

### What is Hey Hull?

The Hey Hull project (led by Hull College and HEY! Volunteering) is designed to tackle **low levels of engagement in adult learning** across Hull.

It aims to create inclusive, flexible pathways into learning and volunteering for residents furthest from the labour market by:



Promoting the value of learning



Addressing barriers to engagement in learning



Supporting adults to develop skills and gain experience



Building links between delivery organisations

### Why Hull?

Barriers to engagement in learning faced by adults in Hull include:



Low awareness of training and learning opportunities



Low prior educational attainment – Hull is ranked in the bottom 5 of all local authorities in England for the number of adults with a Level 3 qualification or higher



Dispositional barriers to engagement (e.g. lack of confidence or motivation)



Situational barriers to participation (e.g. cost and transport)



## Key provision features



**40 microcredentials** – short online courses to upskill learners in, e.g., employability and volunteering skills, digital wellbeing, diversity awareness and utilising AI

**Immersive digital learning experiences** – an online employability escape room that enables learners to develop and apply problem-solving skills



**Opportunities with HEY! Volunteering** – e.g., placements in Hull's arts and cultural sector, to provide new skills and develop pathways into work

## What has worked well?

- Taking a create, test and learn approach has enabled the delivery team to refine the Hey Hull offer
- Collaborative partnership working has enhanced project delivery, e.g., utilising partners rooted in communities to recruit local volunteers
- Inclusive engagement approaches and offering individualised support have been beneficial in recruiting volunteers facing barriers to learning and employment
- Emphasising the personal benefits of volunteering has helped boost uptake and engagement



## Key outcomes

Positive feedback on 40 new microcredentials around their usability and relevance to Hey Hull's target audiences



Half of all new volunteers are from underrepresented communities

More men and young people have engaged in volunteering than in any previous cohort



## Wider learnings

1. Make provision inclusive, accessible and engaging to support participants with diverse needs
2. Enhance the value of microcredentials for learners by connecting them to related resources and 'real world' opportunities
3. Increase recognition of microcredentials among employers and providers through digital badging
4. Embed collaboration in design by partnering with community-based organisations and employers