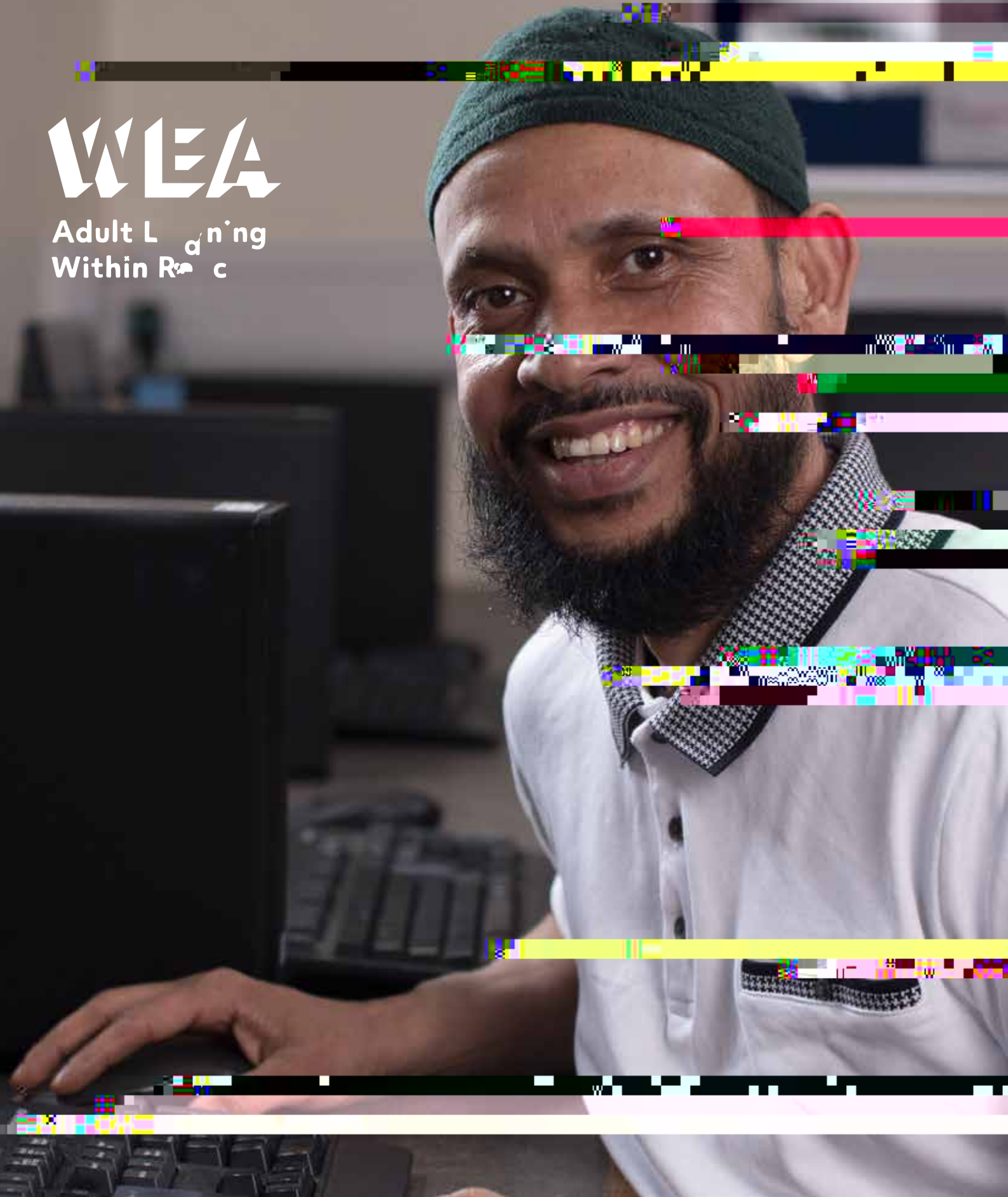


Creating opportunities: the WEA strategy

wea.org.uk

WEA

Adult Learning
Within Reach



We can't imagine a time when the WEA could be more needed than today as the UK adjusts to living with Covid-19 and recovers from the economic and social impact of lockdowns and the war in Ukraine. The need for adult learning which is within reach, within every community, couldn't be greater.

Our charitable mission

To bring adult education within reach of everyone

inequality and promoting social justice.

