



MANIFESTO



CAMDEN TOWN

**Controlled
ZONE**



**Mon - Fri
8.30 am - 6.30 pm
Sat - Sun
9.30 am - 5.30 pm**

Angryclan

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**HOLTS
FOOTWEAR,
DOC MARTEN'S**

LET

FIRST CHOICE
A sign for 'FIRST CHOICE' featuring images of burgers and fries.
OPEN

**OPEN
FOOD &
WINE
NEWS &
MAGS**

**FOOD & WINE
NEWS & MAGS**

**Vietnamese
CHINESE &
JAPANESE
PHO & NOODLE
HOUSE**

MRingley
ET BY



**ONE
SHOP
OPEN 7 DAYS**

FIRST CHOICE
FISH & CHIPS - VEGANS - BURGERS

POPULAR
CONVENIENCE STORE

SUPERMARKET

Fri-Chicks
When Mom's Not Cooking!

RED ROUTE
No stopping
on any day
8am-7pm
Except 10am-4pm
loading
max 20 mins
max 3 hours



**LITERACY.
IT MAKES SENSE.**

Literacy changes lives

The most pressing agendas for government following the next election are to rebuild our economy and improve social mobility in our country. The next government must act against economic dependency and worklessness, educational failure, and poverty of opportunity and of aspiration. It won't be easy, but it will be even harder without the basics in place.

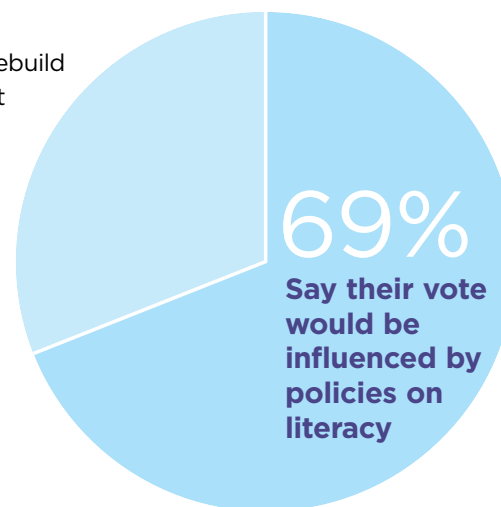
1 in 6 people in the UK struggle with literacy.¹

This means that they live without the **reading, writing, speaking** and **listening** skills they need to fulfil their potential. This is the reality for the UK. But it shouldn't be, and we can change it.

A society that struggles with literacy struggles with problems that extend far beyond the school gates. It suffers from acute social, economic and cultural problems that undermine and divide communities.

Our manifesto for literacy is based on 15 years of working with people most in need of literacy support and consultation with 34 national organisations, from government, business, third sector, education, and the arts. We believe in policy that is practical, cost-effective, and sustainable. We believe that literacy changes lives.

There are 12.6 million people who would struggle to read this manifesto. It's easy to take your skills for granted.



It's important

69 per cent of the British public say their vote would be influenced by policies on literacy.²

It's fair

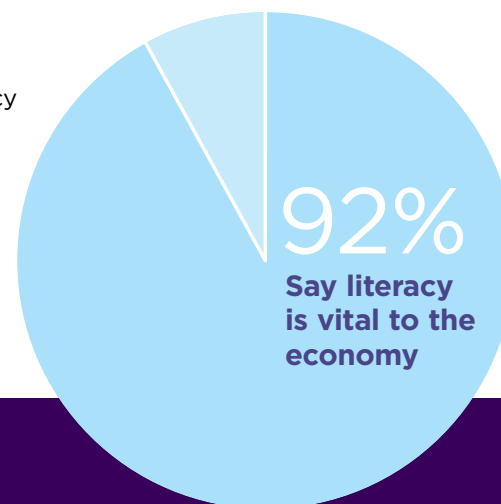
Literacy influences the aspirations of our children and narrows the achievement gap. Poor skills affect more than exam results; a literate nation is a more equal society.

It makes economic sense

92 per cent of the British public say literacy is vital to the economy, and essential for getting a good job.³

Higher literacy levels can reduce an individual's likelihood of being on state benefits from 19 per cent to 6 per cent.⁴

Literacy. It makes sense.



