



## Adult Learners' Week Campaign Stakeholder form



[This document is also available in Welsh.](#)

**Your invitation to join Adult Learners' Week from 15 – 21 September 2025, with promotion taking place throughout the month.**

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

We want Adult Learners' Week to make a difference to people's lives and be a catalyst for many to take a step back into learning, to find out more about opportunities available to them, to seek advice and guidance, and to be inspired to upskill. We want to see effective signposting and opportunities that will inspire people to improve their confidence and wellbeing, to flourish in their careers, and develop a love for learning through life.

Working in partnership with the Welsh Government, we successfully launched the Adult Learners' Week platform to inspire people to learning something new in a way that suits them. We are keen to build on our network of partners to support this year's multi-media campaign with awareness raising, events, promotion and advertising across press, radio, social and digital media.

The campaign platform has been developed to host information, courses, and special events to connect people to partners and stakeholders across Wales and beyond. [Click here to see the events already accessible on the platform.](#)

**Last year, we hosted over 600 listings** from a wide range of organisations including The Open University in Wales, Coleg Cambira, Wrexham University, Amgueddfa Cymru | Museum Wales, UNISION Cymru, Groundwork North Wales, GMB Union, Adult Community Learning providers, Eryri National Park, TUC Cymru, ACT Training, Innovate Trust, Ffilm Cymru and others.

As part of the 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, as well as the focus week 15<sup>th</sup> – 21<sup>st</sup> September 2025. Your support is vital in making lifelong learning more accessible to all. We are keen to work with a range of organisations to promote formal and informal learning opportunities for adults and families throughout September and as part of our focus week.

### **Top 5 ways your organisation can benefit from Adult Learners' Week:**

1. You'll be part of a major partnership in Wales that aims to promote lifelong learning opportunities to new and existing learners.
2. A profile on the Adult Learners' Week platform, will bring more awareness of your provision.
3. Support people on their journey towards better health, well-being, and increased confidence.
4. You'll be part of a Wales-wide campaign to share positive stories to inspire others to consider learning, develop 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 including:

- Short courses
- Community events
- Webinars
- Introductory courses
- Open days
- Conferences
- Taster sessions
- Links to advice and information

### **How to register your interest:**

#### **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. Please be aware that design and development work may occur on the site over the next few months.

- Check that you are [registered on the platform](#).
- [Log in to your account](#) to add your course, event, or resource listings. Remember, all content needs to be uploaded in both English and Welsh, even if the activity itself is delivered in one language.
- If you cannot remember or locate your login details 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.

**If you are new to the campaign, please follow the steps below:**

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.

<b>Name:</b>	
<b>Organisation / business name and type:</b>	
<b>Provide a brief overview of your organisation</b>	
<b>Email address:</b>	
<b>Contact number:</b>	
<b>Web address:</b>	
<b>Brief description of activity and timings: (course/event/taster etc.) <i>Max 250 words</i></b>	

A member of the Learning and Work Institute team will review your form and set up your account. Once complete, you will have full access to your account, to update your provider profile and upload your activities for the campaign and throughout the year. All listings must be available in English and Welsh due to Learning and Work Institute's Welsh Language Standards requirements.

**Once you've uploaded your content:**

**You can upload, edit, and delete your content before and during Adult Learners' Week, however we highly recommend that all content is uploaded by 22<sup>nd</sup> August 2025 to ensure your content is considered within the marketing communications. We will keep you updated on timelines and any developments.**

**Top tip: You can save your information as you go along and come back to the page before publishing.**

Learning and Work Institute will keep you informed with regular updates in the lead up to Adult Learners' Week, you will also have access to our campaign toolkit to assist you with the branding and promotion of your events. 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 form for completion, please share your feedback, as this will strengthen our campaign findings, and the development of future campaigns.

We look forward to working with you.

**Stay updated, be informed, and keep engaged:**

Website: [www.learningandwork.wales](http://www.learningandwork.wales)

LinkedIn: [Learning and Work Institute](#)

BlueSky: [@learnworkcymru.bsky.social](#)

Facebook: [@learningandworkinstitute](#)

Instagram: [@LearnWorkCymru](#)

X: [@LearnWorkCymru](#)

If you have any questions or need assistance completing this form, contact [alwevents@learningandwork.org.uk](mailto:alwevents@learningandwork.org.uk).