



Wythnos
Addysg Oedolion

Adult Learners'
Week

Adult Learners' Week Campaign Toolkit for providers

21 – 27 September 2026

with promotional activity throughout the month.

[This document is available in Welsh](#)

#neverstoplearning #adultlearnersweek

D&G SEFYDLIAD DYSGU A GWAITH
LEARNING AND WORK INSTITUTE **L&W**

Working Wales
#neverstoplearning



Gyrfa Cymru
Careers Wales



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government



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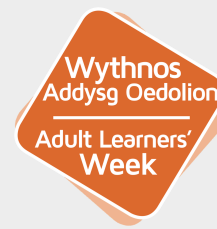
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Contact us

Join L&W's campaign partnership



Be part of a national movement

Join a nationwide campaign to raise awareness of the lifelong value and benefits of adult education.

Open the door to learning

Host a taster session that helps adults take a first, confidence-building step.

Put your event on the map

Register your activity on our campaign platform to raise the profile of opportunities.

Share stories that spark change

Celebrate learner journeys that inspire others to believe learning is possible for them.

Connect with those who have the most to gain from learning

Connect with adults who may face barriers and need extra encouragement to get started.

Team up to reach further

Partner with local services and community groups to bring learning closer to people.

Show the real-life benefits of learning

Promote how learning supports wellbeing, work, confidence, family and community life.

Make the next step simple

Signpost adults clearly to advice, support and opportunities so they know how to begin.





Be inspired by Adult Learners' Week, watch our promotional film:



Dysgu gydol oes yn newid straeon.

Lifelong learning changes stories.



Adult Learners' Week 2026 Campaign themes



Monday 21 September Learner Voices

Learner voices are one of the most powerful ways to inspire others to take part in learning. Real stories build confidence, show what is possible, and help providers understand what learners need to start, stay and progress. Use this theme to put learners at the centre of events: share learner stories, support learner-led outreach, host bring-a-friend activities, create learner forums, and use feedback to shape provision that reflects people's experiences, ambitions and barriers.



Tuesday 22 September Collaboration & Connection

Adult Learners' Week is strongest when organisations work together across communities, sectors and services. Collaboration helps create clearer pathways, reduce duplication, reach people who may not otherwise engage, and connect learners with the right support at the right time. Use this theme to focus events on partnership in action: celebrate joint practice, bring partners together for networking or planning sessions, share what works, start new conversations, and build connections that make learning more visible, accessible and joined up.



Wednesday 23 September Skills for Work & Progression

Learning at and through work is vital for helping people build confidence, adapt to change, progress in their roles and access new opportunities. Workplaces can also be important gateways for reaching adults who may not see learning as being for them. Use this theme to focus events on practical routes into skills development: run workplace taster sessions and workshops, promote progression pathways, host skills-sharing or information events, gather insight through surveys, and share success stories that show how learning supports individuals, employers and wider communities.

Thursday 24 September Essential Skills

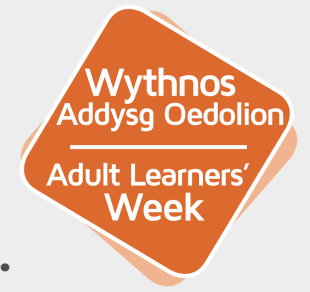
Literacy, numeracy and digital skills are essential foundations for further learning, work and everyday life. When people lack these skills, it can reduce confidence, limit participation in community and school life, and hold them back from securing or progressing in good jobs. Use this theme to focus events on practical, accessible routes into learning: promote taster sessions, listen to communities about what they need, co-produce curriculum with learners, and create provision that helps people build key skills and confidence to take their next step.



Friday 25 September: Better Health and Wellbeing

Learning has a powerful role in reducing health inequalities because it builds confidence, supports mental health, strengthens social connections and helps people gain skills that can lead to work or further opportunities. This theme is an opportunity to show how learning contributes to healthier, more connected communities. Use this focus to plan events and activities that support health and wellbeing, including informal, creative and community-based learning. Stakeholders can use the theme to strengthen links with local health services, social prescribers and voluntary sector partners, improve signposting between services, and demonstrate how learning can be part of prevention, recovery and long-term wellbeing.

