

**EYPP – Call for Evidence, Early Years Pupil Premium
Case Study 2**

What?	Talk of the Town (TOTT) – The Communication Trust
Why?	This approach focused on the need for a holistic approach to supporting speech, language and communication in areas of social disadvantage
Where and when?	Talk of the Town (TOTT) is an integrated, community led approach to supporting speech, language and communication in children and young people, developed in 2011-2012 in Manchester.
Who?	The approach involved practitioners across health and education, working with parents and their children.
How?	<p>Talk of the Town was piloted in an area of social deprivation in Manchester from April 2011- September 2012 with 4 key aims:</p> <ol style="list-style-type: none"> 1. Early identification of children and young people with speech, language and communication needs (SLCN). 2. Joint working between parents and practitioners across health and education. 3. Positive outcomes for children and young people with improved speech, language and communication skills. 4. A sustainable approach, so that policy and practice continues to support positive outcomes. <p>A wide range of strategies were put in place:</p> <ul style="list-style-type: none"> • Local leadership leading and developing changes to policy and practice. • Workforce development including training, coaching, modelling and supporting staff to achieve qualifications; building a staff team with • Interventions in the classroom, with targeted interventions where needed and working in collaboration with local services around specialist support. • A local speech and language therapist (SLT) was employed as part of the project which enabled provision of bespoke support and ensured joint working and sharing of expertise across the Federation. Working to an educational model of practice and via ongoing coaching and mentoring for staff, interventions were embedded at all levels across all phases. • Regular steering and working group meetings throughout the project ensured joined up leadership and implementation of the project aims, with careful and systematic monitoring of approaches.

	<p>Joint working in Practice in Early Years:</p> <p>Joint working was widened in the early years, with projects such as Communication Ambassadors and links with children’s centres providing positive feedback from parents:</p> <ul style="list-style-type: none"> • The speech and language therapist (SLT) attended transition meetings with staff. • Joint play and stay sessions were established between children’s centres, the SLT and Federation school nurseries. • Sure start sessions for ‘hard to reach families’ were delivered with positive feedback from parents. • The Communication Ambassadors project engaged 40 parents across the local community so they understood how to support children’s communication skills, acting as advocates amongst their networks and peers. <p>Talk of the Town therefore provides an example of an effective approach which could be further utilised through pooling EYPP funding. Additionally, as the pilot covered not only early years, but also primary and secondary schools, this approach offers a forward-thinking opportunity for areas to use EYPP alongside school-based pupil premium to provide a cohesive, multi-phase approach to improving outcomes for children and young people in areas of social disadvantage.</p>
The Evidence of Impact	<p>Independent evaluation by Manchester University identified that:</p> <ul style="list-style-type: none"> • TOTT is successful in ensuring the early identification of children and young people with SLCN. • TOTT is successful in supporting joint working between practitioners across health and education and parents ensuring better outcomes for children and young people • TOTT resulted in positive outcomes for children and young people with improved speech, language and communication skills evidenced by a range of qualitative and quantitative data: • TOTT is successful in ensuring a sustainable approach, so that policy and practice continues to support positive outcomes
Where to find out more	<p>The full Talk of the Town evaluation report is available. ewagg@thecommunicationtrust.org.uk</p>

	<p>More examples of good practice for using the EYPP from the Communication Trust are available from afox@thecommunicationtrust.org.uk</p>
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