



Wythnos
Addysg Oedolion

Adult Learners'
Week

Adult Learners' Week Campaign Toolkit

15 - 21 September 2025

with promotional activity throughout the month.

This document is available in Welsh

#neverstoplearning #adultlearnersweek



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government



SEFYDLIAD DYSGU A GWAITH
LEARNING AND WORK INSTITUTE



Gyrfa Cymru
Careers Wales

Working Wales

#neverstoplearning

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Adult Learners' Week is for everyone

- Celebrate the achievements of people, projects and organisations.
- Access in-person & online learning opportunities.
- Seek specialist careers advice, and guidance.
- Raise the profile and benefits of adult learning.
- Gain skills for work and life.
- Boost health and wellbeing.
- Increase participation in learning.
- Build a culture of lifelong learning and second chances for all.



You may use the copy below for your website or e-newsletters, please feel free to adapt the copy to fit your audience.



Discover lifelong learning opportunities this September!

About the campaign:

Adult Learners' Week is coordinated by Learning and Work Institute (L&W) in partnership with the Welsh Government and is set to take place from 15 -21 September 2025 with activity taking place throughout the month.

The annual campaign will inspire people across Wales to discover new learning opportunities and pathways. The Adult Learners' Week and Working Wales website will host hundreds of free online and in-person events, courses, and resources, feature inspirational stories of individuals who have taken up adult learning, and include specialist advice and guidance on retraining, Personal Learning Accounts, childcare, and redundancy.

Campaign partners are collaborating with a programme of outreach events and taster courses to drive up participation in adult learning. Campaign activity will boost confidence, health and wellbeing and offer support for those who are looking to change jobs, progress in work, access courses, connect with other people and get advice and guidance.

Lifelong learning transform lives, it enables more adults to move forward and build a better future.

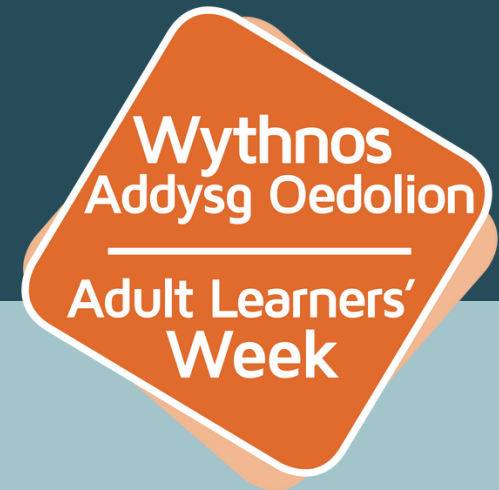
Discover new opportunities this Adult Learners' Week: www.adultlearnersweek.wales



#neverstoplearning #adultlearnersweek

Adult Learners' Week 2025

Campaign themes



Monday 15 September

Learner Voices

The stories of existing learners inspire others to join in. We know that word of mouth plays a powerful role in building the confidence of others to engage with learning and listening to the experiences of learners is vital in shaping provision that meets their needs. Think about a focus on sharing learner stories, learner led outreach activity, bring a friend events and learner forums.

Tuesday 16 September

Collaboration & Connection

Adult Learners' Week thrives on partnership – at international, national and local level. The best adult learning is built on collaboration to enable pathways that meet learners needs and aspirations. We can all learn from different approaches and the best innovation is often done in collaboration with others. Use Adult Learners' Week to celebrate the joint practice that you have developed – share your stories or take the opportunity to explore new conversations to make wider connections and find new ways to engage.

Wednesday 17 September

Skills for Work & Progression

Access to learning at work plays a key role in supporting people to progress and build their skills. The workplace can be a gateway to reach and engage people through informal and formal provision. Think about using this day to put a focus on opportunities to learn at work – taster sessions and workshops, skills sharing and information days. Surveys and sharing success stories are a great way to develop more insight into learning needs and celebrate success!

Thursday 18 September

Essential Skills

Literacy, numeracy and digital skills are building blocks for further learning but also vital for living life to the full or progressing in work. We know that low levels of these life skills can hamper confidence to be actively engaged in society and if you're a parent – in school life, it holds many people back from securing good jobs. Use this theme to put a focus on promoting taster classes, listening to your community to shape and co-produce curriculum and enable learners to participate in the creation of provision to meet their needs.