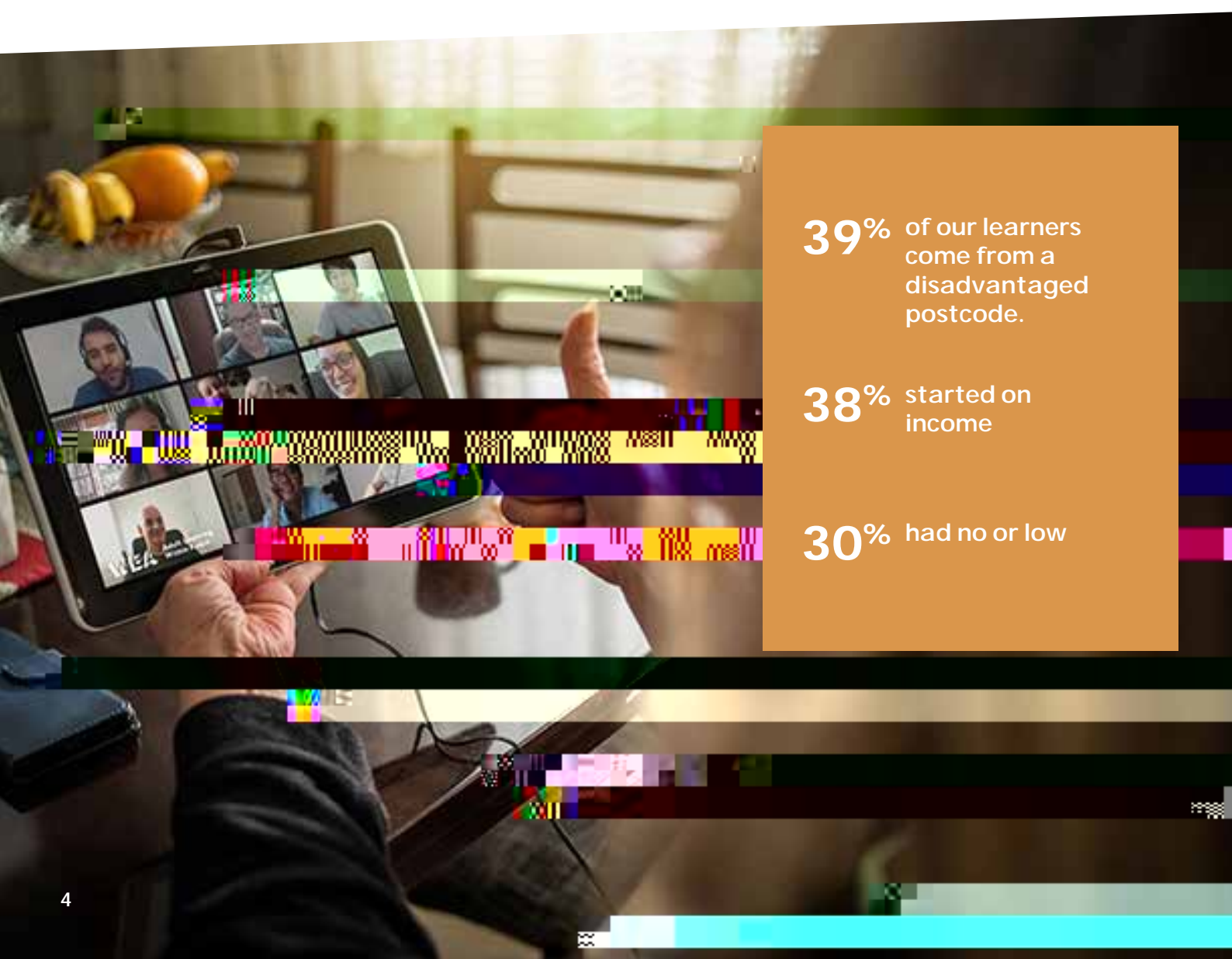
The WEA is a leading education charity with a legacy that stretches back over 115 years. We empower adults by bringing great teaching to local communities across England and Scotland, reaching tens of thousands of learners each year. The WEA is here to bring education to individuals for the benefit of the community. We believe every adult should have access to education and its benefits right on their doorstep. Currently,

the opportunity for a better future is too often made inaccessible for reasons including cost, location and a lack of information.

We are committed to removing any barriers so that individuals can improve their own life chances and have a positive impact on their communities and society as a whole.

We are different from further education colleges. We reach into communities where learners live and work to deliver learning in surroundings they are familiar with and comfortable in. Our smaller class sizes mean learners get more personal care, attention and support and we teach to a person, not to a qualification or an award.

We achieve this by working in partnership with over 100 community-based venues and local networks across the UK and with like minded partners internationally.



39% of our learners come from a disadvantaged postcode.

38% started on income

30% had no or low



Our approach

We focus on the learning needs of those who need education most. We are unique, both in how we choose our provision and how we engage and support our learners.

Why?

Because we need to reach learners who have often struggled with core subjects such as maths and English and have often left school with no or low qualifications and a lasting knock to their confidence. We also need to reach into communities where lack of fulfilment is the experience of generation after generation in the UK, as well as those integrating into our society from other countries as refugees and asylum-seekers who have no or little experience of formal education.

Because we listen to the needs of communities, employers and unions, who need employees with team-working skills, flexibility and problem solving, or a knowledge of sectors such as health and social care, customer service, for example, as well as those who need advanced technical skills or a knowledge of the sciences.

Because we listen to the interests, passions and skills needs of our learners, when we make our choices as to what we teach, and how we network with our series of community organisations and local employers to facilitate their desired learning outcomes.

So, what does our teaching look like?

Both online and in-person, we believe in keeping group size down, making it easier for our learners to speak up, get to know their group and get actively involved in







