

Terms of reference for Democratic Life: citizenship education for all young people

1. Background

A group of interested individuals and organisations have come together to champion citizenship education in the face of uncertain political support for the subject. We have agreed to work together as a coalition to refresh and restate the arguments for the value of citizenship education.

2. Aim

The *aim* of the campaign is to strengthen and extend all young people's entitlement to high quality citizenship education, in order to prepare them for taking part in our shared democratic life.

3. Objective

The campaign's immediate *objective* is to secure cross-party commitments to citizenship as a fundamental part of all young people's education, one that provides essential and multiple opportunities for young people to gain the skills and knowledge they need to participate in civil and civic life. Democratic Life seeks to strengthen citizenship education in the secondary curriculum and further extend the subject into primary schools and post-16 settings.

4. Audience

The primary audience for the coalition's campaign are policy-makers, and in particular MPs. The media will be targeted as and when it is deemed appropriate and as a means of influencing policy-makers.

5. Governance

The coalition will have two tiers of membership.

- 1) Governing group: The governing group will represent organisations and individuals who are actively involved in developing and promoting the aims and objectives of the coalition. Governing group members will be expected to attend meetings, will be consulted when events are planned and must agree the terms of reference for the coalition, along with other key policy documents. Governing group membership will imply a commitment of time to the work of the coalition, especially in regards to day-to-day decision-making. Before any communications are sent out on behalf of Democratic Life, they must be approved by three individual members of the governing group.

- 2) Supporting group: Open to any individual or organisation with an interest in supporting citizenship education. Supporting group members will receive news about the coalition's activities and will be invited to offer public support at key points during the campaign.

6. Tactics

The campaign might employ the following tactics to achieve its objective:

- letters to party leaders;
- comment pieces in broadsheet publications;
- briefings for all new MPs post general election;
- use of teachers/school leaders as campaign spokespeople;
- briefings to MPs on Education Committee regarding Speaker's Conference and Ofsted reports;
- policy seminars with key opinion formers;
- a launch event.