Friday 19 September:

Health and Wellbeing

Learning is a vital part of tackling health inequalities – it leads to more confidence, supports mental health, builds social capital and provides the skills to move people into work. Think about a focus on learning activity that supports health and wellbeing, informal and creative activities. You could use this theme to build more links with local health services and social prescribers and explore better opportunities for signposting across services.

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 event checklist



First step

- Reach out to new and existing partners
- Arrange planning meetings
- Explore ideas for Adult Learners' Week
- Establish roles and responsibilities
- Map out a plan to help you stay on track

Establish event programme

- Set a date and time for the event
- Choose a venue or online platform
- Start making enquires and bookings

Think about

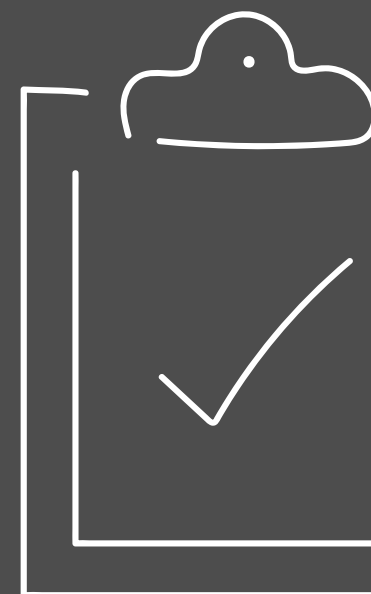
- Accessibility requirements
- Consent forms
- Safeguarding

Promote your event

- Add events to the [Adult Learners' Week calendar](#) to be part of L&W's multimedia campaign
- Use the marketing resources in this toolkit to promote/brand events
- Promote events through email, word of mouth & social media and tag L&W
- Reach out to local media

During and after the event

- Celebrate and capture your events
- Share on social media channels (tag L&W)
- Distribute learner feedback forms with your attendees
- Share your campaign feedback with Learning and Work Institute





Adult Learners' Week platform

L&W are calling on all providers of adult learning 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 that may be added to the platform are online and in-person courses, events, open days, and taster sessions. 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.



Providers can register their provision and upload their 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? This QR code 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.

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

Please note that the Adult Learners' Week platform utilises a system of thirteen subject categories for you to tag your activities. The following represent the primary categories that we will use to promote Adult Learners' Week:





Logos, social media resources & stock images

Click on the links below to download the resources from the online folder hosted on Google.