We encourage you to use our overarching themes as an inspiration to spark your ideas for Adult Learners' Week. Campaign partners are also free to design activities to suit their unique vision, on different days. Contact us to discuss your plans for the campaign: alwevents@learningandwork.org.uk.



Adult Learners' Week: Ideas to inspire action

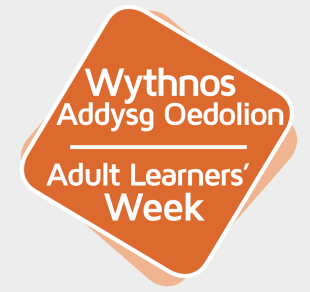
For organisations that promote, deliver or develop adult learning opportunities.

Adult Learners' Week is a chance to inspire adults to take a first step into learning, celebrate learner achievements and make local opportunities easier to find. Use the ideas below to plan a welcoming activity, reach new learners and help people see what learning could offer them.

Event ideas:

- **Taster sessions:** Short, friendly introductions to a particular subject: digital skills, Welsh language, ESOL, budgeting, creative learning, confidence building or job-search skills.
- **Open day or drop-in:** Invite adults to meet tutors and learners, ask questions and explore courses without pressure to sign up.
- **Learner celebration:** Share learner stories through displays, short talks, videos, social media posts or a community space.
- **Skills for work workshop:** Offer CV support, interview practice, digital workplace skills, progression advice or volunteering pathways.
- **Family learning tasters:** Link in with your Community Focused School to engage families and adults in skill-building activities.
- **Health and wellbeing learning:** Link learning with confidence, connection and wellbeing through creative, outdoor, food, movement or mindfulness activities.
- **Pop-up learning stall:** Take information and mini-activities to libraries, workplaces, community centres, supermarkets, job centres, leisure centres or local events.





Adult Learners' Week: Ideas to inspire action

Outreach tips:

- **Go where people already are:** Work with trusted venues and services in the community.
- **Team Up to reach further:** Partner with local services and community groups to bring learning closer to people.
- **Use trusted messengers:** Involve learner ambassadors, community champions, employers, unions, support workers and volunteers.
- **Make the first step small:** Promote activities as free, informal, beginner-friendly and commitment-free.
- **Remove practical barriers:** Be clear about travel, refreshments, equipment, digital access, interpretation and accessibility support.
- **Follow up:** Ask permission to contact attendees and send a friendly next step soon after the activity and sign post them to further learning opportunities and information.

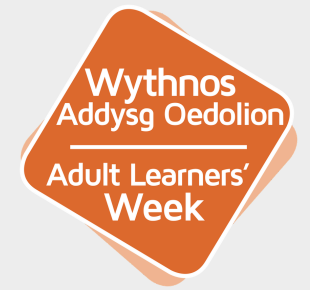
Who could get involved?

Colleges, universities, training providers, adult learning providers, libraries, cultural venues, employers, voluntary and community organisations, health and housing services, advice providers, unions and workplace representatives can all help adults discover learning opportunities.





Adult Learners' Week: Ideas to inspire action



Quick planning checklist:

- Choose the audience you want to reach and the barrier you want to address.
- Plan your activities and think about a clear next steps / follow up opportunities for participants.
- Confirm venue, date, time, accessibility arrangements and staffing.
- Agree partners who can promote, host or refer people into the activity.
- Share what you are doing with Senedd Members, local councillors and policy makers.
- Think about opportunities to engage the media.
- Promote your activities through email, word of mouth & social media
- Use plain and clear language and focus on the benefit to learners.
- Collect learner feedback and follow up with information about local opportunities.





Adult Learners' Week platform

L&W are calling on adult learning providers, community organisations, health services, trade unions, employers, cultural and sporting groups, and anyone helping people discover new opportunities to join the network of partners for Adult Learners' Week!

All activities uploaded to the campaign website will be promoted as part of a multi-media campaign throughout September via the Working Wales website.

The types of FREE learning content and opportunities that may be added to the platform include online and in-person courses, events, open days, taster sessions, informal learning activities, community-based opportunities and signposting to support. These resources should be available for learners throughout September. You may also use the website to promote activity post Adult Learners' Week.

Have a look at the existing content on the platform already.