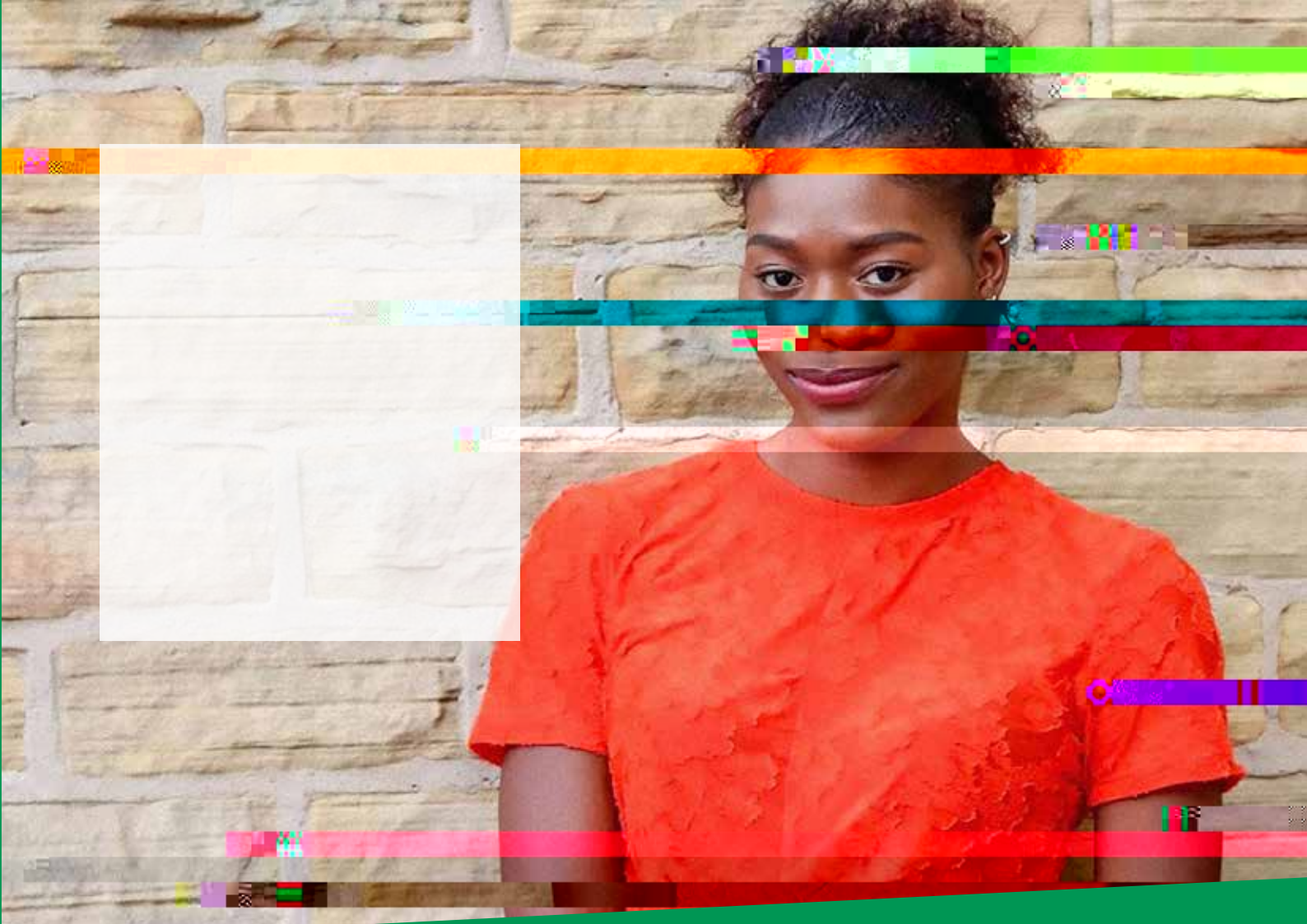


In the next three years you will see that the WEA is:

- ▶ Using a granular understanding of need that targets local issues and produces a curriculum which is responsive. This will maximise our impact and improve the lives of learners.
- ▶ Working closely with new and existing partners to build on our successes and increase our reach to learners and communities.
- ▶ Making our learning even more accessible, when and how our learners need it.

To enable that work the WEA will be:

- ▶ Continuing to drive the case for public funding at national level and securing funding from new and current sources to complement our approach.
- ▶ Building and sharing a specific evidence-based case to convince policy and funding decision-makers at a national and local level.
- ▶ Making our offer more accessible on our website by enabling connection with translation and disability support apps.



In the next three years you will see that the WEA is:

- ▶ Continuing to proactively support learners, regardless of their starting point, by supporting them into work and to progress at work.
- ▶ Offering clearer pathways for learners, from building firm foundation skills to progression into higher level skills learning.
- ▶ Targeting our curriculum around a selection of key employment sectors and partners which will provide good, sustainable careers to create job opportunities and work experience for our learners.

To enable that work the WEA will be:

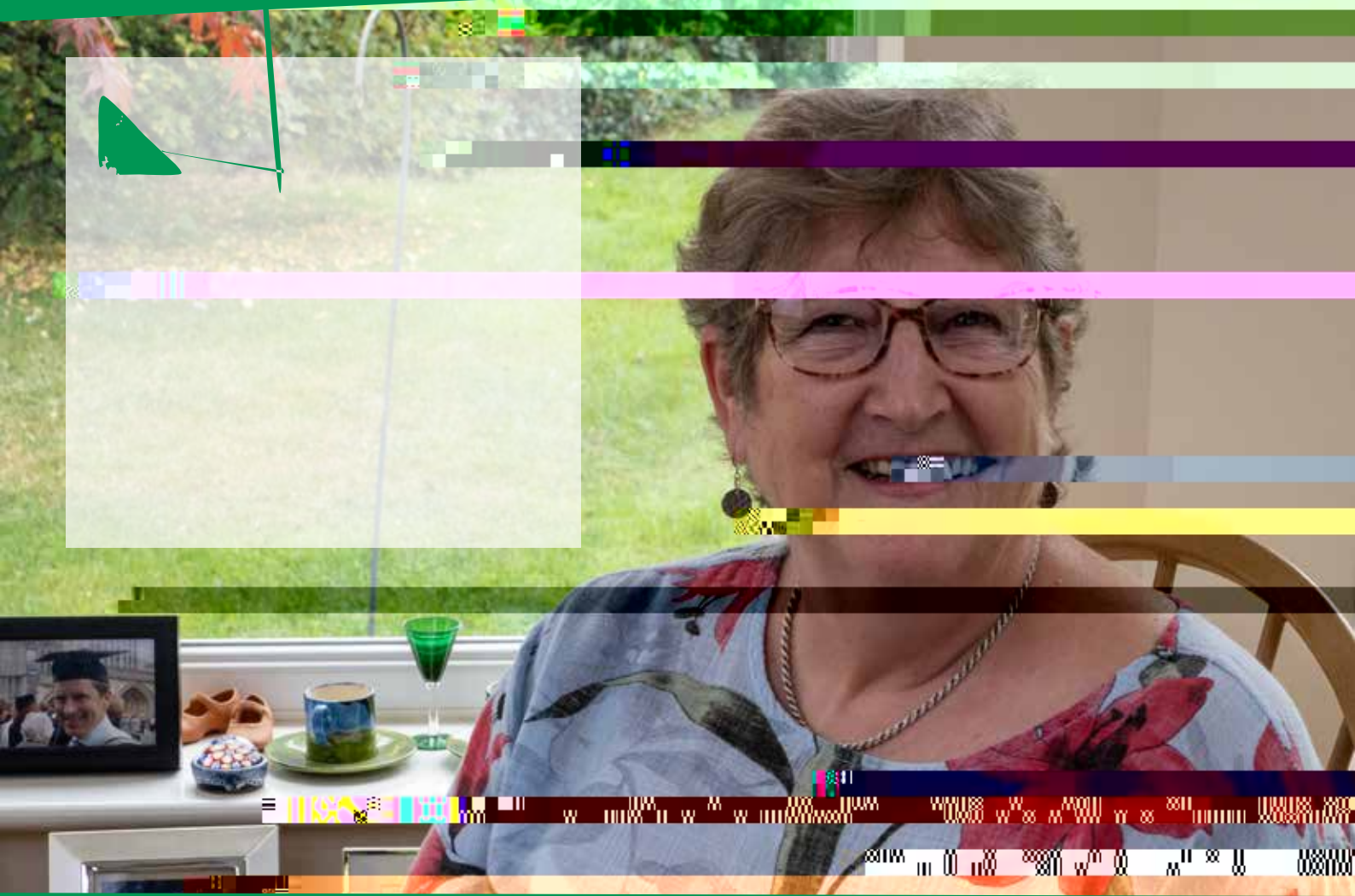
- ▶ Developing new tutor recruitment and retention strategies to get the highest possible quality teachers and support staff, that also brings in the best and most up to date industry knowledge.
- ▶ Using technology to deliver education accessible to learners around work and life commitments, as well as removing all barriers to learning, as well as easing the transition into and out of learning.

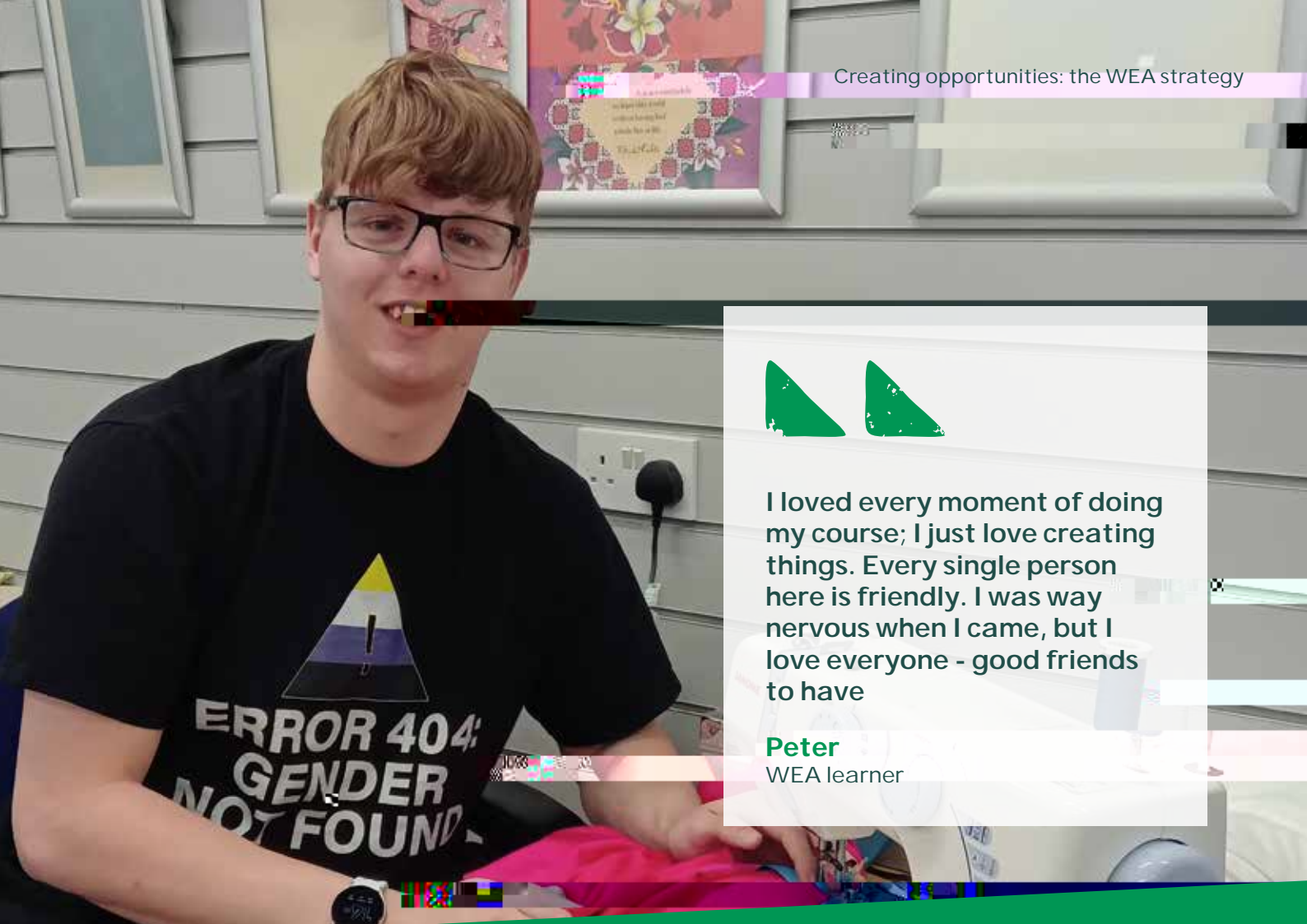
Strategic Objective 3: Learning that builds communities