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

Social media images/stories
for X, Facebook, Instagram
& LinkedIn



Stock images:
Learning and skills



Campaign logos and
hashtag images



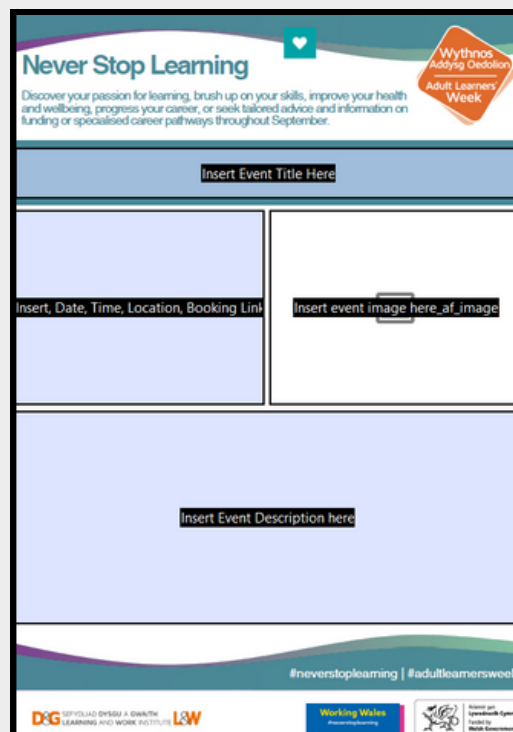
#neverstoplearning #adultlearnersweek

Adult Learners' Week event resources

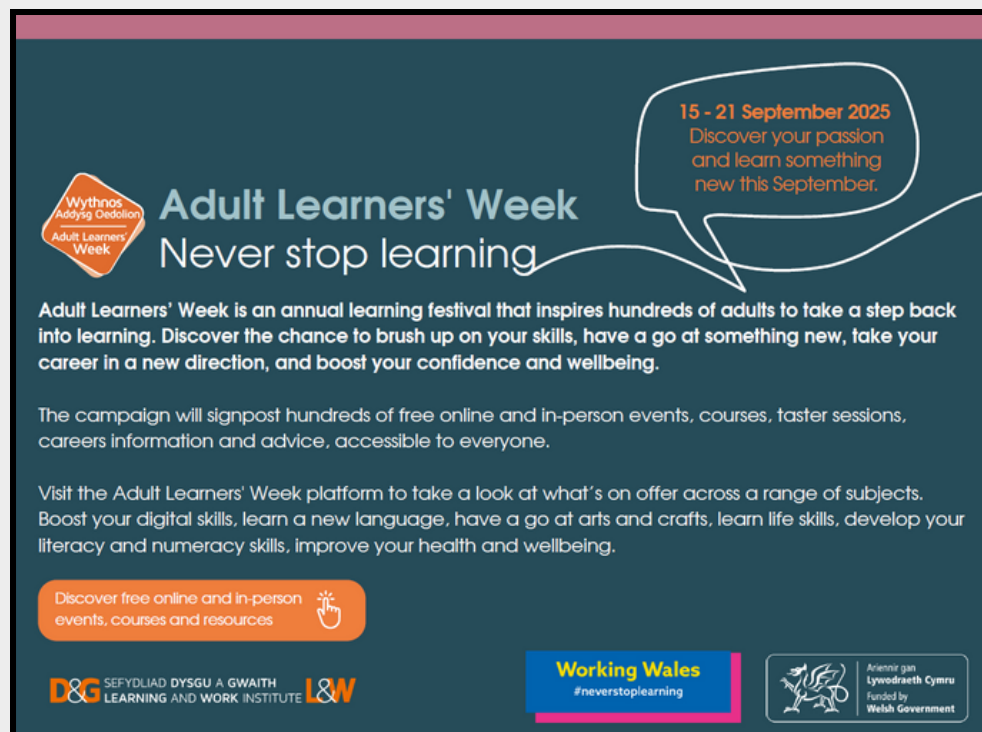


Click on the links below to download the resources from our online folder
[please note additional resources may continue to be added to this folder by the campaign team.](#)

