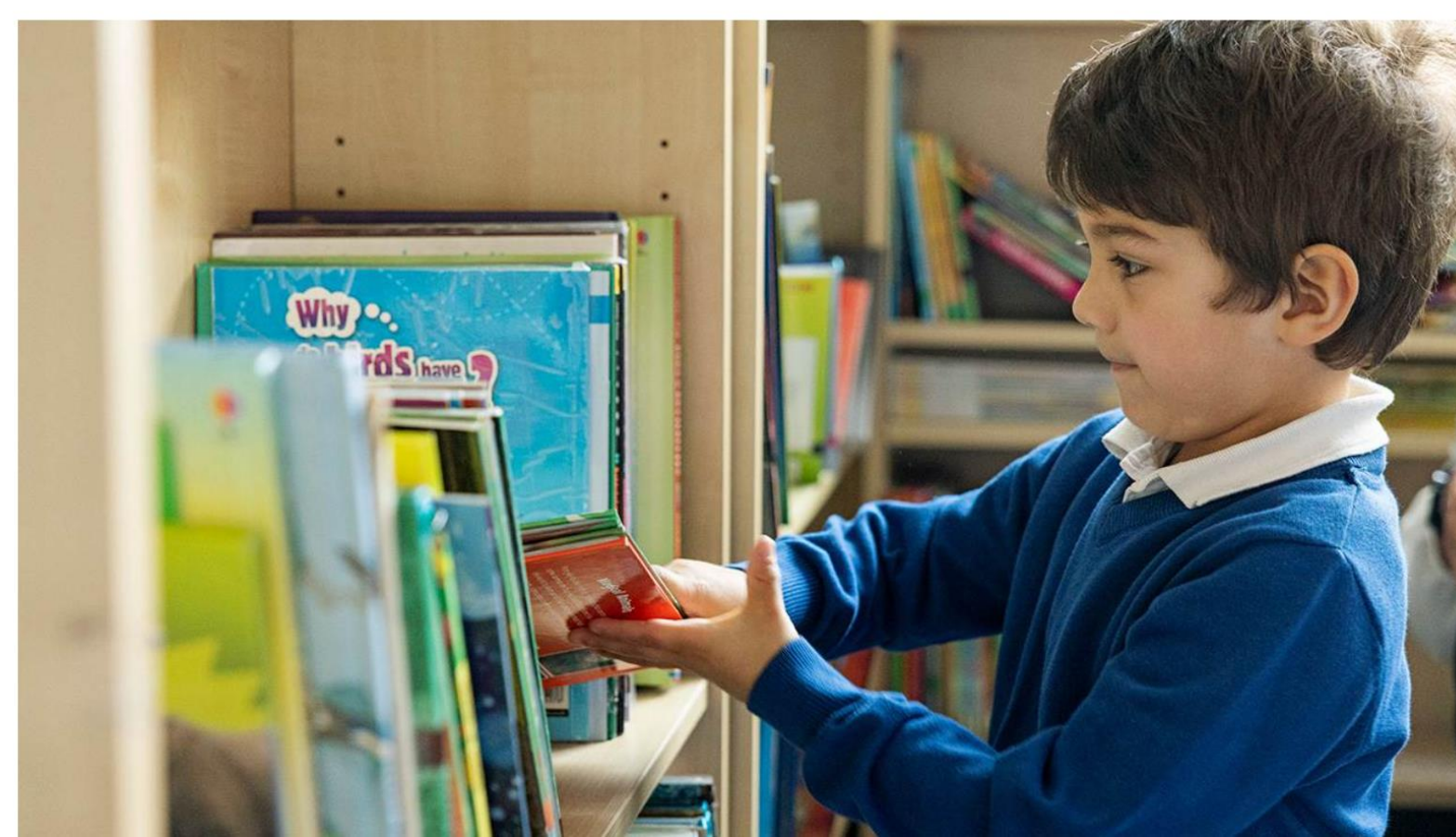
Why is there a decline in reading for pleasure?

- Games and online distractions
- Rise in social media
- Find books boring
- Lack of time
- Not being read to from an early age by adults (at home and school)
- Seeing reading as a process for learning rather a pleasure activity
 - **'Reading for pleasure' is being confused with 'literacy'** by many parents at home who commonly don't realise that the more it's pushed as a school subject, the less likely a child is to choose to do it. In the school environment, the national curriculum focuses on reading skills above reading pleasure. However, when pleasure drives reading, children achieve more.

