

Project Name: Lifelong Learning – Engaging Adult Learners Pilot Project

Amendment History:

Version No.	Date	Reason for Amendment
1	05/04/07	New Proposal

Project Manager

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Document Distribution

<i>Name</i>	<i>Location</i>	<i>Responsibility</i>	<i>Action/Information</i>
Annette Wright	Worcestershire County Council	Manager of the project	Author of proposal
Kathy Kirk	Worcestershire County Council	Lifelong Learning Officer, WCC	Approval of proposal from WCC
William Dereham	Herefordshire County Council	Co-manager of the project	Co-author of proposal
Mike Smith	Hereford and Worcester Training Provider Association	Co-manager of the project	Co-author of proposal
Debbie Lambert	LLN	Manager of the LLN for H&W	Co-sponsor of proposal
Geoffrey Elliott	UW	Members of LLN Steering Group	To approve project
Gail Rothnie	UoB		
Mike Rookes	OU		
Chris Morecroft	WCT		
Donna Obrey	LLN		
		Project Officer	To track project

Background

The Worcestershire Learning Partnership currently manages partnership activity within the Adult and Community Learning Service of the Worcestershire County Council. In the recent Adult Learning Inspectorate (OFSTED), ALI Inspection in January 2007, the overall effectiveness of this Service was judged to be a grade 2 “Good”. The Inspectors judged that there was,

“Particularly strong partnerships, which benefit learners” ... “highly effective strategies to recruit learners and keep them involved” ...and “good project management.” (ALI Report, WCC ACL Service, January 2007 – www.ofsted.gov.uk)

The Learning Partnership coordinates 6 district-based Lifelong Learning Networks across the county promoting lifelong learning, identifying adult learners needs and avoiding duplication to make the best use of limited resources. It project manages a successful ESF Widening Adult Participation Project working with Voluntary and Community sector organisations and Learning Ambassadors in the community. The Service is the lead partner for the Community element of the Aimhigher project for Herefordshire and Worcestershire and links closely with the Work Based Learning element of this project. The Aimhigher Community and Work strand combined has 3 teams of Learning Mentors (Worcestershire) Rural Champions (Herefordshire) and Coordinators (across both counties).

This pilot project would draw on the experience, existing networks and skills of these partnerships to engage adult learners, promote and disseminate higher education information; and support adult learners through to recruitment where possible. By working together with the Lifelong Learning Network (LLN) at the University of Worcester this activity would support the LLN vision “Moving on up”: creating new opportunities for vocational learners in Herefordshire and Worcestershire to achieve and progress in higher education. (*Moving on up ...* LLN Herefordshire and Worcestershire, June 2006)

This will support the University of Worcester in its aim to inspire, include and innovate over the next five years having “a vital role to play in improving the skills of people living in the region and services and businesses they provide and create... as a successful provider of vocational and continuing professional development” (University of Worcester, Strategic Plan section 8, 2007-2012).

Objectives of the Project

This pilot project will

- Increase awareness of progression opportunities and vocational pathways in Herefordshire and Worcestershire through direct delivery of information to Small and Medium Enterprises, Voluntary and Community sector organisations
- Develop a trained team of LLN advisers to deliver information
- Provide a follow-up information and signposting service to other support agencies
- Conduct learner needs analysis research through initial assessment interviews with learners
- Support the engagement and recruitment of adult learners to higher education opportunities
- To identify barriers to higher education learning (either full or part time) and feed these back to the LLN
- To promote the higher education LLN through partnership working

Project Approach

The pilot project will be delivered in three phases, over three months.