Adult Learners' Week Event or Course template pdf poster

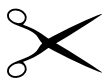


Adult Learners' Week Flyer PNG & PDF version

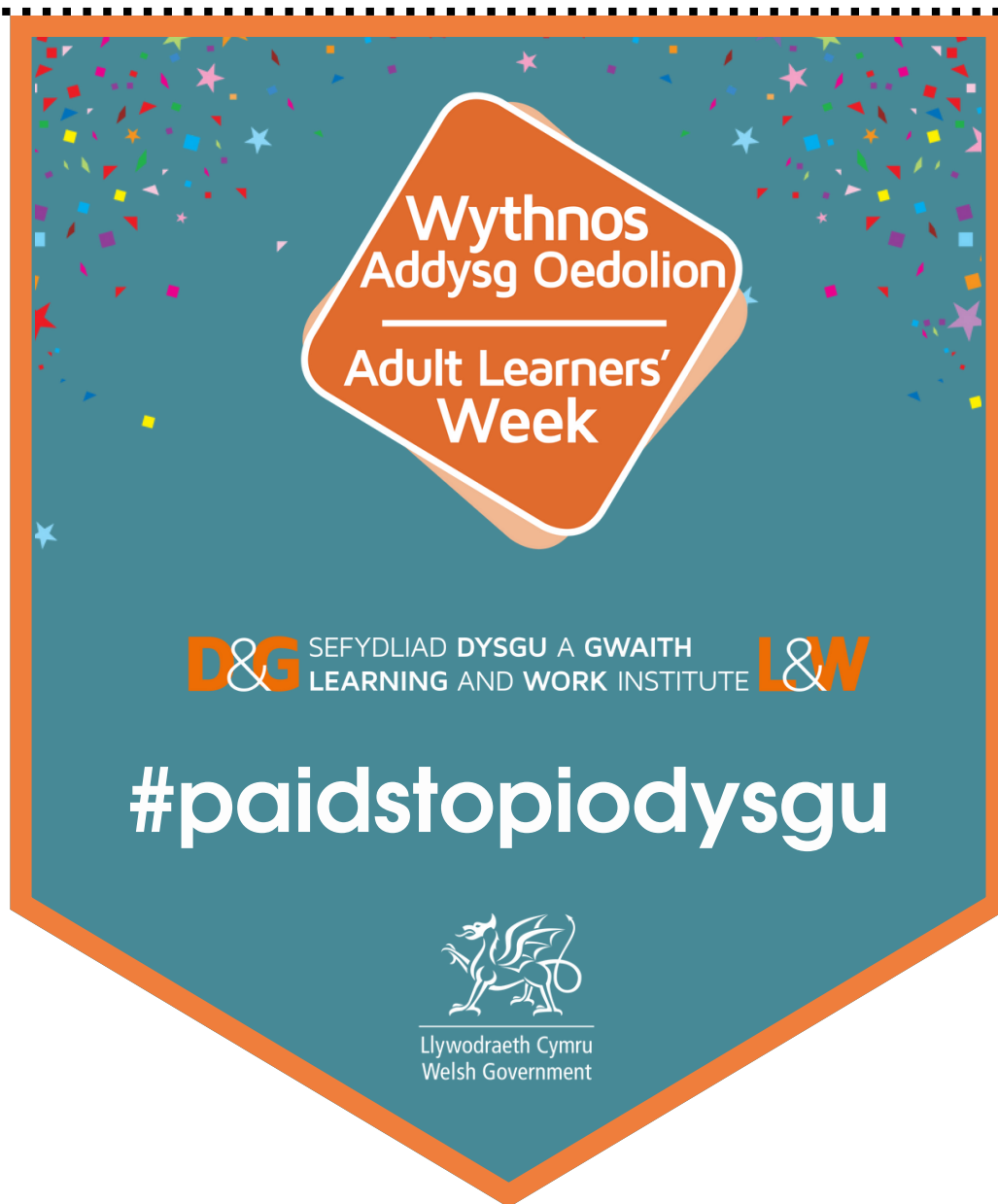
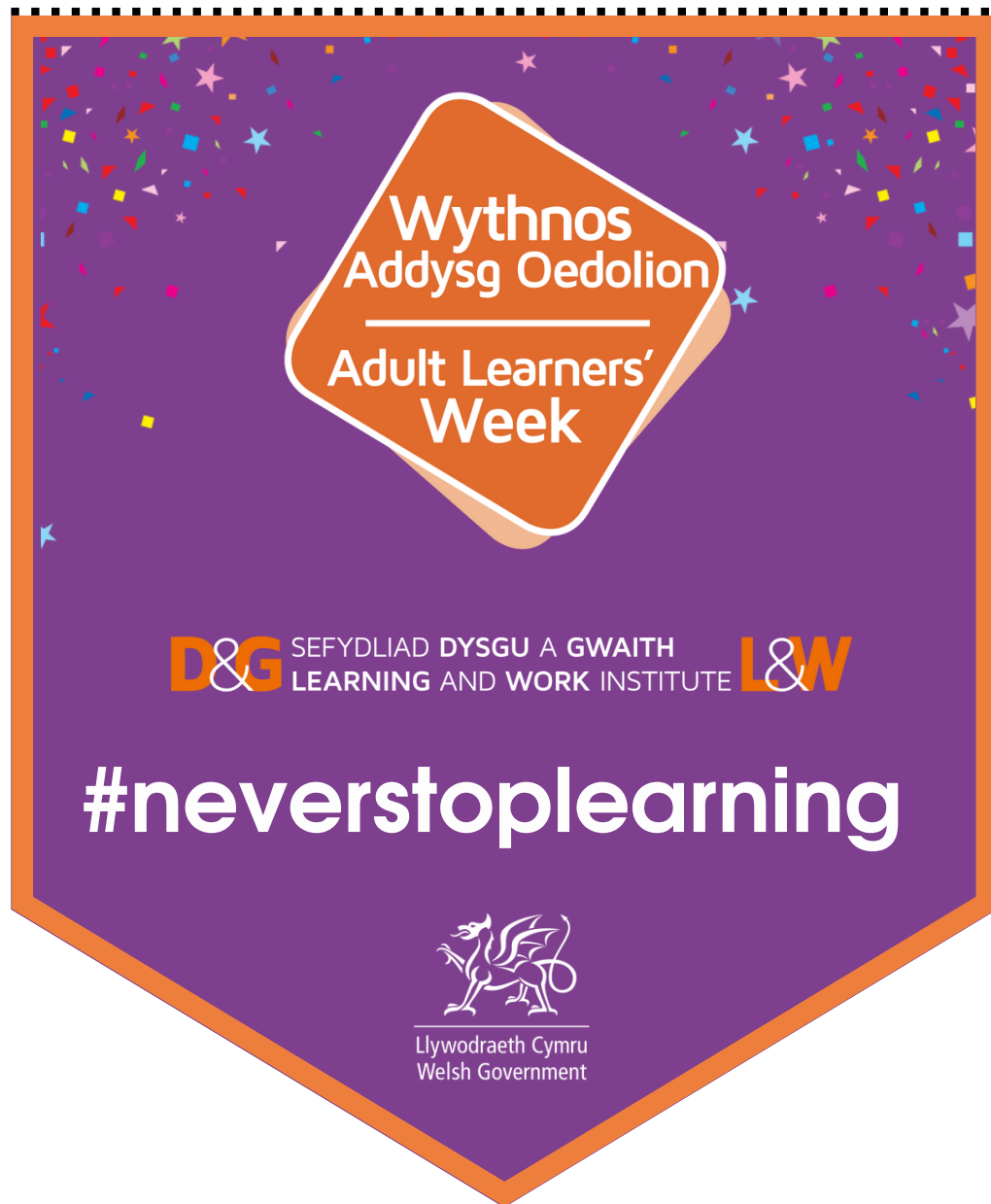