You can register your provision and upload your learning activities to the Adult Learners' Week website:

<https://adultlearnersweek.wales>

Download our [step-by-step guidance](#) to help you register your activities. Email alwevents@learningandwork.org.uk if you need any assistance.

#neverstoplearning #adultlearnersweek



Adult Learners' Week website: QR Code



Planning activities for Adult Learners' Week? The QR code below links directly to the Adult Learners' Week website, our central hub for all things adult learning. We encourage you to include this QR code on all your promotional materials – flyers, posters, digital communications, and more.

How to use the Qr Code:

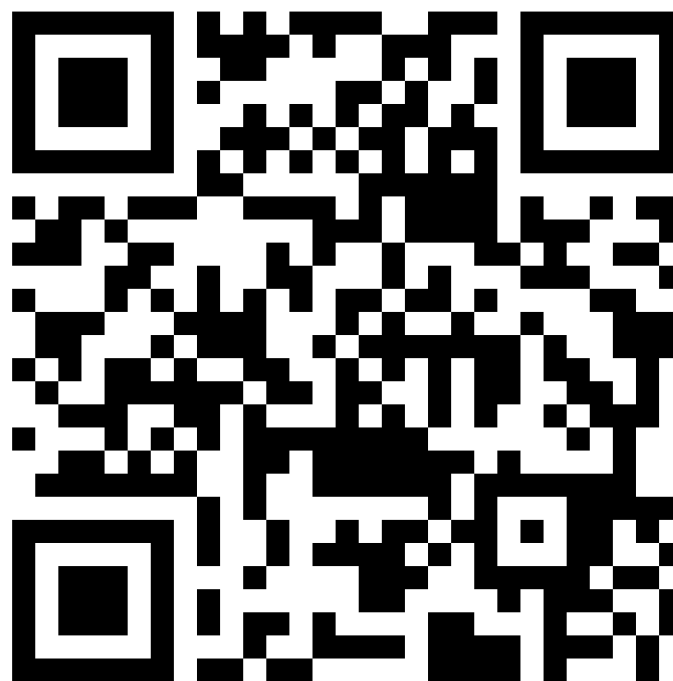
Launch camera: Open the default Camera app on your smartphone.

Centre QR code: Position your phone so the entire QR code is visible in the camera frame.

Hold steady: Keep your phone still, allowing it to automatically recognise the code.

Await prompt: Look for a banner or pop-up notification with the QR code's content (e.g. a website link).

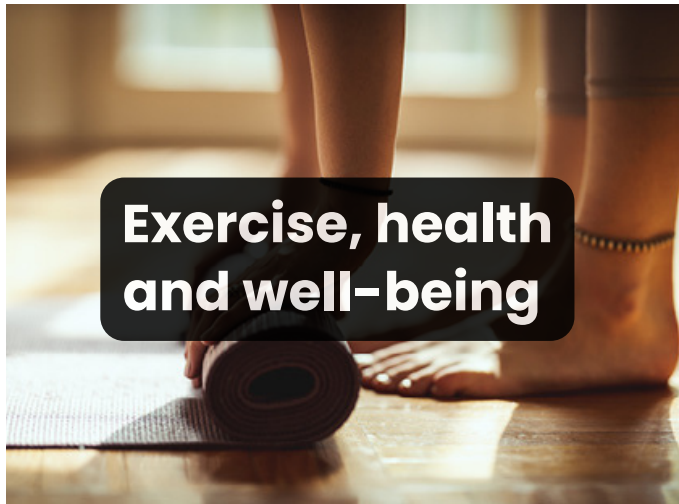
Access content: Tap on the notification to open the associated information.

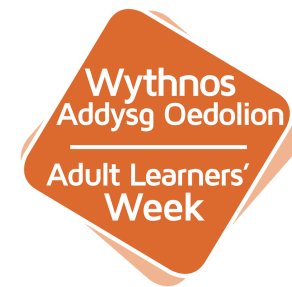




Subject categories

The Adult Learners' Week platform features thirteen subject categories to tag your activities. We will use the following primary categories to drive our campaign marketing and communications to promote events.





Logos, social media resources & stock images

Click on the links below to download the resources from our online Padlet.

Please note additional resources may continue to be added to this Padlet by the campaign team.