We believe that vibrant and inclusive communities promote health, happiness, and success at both an individual and community level. WEA learning networks bring communities together.

We will design and deliver learning networks which inspire passions, ignite friendships and bring communities together, enhancing their purpose and providing them with the skills and knowledge to make them self-sufficient. The creation of a WEA family with reciprocal benefits for the individual and their local community will deliver a social contract – creating a responsibility to others and a desire to promote social justice.





I loved every moment of doing my course; I just love creating things. Every single person here is friendly. I was way nervous when I came, but I love everyone - good friends to have

Peter
WEA learner

In the next three years you will see that the WEA is:

- ▶ Supporting and developing self-funded, efficient, and effective learning communities.
- ▶ Building relations with partners and learner networks to enhance their communities and deliver our mission.
- ▶ Making our learning even more accessible, when and how our learners need it.

To enable that work the WEA will be:

- ▶ More effectively harnessing the support of volunteers and enabling their work to build and support their own networks and communities.
- ▶ Building awareness and evidence of the value and impact of community, and the role learning plays within it, creating campaigns which networks can support.

Enabler 1

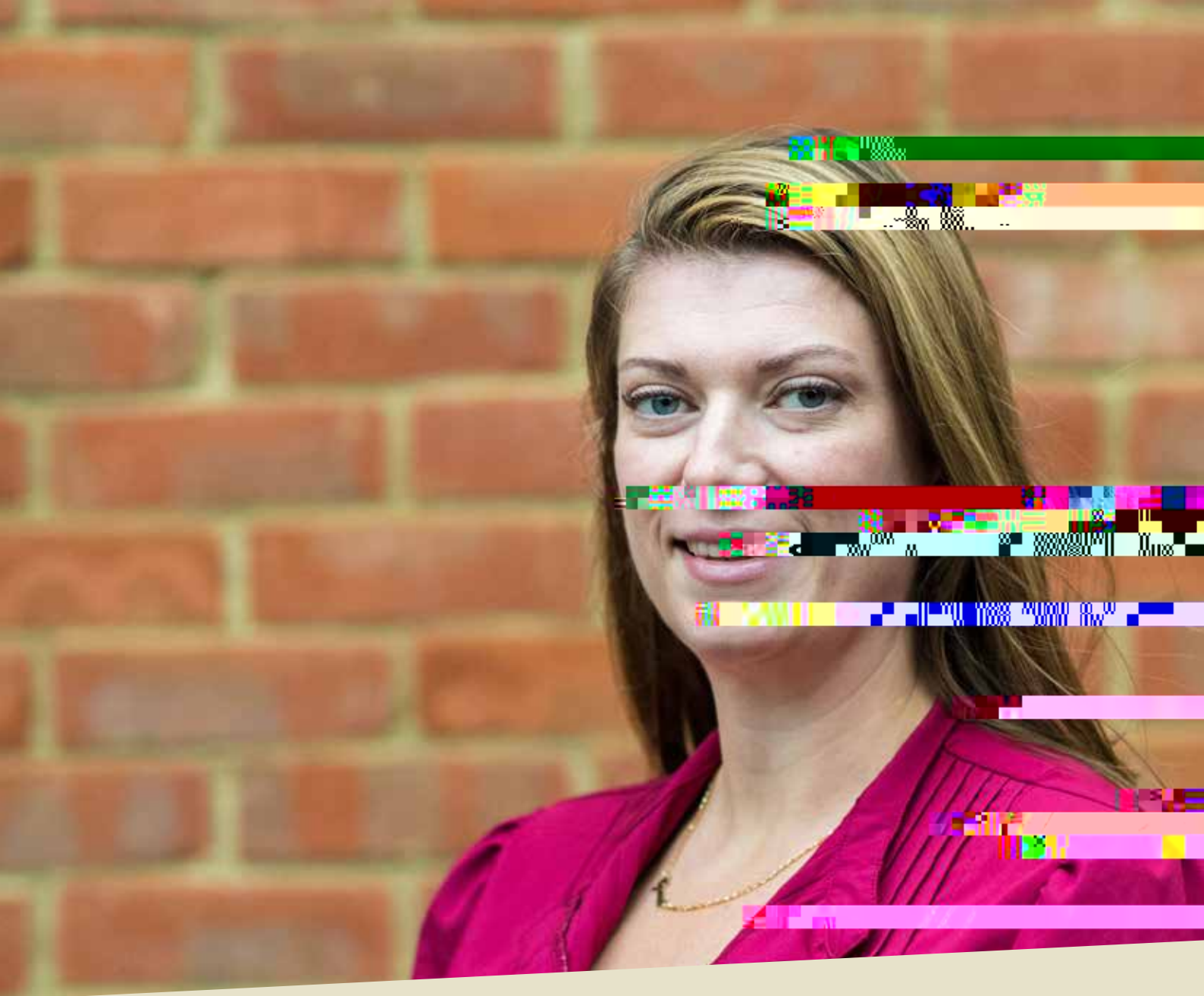
Improve systems, processes & infrastructure