Choose from two printable bunting designs on the next two pages to add a festive touch to your events.

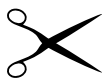
#neverstoplearning #adultlearnersweek



Cut along the line below and around the bunting.



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.



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.



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

 @learnworkcymru.bsky.social

 @Learning and Work Institute

 @LearnWorkCymru

 @learningandworkinstitute

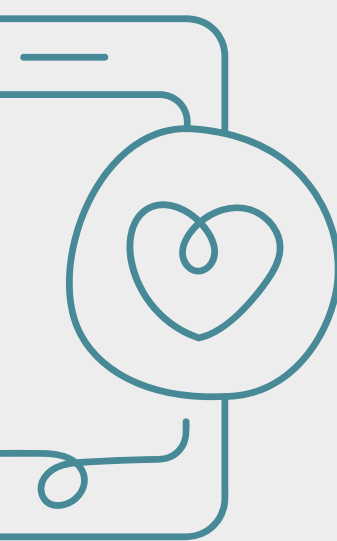
 @learnworkcymru

Working Wales

 @WorkingWales

 @WorkingWales

 @WorkingWales



Use the following hashtags:

#neverstoplearning

#adultlearnersweek

#neverstoplearning #adultlearnersweek

Suggested posts for BlueSky and X



*You may adapt the posts below to suit your audience, remember to add your emojis and tag Learning and Work Institute!
Images to accompany the posts below can be found on page 9
or you are welcome to use your own Adult Learners' Week branded images. [Welsh language posts can be found here.](#)*

We're excited to team up with @LearnWorkCymru & @WorkingWales for #AdultLearnersWeek! Our *(courses/events/resources/learning programme)* are now live on the campaign platform. Learn with us: *(Insert your event link on the platform)* #neverstoplearning

Adult learning can transform lives - it can improve health and wellbeing, lead to career progression & help build better connections. Bring a friend and learn a new skill. Visit: workingwales.gov.wales/change-your-story/adult-learners-week #neverstoplearning #adultlearnersweek

#AdultLearnersWeek is here! We believe in second chances and that it's never too late to learn. Find out more about @LearnWorkCymru & @WorkingWales campaign activity and get involved: Visit: workingwales.gov.wales/change-your-story/adult-learners-week #neverstoplearning

We're delivering a (session/events) for #AdultLearnersWeek in partnership with @LearnWorkCymru & @WorkingWales. Join us on *(insert time/date)* to learn about *(insert details)* *(insert your event link)* #neverstoplearning

Each day brings an opportunity to learn something new! If you need some inspiration to get started, discover stories of people who have changed their lives through learning and never stopped: <https://adultlearnersweek.wales/change-your-story/> #neverstoplearning #adultlearnersweek"

We're pleased to be on board with #AdultLearnersWeek which aims to make Wales a nation of lifelong learners. Find out more about our latest *(insert details about your research/publication/blog/article)* *(insert your link)*. #neverstoplearning.