Social media images/stories for Facebook, Instagram & LinkedIn



Stock images: Learning and skills



Campaign logos and hashtag images



Welsh language resources can be found here.

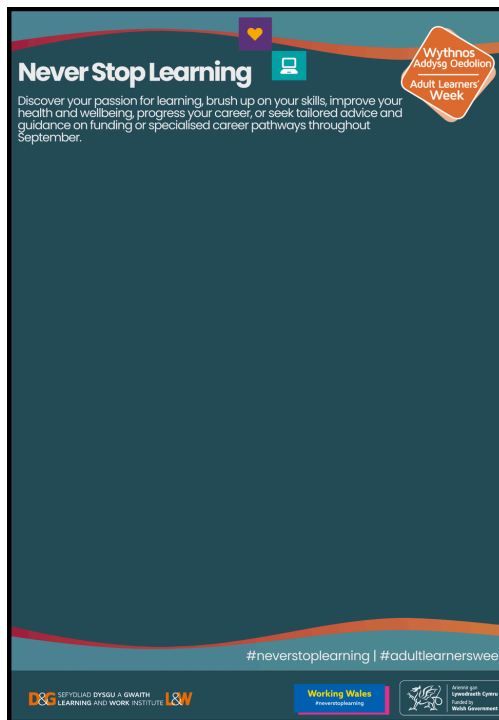


Adult Learners' Week event resources

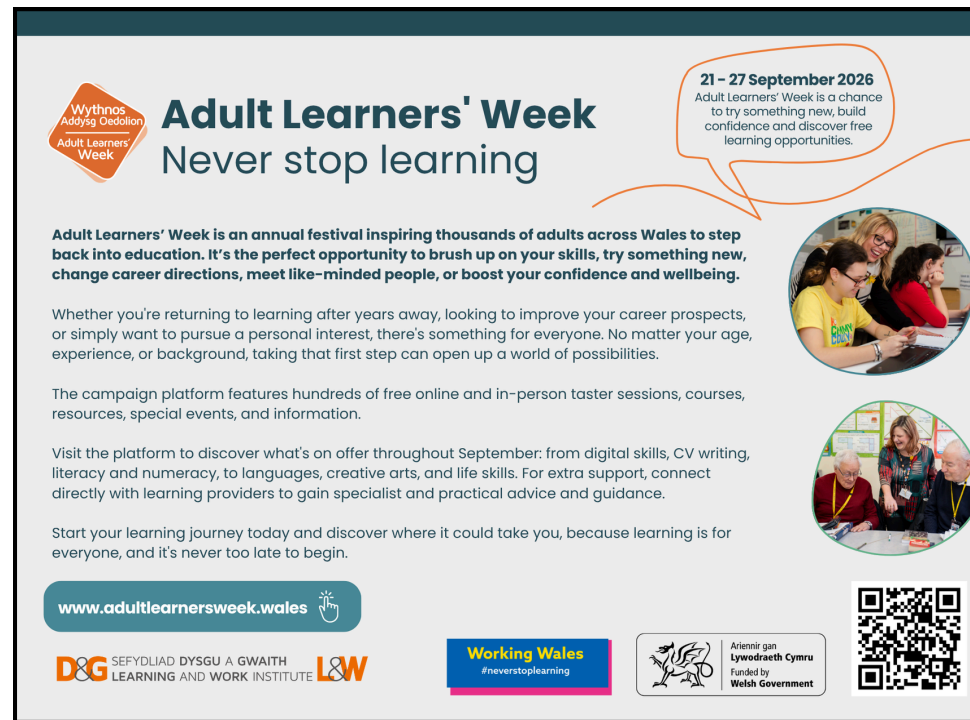


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Adult Learners' Week Event or Course template pdf poster



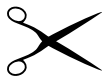
Adult Learners' Week Flyer PNG & PDF version



Welsh language resources can be found here.

Choose from two printable bunting designs on the next two pages to add a festive touch to your events.

#neverstoplearning #adultlearnersweek



Cut along the line below and around the bunting.