Set-Up Phase June 2007	Implementation Phase July 2007	Implementation/Evaluation Phase August 2007
Development of information resources and project forms in Project Development Team Meeting	Delivery of information sessions	Delivery of information sessions
Engagement and training of LLN Advisers – information resources	Recording adult learner needs – initial assessment	Recording adult learner needs – initial assessment

LLN Adviser Team meeting - project forms	Follow-up support signposting for further information	Follow-up support signposting for further information
Planning and preparation for information session delivery	Supporting progression and tracking adult learner progress, evaluation feedback	Supporting progression and tracking adult learner progress, evaluation feedback
Trial delivery of information session – evaluated prior to roll out	LLN Adviser Team meeting – collection of data and feedback from LLN Advisers	Project Development Team Meeting - collation of project information and consultation for final report

Scope:

A Key Products from the project

The following will be the key products from the project

- Information resource packs and display materials produced by LLN core team, supplementary information uploaded onto laptop computers to provide progression route information. This will include apprenticeship, foundation degree and vocational pathway information
- Supplementary marketing information to complement the resource packs to promote the LLN and partnership working
- Sixty visits delivered, six hundred information packs disseminated, monitored and recorded to employers to provide information to adult learners via an appropriate format, roadshows, displays, advice sessions and supporting potential adult learners in the target group
- Feedback on progression information produced by LLN, and how it should be improved for other uses
- Feedback information for the LLN on what might encourage adult learners in a work environment to undertake HE, full time or part time
- Feedback on what are the barriers to engaging in higher education and the support needed to reduce these barriers in the future
- A trained LLN Adviser network with progress documented in project meeting minutes

All feedback information will be included in the final pilot project report.

B Out of Scope

The pilot project will rely on the existing partnership arrangements for sharing information and networking between the Learning Partnership and the Aimhigher Project in order to make contact with the target group. A directory may be produced for future activity if appropriate, subject to approval from partners and employers. Consultation with learner focus groups to find out learner views on a range of subjects may be considered as part of future developments.

Constraints

The pilot project will rely on

- The LLN core team developing the information resource packs within the limited time available
- The partners sharing information to make appropriate contact with target group organisations

- Planning sufficient time at each visit to engage, support and follow-up adult learners request for information and sufficient time between information sessions to follow-up, record and plan for the next session
- Employers being willing to promote and support information being available within the workplace and allowing participation
- LLN Advisers being flexible and negotiating what is possible to maximise the potential of each visit

Initial Project Case

This pilot project will be delivered during the period June – August 2007. The project team will

- Work with the LLN core team to produce progression information resources in different formats suitable for direct delivery to employers and adult learners
- Engage 12 “Lifelong Learning Network Advisers.” 6 from the Worcestershire Learning Partnership, 3 from Herefordshire Community Aimhigher Project and 3 from the Work Based Learning Aimhigher Project, each working 5 hours per week over the 13 week activity period
- Train the LLN Adviser team in the use of progression information resources, project forms - learner initial assessments, tracking and evaluation information in the set up phase
- Coordinators and LLN Advisers to develop a delivery plan targeting employers/adult learners from Small and Medium Enterprise, Voluntary and Community Sectors in the set up phase
- LLN Advisers to deliver 60 information sessions (5 per LLN Adviser) via road shows, displays, advice sessions and supporting potential adult learners to the target group
- LLN Advisers to deliver 600 information packs to potential adult learners (10 per session)
- Provide a follow-up support service where appropriate to discuss specific information to individual adult learners
- LLN Advisers to signpost adult learners to other progression information sources e.g. Impartial HE IAG, IAG partners in community or FE or direct to providers
- LLN Advisers to support adult learners to enrol in progression opportunities towards higher education as appropriate
- LLN Advisers to submit monitoring reports monthly to coordinators who will collate the information and pass to the project manager to review progress
- The project development team will submit final evaluation report at the end of the pilot period to include qualitative and quantitative evidence through consultation with partners
- The project development team will provide a clear financial audit trail

Benefits of the Project

The pilot project will positively impact on,

- The adult learners engaged, by providing relevant information directly to them in a personal 1:1 or small group contact in the workplace. Also providing a point of contact for further information. They will also be able to express their learning needs and the barriers that they face to feedback to the LLN
- The employers, by providing appropriate information to increase the skills and provide opportunities for continued professional development for their workforce which may increase motivation and productivity