1 IN 6 PEOPLE IN THE UK STRUGGLE WITH LITERACY

OUR MANIFESTO >>> FOR CHANGE

**National
Literacy
Trust**

1. DFES (2003) *Skills for Life survey*
2. YouGov (June 2009) *A survey of 2105 adults*
3. YouGov (June 2009) *A survey of 2105 adults*
4. Bynner & Parsons (2006) *New Light on Literacy and Numeracy*
5. Hart and Risley (2003) *Meaningful differences in the everyday experience of young American children*
6. QCA (1999) *Talking, reading and writing at work*
7. CBI (2008) *Taking Stock: CBI Education and Skills Survey*
8. Feinstein and Symons (1999) *Attainment in secondary school*
9. YouGov (June 2009) *A survey of 2105 adults*
10. YouGov (June 2009) *A survey of 2105 adults*
11. NLT (2008) *Self-perceptions of readers*
12. DCSF
13. TNS Consumer (2008) *National Year of Reading Pre Wave 2008*

1: Breaking down barriers

Speaking and listening are the first literacy skills. Language development is influenced by family background. By the age of four, a child with better educated and professional parents may have been exposed to over 50 million words. A child from a disadvantaged background may have heard just 12 million: these disadvantaged children will remain well behind their peers in later years at school.⁵

As adults, **poor communication skills will lock individuals out of the job market.** Research shows that a job applicant's effective communication skills can outweigh formal qualifications in an interview.⁶ In the UK, 41 per cent of employers are worried about the basic literacy skills of their new recruits.⁷

Children from all backgrounds must have an equal opportunity to develop strong speaking and listening skills.



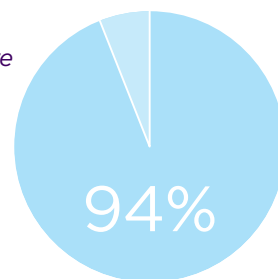
"Because my son has a speech and language impediment, when I had my daughter Louise, I wanted to do what I could to make an impact on her language development. Now I know what steps I can take to help her develop speech, she has come on in leaps and bounds. The two of us share stories together and we're always having a conversation. I'd really encourage every mum to talk and read more together at home." Mum, Charlotte Colwell-Treacy, 30, and Louise, 2, are from Greenwich.

2: Better literacy begins at home

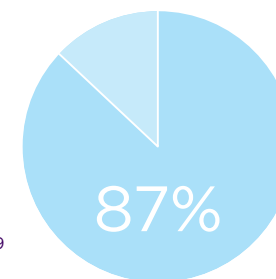
Parents with lower literacy levels often lack the confidence to help their children with reading and writing, which reinforces the cycle of disadvantage. For many parents, the school curriculum is an alienating and complex framework. But strong literacy skills are the result of a partnership between parents and our education system.

Supporting literacy at home can break down barriers to achievement – parental behaviour that supports their child's learning is a more powerful force for academic success than a child's socio-economic background.⁸

"We started going to the events mostly because there's a free breakfast – I didn't know what else to expect. I'd never heard of all the ways you can choose books for your children, and now I feel like I can choose a book that Millie would like. The best part of it was that it's something we've done together, the two of us doing something new. Now I know what she is learning and I am a part of it for the first time." Kim Ridout, 28, is from Southampton. Kim has three children, and took part in family literacy sessions with her daughter, Millie Brooks, 8.



94 per cent of the British public believe that the ability to communicate is a fundamental right in modern society⁹



87 per cent of the British public believe that good literacy skills are essential for children to cope in today's multimedia society¹⁰

» **To ensure that every child develops the speaking and listening skills they need, government must implement all the recommendations of the Bercow review of speech, language and communication.**

In particular:

- ✗ Speech, language and communication to be prioritised by all Children's Centres and health visitors, as the primary focus for measuring every child's progress
- ✗ All parents to receive information which emphasises the importance of speech, language and communication to all children through the Healthy Child Programme

» **To enable every parent to be their child's first and best teacher, government must:**

- ✗ Embed family literacy across parenting strategies within local authorities
- ✗ Dedicate funding for parent groups to buy books for local school libraries

3: Literacy is the key to a digital age

Young people are using literacy skills more frequently for pleasure than ever before – to read and write on social networking sites, emails, websites and for text messages.¹¹ Yet standards in reading and writing have plateaued in recent years, with almost a fifth of pupils failing to reach expected levels in reading and writing.¹²

Literacy needs a broader definition, one which is relevant to the 21st century. Teachers must also tap into the interests and passions of their pupils to motivate them, making the link between pleasure and learning, and recognising the opportunities presented in today's digital society.