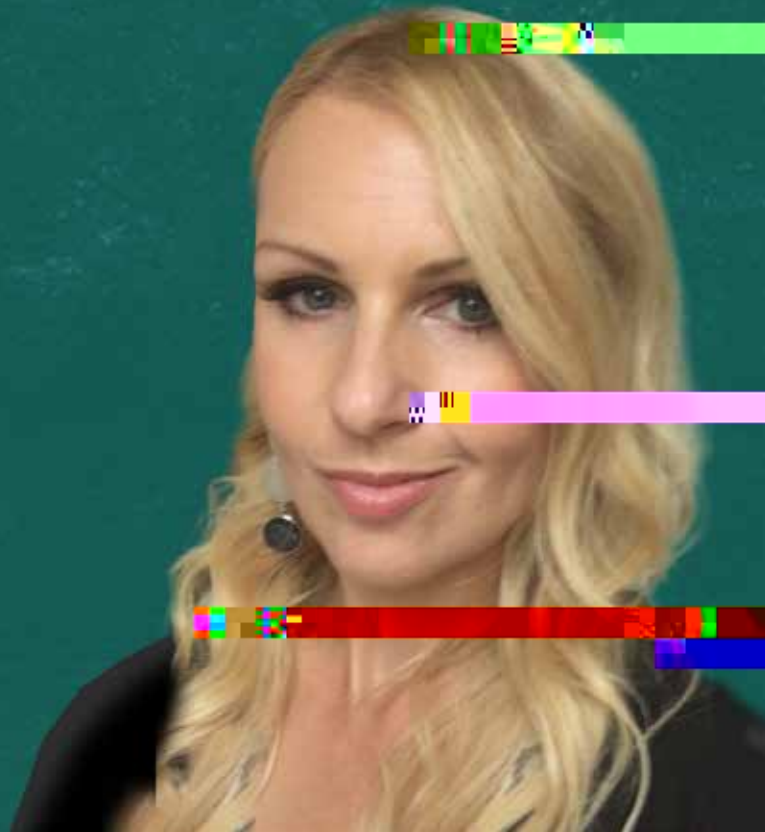
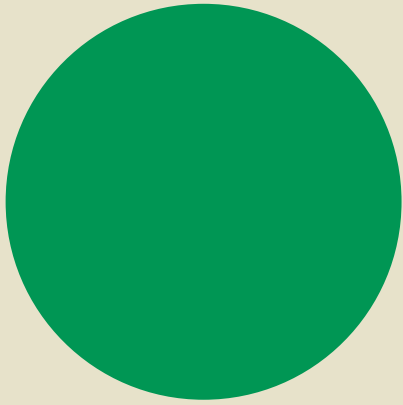


In the next three years you will see that the WEA is:

- ▶ Supported by a skilled IT team and best-in-class systems which provide an excellent learner experience and IT support service.
- ▶ Able to re-invest time and resource into supporting our learners in a more personalised way because the IT infrastructure enables cost and time-efficient ways of working.
- ▶ Offering modern, fit-for purpose and sustainable learning venues where our target learners, and funders, need them to be.

