

February 2009

Welcome to RED the Robot's monthly newsletter



New Red the Robot® resources support Every Child a Talker initiative

Every Child a Talker

News this month

General Primary: It's the beginning of the year, a time to look ahead to what 2009 will bring. And, if the TES is correct, quite a mixed offering. A second independent review of the Primary Curriculum by Professor Robin Alexander's is due in April and the Primary Curriculum to be finalised in September. Changes to the Inspection system with Ofsted introducing a new inspection framework plus schools and teachers having to cope with reduced money and pay rises during the recession. And with the debate about reforming the Key Stage 2 tests, it should be an interesting year!

The latest National Strategy addition for Early Years, 'Every Child a Talker' is being implemented in UK Local Authorities with 50 LA's receiving funding for 2008/9 and the balance 2009/10. This new initiative aims to raise speaking and listening skills for children up to 5 years old. Nurseries, PVI's, Children's centres and some Reception classes will benefit from the extra funding.

The Institute of Education identified that Red the Robot® can help develop children's communication skills by encouraging pupils to speak and listen. As a result, Red has been successfully integrated into Early Years settings with many Local Authorities using their Every Child a Talker budget. Phase One of Letters and Sounds provides a well designed and systematic set of activities to encourage children to improve their speaking and listening skills. At Red the Robot® we listen to feedback and as a result we are designing new products for 18 months to 3 year old children in line with ECaT objectives. These new resources are coming soon!

Customer Support

We pride ourselves on our excellent customer service and support, from providing FREE training sessions, showing you how to get the most out of Red the Robot®, to troubleshooting and supplying FREE downloadable lesson plans and resources to work alongside the Letters and Sounds activity cards. Our team of teachers are ready to help you get the most out of your resources- they are only a phone call or email away!

SPECIAL SPRING TERM OFFER...FREE ROBOTS!

We will give you a FREE Red the Robot® every time you buy 4 packs of Letters and Sounds interactive cards. The 4 packs of Letters and Sounds cards can be made up of any combination or phase you require. Even better, there is no limit to the number of FREE robots you could receive! **Call or email Becky for further details.**

Call us on 0845 600 1676 or email becky@redtherobot.com

Have you seen our new website? Take a look at www.redtherobot.com