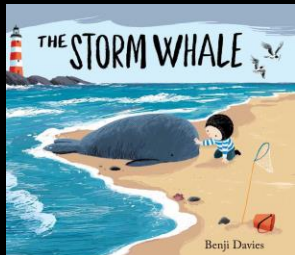
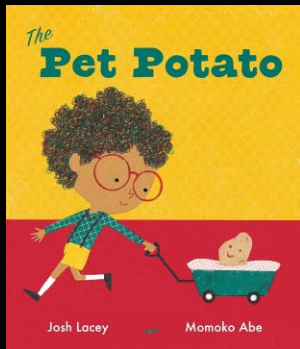
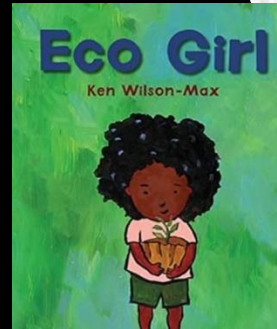
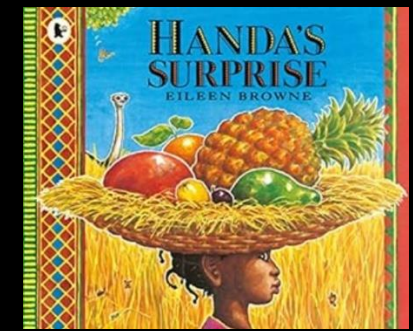
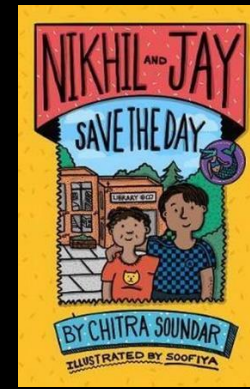
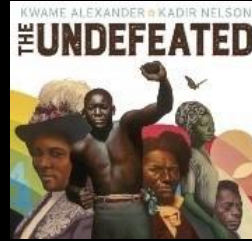
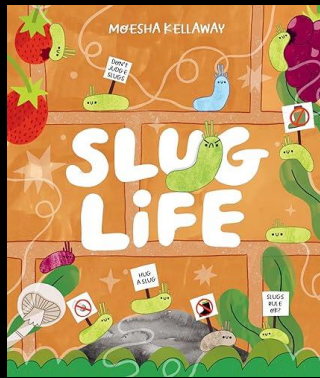
BookTrust research reveals decline in childhood reading enjoyment

Published on: 02 October 2024

BookTrust research reveals that childhood reading enjoyment declines as children progress through primary school - but teachers can make a big difference.



The Book Trust study found that while 33% of 7-year-olds say they 'love' reading, this drops to 29% at age 10 and further declines to just a quarter (25%) by age 11.



Inclusive children's literature is vital for engagement with reading.

Children's books can act as mirrors, to reflect the readers' own lives, and also as windows, so readers can learn about, understand and appreciate the lives of others.

They shape how young readers from see themselves as well as how readers from different cultures see and understand diversity.

The absence of an inclusive range of characters or creative role models in children's literature has the potential to deter children from minority backgrounds from reading and experiencing the associated benefits.

“During lessons, pupils are keen and attentive learners who relish the interesting activities and enjoy participating in **regular discussion**.”

“Learning to read well and widely is a key priority for the school. Skilled staff deliver high quality phonics teaching so that pupils quickly develop the skills that they need to become fluent, independent readers. Books are closely matched to the sounds that pupils know. Staff swiftly spot any pupils who struggle and give them extra help. Pupils value reading. They talk enthusiastically about the interesting **range of diverse books** that they enjoy during lessons.”

Ofsted Report (March 2025)

Inspection of Town Farm Primary School & Nursery

St Mary’s Crescent, Stanwell, Staines, Surrey TW19 7HU

Inspection dates:	11 and 12 March 2025
The quality of education	Outstanding
Behaviour and attitudes	Outstanding
Personal development	Outstanding
Leadership and management	Outstanding
Early years provision	Outstanding

Reading in the classroom

- Power of Reading texts
- 5 English lessons every week
- 3 Guided reading lessons every week
- Grammar lessons
- Weekly spellings
- Weekly library visit
- Cross-curricular opportunities
- Daily reading expectations at home
- Targeted interventions to support both reading and writing using Rising Stars (SHINE), Rapid Reading, Fresh Start and RWI phonics.
- Outdoor library and Library lunch club
- Buddy Reading classes

**READING IS LIKE
BREATHING IN, WRITING
IS LIKE BREATHING OUT**



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TOWN FARM PRIMARY SCHOOL
2025 - 2026

REWARDING READING

Roll up! Roll up!
Your golden ticket is waiting.

Read every day at home and you can earn
a free book from the vending machine.

After an adult has listened to you read, ask
them to sign your reading diary.



We Reward Reading at Town Farm!

Did you know your child can be rewarded with free books from our vending machine?