**Wythnos
Addysg Oedolion**

**Adult Learners'
Week**

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LEARNING AND WORK INSTITUTE

#neverstoplearning

Llywodraeth Cymru
Welsh Government

**Wythnos
Addysg Oedolion**

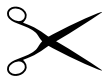
**Adult Learners'
Week**

D&G SEFYDLIAD DYSGU A GWAITH **L&W**
LEARNING AND WORK INSTITUTE

#paidstopiodysgu

Llywodraeth Cymru
Welsh Government


Choose which bunting design you'd like to use and print and cut out as many sheets as you need on A4 or A3 paper or card, and cut around the bunting shapes. Use ribbon or string and stick or staple down the tab to fix it in place. Hang up your bunting to decorate your event.




Cut along the line below and around the bunting.

D&G SEFYDLIAD DYSGU A GWAITH
LEARNING AND WORK INSTITUTE **L&W**


**Wythnos
Addysg Oedolion**
—
**Adult Learners'
Week**


 **Never stop
learning**


Llywodraeth Cymru
Welsh Government

D&G SEFYDLIAD DYSGU A GWAITH
LEARNING AND WORK INSTITUTE **L&W**

**Wythnos
Addysg Oedolion**
—
**Adult Learners'
Week**

 **Paid stopio
dysgu**


Llywodraeth Cymru
Welsh Government

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Join the conversation on social media



Use your social media platforms to join the conversation online. Follow and tag both, Learning and Work Institute and Working Wales for your events, activities, adult learning stories, blogs, articles, and research. Help us raise awareness of the value of lifelong learning and celebrate the best in adult learning and skills.

Learning and Work Institute

 @Sefydliad Dysgu a Gwaith | Learning and Work Institute

 @Sefydliad Dysgu a Gwaith / Learning and Work Institute

 @learnworkcymru

 @learnworkcymru.bsky.social

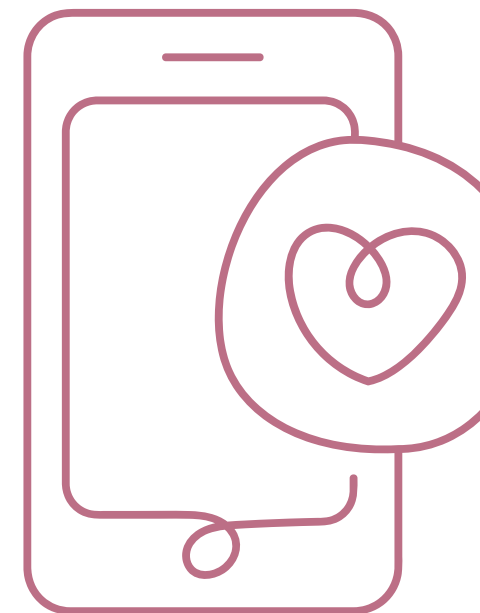
Working Wales

 @WorkingWales

 @WorkingWales

Use the following hashtags:

#neverstoplearning | #adultlearnersweek



#neverstoplearning #adultlearnersweek



Suggested posts for LinkedIn, Facebook & Instagram



Click on the social media icons below to download our bilingual template posts for social media.

Please feel free to adapt these posts for your audience. Remember to tag Learning and Work Institute and add your own emojis before publishing. Images to accompany the posts below can be found on page 12. You are also welcome to use your own Adult Learners' Week branded images.



LinkedIn



Instagram



Facebook

Join the Adult Learners' Week conversation!
Follow and share posts on Learning and Work Institute's channels throughout September.

#neverstoplearning #adultlearnersweek



Your feedback matters to us



Learning and Work Institute and the Welsh Government are pleased to work with a wide range of partners for the campaign, which is why we need to hear from all organisations that took part in Adult Learners' Week (throughout September). Your feedback will help us to evaluate Adult Learners' Week so that we can improve and build on future campaigns.

If your organisation delivers events, taster sessions, courses or offered learning resources for Adult Learners' Week, please complete our online Campaign Partner feedback form, using the links provided below.

We also appreciate feedback from individuals who accessed an Adult Learners' Week event or course throughout September. [If you wish to use the electronic versions for printing, please click here.](#) If you'd prefer the online versions, please use the links below.

- **Campaign Partner Evaluation – online form**
- **Learner Feedback – online form**

Alternatively, you can print the next page to let attendees share their thoughts and feedback via a QR code.





Your feedback matters to us: Learner Feedback QR code

Attended an Adult Learners' Week activity?

Scan the QR code to share your feedback.

