

**Speak to the Future
Minutes of the Inaugural Meeting and Forum
30 June 2011
British Academy**

Mike Kelly, Chair of the Ad Hoc Steering Group, chaired items 1 – 4.

Lid King, newly elected Chair of the Executive Committee, chaired items 5 – 7.

1. Welcome and progress report

Mike Kelly (MK), Chair of the Ad Hoc Steering Group, welcomed the delegates and updated the meeting on the progress of the campaign. He reported that in addition to the work involved in the preparation for the inaugural meeting, the campaign has created a website and logo. Five working groups produced briefings circulated at the campaign launch event in February.

A much-appreciated contribution of £25k per year for five years has been made available to the campaign by the British Academy subject to certain conditions. The Chartered Institute of Linguists has offered to provide an office base and access to some services at their Saxon House premises near London Bridge, subject to an agreement to be reviewed in six months. MK took the opportunity to express his gratitude for these contributions and outline the importance of the support of two such highly respected institutions.

Jane Collis would stand down as the Acting Project Manager in the near future. MK recorded his thanks for her work over recent months.

2. Attendance and apologies

See appendix 1.

3. Approval of the draft constitution

A discussion was held during which it was agreed that the membership of the Campaign should not be dependent on financial contribution. Organisations and individuals may choose to participate via voluntary financial donations and offers of in-kind support, use of venues, resources and staff time.

Concern was expressed that Objective 5 does not make specific mention of specialist linguists and that there are current threats to provision for bilingual learners. It was agreed that such points should be discussed at a later date by the relevant Working Groups. The draft constitution was approved unanimously subject to two amendments as follows:

- The first sentence of paragraph 2 to be reworded so that promotion of the value of language learning becomes the first bullet point following the words “The Campaign will:”
- Paragraph 31 to be amended to: “If upon dissolution of the Campaign there remain any assets whatsoever the same shall be paid and distributed by decision of the EC to organisations supporting the Objects of the campaign.”

4. Election of the Executive Committee (EC)

The following nominations for Officers and Working Group (WG) Co-ordinators were approved.

Chairperson	Lid King	The Languages Company
Honorary Secretary	Mike Kelly	LLAS
Honorary Treasurer*	Amy Thompson	NALDIC
Fundraising Officer	Nick Mair	ISMLA
Minutes and Membership Secretary	Pamela Mayorcas	ITI
WG 1 Co-ordinator	Terry Lamb	The Language Alliance
WG 2 Co-ordinator	Nikki Perry	NALA
WG 3 Co-ordinator*	Bernardette Holmes	ALL
WG 4 Co-ordinator	Pam Moores	UCML
WG 5 Co-ordinator	Tim Connell	CloL
Communications WG Co-ordinator*	Judith Masters	SSAT
British Academy Representative	Vivienne Hurley	British Academy

* Nomination approved after the inaugural meeting

5. Forum – plans for future activity

A wide-ranging discussion was held leading to a variety of suggestions for the EC to consider in the formulation of a plan of action for the campaign.

- a. The need for a strategy for different levels of support or patronage was highlighted. In addition to full membership for organisations and individual membership provided for in the constitution, a third category of associate member was suggested in order to attract sponsorship.

