



Press Release – Embargoed (24.09.2015 – 18:00)

## DOUBLE HONOURS FOR TALK ABOUT TEAM AT SHINE A LIGHT AWARDS FOR FANTASTIC SUPPORT PROVIDED TO NORFOLK'S YOUNG PEOPLE

Norfolk's *Talk About Team* has been awarded the *Community Friendly Award*, and been highly commended in the *Speech, Language and Communication Needs (SLCN) Innovation Award* category, at a glittering awards ceremony in London, hosted by comedian David Baddiel, for their *Talk About* project, which improves the communication skills of under-fives.

The **2015 Shine a Light Awards** are a national awards scheme organised by Pearson, in partnership with The Communication Trust, to celebrate innovative work and excellent practice in supporting children and young people's communication development.

The aim of the project, which is now in its fourth year, is to improve the communication skills of children initially aged three to five, and later working from birth until age five, by upskilling early-years practitioners. Ten specialist speech and language therapists (SLTs) worked with Norfolk County Council to run the first formalised training programme provided for early-years staff focusing on communication.

Norfolk's children have scored below the national and regional averages on the Early Years Foundation Stage Profile (EYFSP), which summarises and describes children's attainment at the end of the Early Years Foundation Stage (EYFS).

The importance of early language development on educational attainment was recognised by Norfolk County Council and led to a pilot the *Every Child a Talker (ECAT)* project. This resulted in accelerated progress for some children but less impact was achieved for those at risk of speech and language delay. *Talk About 1* was subsequently developed to impact these children and around half of Norfolk settings opted in.

The results have been outstanding and the project has resulted in the strongest evidence of positive impact in this area that has been identified to date. Data has shown that the number of children at risk of delay across all four areas of communication has decreased significantly (around 10% in each area) from Spring 2013 (first set of ECAT data) to July 2014 (fourth set of data).

Practitioners' confidence levels were also audited and showed significant change, with nearly 90% feeling confident or very confident across all areas questioned.

Helen Angell, Project Lead for *Talk About* said: "We are delighted to have been highly commended in recognition of the impact our early intervention project has had on improving the communication skills of children in Norfolk.

"Communication is so fundamental to children's development and helps give children the best possible start in life. The right support at the right point in children's lives opens up so many opportunities for them to lead more fulfilling and happy lives. Bringing together health and education to deliver key messages about communication to early years professionals and families has put language learning much higher up on the agenda in Norfolk and that has to be a good thing.'

David Baddiel, Host of the 2015 Shine a Light Awards, said: "Because of the important work that the Shine a Light 2015 winners and highly commended finalists have achieved, children and young people's language and communication development, especially for those with SLCN, has been supported.

"Speech and language problems too often go under the radar, so everyone should not only be congratulated for their work but for bringing this important issue to the attention of others. I would like to say well done to all those shortlisted who have shown true grit and determination to better themselves and others. They are all a true inspiration - keep up the good work."

Chris Hall, Director of Clinical Assessment at Pearson, says: "Congratulations to Norfolk's *Talk About* team for their fantastic accolades at the Shine a Light 2015 across two categories – an amazing achievement! Each year the applications get stronger and more inspiring. We have seen examples of children and young people being supported by some truly inspiring individuals and groups like the *Talk About* team.

"The Shine a Light Awards, now in their fourth year, continue to grow and we have been delighted to welcome an incredible judging panel who represent the very best of the education and special educational needs (SEN) sector. To once again partner with The Communication Trust and celebrate these inspiring people and organisations is a real privilege."

Anne Fox, Director of The Communication Trust, says: "Congratulations to the winners and highly commended finalists whose work will help inspire and motivate people right across the country. Norfolk's *Talk About* team is a wonderful example of this inspiration in practice and they have shown what can be achieved with commitment and dedication. We're delighted to have this partnership with Pearson, which allows Shine a Light to be a true celebration of the amazing work up and down the country and for helping the Trust to reach more children and young people and the professionals who work with them.

"The Shine a Light Awards are a key fixture for the speech and language sector as they reflect a range of best practice and innovative work taking place across the country. At a time when early years, health, education and SEN services are going through significant reforms, Shine a Light focuses

attention on what can be achieved through expertise, sheer determination and never giving up on children and young people’s potential.”

The Shine A Light awards are designed to honour individuals, teams, campaigns, communication-friendly settings and communities that have excelled in their support of children and young people’s communication, particularly for those with speech, language and communication needs (SLCN).

The full list of winners and highly commended finalists include:

	<b>Winner/s</b>	<b>Highly Commended</b>	<b>Highly Commended</b>
<b>Pearson Outstanding Achievement Award</b>	Lord David Ramsbotham GCB CBE	N/A	N/A
<b>Early Years Setting of the Year Award</b>	Robert Mellors Primary and Nursery School Foundation Unit, Nottingham	Bambini Childcare Ltd, Bedworth, Warwickshire	N/A
<b>Primary School of the Year</b>	Aerodrome Primary Academy, Croydon	John Ruskin Language Unit, John Ruskin Primary School, Southwark, London	Lark Hall Primary School, Clapham, London
<b>Secondary School/ College of the Year Award</b>	Hampstead School, London	St Marylebone CE Bridge School, Westminster, London	Peacehaven Community School, Peacehaven, East Sussex
<b>Augmentative and Alternative Communication (AAC) Award</b>	Woodlands School, Leatherhead, Surrey	N/A	N/A
<b>Community Friendly Award</b>	Talk About Team, Norfolk Community Health and Care NHS Trust, Norwich, Norfolk	N/A	N/A
<b>SLCN Innovation Award</b>	I CAN’s Talk About Talk programme, London	County Durham Youth Offending Service, Durham	Talk About Team, Norfolk Community Health and Care NHS Trust, Norwich, Norfolk
<b>Communication Champion Award</b>	Bev Crisp, Whitby & Moors Children Centre, North Yorkshire	Cordula Hastings, Charles Warren Academy, Milton Keynes	
<b>Young Person of the Year</b>	Jonathan Middleditch,	James Curtis,	