We'd love to hear about your experience!



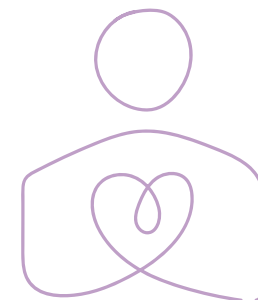
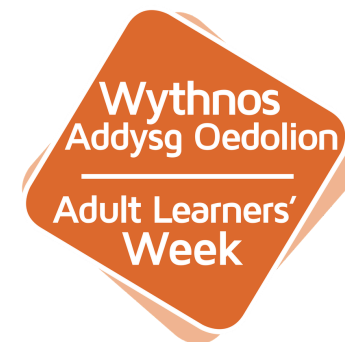
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Stories that inspire



“Being a learning ambassador, I show that life doesn’t end with being a parent – they can become whatever they want to be! I’ve walked in the same shoes as many of the families I support.”

- **Gina Powell**



“I take a lot of pleasure from talking to and inspiring others. The most important thing about my story is how much I’ve enjoyed learning. Education is an adventure; when you start down that path you never know where it’ll take you.” - **John Gates**



“It’s fun learning Welsh with my sons, helping them with their homework and writing Welsh comments in a daily journal. Now, when they need inspiration, they come to me.”- **Foo Seng Thean**



“I feel proud of what I’ve achieved. It’s boosted my self-esteem and focus – and most importantly has given me new friends. For the first time in years, I’m socialising and enjoying my life. I’ve got a passport; I’m helping to run a book club and I’m part of the new school Parent Teacher Association. It feels like my life has started.”

- **Lucy Willis**



Share powerful stories of achievements to showcase the life-changing benefits that adult learning can bring.

#neverstoplearning **#adultlearnersweek**



Stories that inspire



Learning has reawakened my mind beyond childcare, boosting my confidence and overall well-being, and volunteering is a fantastic experience that I would recommend to anybody of any age.”-

Gloria Beynon



“I never had the chance to go to school because of war so when I did have an opportunity, I took it, I worked hard and I have achieved a lot in just a few years. I have never dwelled on the past and my sad stories. I just look forward.” - **Hisham Saeed**



“If only my teachers had believed in me and not dismissed me as a ‘naughty’ child. I never imagined life could be like this. I was failed by education the first time, but I’m so glad I was given a second chance.” - **John Spence**



“I began to see that my physical disabilities and mental health issues were less of a barrier and more of a driving force to prove that anything could be achieved if you set your mind to it. Education has given me back control of my life. My story proves that, with courage and determination, it is possible to succeed at anything.”

- **Catrin Pugh**



You can find more inspirational stories on our [campaign platform](#).



About Working Wales



Gyrfa Cymru
Careers Wales



Llywodraeth Cymru
Welsh Government

Learn new skills and start your next chapter

Whatever your situation, if you're passionate about learning a new skill, we'll help you explore your options with free, impartial advice on the training programmes that can help you change your story.

Working Wales
#neverstoplearning

Working Wales delivered by Careers Wales and funded by Welsh Government is for anyone over the age of 16 across Wales to access expert advice and guidance. This includes help with searching for jobs, writing a CV, preparing for an interview, finding a work placement, learning new skills, understanding redundancy rights, childcare support, building self-confidence. Learning and Work Institute, Welsh Government and Working Wales are working in partnership to promote Adult Learners' Week and signpost to more information about adult learning opportunities in Wales.

Follow Working Wales on social media:

- Working Wales website
- Working Wales Facebook
- Working Wales Instagram

#neverstoplearning #adultlearnersweek



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Adult Learners'
Week

Get in touch:

Campaign enquiries email: alwevents@learningandwork.org.uk

Adult Learners' Week website: www.adultlearnersweek.wales

Working Wales website: <https://workingwales.gov.wales/change-your-story/adult-learners-week>

Learning and Work Institute website: www.learningandwork.wales



**Wythnos
Addysg Oedolion**

**Adult Learners'
Week**



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Adult Learners' Week and the Inspire! Awards are co-ordinated by Learning and Work Institute in partnership with Welsh Government and other supporters including The Open University in Wales, National Centre for Learning Welsh, ACT, Agored Cymru and Adult Learning Wales.

