

# WORLD BOOK DAY, THE BOOKSELLERS ASSOCIATION & BOOKSELLERS: AN EXPLAINER

Dear Booksellers,

**We have created this World Book Day Explainer to set out for all booksellers the way World Book Day works, the opportunities it represents for booksellers, the relationship between the BA and World Book Day (WBD), and the ways in which bookshops can help deliver the benefits of World Book Day to children.**

First, a little background. World Book Day began almost 25 years ago (WBD celebrates its 25th Birthday next year) created by publishers and booksellers as a means of getting books to children who might not otherwise own them. It began as a trade promotional campaign and became a charity in 1999.

World Book Day has grown enormously over the ensuing years and has become a hugely successful driver of children's reading for pleasure activity. It promotes bookshops as the place to discover books, using the central mechanic of a £1/€1.50 book voucher, exchangeable for a specially produced £1/€1.50 book in bookshops. Bookshops and publishers remain central to the delivery of the campaign. National Book Tokens has been its headline sponsor since the inception of the campaign.

World Book Day has thrived over many years and has extended its reach. It has developed many relationships across the book trade, in education, in the media and with other sponsors and partners. Now 1 in 5 children receiving free school meals said the book they 'bought' with their WBD book token was the first book they had of their own, and 70% primary schools say World Book Day is effective in fostering a reading for pleasure culture, which bookshops are central in providing.

In 2018, the Trustees of World Book Day decided that the charity required a full time CEO, and appointed Cassie Chadderton to the role in October 2019. As part of her remit, Cassie is consolidating World Book Day's governance, funding model and processes, and clarifying and consolidating its relationships across the industry and beyond.

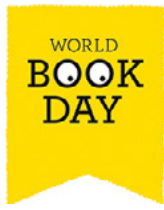
As detailed in the text of the explainer, one of the changes required by WBD's clearer adherence to charity regulation is that BA membership (or PA membership, for that matter) can no longer be a pre-requisite for World Book Day participation. This change has been required because charity sponsors/supporters are not allowed to derive 'direct' benefit from their support, only 'incidental' benefit. In simple terms, this means that you no longer have to be a BA member to participate in World Book Day (though the vast majority of WBD participants are, of course, BA members).

We hope this Explainer goes some way to answering any questions you have about the charity and its relationship with booksellers, which remains central to the work of World Book Day, and which is evolving with every year of the campaign.

Finally, on behalf of World Book Day and the BA, I'd like to thank booksellers for their full-hearted, creative and dynamic contributions, and look forward to many more years of fruitful collaborations in the delivery of books to children, and to the creation of future lifelong readers, and lifelong relationships with bookshops, at the heart of the endeavour.

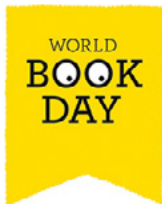
Regards,

Meryl Halls, Managing Director, Booksellers Association of the UK & Ireland  
[Meryl.halls@booksellers.org.uk](mailto:Meryl.halls@booksellers.org.uk)



## What Is World Book Day?

- World Book Day is a charity whose aim is to change lives through a love of books and shared reading. Its mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.
- World Book Day was created by the Booksellers Association (BA) and the Publishers Association (PA) in 1998 to encourage more children to read. It became a charity in 1999.
- The *beneficiaries* of the charity are children.
- The *supporters* of the charity include:
  - National Book Tokens, as its major sponsor.
  - Booksellers, who purchase the £1/€1.50 WBD books from publishers and give the £1/€1.50 books to children in exchange for the £1/€1.50 token, or accept the £1/€1.50 token against the purchase of another book priced £2.99 or over (or €3.99 in Ireland).
  - 35+ publishing houses, who fund the charity with donations of cash and in kind e.g. the publishing of the £1/€1.50 books.
  - Literacy and reading charities such as The National Literacy Trust, The Reading Agency, The Centre for Literacy in Primary Education, who support through partner activity.
- As a charity World Book Day is governed by a Board of Trustees. As Founder Members of World Book Day, the BA and PA appoint some trustees. Currently the Chair of Trustees is Stephen Lotinga (PA) and the Vice Chair is Meryl Halls (BA). The other Trustees are Treasurer: Steve Thompson (Scholastic); Hazel Broadfoot (BA and Village Books, Dulwich); David Prescott (BA and Blackwells); Anna Bond (PA and Octopus); Jonathan Douglas (National Literacy Trust); Cressida Cowell (Author). As a result of a thorough Governance Review by World Book Day with the National Council for Voluntary Organisations (NCVO), a new 'independent' Chair and further trustees are being sought at time of writing. The new Chair will replace Stephen Lotinga, who steps down as Chair in 2021.
- World Book Day also engages with the industry and wider stakeholders through a Strategic Advisory Group – Florentyna Martin from Waterstones, Steven Pryse from Pickled Pepper Books, Lucy Swinburn from WH Smiths, Nikki Daigneault from Gardners and Emma Bradshaw of the Booksellers Association represent the bookselling community. The Advisory Group is chaired by bookseller Tamara Macfarlane of Tales on Moon Lane. The rest of the group is made up of representatives from a variety of publishers, including Topps, National Literacy Trust and Book Trust.
- Cassie Chadderton CEO of World Book Day regularly speaks with BA members at Children's Book Group committee meetings and BA Advisory Council meetings.

