# Educational and Social Goals

The Oracy Cup is more than a competition — it is a movement to give every child the confidence, voice, and platform they deserve. Developed in partnership between *Equalitas Professional Services* and *Charlton Athletic Community Trust*, this initiative champions the belief that effective communication can change life outcomes. By nurturing speaking and listening skills, particularly among disadvantaged pupils across Kent and Southeast London, the Oracy Cup aims to build confidence, inclusion, and opportunity.

Rooted in the **Education Endowment Foundation (EEF)**'s guidance on oral language interventions and inspired by the **Voice 21 Oracy Framework**, the Oracy Cup will help schools make Oracy a central part of learning and personal development. Through teamwork, aspiration, and community spirit — values shared by Charlton and Equalitas — young people will develop the confidence to express themselves, influence others, and make meaningful contributions to society.

## Educational and Social Goals

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**1. Develop confident, articulate communicators**

- *Goal:* Strengthen pupils' ability to express ideas clearly, structure their thoughts, and speak with confidence in a range of contexts.
- *Evidence note:* EEF research identifies oral language skills as a key driver of academic success, with interventions showing an average impact of +6 months progress. Voice 21 emphasises deliberate teaching of spoken language as a foundation for learning.

**2. Close the communication gap for disadvantaged pupils**

- *Goal:* Target Oracy skill development among pupils facing socioeconomic disadvantage to improve equity of opportunity.
- *Evidence note:* EEF findings show disadvantaged pupils often have less access to high-quality spoken language environments; structured Oracy work can narrow this gap.

**3. Strengthen collaboration and teamwork through spoken learning**

- *Goal:* Encourage pupils to listen actively, respect differing viewpoints, and build ideas collaboratively, reflecting Charlton's values of teamwork and inclusion.
- *Evidence note:* Voice 21's 'group discussion and interaction' strand highlights the value of structured dialogue for cognitive and social development.

**4. Enhance wellbeing and aspiration through voice and agency**

- *Goal:* Build self-belief and social confidence by providing authentic speaking opportunities and public recognition of pupils' achievements.
- *Evidence note:* Research links Oracy with improved self-esteem, wellbeing, and post-16 aspiration — critical factors for long-term success, particularly among disadvantaged youth.


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**5. Embed sustainable Oracy practice in schools**

- *Goal:* Equip teachers with frameworks, lesson plans, and resources to integrate Oracy across the curriculum, ensuring impact beyond the competition.
- *Evidence note:* Both EEF and Voice 21 stress sustained professional development as essential for embedding Oracy culture in schools.

**6. Strengthen community and school partnerships through shared celebration**

- *Goal:* Unite schools, families, and local partners in recognising the power of communication as a social equaliser.
- *Evidence note:* Community-linked initiatives reinforce pupils' sense of belonging and purpose — consistent with Charlton's community engagement ethos.


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