To earn a golden ticket, your child must read 30 times at home (maximum of 5 per week) to receive their first golden ticket to a free book.

The next target is to read 40 times, then 50 times and finally 60 times. If your child reads every day, they will receive 4 free books of their choice across the year. This adds up to 180 reads in total from September to July!

Why do we invest so much into inspiring our pupils to read?

Reading is a vital life skill that is important in every subject at school and is directly linked to your child's wellbeing. It is proven to reduce stress levels, nurture calmness and increase vocabulary enabling children to better articulate their thoughts, ideas and feelings. It is exciting to 'escape' into another imaginative world and lots of books can help children understand their emotions better.

How does it work?

When a pupil hits 30 reads, they move to the next target of 40 reads.

When a pupil hits 40 reads, they move to the next target of 50 reads.

When a pupil hits 50 reads they move to the next target of 60 reads!

39 weeks in a school year - that is 190 reads (without INSET days)! $30 + 40 + 50 + 60 = 180$

If a pupil achieves over 180 reads, these can be carried into next year (will be less than 10).

Every target hit earns a golden ticket a free book!



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Town Farm Primary School & Nursery

School Term Dates 2025 - 2026



September 2025					October 2025					November 2025					December 2025						
	8	15	22	29		6	13	20	27		3	10	17	24		1	8	15	22	29	
T	2	9	16	23	30		7	14	21	28		4	11	18	25		2	9	16	23	30
W	10	17	24			1	8	15	22	29		5	12	19	26		3	10	17	24	31
T	4	11	18	25		2	9	16	23	30		6	13	20	27		4	11	18	25	
F	5	12	19	26		3	10	17	24	31		7	14	21	28		5	12	19	26	
S	6	13	20	27		4	11	18	25			1	8	15	22	29		6	13	20	27
S	7	14	21	28		5	12	19	26			2	9	16	23	30		7	14	21	28
January 2026					February 2026					March 2026					April 2026						
M	1	2	19	26		2	9	16	23	30		6	13	20	27		3	10	17	24	31
T	6	3	20	27		3	10	17	24			3	10	17	24		7	4	21	28	
W	7	4	21	28		4	11	18	25			4	11	18	25		1	8	15	22	29
T	1	8	5	22	29		5	12	19	26		5	12	19	26		2	9	16	23	30
S	9	6	23	30		6	13	20	27			6	13	20	27		3	10	17	24	
S	3	10	17	24	31		7	14	21	28		1	8	15	22	29		4	11	18	25
S	4	11	18	25		1	8	15	22			1	8	15	22	29		5	12	19	26
May 2026					June 2026					July 2026					August 2026						
M	4	11	18	25		1	8	15	22	29		6	13	20	27		3	10	17	24	31
T	5	12	19	26		2	9	16	23	30		7	14	21	28		4	11	18	25	
W	6	13	20	27		3	10	17	24			1	8	15	22	29		5	12	19	26
T	7	14	21	28		4	11	18	25			2	9	16	23	30		6	13	20	27
F	1	8	15	22	29		5	12	19	26		10	17	24	31		7	14	21	28	
S	2	9	16	23	30		6	13	20	27		11	18	25			1	8	15	22	29
S	3	10	17	24	31		7	14	21	28		12	19	26			2	9	16	23	30



Beginning & end of term



Bank Holiday



INSET days (school closed to pupils)

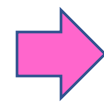
NB: INSET days are subject to change.



School Holidays



Weekends



We delivered over 827 books last year from our vending machines last year to pupils who read regularly and hit the targets of 30, 40 and 50 reads.

It was amazing that so many pupils read every day from September to July and hit the final target of 60 reads (a total of 180 reads across the year!)

"There is more treasure in books than in all the pirate's loot on Treasure Island." - Walt Disney

We gave out 827 rewards last year!
Every pupil received a fantastic reading reward.



Why is it so important?

- 48% of young offenders are illiterate
- Illiteracy costs the UK £81 million per year
- 1 in 4 children leave secondary school with poor literacy
- 1 in 5 children report they do not have a book in their own home
- 41% of people in the UK read a book for less than a hour a week
- Reading has a strong connection to mental health and wellbeing.



Why Read at home?

STUDENT A READS

- 20 minutes per day
- 3,600 minutes per school year
- 1,800,000 words per year



SCORES IN THE 90TH
PERCENTILE ON
STANDARDIZED TESTS

STUDENT B READS

- 5 minutes per day
- 900 minutes per school year
- 282,000 words per year



SCORES IN THE 50TH
PERCENTILE ON
STANDARDIZED TESTS

STUDENT C READS

- 1 minute per day
- 180 minutes per school year
- 8,000 words per year



SCORES IN THE 10TH
PERCENTILE ON
STANDARDIZED TESTS

If they start reading for 20 minutes per night in Kindergarten, by the end of 6th grade, Student A will have read for the equivalent of 60 school days, Student B will have read for 12 school days, and Student C will have read for 3.

