



CAMPAIGNING

We inspired adults to take up learning for life

“I am unrecognisable as the man I was a few years ago. Learning a new trade at my age has made me realise I can do anything.”

- Nicholas Higson, National Award Winner

Adult Learners' Week

We encouraged thousands of people across England and Wales to try something new during Adult Learners' Week.

For 23 years we've been promoting lifelong learning with this innovative campaign, now the template for successful initiatives in 50 countries. Adult Learners' Week demonstrates the power of learning to change lives and celebrates what people from all backgrounds have achieved, inspiring more adults to take up learning.

This year, we recognised 110 remarkable people and employers in nine national and regional award ceremonies. We included awards for employers and projects for the first time, attracting winning entries from McDonalds and the Army.

In 2014, we introduced the Festival of Learning to encourage more providers and employers to host 'Have a Go' sessions. Thousands took part in more than 4,500 events and activities across England and Wales.

Adult Learners' Week gives us a platform to call for change – this year, we held a National Policy Conference to advocate priorities for the next government. We secured cross-party support for our proposals on localism, mid-life career reviews and a Royal Commission on learning and skills.



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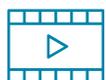
“Adult Learners’ Week not only celebrates those learners who have embraced education in adulthood, but also encourages those considering a similar journey. I am pleased to support it.”

- Nick Boles MP, Minister of State for Skills



Find out about our 2014 winners

www.youtube.com/watch?v=Tzydxq1hjMg&list=PLmZbrFRJFfyPc7Jiebrmop2AF54Vv6UKU



Read our blog

www.niace.org.uk/our-thinking/blog/adult-learners'-week-2014---what-next



Adult Learners’ Week achieved 800 pieces of national, regional and local media coverage

lsect.co.uk/ALW2014.pdf



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CASE STUDY

Festival of Dangerous Ideas

NIACE Cymru challenged organisations involved with education and training...

to think innovatively – and provocatively – about delivering high quality learning with shrinking public sector budgets, under its ‘Festival of Dangerous Ideas’ banner. We ran 12 ‘Dangerous’ events across Wales and staged two debates, with questions from ‘Is education wasted on the young?’ to ‘Do degrees prepare learners for work?’ We used findings from the Festival to feed into our manifesto for the 2016 elections.