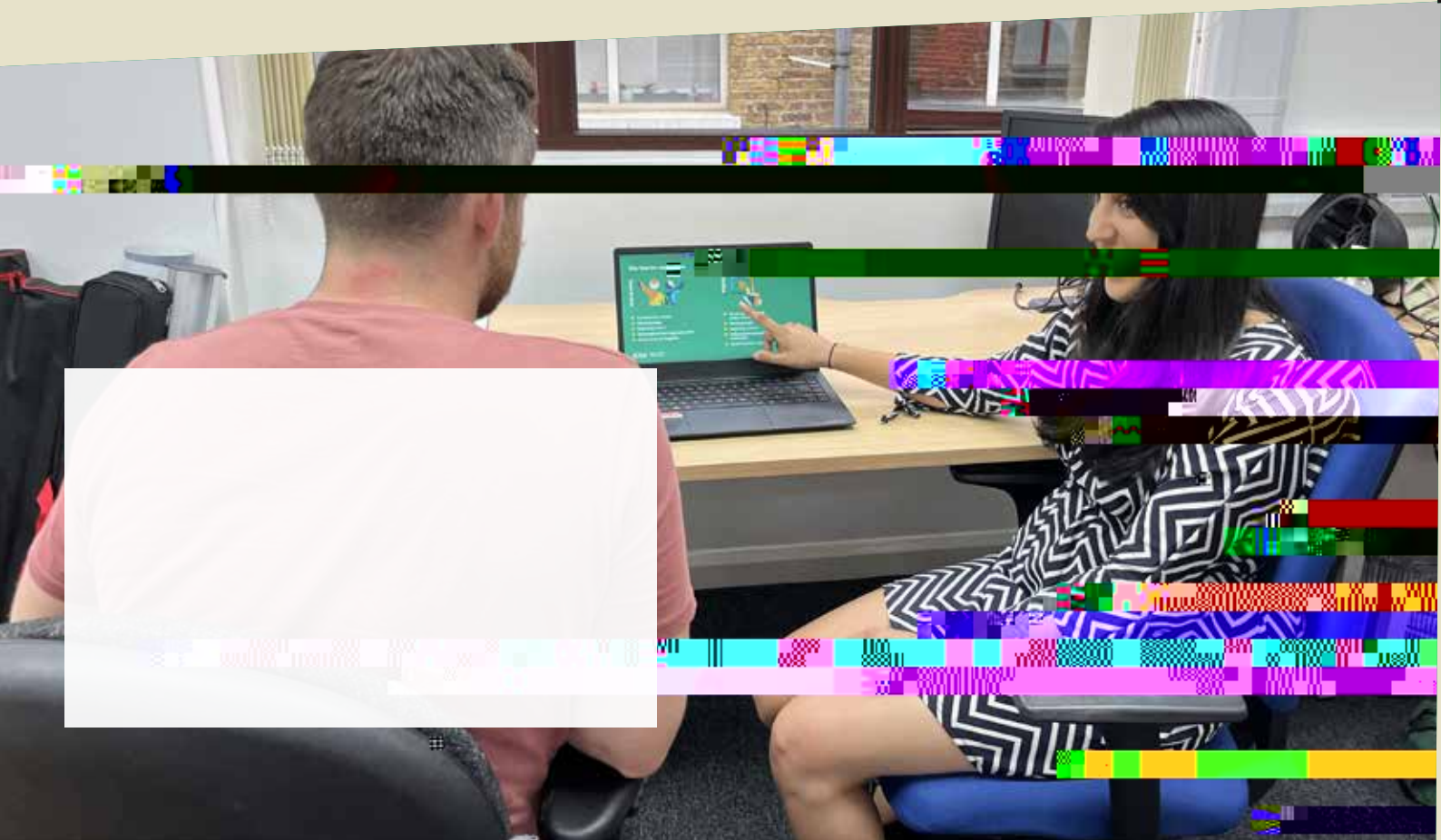


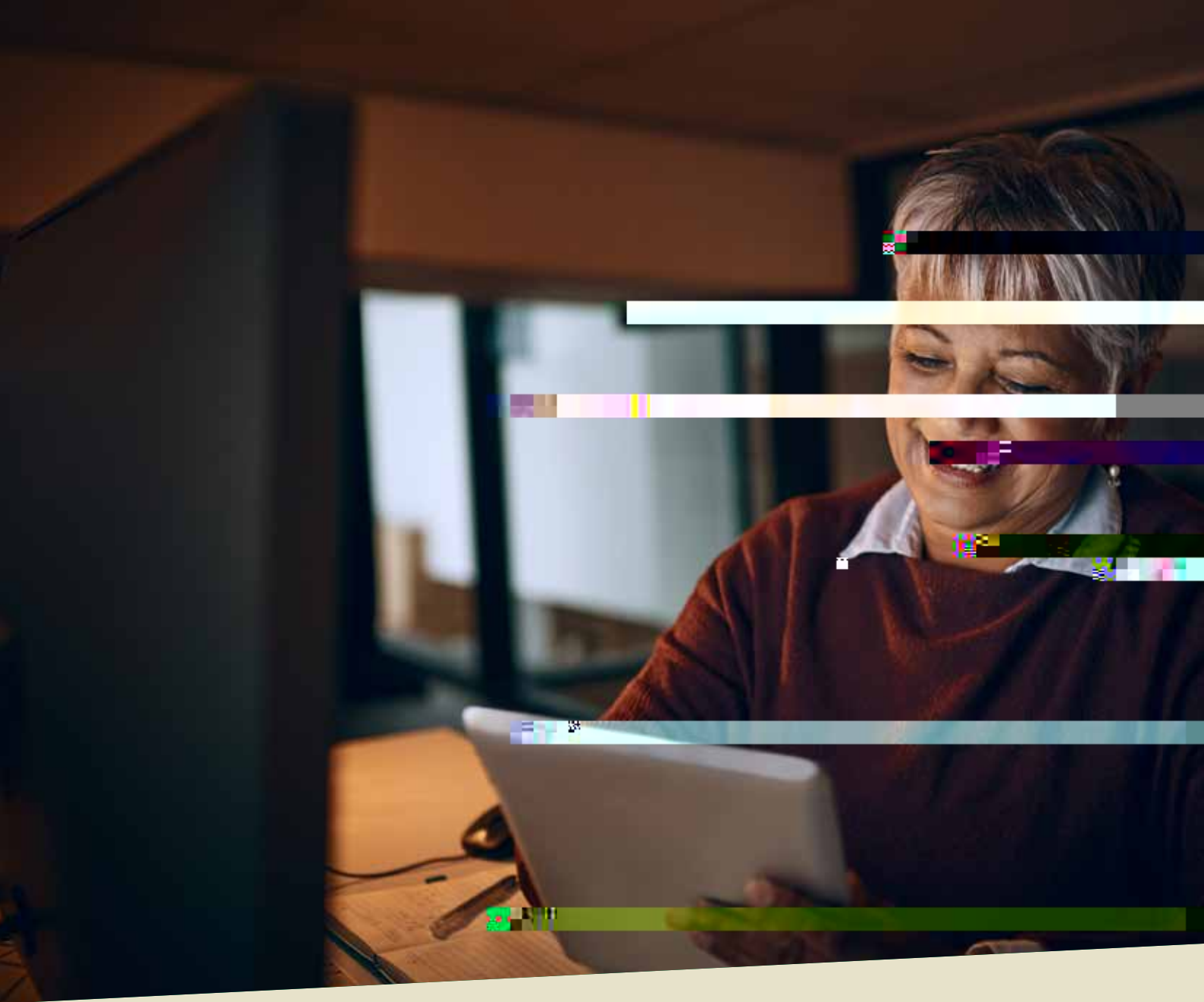
- ▶ Delivering a sustainable, balanced budget and retains an ESFA health rating of good in every year.
- ▶ Maintaining free reserves in line with the current approved reserves policy.
- ▶ Retaining grant and contract income from the ESFA and MCAs.
- ▶ Building our network of like-minded organisations from across the public, voluntary and private sectors.
- ▶ Building income from Trusts and Foundations and individual philanthropists to support those adults who need the most support to study our Learning for Life and Learning that Builds Communities provision.
- ▶ Developing a range of learning experiences which will be attractive to learners who can afford to pay for learning that the state chooses not to f



