

'The Secret Millionaire' Goes Undercover to Discover Education at the Heart of Rehabilitation

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Piers Linney



Toe By Toe the acclaimed manual created by Bradford-based author and former school teacher Keda Cowling, was recently featured on the hit Channel 4 TV series 'The Secret Millionaire'. The show follows millionaire benefactors as they say goodbye to their luxury lifestyles and go undercover in deprived areas to find out who needs their help.

The programme saw millionaire Piers Linney, joint Chief Executive of a communications and IT consultancy, go undercover in a prison for young offenders. Piers discovered how the Toe By Toe system had been used with spectacular results to help young offenders that were previously illiterate learn to read.

Keda Cowling developed the successful 'Toe by Toe' formula to teach children and adults to read, based on her 25 years of classroom experience. Her reading manual for teachers and adults has met with unprecedented success - with outstanding results even for people diagnosed with dyslexia.

Following the broadcasting of the programme, Piers Linney was quoted as saying, "The experience was a stark reminder that your place of birth, education, health and the social and financial status of your parents can have a profound impact on your chances of achieving your dreams and your social mobility."

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Commenting on the programme watched by millions Keda Cowling said: "I'm humbled and delighted that the Toe By Toe system has had such a positive impact on the lives of these young men and the way they are choosing to live their lives, giving them a fresh start and more opportunities to contribute to the community and society as a whole."

Keda has recently been nominated for a 'Sue Ryder Yorkshire Women of Achievement Award'. As a pioneer in education, the Bradford-based author is recognised for her groundbreaking work that has transformed the lives of tens of thousands of people across the world.

Bradford College Dyslexia Tutor Anna Porter concluded: "Some Bradford College students have followed Keda's programme with considerable success and lasting results. I am pleased she has been nominated for this award for her contribution to raising the profile of this hidden disability."