

When I Grow Up

- Animated versions of the book have received 5936 views on YouTube (since 4 March)
- TOTAL 2990 impacted by the book
- Copies sent to Australia
- Engaged with 11 schools
- Teachers have described the book as 'innovative, entertaining and absorbing'
- Supportive comments from industry influencers – including celebrity architect George Clarke, DIY SOS star Billy Byrne and female bricklayer and social media influencer Katie Smith.
- Praise from three UK literacy charities, and becoming part of the National Literacy Trust's Words for Work: Dream Big programme (as a resource to introduce career options to children)