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

#neverstoplearning #adultlearnersweek

Suggested posts for Facebook

*You may adapt the posts below to suit your audience, remember to add your emojis and tag Learning and Work Institute!
Images to accompany the posts below can be found on page 9
or you are welcome to use your own Adult Learners' Week branded images. [Welsh language posts can be found here.](#)*

We're pleased to team up with @learningandworkinstitute & @WorkingWales for Adult Learners' Week campaign this September! Our *(courses/events/resources/learning programme)* are now live on the campaign platform. Learn with us: *(Insert your event link on the platform).*

Adult learning has the ability to transform lives - it can improve health and wellbeing, lead to career progression & help build better connections. Bring a friend and learn a new skill. Visit: workingwales.gov.wales/change-your-story/adult-learners-week.

Adult Learners' Week is here! We are pleased to be supporting @learningandworkinstitute and @WorkingWales for the biggest lifelong learning campaign in Wales this September. We believe in second chances and that it's never too late to learn. Get involved with the campaign: <https://workingwales.gov.wales/change-your-story/adult-learners-week>

It's Adult Learners' Week! We're delivering a live session in partnership with @learningandworkinstitute & @WorkingWales for the campaign. Join us live on *(insert time/date)* to *(learn about/ find out more about)* *(insert details)* *(insert your event link).*

Each day brings an opportunity to learn something new! If you need some inspiration to get started, discover stories of people who have changed their lives through learning and never stopped: <https://adultlearnersweek.wales/change-your-story/>
Start your learning journey today: www.adultlearnersweek.wales

We're pleased to be on board with Adult Learners' Week to make Wales a nation of lifelong learners. Find out more about our latest work *(insert details about your research/publication/blog/article)* *(insert your link).*

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

#neverstoplearning #adultlearnersweek

Suggested posts for Instagram and LinkedIn



You may adapt the posts below to suit your audience, remember to add your emojis and tag Learning and Work Institute!

Images to accompany the posts below can be found on page 9

or you are welcome to use your own Adult Learners' Week branded images. [Welsh language posts can be found here.](#)

We're excited to team up with Learning and Work Institute & Working Wales for #AdultLearnersWeek! Our *(courses/events/resources/learning programme)* are now live on the campaign platform. Learn with us: *(Insert your event link on the platform)* #neverstoplearning

Adult learning can transform lives - it can improve health and wellbeing, lead to career progression & help build better connections. Bring a friend and learn a new skill. Visit: <https://workingwales.gov.wales/change-your-story/adult-learners-week> #neverstoplearning #adultlearnersweek

Adult Learners' Week is finally here! We are pleased to be supporting Learning and Work Institute and Working Wales for the biggest lifelong learning campaign in Wales this September. We believe in second chances and that it's never too late to learn. Get involved with the campaign - search: 'Working Wales - Adult Learners' Week' #neverstoplearning #adultlearnersweek

It's Adult Learners' Week! We're delivering a live session in partnership with Learning and Work Institute & Working Wales for the campaign. Join us live on *(insert time/date)* to *(learn about/ find out more about) (insert activity details and details on how to access the activity)* #neverstoplearning #adultlearnersweek

Each day brings new opportunities to learn, if you need some inspiration to get started - discover stories of people who have changed their lives and never stopped learning: <https://adultlearnersweek.wales/change-your-story/>
Start your learning journey today: www.adultlearnersweek.wales
#neverstoplearning #adultlearnersweek

We're pleased to be on board with #AdultLearnersWeek to make Wales a nation of lifelong learners. To celebrate the week, find out more about our latest work *(insert details about your research/publication/blog/article) (insert your link)*. #neverstoplearning

Join the Adult Learners' Week conversation! Share and follow 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 feedback form, using the online links provided below.

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

- [Campaign Partner Evaluation - online form](#)
- [Learner Feedback - online form](#)

**Alternatively, get your event attendees to share their thoughts and feedback by printing the QR code on the next page.*



Your feedback matters to us: Learner Feedback - QR code

Attended an Adult Learners' Week event? Scan the QR code to share your feedback.

We'd love to hear about your experience!