In the next three years you will see that the WEA is:

- ▶ More effectively communicating the benefits of our courses and making it easier to find a course which meets our learners

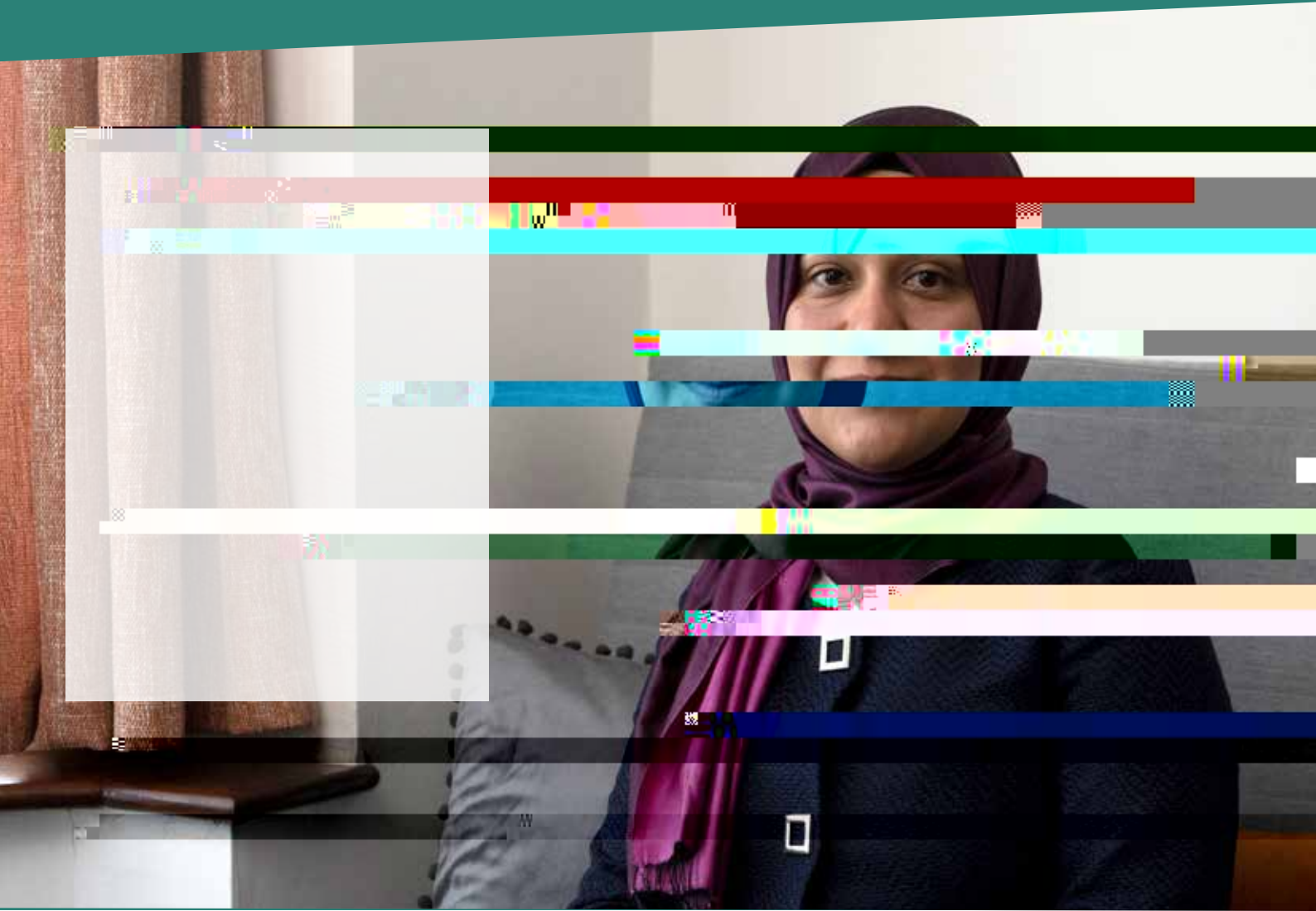




Overarching priority - Quality and learner success

We believe that all WEA learners deserve an outstanding level of teaching and learning to maximise their chances of success and be provided with additional support to help them overcome their barriers to learning.



We will provide all learners with exceptional service, high professional standards resulting in an excellent quality learning experience which caters for their needs. Our aspirations surpass compliance, striving to continually improve our





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