



Press Release - For Immediate Release (14.05.2012)

TALKING IS JUST THE TICKET ON SCHOOL'S MUSEUM VISIT

114 nursery and reception children from Baguley Primary School in Wythenshawe were joined by their parents on a special school trip to the Museum of Science and Industry last week (Thursday 10th and Friday 11th May 2012). The visit was funded by The Communication Trust as part of its *Talk of the Town* project to develop children's speaking and listening skills.

Parents were given a booklet that encouraged lots of chatter and interaction as children looked at exhibits including the 'air and space' and experiments area. They also received goody bags including a *Talk of the Town* parent newsletter and *Summer Talk* with activities and tips that support parents and carers to develop their child's speech and language when they are out and about.

Rosemary Willmott, Class Teacher at Baguley Primary School, said: "For some of our children and their parents, this was their first trip to a museum and it was a big success. Thanks to The Communication Trust's support, we were able to invite parents along and not have to charge for the trip; as a result it has been so popular and well attended.

"It was wonderful to see parents and their children enjoying quality time together as they looked around their exhibits. We are firmly behind *Talk of the Town* because it helps us provide lots of opportunities that enable parents to support school staff in developing their child's speech, and language skills. We know this is really important if they are to become confident communicators."

Wendy Lee, Professional Director of The Communication Trust, said: "The Communication Trust was delighted to support this museum trip as part of *Talk of the Town*. At the heart of this initiative is supporting children's speech, language and communication so they can learn and achieve their full potential. Talking about shared experiences is a great way to support children's communication, especially with parents and school staff who play a fundamental role in nurturing children's communication."

Recent evidence from The Communication Trust shows that in the Newall Green Federation of Schools in Wythenshawe, over 50% of children are in need of extra support with their communication skills.

Talk of the Town is an innovative project, led by the Trust and the South Manchester Inclusive Learning Enterprise (SMILE), including Baguley Primary School, to improve children and young people's speech, language and communication.

Being delivered in Wythenshawe (Greater Manchester), *Talk of the Town* brings together schools, early years setting, speech and language therapy services, charities and parents together. For more information, visit www.thecommunicationtrust.org.uk/schools/projects/talk-of-the-town

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For more information please contact Lynne Milford, Press and PR Officer on lmilford@thecommunicationtrust.org.uk or call 020 7843 2519.

Notes to editors

About Talk of The Town

- The Communication Trust's *Talk of the Town* project (TOTT) is an integrated, community led approach to supporting speech, language and communication in children from 0-19 which is being piloted in a small community in Wythenshawe, South Manchester.
- It aims to facilitate early identification, encourage joined up working and improve outcomes for children with speech, language and communication needs (SLCN).
- It addresses the worryingly high need of language delay that exists, especially in areas of social deprivation.
- The project began in May 2011, funded as part of the *Hello* campaign by the Department of Education and will run until July 2012. The programme is being formally evaluated by Manchester University.
- For more information please visit www.thecommunicationtrust.org.uk/schools/projects/talk-of-the-town

About The Communication Trust

- The Communication Trust is a campaigning voice for children with speech, language and communication needs (SLCN). It raises awareness, influences policy, promotes best practice among the children's workforce and commissions work from its members.
- The Communication Trust is a coalition of nearly 50 leading voluntary sector and community based organisations. It has an extensive advisory and partner network that includes the Royal College of Speech and Language Therapists (RCSLT), Achievement for All, Council for Disabled Children, Early Support Programme and specialists across early years, schools and youth justice.
- Recently, the Trust ran the *Hello* campaign (national year of communication) in partnership with Jean Gross, formerly the Government's Communication Champion for children.
- For more information, visit www.thecommunicationtrust.org.uk