- The partnerships, providing an information service to adult learners, promote partnership organisations and research adult learner needs to develop future partnership activity
- The LLN, to promote the University of Worcester and LLN by stimulating partnership activity, providing information to increase participation and reduce barriers to accessing higher education

Key Assumptions

The pilot project will need to be well managed with targets set and explained from the outset. Partners will need to communicate effectively, have good time management and use existing skills to engage with adult learners and disseminate appropriate information. This will be possible due to the close partnership links already in place and willingness for this pilot project to succeed; as it complements existing activity taking place in this arena of lifelong learning. Worcestershire Learning Partnership has a good track record of project management and has an open and transparent management style that will positively facilitate this activity.

Costs

The project costs are outlined below,

Activity	Cost
LLN Adviser Salary	9,360
LLN Adviser Travel	2,886
Admin' Costs	900
Management - project	1,800
Management – co-ordinators	1,350
Project Development Meeting x 2	200
Training Meeting	100
LLN Adviser Meetings x 2	200
Marketing/resources	1950
Total	18,746

In addition the LLN will provide laptop computers, uploaded with progression route information to facilitate 1:1 or small group discussions in the workplace.

How will the project be evaluated?

Adult learners and employers will have the opportunity to complete evaluation forms, to provide feedback from the information sessions. Partners will also have the opportunity to feedback their opinions on the planning and implementation of the pilot project. Evaluation comments will be included in the final report.

How will the project be sustained?

The project development team will investigate the possibility of sourcing future funding in light of the feedback received from this pilot project.

Initial Risk Log

The following table summarises the risks that have been identified that may prevent the project being completed to the required quality, budget and timescale. The probability and impact of each risk has been graded as low, medium or high to indicate the relative importance attached to each element of risk.

Risks	Probability	Impact	Containment Plan
Information resources not available from LLN core team	Low	Medium	Existing marketing materials used to form a contingency pack
12 LLN Advisers not engaged	Low	Medium	Coordinator and project manager recruit /second other suitable advisers and continue activity on plan
Insufficient employers are targeted	Medium	Medium	Information sessions delivered at alternative venues e.g. business club meetings/seminars
Insufficient information sessions implemented	Medium	Medium	Targets vired to partners to fulfil overall project targets
Follow-up support not available	Low	Medium	Networking and information share between partners to identify support available through multi-agency approach
Adult learners not engaged	Low	Medium	Existing networks used to identify and target adult learners

Project Team

The pilot project team will be composed of the following members. Those marked with a * form the project development team and will steer the pilot project.

Contact Name	Organisation	Role/responsibility
Debbie Lambert*	LLN for H & W	Manager of LLN, contract manage pilot project, submission of information to LLN Steering Group, quality control and overall responsibility for audit
Kathy Kirk*	Worcestershire County Council	Lifelong Learning Officer, overall responsibility for Learning Partnership project activity
Annette Wright*	Worcestershire County Council	Learning Partnership Manager, lead partner for pilot project, collection and collation of data, submission of information

		to LLN, liaison with LLN and other partners
Mike Smith*	Herefordshire and Worcestershire Training Association	Work Based Learning partner, responsible for managing Coordinator and LLN Advisers
Sarah Chedzoy/Julia Radburn*	Herefordshire Cultural Services	Community Aimhigher partner responsible for managing Coordinator and LLN Advisers
Project Coordinators Patti Rookes Annette Swaffield William Dereham	Worcestershire Aimhigher Coordinator Aimhigher WBL Coordinator Herefordshire Aimhigher Coordinator	Work with LLN Advisers to develop a delivery plan for information sessions to target group, supervise implementation and delivery of information sessions by LLN Advisers, check and collate learner information and evaluation feedback, submission of data to Learning Partnership Manager, attend LLN Adviser training and meetings
12 LLN Advisers	6 from Worcestershire Learning Partnership 3 from Aimhigher WBL 3 from Community Aimhigher Herefordshire	Implementation and delivery of information sessions, collection of learner information and submission to coordinators, attend training and LLN Adviser meetings

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