	Moor House School and College (Suffolk)	London – AVUK	
<b>Communication Commitment School of the Year Award</b>	Holy Trinity Primary School, Halifax, Yorkshire	Longmoor Community Primary School, Liverpool	Fonthill Primary, Bristol

For further information about the Shine a Light winners and highly commended finalists, visit [www.shinealightawards.co.uk](http://www.shinealightawards.co.uk) and follow us on Twitter #SAL2015.

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### For further Information

For more information, or to arrange interviews, please contact Laura Smith and Lisa Church at Consilium Communications by contacting [lchurch@consiliumcommunications.co.uk](mailto:lchurch@consiliumcommunications.co.uk) / 07467 945661 or [lsmith@consiliumcommunications.co.uk](mailto:lsmith@consiliumcommunications.co.uk) / 07467 945848.

### Notes to editors

#### About the Shine a Light Awards

- The Shine a Light Awards are sponsored and organised by Pearson in partnership with The Communication Trust, a coalition of over 50 organisations dedicated to supporting children and young people's speech, language and communication.
- The Awards are designed to promote and celebrate good practice in speech, language and communication for individuals, groups and settings that work with children and young people, particularly those with speech, language and communication needs (SLCN).
- The awards form part of the legacy of the National Year of Communication (*Hello* campaign) and have become a key event in the speech, language and communication community's calendar.
- Nearly 80 applications were received with 10 winners and 11 highly commended finalists picking up coveted awards at a glittering ceremony hosted by David Baddiel.
- The award categories were Early Years Setting of the Year Award, Primary School of the Year Award, Secondary School/College of the Year Award), Augmentative and Alternative Communication (AAC) Award, Community Friendly Award, SLCN Innovation Award, Community Champion Award, Young Person of the Year Award and Communication Commitment School of the Year Award.
- 25 judges were involved in the Shine a Light Awards including Anne Fox, Director of The Communication Trust; Kamini Gadhok, CEO and Derek Munn, Director of Policy and Public Affairs of Royal College of Speech and Language Therapists (RCSLT); Virginia Beardshaw, CEO of I CAN; Norbert Lieckfeldt, Chief Executive of British Stammering Association; Peter Sutcliffe, Editor of SEN Magazine; Jonathan Douglas, Director of National Literacy Trust; Chris Hall, Managing Director at Pearson; Lesley Munro, Education & Speech and Language Therapy Manager at Pearson; Jill Duffy, Managing Director for Schools, Pearson; Hilary Berry, Chair of Cheshire West and Chester Primary Heads' Association; Clare O'Rourke, Specialist Speech, Language and Communication Teacher at Peacehaven Community School and past winner; Michael Beakhouse, Adults & Children's Commissioner at Reading Borough Council and past winner; Shane Dangar, Communication Champion 2013/14; Anna Reeves, Manager of ACE Centre; Malcolm Reeve, Executive Director for SEND & Inclusion at Academies Enterprise Trust; Janet Cooper, Programme Manager of Stoke Speaks Out and Past Shine a Light Award winner; Liz Bayram, Chief Executive of PACEY; Zoë Peden, Co-

founder of Insane Logic; Laura Steuart-Fothringham, Programme Manager for The Communication Trust; Shona Crichton, Professional Advisor for The Communication Trust; Jack Williams, Project Officer for The Communication Trust; Joy Rutter, SEN Governor at Linton Colliery First School; Julie Steele, Specialist Speech and Language HLTA; Helen Fiddler, ESCAL Interim Strategic Lead and Programme Manager at Sheffield City Council; Aidan Baker, Young Person of the Year 2013/14.

- For further information, visit [www.shinealightawards.co.uk](http://www.shinealightawards.co.uk).

#### **About Pearson**

- Pearson is the world's leading learning company, with 40,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning.
- Pearson is the world's largest commercial developer and distributor of educational assessments and psychological testing materials with over 90 years history of commitment to researching and developing products to a reliable high standard.
- Pearson is dedicated to the pursuit of professional excellence, leadership, and growth through acquisition, development, publication, and the maintenance of quality assessment tools in order to anticipate and meet the needs of its customers.
- Pearson have sponsored the Shine a Light Awards since their launch in 2011, as part of the *Hello* campaign (National Year of Communication).
- For more information, visit [www.pearsonclinical.co.uk](http://www.pearsonclinical.co.uk) or follow @PsychCorpUK #SAL2015

#### **About The Communication Trust**

- The Communication Trust is a coalition of over 50 leading voluntary sector organisations, which raises awareness, influences policy, promotes best practice among the children's workforce and commissions work from its members.
- The Trust's mission is to ensure that every child and young person is supported to communicate to the very best of their ability.
- The Trust works towards its mission by working in partnership to build, skills, knowledge and confidence in the children's workforce, based on a foundation of good practice, robust evidence and effective policy and legislation.
- For more information about the Trust visit [www.thecommunicationtrust.org.uk](http://www.thecommunicationtrust.org.uk) or follow @Comm\_nTrust #SAL2015.