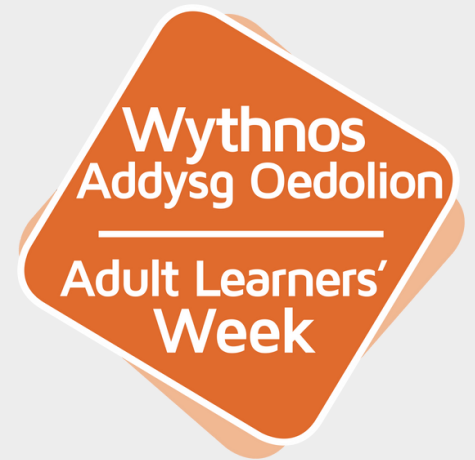
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Hold steady: Keep your phone still, allowing it to automatically recognise the code.

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

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Stories that inspire



"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**



"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**



"I believe that learning is a lifelong endeavour. There is so much out there we don't know and it can be an avenue for genuine happiness and connection with who we truly are. Expanding the mind is critical to this. I've been able to enjoy new job prospects and meet great people." - **Tom Dyer.**



"I have been a part of Men's group from the beginning, and I love it. I can read and write now, and I have a job with the group."
- **Member of the Vale People First Men's Group.**



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

Stories that inspire



"Education changes the way we think, the way that we see ourselves, it increases our confidence and self-esteem and it opens new doors. Education can give us the skills we need to get ourselves out of the rut we might find ourselves in and back on track to a brighter future."

- **Scott Jenkinson**



"I would like to encourage others to return to learning and pursue their goals, no matter how challenging it may seem. My advice is to work hard and never give up. Nothing is impossible if you put your mind to it. I am excited to see where my journey takes me as I continue to make my way towards my goals and making a difference in my community." - **Walid Musa Albuqai**



"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.**

#neverstoplearning #adultlearnersweek

Your story can inspire others to engage with adult learning



Share your story using the pointers below and the hashtags #neverstoplearning and #adultlearnersweek.

- What pathways have you taken to get into your current career or education?
- How has learning impacted on your life and what would you say to others who are thinking of taking up learning opportunities?
- If you had a second chance at education, what would you learn?

Remember to tag Learning and Work Institute and Working Wales in your posts using the handles below:



Learning and Work Institute



Working Wales



#neverstoplearning #adultlearnersweek

Bring a friend and learn new skills together

We know that word of mouth can make a big difference in supporting people back into learning. If you're already involved in learning, give your networks, friends and family the confidence to have a go too, and inspire others to come along to an Adult Learners' Week event this September.

Whether you're an avid learner or it's been a while since you last participated in any form of learning, you don't have to do it alone! Adult Learners' Week is a great opportunity to bring along a friend or family member to learn new skills, discover a new hobby, or develop your confidence in a supportive environment. Sign up to a learning activity on the [Adult Learners' Week website](#) and invite a friend to come along with you.

Learning and Work Institute would love to see you taking part in learning. If you're on social media, remember to tag L&W using the hashtags: #neverstoplearning and #adultlearnersweek and use the handles below:



Learning and Work Institute



Working Wales



#neverstoplearning #adultlearnersweek

About Working Wales



Llywodraeth Cymru
Welsh Government



Gyrfa Cymru
Careers Wales

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.

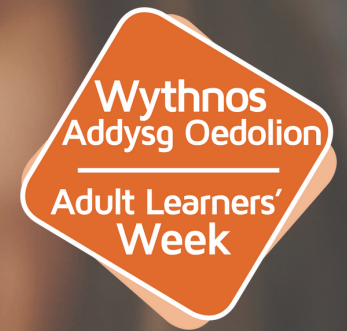
Working Wales
#neverstoplearning

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 X (formerly Twitter)
- Working Wales Facebook
- Working Wales Instagram

#neverstoplearning #adultlearnersweek



Get in touch:

Campaign enquiries email: alwevents@learningandwork.org.uk

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

Adult Learners' Week website: www.adultlearnersweek.wales

Learning and Work Institute website: www.learningandwork.wales



Wythnos
Addysg Oedolion

Adult Learners'
Week

#neverstoplearning

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, Universities Wales, Agored Cymru, National Centre for Learning Welsh, Adult Learning Wales and AIM Qualifications and Assessment Group.

