



# Adult Participation in Learning Survey 2026

Help make and win the case for lifelong learning



Opportunities  
to sponsor

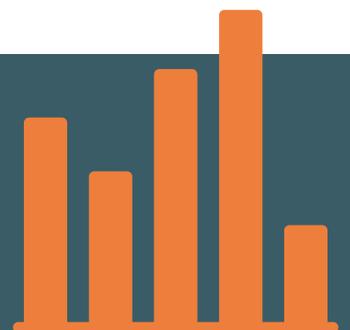
**L&W** LEARNING AND  
WORK INSTITUTE

## Overview

By sponsoring this year's report, you can generate fresh insights to inform policy and practice and help build a brighter future for lifelong learning. You can also associate your organisation with a longstanding, trusted and high-profile report, the definitive study of its kind.

You can take advantage of the following sponsorship opportunities:

- **Headline sponsor** – £25,000 + VAT (available for three years at £65,000 + VAT)
- **Bespoke options and add-ons** – ranging from additional survey questions to trend analysis: £5,000 – £10,000 + VAT



## The Adult Participation in Learning Survey is the definitive study of its kind

Learning matters. It helps people with their work and careers, supports health and wellbeing, promotes integration, reduces loneliness, and enriches lives. Learning and Work Institute's flagship Adult Participation in Learning Survey is the longest running and most frequently occurring study of lifelong learning in the UK.

Since 1996, it has been the definitive annual report on how and why UK adults learn, or do not. By including the views of a representative sample of 5,000 people from every nation and region of the UK, the survey contains detailed analysis of the barriers and enablers to adult learning, and how these intersect with social class, employment status, age, and prior learning. This evidence grants policymakers, commissioners, employers, and learning providers with an opportunity to grasp the benefits of adult learning, make informed decisions, and collectively move the UK towards being an economy and society where every adult has the opportunity to learn throughout life.



## This year's report can mark a turning point in the future of lifelong learning

The 2025 survey shows the UK has a long way to go in order to achieve this mission. The 2025 report showed declining rates of participation across all groups, a workforce learning slowdown, and stark inequalities by social class and age. This is set against a backdrop of declining public and employer investment in adult skills, flatlining productivity, and a UK employment rate barely changed since the pandemic. Put simply, it has never been more important to make and win the case for lifelong learning. That is why the survey sits at the heart of L&W's new campaign – Get the Nation Learning. Since launching in May 2025, nearly 200 organisations have joined this campaign, recognising the importance of lifelong learning and committing to ramp up their impact. This includes the likes of Channel 4, National Housing Federation, and West Midlands Combined Authority. Last year's report was launched during Get the Nation Learning Week and shown at the biggest celebration of lifelong learning in England – the Get the Nation Learning Awards – with winners including Ed Balls, BBC Studios, and Manchester City Council.

By acting as sponsor for this report, you can play an important role in this fast-growing movement, helping to further its impact and influence with key stakeholders, while also featuring prominently at high profile events such as Get the Nation Learning Week and the Get the Nation Learning Awards.



## Now is the perfect time to lead the conversation

2026 is the ideal time for your organisation to help make and win the case for the importance of lifelong learning. To mark the 30<sup>th</sup> anniversary of the survey's launch in 1996, we are giving our headline sponsor the opportunity to help craft three new questions, as well shape the topics and focus for the report. These findings will emerge at a crucial time for public policy, amidst ongoing reforms such as Connect to Work, the Growth and Skills Levy, the Lifelong Learning Entitlement, and further devolution of adult skills funding to English regions.

In addition to yielding fresh insights and perspectives, the survey will continue to harness the sophisticated and robust methodology that has underpinned its strong standing and longevity. Fieldwork is conducted by Kantar, the world's leading data and analytics business, with whom we worked for over 20 years. L&W undertake detailed quantitative analysis and statistical testing to dig deeper into observed differences between groups. Eye-catching graphs and tables will help communicate the findings effectively, with accompanying explanatory notes. Interactive charts will also be updated on the L&W website.

Throughout the project you will have access to our expert research and policy colleagues, with an assigned Research Manager and L&W's Head of Lifelong Learning working with you directly. Our External Affairs team will also partner with you to ensure the report reaches key audiences, provides you with exposure, and gains the coverage it deserves. Previous reports have been cited by government departments, such as DWP in the recent Get Britain Working White Paper and also covered by national and regional press.



## You can take advantage of the following sponsorship opportunities.

### Headline sponsor

**£25,000 + VAT**

Only one available

You can also secure this position for 2026, 2027, and 2028 for £65,000 + VAT.

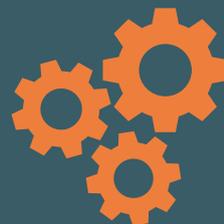
- ✓ Your organisation will be the headline sponsor for this year's survey
- ✓ Logo featured prominently on the report, webpages, and wider collateral such as event and presentation materials
- ✓ Foreword and biography included at the front of the report
- ✓ Quote on press release, and support from L&W's External Affairs team on promotion
- ✓ Insertion of three new questions into the survey, co-crafted with L&W's expert research and policy colleagues
- ✓ 2x places at the report launch – the Get the Nation Learning Awards
- ✓ A speaking slot at the Get the Nation Learning Awards
- ✓ A thought leadership article for publication during Get the Nation Learning Week
- ✓ 6 meetings with L&W's Head of Lifelong Learning and an assigned Research Manager, allowing you to monitor and shape the direction, topics, and focus for the survey



## Bespoke options and add-ons

We offer a range of add-ons or standalone options. We can also create a bespoke offer combining multiple options to meet your needs.

- ✓ New survey questions: getting to the answers that matter most to you – from £5,000 + VAT (max 2)
- ✓ Trend analysis: harnessing stats from previous surveys on a range of themes and topics – from £10,000 + VAT
- ✓ Qualitative research work: reaching the human story behind the data – priced in line with requirements
- ✓ Wider dissemination and engagement activities such as a roundtable or webinar – priced in line with requirements
- ✓ Boosted samples for Scotland, Wales, Northern Ireland and England regions, enabling us to undertake more detailed analysis by place
- ✓ L&W can also build your sponsorship and support into backing for our wider campaign Get the Nation Learning, including Get the Nation Learning Week and Get the Nation Learning Awards





## Get in touch

To discuss sponsorship opportunities, please contact  
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