- b. Nick Mair outlined ideas for using the logo as a source of revenue from publishers, businesses and other benefactors. The need to add the url to the logo was mentioned, along with the scope to create a badge with the logo. Joint badging of events for income generation was also suggested.
 - c. The Campaign might approach the Open Society Foundations and the Gulbenkian Foundation for funding.
 - d. Public awareness of the Campaign might be achieved through engaging: Sir Alan Sugar; The Evening Standard; The Independent; Huw Edwards; Stephen Fry; Eddie Izzard; the French X Factor winner; CBI; IOD and BCCI. An athlete / Olympic / Paralympic champion would be a great asset in the run-up to the 2012 Games.
 - e. Representatives of Language Show Live (Upper Street Events) offered the Campaign a valuable platform for the 2011 event from 21 to 23 October, with the following possibilities:
 - A stand for which a display board would be needed
 - A session to be included in the seminar programme
 - Information about the Campaign to be included in the 250,000 brochures
 - A reception to which corporate sponsors could be invited
- The need to act quickly to focus on clear, key messages and an action plan was highlighted.
- f. Various suggestions were made in connection with communications issues:
 - A MarComms spreadsheet could be managed by a co-ordinator on Google.
 - Email groups for the Campaign would need to be managed.
 - Micro-newsletters could be sent to each organisational link person for distribution.
 - An intern helping at ALL may be able to undertake some of the communications tasks.
 - g. Provision for expenses for the operation of the WGs should be made in the budget. It was agreed that a sixth WG be created for Communications. The WGs should have flexibility to develop their work plans as appropriate. It may be useful to establish a principle of involving a 'non-linguist' in each WG.
 - h. Of the six research proposals circulated, the British Academy indicated their interest in receiving developed proposals for three as follows:
 1. Language learning and cognitive development
 3. Languages and employability
 5. Languages in security and global issues

It was agreed that the EC would discuss next steps in connection with these three items. Alternative sources of funding, such as the RSA or Sutton Trust, were suggested for proposals 2, 4 and 6. Additionally, Jim Coleman advanced a seventh idea connected with the role of the media, opinion-changing and social, personal and cultural identity.

- i. There was consensus that it would be important to focus on a limited number of key actions, with a clear agenda of perhaps three events / initiatives for the coming year.

6. Actions and priorities

- Jane Collis to amend and circulate the constitution along with links to the papers on the five objectives of the Campaign.
- Amy Thompson to circulate details of the latest NALDIC quarterly focusing on the EAL / multilingual interface
- Nikki Perry to circulate the Design and Technology manifesto as a useful model.
- EC to agree a budget and plan of action as soon as possible
- EC to write a job description and fill the post of Campaign Manager as a priority
- EC to plan urgently Speak to the Future involvement in the Language Show Live.
- EC to agree a process for circulating requests for funding contributions and other support.

7. Date of next meeting

A conference call for the EC was agreed for 12.00 to 13.00 on 14 July.

A meeting of the EC, possibly at CloL, is scheduled for 11.00 on 16 September.

Appendix 1

Attendance List

Association for Language Learning	Linda Parker
Association of University Language Centres	Nick Byrne
Association of School and College Leaders	Helen Wright
British Academy	Vivienne Hurley
British Council	Anandini Yoganathan
British Council	Liz Arriens
Chartered Institute of Linguists	Sandy Jones
Chartered Institute of Linguists	Tony Bell
Chartered Institute of Linguists	Tim Connell
Consejería de Educación	Jesús Fernández González
Consejería de Educación	Lucila Benítez
English PEN	Emma Cleave
English PEN	Julian Evans
European Commission in the UK	Fiona Harris
European Commission in the UK	John Evans
French Embassy / Institut Français	Laurent Batut
Goethe-Institut	Uwe Rau
Institute of Germanic and Romance Studies	Naomi Segal
Independent Schools' Modern Languages Association	Nick Mair
Institute of Translation & Interpreting	Pamela Mayorcas
Language Alliance	Terry Lamb
LLAS	Angela Gallagher Brett
LLAS	Mike Kelly
NALA	Nikki Perry
NALDIC	Amy Thompson
SSAT	Judith Masters
The Languages Company	Lid King
The Language Show (Upper St Events)	Anita Gorny
The Language Show (Upper St Events)	Dan Sewell
University Council of Modern Languages	Pam Moores
University Council of Modern Languages	Jim Coleman

Apologies



THE CAMPAIGN
FOR LANGUAGES

Association of School and College Leaders	Sue Kirkham
British Council	Vicky Gough
CBI	Libby Vannet
CILT	Kate Board
German Embassy	Cord Meier-Klodt
Goethe-Institut	Karl Pfeiffer
House of Lords	Jean Coussins