

Press release

Parental Eye
M A G A Z I N E

Education news, resources and information from a parental perspective



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Parents to launch new education resource at Olympia

A group of parents from London is to launch an education resource to tackle challenges in the education system from a parental perspective.

Titled *Parental Eye Magazine*, the resource will be promoted to educators at the 2004 Education Show London and Special Needs London show, to be held at Kensington Olympia from September 30th to October 2nd.

Parental Eye Magazine is to take a campaigning stance on key issues such as home-school relations, underachievement, parental responsibility and related social issues that affect learning, as well as to encourage parents to get more involved in their children's education.

It also aims to act as a one-stop source of information and resources for parents who want to do more, but are unsure of what to do or where to go for help.

The parents behind the launch have either professional or personal links to education, and include some who have faced their own challenges with the education system.

Publishing director Denise Roberts came up with the idea for the resource after her son's school suggested he be given a special education needs (SEN) statement to help him with his literacy skills.

She comments: 'At the time I knew very little about SEN, and the term "statemented" set off alarm bells. But after years of resisting and trying alternative methods I finally began to understand that it wasn't a negative label that would follow him for the rest of his life, but a safety measure to ensure he'd receive the support he needed to help him achieve his best.

'Over the years I've known of parents who have had to overcome other challenges to support their children through school, like fitting responsibilities around work, dealing with negative issues at school or understanding how to work with the National Curriculum. It can be difficult to find answers to problems if you're not sure how the system works, what your rights are, or if you're at loggerheads with the school.

Unit 353 The Arch
Winchelsea Road
London E7 0AQ

Tel: 0845 226 85 51

Email:

info@parentaleye.co.uk

Web:

www.parentaleye.co.uk

‘At the same time we have an education system that is facing its own structural challenges with the impending Tomlinson report, the teaching crisis, and the underachievement of boys in particular.

‘But parents’ voices are often missing in these debates – they are either spoken about or spoken down to, and then blamed with things go wrong. I’m not surprised by research results such as that by the Institute of Education, revealing that 27% of parents use tutors to ensure their children can get into a good school. Parents have been relying out-of-school teaching services such as supplementary schools for the past the 30 years because they know teaching cannot be left to teachers alone.

‘Parents have always been concerned, but many need help, support and encouragement. I strongly believe that given access to this help it is parents who are best able to meet and tackle many of the education issues facing children and young people. Parents need to take their rightful place alongside professionals working in education, because without our input it simply will not work.’

Notes for editors

Parental Eye Magazine is a bi-monthly national quality education title aimed exclusively at parents. It is a source of news, information and resources for parents who want support, inspiration and encouragement to help their children achieve their best. It retails at £2.50 per copy and is currently available on subscription only.

A supporting website at www.parentaleye.co.uk will also be launched during the show weekend.

The group is working in partnership with schools to promote the aims of *Parental Eye Magazine* and will be launching the title at Stand PT125B during this year’s Special Needs London and Education Show London, to be held at Olympia from 30th September to 2nd October 2004.

Parental Eye Magazine publishing director Denise Roberts is a journalist and editor with over 10 years experience in the publishing industry.

Parental Eye Magazine editor Richard Reddie has a background in education policy and information management.

Requests for further information, including submissions for interviews, pictures and case studies, should be directed to: 0845 226 85 51 or 07931 322 976. Alternatively, send an email to: info@parentaleye.co.uk

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London E7 0AQ

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