

**Adult Learners’ Week 19-25 September 2022**

[**This document is also available in Welsh.**](https://www.learningandwork.wales/wp-content/uploads/2022/02/Adult-Learners-Week-2022-Stakeholder-form-Cymraeg.docx)

**Your invitation to join Adult Learners’ Week 2022**

**Adult Learners’ Week plays a major role in promoting opportunities for individuals, families, and communities to learn new skills, to support health and wellbeing, start new hobbies or to seek new opportunities to retrain and make a fresh start.**

**Lifelong learning** is seen by many as part of the solution to a range of pressing global issues including rapidly changing economies and labour markets, climate change policies and a mental health crisis. It can improve productivity; ensure better health and well-being; engage people in democratic processes; and build a fairer, more equitable society.

In Wales we are facing challenges - there is a growing trend of working-age adults being under-qualified and lacking essential skills. Almost half of adults from the lowest socioeconomic groups have not received any training since they left full-time education.

The proportion of adults with a level 4 qualification and above is 4% below the UK average as well as inequalities regarding disability (15.2% of disabled people have no qualifications, compared to 4.9% of non-disabled people). We know that the higher the qualification level a person has, the more likely they are to seek out further training.

We want Adult Learners’ Week to be a catalyst for many to take a step back into learning, to find out more about opportunities, to get advice and to be inspired to upskill.

The [Adult Learners’ Week platform](https://adultlearnersweek.wales/en/) has been developed to host information, courses, and special events to connect people to partners and stakeholders across Wales and beyond.

Last year, we hosted over 500 listings from a wide range of organisations including The Open University in Wales, Big Ideas Wales, Football Association of Wales, UNISON, BT, Cardiff Metropolitan University, Adult Community Learning providers, Coleg Menai, Wales Council for Deaf People, Wales TUC and others. Working in partnership with the Welsh Government, we successfully launched the platform as part of a multi-media campaign to promote adult learning at the height of the coronavirus pandemic. As we recover from the pandemic, we need your support to make lifelong learning more accessible. Watch [this video](https://www.youtube.com/watch?time_continue=5&v=B2xyULUx9P8&feature=emb_logo) to find out more.

This year, as part of the Adult Learners’ Week campaign we are planning for a mix of online, live and in-person events and courses, taster sessions, open days, and outreach events, that will be promoted to people across Wales throughout **September**.

We need you to be part of Adult Learners’ Week and use the platform to promote your courses, open events, online tasters and learning resources to help engage and inspire people to learn something new in way that suits them.

Learning and Work Institute is continuing its partnership with the Welsh Government to build a network of campaign partners and to support this year’s multi-media campaign with awareness raising, promotion and advertising across press, radio, social and digital media. [Click here to see the events already accessible on the platform.](https://adultlearnersweek.wales/en/find-an-event/)

**Why should I take part?**

1. It’s an opportunity to engage with new and existing audiences
2. You’ll be part of a major partnership in Wales that aims to promote lifelong learning.
3. A profile on the Adult Learners’ Week platform, will encourage more awareness of your provision.
4. You’ll be playing a key role in connecting people in Wales to get support with health & wellbeing, learning and employment opportunities.
5. You’ll be part of a Wales-wide campaign to share positive, aspirational stories to inspire others to consider learning, developing new skills and make a fresh start.

**What you’ll need to provide**

We’re looking for high quality free digital / in-person resources, courses and taster sessions that will help adults learn a new skill. If these are available/delivered in both English and Welsh, that’s even better.

Content could include:

1. One-off / taster courses
2. Introductory courses
3. Taster sessions
4. Work sheets
5. Ongoing courses
6. Open days
7. Community events
8. Webinars
9. Conferences
10. Links to careers advice and information

**Next Steps**

**You may already be a campaign partner or have worked with us previously**

You can access your Provider Profile on the platform by logging into your account – this will allow you to update your provider information and upload your learning content.

* Check you are registered on the platform <https://adultlearnersweek.wales/en/providers/>
* If you have your log in details then please log in to your account <https://adultlearnersweek.wales/en/my-account/> to start adding your course/event/resources listings onto the platform (all content must be uploaded in English and Welsh, even if the activity itself is not delivered in bilingually)
* If you cannot remember or locate your login or have any queries with your account, please email [alwevents@learningandwork.org.uk](mailto:alwevents@learningandwork.org.uk) or call 07920 040653 to ask for assistance.

**You can save your information at any time and come back to the page before publishing. You can upload and edit your content any time before and during Adult Learners’ Week, however we highly recommend that all content is uploaded before 1 September 2022 to ensure your content is considered within the marketing communications.**

**If you are new to the campaign – it’s great to have you on board!**

* To create a Provider Profile, its quick and easy and the benefits are endless. Please complete the short form below and send back to: [alwevents@learningandwork.org.uk](mailto:alwevents@learningandwork.org.uk) or call 07920 040653 if you need any assistance.

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|  |  |
| Name |  |
| Organisation / business name |  |
| What does your organisation do – a brief overview |  |
| Email address |  |
| Contact number |  |
| Web address |  |
| Brief description of activity (course/event/taster etc.)  *Max 250 words* |  |
| Credentials/ qualifications – please outline qualifications or experience of the tutor/ organisation |  |

* A member of the Learning and Work Institute team will review your form and set up your account. Once complete they will provide you with all the information you need so you can update your provider profile
* Please log in to your account (<https://adultlearnersweek.wales/en/my-account/>) and start adding your course/event/resources listings onto the platform bilingually.

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**I’ve uploaded my content, what now?**

Please keep your eyes peeled for more information and updates coming to you within the next few weeks and in the lead up to Adult Learners’ Wee. In the meantime, let your social following and networks know that you are taking part and encourage them to do the same! We will also circulate an evaluation for completion after your events take place, your feedback will help us to evaluate the impact of the campaign.



**#changeyourstory**

**Working Wales**