Whether reading a novel or job-seeking online, the same skills are needed to read, speak, listen and write. **Without literacy skills, the potential for exclusion from society is greater than ever before.**



“Books can be really boring. But it was the World Wrestling Entertainment competition that really got me reading again. I like reading magazines the best, like WWE Magazine, Match and GamesMaster. I like information books more than stories, especially facts about wrestlers, and going online to websites to read about games cheats and cars.” Sam, 14, Staffordshire.

4: Building brighter futures

The benefits of literacy are largely taken for granted by those with strong skills, and not well understood by those with poor skills. Only 24 per cent of C2DE families (lower income social grades, non-professional households and those dependent on welfare), when asked, believed that improved literacy could lead to improved employability.¹³

Despite billions spent on literacy provision, **many adults struggling with literacy still do not take up learning opportunities.** To drive up demand for literacy support, and change attitudes to literacy, powerful messages need to reach the target audience. This means raising awareness through media campaigns, partnerships with consumer brands, and supporting messages with tangible suggestions of how individuals can take action to improve their literacy. In spring 2009, the Reading for Life campaign, supported by the DCSF, partnered with Iceland supermarkets to offer a free book with information to support literacy. The innovative partnership saw 100,000 books reach less affluent families across the UK.



“Everybody has the right to read, so that they can read prescriptions, read instructions. It ain't this big scary thing, it is enjoyable and it can change your life.”

Matt, 37, is a reformed offender, from Walsall. His youth was spent with football, drink and drugs – education didn't seem important. Matt took part in a literacy project through his local football club – not school, library or any other institution that he had felt isolated from throughout his life. Matt is planning to work with young offenders, he has completed his access course and will study history at university later this year.

» **To ensure that every pupil is a motivated reader, and uses their skills to interact in a digital age, government must:**

- ✗ Supplement phonics-based teaching of reading with approaches that increase children's enjoyment of reading and writing
- ✗ Incorporate new media into the development of children's literacy in the new primary curriculum
- ✗ Ask schools to include evidence of improved reading skills and enjoyment in the new school report cards

» **Every individual needs to know that literacy can change their life and bring new opportunities. To achieve this, government must:**

- ✗ Run a UK-wide repeat of the Skills for Life survey to establish which groups are most in need of literacy support
- ✗ Run a national campaign to show those most in need why literacy is important to them and provide them with the tools to take action

The full manifesto can be downloaded at www.literacytrust.org.uk/manifesto

The National Literacy Trust is an independent charity that changes lives through literacy.

The development of this manifesto was supported through consultation with:

Booksellers Association	National Strategies
Booktrust	Publishers Association
British Film Institute	Qualifications and Curriculum Authority
Confederation of British Industries	Radio in Schools
EdComs	Radiowaves
Edexcel	Reading Matters
Every Child A Chance Trust	Renaissance Learning
Exchange Group	School Libraries Association
If:Book	Slaughter and May
JJ Charitable Trust	St Matthew Academy
Museums, Libraries and Archives Council	The Reader Organisation
National Association of Writers in Education	The Reading Agency
National Institute for Adult and Continuing Education	UBS
	United Kingdom Literacy Association
	Wordia

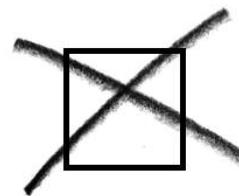
The development of this manifesto would not have been possible without the kind support of Thomson Reuters.

**National
Literacy
Trust**

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LITERACY CHANGES LIVES

In the digital age, more than ever before, we need strong literacy skills to make sense of our daily lives and interact with the world around us. Good communication skills make an individual more effective, engaging and employable. We must call for these skills to be addressed at an early age. I am pleased with the challenge that this manifesto has laid down for ministers and policy makers.

GREG DYKE, Chair of the British Film Institute.

Speaking and listening are the foundations of social and emotional development as well as preparation for future learning. We learn to talk and communicate by imitation, so parents must be supported to encourage their child's language development.

PROFESSOR TANYA BYRON, Psychologist and writer.

The full manifesto with research references can be downloaded at www.literacytrust.org.uk/manifesto