

Adult Learners' Week 17 – 23 June 2019

Grant Fund Guidance

We want everyone to realise their ambitions and potential in learning, work and throughout life. Promoting learning and skills is a crucial part of the work we do with partners and stakeholders across Wales.

Together we make a difference: In the last 8 years 74,000 adults in Wales have taken positive action because of our campaigning. We work collaboratively to turn national promotion into local action, working with a range of learning providers and stakeholders to deliver activity across Wales.

Adult Learners' Week (17-23 June 2019)

Adult Learners' Week is an annual campaign which celebrates and promotes learning opportunities. Promoted by the United Nations, Adult Learners' Week has developed in over 40 countries around the [globe](#).

Throughout the festival outreach events and promotional activity offer the chance to try new skills, to find out about courses, signpost where to go to get advice and support and make better connections in communities. We want more people to be inspired to develop their skills; for their health, for their families, for employment and for stronger communities.

The campaign provides an umbrella to promote and celebrate formal and informal lifelong learning and we'd like to work with any partners and stakeholders across Wales working with adults, communities and families.

Please use Adult Learners' Week to promote what you do, test new ways of working, launch new activity, reach new audiences, have fun and bang the drum for adult & family learning.

We have a limited pot of grant funding and we are grateful for all partners who support the campaign with special events and outreach, using your existing budgets, resources and sponsors. We've created the Grant Fund to provide some assistance for organisations and partnerships where a little extra funding could make a big difference!

How you can get involved: Funding available

The Grant Fund for 2019 is available to organisations working in Wales who wish to deliver outreach activities or events during [Adult Learners' Week](#) and **throughout** the month of June.

We are looking for activities which are creative and can reach new audiences, particularly those adults who have not engaged in learning for some time, and have the potential to gain media interest. Activity could be used to:

- Promote participation in learning
- Increase access to information, advice and guidance
- Facilitate have-a-go or bite-size taster sessions

The Grant Fund **cannot** be used for:

- Research projects
- The production of course materials
- Already established courses

Who can apply?

For the remainder of the fund, we welcome applications from any group, organisation or partnership (see separate criteria for each category below). We are keen to ensure activity reflects the ways of working encouraged by the Wellbeing of Future Generations working **together** in their area. We would like to support groups who may be working with a wide range of agencies and may have the **involvement** of adult learners as part of the decision-making process or part of the promotional activity.

Priority will be given to organisations that are targeting individuals or groups who are currently not accessing learning opportunities, who can demonstrate that they are part of the planning of learning and skills locally so that activity addresses **local need** and that if appropriate there are pathways for **progression** onto further learning or skills development.

Here are some examples of organisations and venues which have previously engaged with our campaigns: Workplaces, Museums & Galleries, Libraries, Schools, Community groups, Theatre and Community Arts, Sports Clubs, Cinemas, Hospitals and Health Centers, Leisure Centers, Pubs & Cafés, Local Newspapers and Radio, Housing Associations, Trade unions & Employers, Prisons and Probation Services, Residential Homes, Job Centers, Supermarkets, Transport Hubs including buses and trains.

For the smaller grants, we welcome applications from small independent organisations, SMEs, charities and community interest organisations (CIOs) which are keen to engage potential adult learners.

There are 3 different levels of funding available, each with their own criteria, which are as follows:

	Funding available	Amount	Criteria	Examples
Learning Promotion Grant	£1,500	4 awards of up to £1,500 are available for organisations or partnerships	This award is to support the promotion of learning and skills across a county or part-county area, where possible. This approach should demonstrate the involvement of a few organisations and adult learners as part of the decision-making process or part of the promotional activity.	The successful recipients of these grants will: <ul style="list-style-type: none"> • Use targeted promotional activity to work with a particular group of learners, workplaces or community settings to address an identified need • The funding may be used for a campaign of events or a targeted programme using modern techniques and promotional tools.
Learning Innovation Grants	From £501 to £1,000	10 Awards of up to £1,000 are available for organisations	These awards are for organisations which wish to deliver innovative and different activity during Adult Learners' Week or throughout the month of June to promote learning opportunities for adults, encouraging them to engage in learning.	Examples of what funded activity might include: <ul style="list-style-type: none"> • New, different and Innovative promotional activity to engage new learners back into learning • demonstrate a real commitment to improving the confidence, access to skills and love of learning in their local area
Learning Taster Grants	Up to £500	20 Awards of up to £500 are available for small organisations	These awards are for small organisations from traditional or non-traditional sectors of learning, who want to deliver short activities during Adult Learners' Week or throughout the month of June to promote learning opportunities for adults, encouraging them to engage in learning locally.	Examples of what funded activity might include: <ul style="list-style-type: none"> • Bite-size tasters or engagement sessions, in local settings, to entice people back into learning, to try their hand at something new • The application must demonstrate how the

				approach responds to identified needs locally.
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How your application will be assessed

Your application will be assessed against other applications, which are in competition for funds. The following factors will be considered when assessing applications:

- Where appropriate the demonstration of a **partnership** approach to working.
- You may be able to demonstrate match-funding – which can be staff time or other in-kind resources.
- The need to ensure that individuals and communities who are **currently not accessing** adult learning opportunities are being targeted.
- Innovative and **creative** proposals – which may reach new audiences.
- The involvement of **existing learners** in the delivery and promotion of the project or in the decision-making processes. We know word of mouth makes a difference.
- Evidence of a coherent **promotional plan** which targets local and/or national press and media and engages your local AMs, MPs and councillors to maximise the impact of the activity.
- Priority will be given to entries which demonstrate that they are part of the **planning** of learning and skills locally/regionally so that activity addresses local need and that if appropriate there are pathways for progression onto further learning or skills development.
- Applications which link to any or all of the four themes in [Prosperity for All](#) for example by addressing health and well-being, community hubs & schools, pathways into employment, tackling issues around ageing and loneliness.

Deadlines and what happens next?

The deadline for applications is **15th March 2019** and successful applications will be notified week commencing **8th April 2019**.

All those putting on events for Adult Learners' Week will have access to an 'event in a box' suite of promotional materials to help promote their event or activity. All events will be promoted via our website, social media channels and through local and national press and media.

Successful applicants must submit the following:

- A fully completed **online evaluation report** which will provide sufficient evidence on the delivery of activity identified in the application. Evaluation forms must be submitted by the deadline.
- Fully completed **online Learner Feedback forms**, we expect event organisers to encourage all, or as many event participants to fill out a learner feedback form which will help us to evaluate the impact of the campaigning activity. Learner feedback forms must be submitted by the deadline.
- We expect all event information to be **uploaded bilingually** onto our online events calendar.