Ways you can help us reward reading.

1. Let your child see you reading
2. Help your child find word and reading games.
3. Find books you both can share together.
4. Movie coming out? Why not read the book first?
5. Set aside time to read in comfortable place.
6. Visit your local library – take on a reading challenge.
7. Ask you child about what they have read and share what you are reading too.
8. Talk to us! We are here to support reading at home and promoting a love of reading for all our pupils.

National Literacy Trust

Change your story

What would motivate children and young people to read (8 to 18)

An important way to address the decline in reading enjoyment and frequency is to shed light on what drives or deters reading among children and young people, particularly for those who tell us that they don't enjoy it. In 2025:

- 2 in 5 children and young people were motivated to read when material related to a favourite film or TV series (38.1%) or matched their interests or hobbies (37.1%)
- 3 in 10 (30.9%) were drawn in by an interesting book cover or title.
- 1 in 4 (26.6%) valued having the freedom to choose what they read.

Children and young people who report low levels of reading enjoyment, though less engaged, still recognise reading's educational value (nearly half said it helps them learn new words or new things). Many also chose to read song lyrics, news articles, fiction, comics and fan fiction in their free time, highlighting how we might re-engage this group with reading.

How do I know what my child should be reading?

50 Recommended Reads for... Year 1 (ages 5-6)



www.booksfortopics.com/year-1

For more primary school booklists, visit booksfortopics.com

50 Recommended Reads for... Year 3 (ages 7-8)

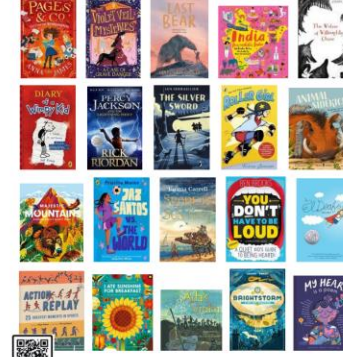


www.booksfortopics.com/year-3

For more primary school booklists, visit booksfortopics.com



50 Recommended Reads for... Year 5 (ages 9-10)



www.booksfortopics.com/year-5

For more primary school booklists, visit booksfortopics.com



50 Recommended Reads for... Year 2 (ages 6-7)



www.booksfortopics.com/year-2

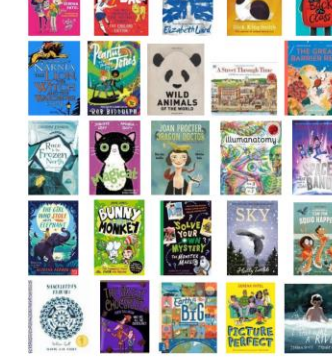
For more primary school booklists, visit booksfortopics.com

50 Recommended Reads for... Year 4 (ages 8-9)



www.booksfortopics.com/year-4

For more primary school booklists, visit booksfortopics.com

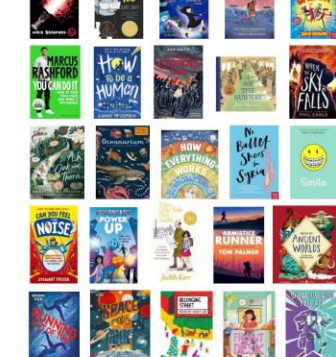


50 Recommended Reads for... Year 6 (ages 10-11)



www.booksfortopics.com/year-6

For more primary school booklists, visit booksfortopics.com



OUR READING COMMUNITY

CURRICULUM

Power of Reading

Plazoom

Read Write Inc.

Oxford Reading Buddy

Cross-curricular texts

World Book Day, Arts Week & Enrichment week texts

Parent Workshops

CLASSROOM

Buddy Reading

Library visits

Rewarding Reading vending machines for every pupil

Daily individual reading

Weekly reading with every pupil in school

Daily reading to support driving progress

Virtual author visits

Termly school competitions

Summer and Winter Reading Challenge

Enticing book corners

SUPPORTERS

Awesome Authors letters and book giveaways

Tom Palmer Christmas Giving

Ashford Rotary Club dictionaries

Stanwell Foodbank book donations

PTA support

Delight in Shakespeare

Stanwell library visits

FARA books partnership

FUNDING

Publishers' donations

Disney Theatre funding

Lord Knyvett Trust grant

Book Trust donation

Foyle Foundation application

Siobhan Dowd Trust donation and visit

Scholastic book fair

Raintree Match funding