

Delivered in partnership with libraries



## Road to Reading guide

This summer, The Reading Agency is inviting parents and older children (who've outgrown the Summer Reading Challenge) to join the Road to Reading – a shared journey that can change their lives, 30 minutes at a time.

We're inviting them to make a pledge to read each week – together or independently – and see where the road takes them.

By joining the Road to Reading they'll receive weekly book tips, motivation, and encouragement via email. Whether it's carving out quiet time for themselves, sharing stories at home, or rediscovering what they love to read, it's a chance to build a habit that supports their wellbeing – and brings them closer.

We are piloting this approach over the summer of 2025, and will be keen for libraries to share their feedback on the effectiveness of the Road to Reading with us as part of the Challenge evaluation.

## Road to Reading leaflet:

All authorities participating in the 2025 Summer Reading Challenge will have been sent 200 free copies of the Road to Reading leaflet as part of your resources order. Authorities were also able to purchase additional copies of the leaflet in packs of 100.

The leaflet can be given to adults or older children as a way to encourage them to form a healthy reading habit.

These may be carers/family members of younger children taking part in the Summer Reading Challenge, but libraries can choose to share the resource more widely if they wish.

Regular reading, even in short bursts, can make a real difference to how we feel – helping us relax, unwind and connect.

Using the Road to Reading map, participants can track their progress over 10 weeks. Each week they complete 30 minutes (or more!) of reading, they can check it off on the map and see how far you've come.

## Road to Reading emails:

By signing up on the webpage linked to through the QR code and Bit.ly address on the leaflet, participants will receive weekly Road to Reading emails to receive book tips, motivation, and encouragement.

There are separate sign-ups for adults and older children so that they can make sure they're receiving messaging and recommendations that are tailored and relevant.

Find out more at:

<https://readingagency.org.uk/road-to-reading/>

