

Speak to the Future

Advancing language capability for 21st century Britain

Campaign Strategy 2013 – 2015

1. **Speak to the Future** is the nation's campaign for languages.

We believe that languages are of vital importance to our society, our economy and our future.

We want to see

- every language valued as an asset
- every primary school equipped to teach a language
- every school leaver qualified in a language
- every graduate qualified in a language
- opportunities for language learning in the workplace
- more highly qualified linguists able to work as teachers, translators and interpreters and in the global economy.

We are mobilizing support from business, education, professional linguists and the general public. We aim to bring about a step-change in social attitudes and public policy towards languages and language capability. 21st century Britain must speak to its future!

2. **Our successes**

S2F has

- raised awareness of the importance of languages across the private and public sectors
- campaigned to accredit home languages and raised national interest
- inflected policy decisions on primary languages and the EBacc

S2F continues to

- provide a platform for influencing policy makers
- galvanize the languages community linking business leaders and education
- connect stakeholders across sectors in a common cause

3. **Our priorities 2013 -2015**

S2F will be streamlining activity to concentrate on immediate national priorities. We will continue to lobby policy makers on issues of civic concern in relation to:

- valorization of home languages
- appropriate support for primary schools to introduce languages from 2014
- breadth of accreditation for the full ability range at 16 and 18
- widening access to languages in higher education
- advocacy for professional linguists

4. Immediate actions

We aim to

- contribute to high level symposia, debating issues of national policy affecting languages in education, employment and the wider community
- unify our message and target the general public through a media campaign
- strengthen communication with key stakeholders and leverage influence
- act as a nexus for language associations, professional bodies, education sectors and employers
- increase impact through national concerted action

5. Our projects

i. Wall of Languages

We will consolidate advocacy from Members of Parliament by developing our contact through the **Wall of Languages** <http://www.speaktothefuture.org/how-can-i-be-involved/>

ii. Speak to the Future 1000 Words Challenge

Setting out to capture the imagination of the general public, the challenge of learning 1000 words in a new language will be open to everyone in employment or in education. The challenge encapsulates, for non-specialists, the need for a useful level of competence greater than a 'smattering' but less than full fluency. The target is pitched realistically at 1000 words in order to be accessible to all. Participant figures will be celebrated nationally and results will be constantly updated to increase impact. From 2013 to 2014, Britain will rise to the 1000 Word Challenge.

iii. Every language an asset – Support for home language hubs

Employers, community leaders and linguists strongly agree that the value of home languages to social cohesion and to the economy is indisputable. Yet, the recent decision to discontinue ASSET language qualifications in lesser taught community languages leaves mainstream and supplementary schools with no means to accredit the proficiency of community and heritage language speakers. STF intends to identify campaigning partners across the country to develop and pilot a self-directed scheme to recognize and accredit community languages. Through potential strategic partnerships between schools and local universities, **home language hubs**, the revived accreditation scheme will be based on similar principles to the former graded objectives movement in modern languages, using teacher supported networks for delivery. For a prosperous and successful Britain, we need to show that every language counts.

Speak to the Future is about you and for you!

Join us now in advancing language capability for a better future!

Visit our website www.speaktothefuture.org