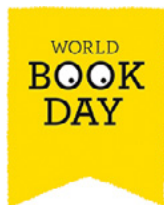


# Booksellers and World Book Day

- Booksellers are a huge part of what makes World Book Day special and are an essential partner in its charitable mission. In participating in World Book Day you're helping to create the readers of the future. Through your relationships with schools and local community organisations you can make sure that reading is for everyone, and that more children become readers, improving their life chances.
- To appear on the World Book Day bookshop search map, <https://booksaremybag.com/Home> bookshops need to be registered as participating in World Book Day with the Booksellers Association. If you can't find your shop on the map, but would like to see it there, please email [sharon.benton@booksellers.org.uk](mailto:sharon.benton@booksellers.org.uk)
- If you have previously participated in World Book Day you will automatically be registered to participate in subsequent years.
- You are free to opt out of participating in World Book Day at any point. Should you wish to opt out, please email [sharon.benton@booksellers.org.uk](mailto:sharon.benton@booksellers.org.uk)

## What are the Objectives of World Book Day?

- Reading for pleasure is the single biggest indicator of a child's future success – more than their family circumstances, their parents' educational background or their income. World Book Day wants to see more children, particularly those from disadvantaged backgrounds, with a life-long habit of reading for pleasure and the improved life chances this brings them.
- With booksellers, publishers, authors, illustrators, librarians and teachers, and through storytelling, events, resources and a huge variety of fun activities, World Book Day encourages reading for pleasure.
- World Book Day's evaluation and wider evidence shows there is more to do to encourage a growing group of children living in challenged economic circumstances to read for pleasure, to improve their life chances. World Book Day's new strategy for 2020–25 is focused on achieving this. You read the strategy here at <https://www.worldbookday.com/about-us/world-book-day-strategy-2020-25/>
- In 2020 the National Literacy Trust found that nearly 400,000 children in England don't have a book of their own. In 2020 1 in 5 children receiving free school meals said the book they 'bought' with their WBD book token was the first book they had of their own. You can see more about the impact World Book Day makes here at <https://www.worldbookday.com/about-us/our-impact/>
- World Book Day always takes place on the first Thursday of March. In 2022 the date will be Thursday 3rd March.
- Website: [www.worldbookday.com](http://www.worldbookday.com) Social Media: [#WorldBookDay](https://twitter.com/WorldBookDay)  
Instagram: <https://www.instagram.com/worldbookdaysocial/>  
You Tube: <https://www.youtube.com/c/WorldBookDayUK>  
Twitter: <https://twitter.com/WorldBookDayUK>  
Facebook: <https://www.facebook.com/worldbookdayuk>



## The £1/€1.50 tokens and £1/€1.50 books

- World Book Day offers every child and young person the opportunity to have a book of their own, through the £1/€1.50 tokens and the £1/€1.50 World Book Day books.
- Booksellers order the £1/€1.50 WBD books from Gardners Books wholesaler or direct from the publishers, and the WBD dumpbin from the BA.
- The World Book Day books are a gift to children from booksellers and publishers.
  - World Book Day provides a £1/€1.50 book token, redeemable in-store at participating retailers.
  - The £ token can be exchanged for a £1/€1.50 book (produced by publishers and sold to booksellers) or £1/€1.50 off a full priced book.
  - The £1/€1.50 books are created by publishers and sold for 10p to booksellers (or £5 for a pack of 50 books).
  - The sale and supply of the £1/€1.50 WBD books is controlled by the publishers, not by WBD itself.
  - Booksellers exchange the books for the £1/€1.50 vouchers (in the main, though some are sold) – both parties thereby fund the provision of the book to the child.
- The main way children receive the £1/€1.50 vouchers is via their schools, who receive the World Book Day Schools Pack, which is created and produced by World Book Day.
- Vouchers are also distributed via partner activity e.g. via McDonalds Happy Meals in 2020 and 2021 and through a wide range of children's magazines.
- Participants in World Book Day do not have to be members of either the BA or the PA (though most participants are). This is a change to how things were until recently. Charity law dictates that no supporter of or donor to a charity can derive 'direct' benefit from that contribution, only 'incidental' benefit. It was deemed that the BA and booksellers were at risk of deriving 'direct' benefit from WBD sponsorship, and so we had to stand back from continuing the link between the BA membership and WBD participation. This brought us into line with the Publishers Association, which made this change a few years ago. The change should not be seen as indicating any distancing between the BA and World Book Day; it's a charity law and governance requirement only. The Booksellers Association remains a Founder Member of World Book Day.
- For further information, please email WBD CEO Cassie Chadderton [cassie.chadderton@worldbookday.com](mailto:cassie.chadderton@worldbookday.com), or Emma Bradshaw, Head of Campaigns at the BA [emma.bradshaw@booksellers.org.uk](mailto:emma.bradshaw@booksellers.org.uk) or Sharon Benton, Groups & Marketing Manager [sharon.benton@booksellers.org.uk](mailto:sharon.benton@booksellers.org.uk)
- You can find out more about World Book Day and its impacts on the WBD website [www.worldbookday.com](http://www.worldbookday.com)