

**Wythnos
Addysg Oedolion**

**Adult Learners'
Week**



Promoting
Adult Learning Online

Reshaping Adult Learners' Week in
response to the coronavirus pandemic



Adult Learners' Week in Wales in “normal” times

June

Community outreach events

Inspire! Awards

Media/Promotion

Covid Full-lockdown

March 2020 – June 2020

Adult Learners' Week online Call to action – April 2020



Audience

Adult learning has more importance to more people in the current climate, than maybe ever previously. The Covid-19 pandemic has broadened the number and type of individuals who might benefit from learning new skills – including those placed on furlough, those made redundant or those looking to maintain their health and well-being.

And so our audience was all adults in Wales, specifically looking at those who were:

- Facing redundancy
- Furloughed
- Self employed
- Lacking confidence
- Unemployed
- Isolated

Strategy

What originally started as a three-week campaign around Adult Learners' Week, evolved into a three-phased approach to accommodate the priorities listed below:

Phase 1. Curate April

This phase focused on curating the online platform by encouraging partners, businesses and individuals to share their skills and courses.

Phase 2. Launch July

This phase focused on the **launch of the online portal**. This phase concentrated on the benefits of adult learning and aimed to encourage individuals to engage with our new online platform.

Phase 3. Celebrate Sept

This phase focussed on **Adult Learners' Week** aiming to inspire our audience through promoting online learning courses and live masterclasses throughout Adult Learners' Week & sharing stories of the Inspire! Awards

Homepage – search for an online event

www.adultlearnersweek.wales

The image shows a screenshot of the website homepage for Adult Learners' Week. The background is a blurred image of a smiling man with glasses. In the top left corner, there is a logo for 'Wythnos Addysg Oedolion Adult Learners' Week'. The top right corner contains navigation links for 'ENGLISH', 'CYMRAEG', 'My Account', and 'Logout', along with social media icons for Facebook, Twitter, Instagram, and YouTube. Below these are main navigation tabs: 'HOME', 'GET INSPIRED', 'EVENTS', 'ABOUT', and 'CONTACT'. The 'HOME' tab is underlined. A central graphic consists of several floating icons: a yellow star, a pink laptop, a blue heart, a teal share icon, and a blue smiley face. A dark grey text box in the center contains the headline 'CHANGE YOUR STORY. ONLINE.' followed by a paragraph of text. Below the text box is a search bar with the placeholder text 'Enter your course type here....' and an orange search button with a magnifying glass icon. At the bottom center, there is a link that says 'View All Events >'. At the very bottom, there are five circular indicators, with the first one on the left being filled with orange.

Wythnos
Addysg Oedolion
Adult Learners' Week

ENGLISH | CYMRAEG My Account Logout

HOME GET INSPIRED EVENTS ABOUT CONTACT

CHANGE YOUR STORY. ONLINE.

In response to current events all learning activities for this year's Adult Learners' Week campaign will be delivered through our online learning platform. Staying connected and taking this opportunity to learn new skills can help you to grow your confidence and develop skills for the future. They're quick, fun and easy-to-do and will cost you nothing but your time. There are many exciting areas to choose from, so pick a subject of your choice below change your story, online.

Enter your course type here....

[View All Events >](#)


Provider section - Dashboard

Add events & update provider profile

www.adultlearnersweek.wales

MY ACCOUNT

[LOGOUT](#)



Wythnos
Addysg Oedolion
Adult Learners'
Week

Provider Name

Provider Address

[EDIT PROVIDER PROFILE](#)

Recent Events

STATUS FILTER ^ +

⚠ NO EVENTS

Events page – search filter and listed events

www.adultlearnersweek.wales

Filter

Course Type

- Communication and languages
- Digital and technology skills
- Essential and employability skills
- Healthy body and mind
- Making and creating
- Other events

Provider

- The Wallich
- Rubicon Dance
- Adult Learning Cardiff
- Wales TUC Cymru
- Ail Gyfle - Second Chance
- 4:28 Training
- Disability Can Do Centre
- Welsh Refugee Council
- Go Connect Ltd
- Coleg Cambria



Conversational French – Beginners

Bridgend College

Online course for 10 weeks, beginning 6 July. Learn to...

Date: 6th July 2020

Time: 01:30 pm - 03:30 pm

[Find Out More >](#)

[Enquire Now >](#)

[Visit Website >](#)



Conversational Portuguese – Beginners

Bridgend College

Online course for 10 weeks, beginning 7 July. Learn to...

Date: 7th July 2020

Time: 06:00 pm - 08:00 pm

[Find Out More >](#)

[Enquire Now >](#)

[Visit Website >](#)

Sewing machine skills

Bridgend College



dysgucymraeg.cymru
learnwelsh.cymru

National Centre for Learning Welsh

Learn Welsh with us

You can find free Welsh taster courses online at the National Centre for Learning Welsh website. The courses introduce everyday words and phrases, and are available to everyone.



The Open
University
Y Brifysgol
Agored

WALES CYMRU

The Open University in Wales

OpenLearn is The Open University's free online learning platform. On the platform you'll find thousands of courses, resources, and activities on a wide range of subjects that you can follow at your own pace, totally flexibly, and all for free.



BT Skills for Tomorrow

Whether you are just starting out or ready to develop your career, BT Skills for Tomorrow offer a wide range of online courses and webinars on topics including business communication, digital marketing, networking, remote working and data protection.



Skills share beyond Wales

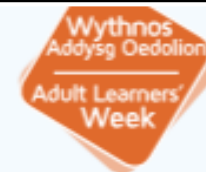
Take a look at the online events that are available beyond Wales - you will find a whole range of established and accredited online courses, tutorials and classes accessible to all.

Find more online events





Essential and employability skills



ORGANISATION:	COURSE PROVIDED BY:	COURSE	COST:	DURATION:	QUALIFICATION:	WEBLINK BUTTON:
BBC	BBC Bitesize	Asking questions, being clear and persuading people (Basic English)	Free	Short	N/A	
BBC	BBC Bitesize	Knowing when to use formal or informal language (Basic English)	Free	Short	N/A	
BBC	BBC Bitesize	Reading tips, the purpose of texts and spotting mistakes (Basic English)	Free	Short	N/A	
BBC	BBC Bitesize	Finding the right information and planning how to respond (Basic English)	Free	Short	N/A	
BBC	BBC Bitesize	Where to use capital letters, adjectives and conjunctions (Basic English)	Free	Short	N/A	
BBC	BBC Bitesize	How to write clear and interesting sentences (Basic English)	Free	Short	N/A	
BBC	BBC Bitesize	Tips and tricks for spelling words correctly (Basic English)	Free	Short	N/A	
BBC	BBC Bitesize	Ordering text logically, organising paragraphs and checking spelling (Basic English)	Free	Short	N/A	
		Using punctuation to write better				

More than 400 free online courses were curated and linked

CHANGE YOUR STORY

At the heart of our campaign are our learning ambassadors – take a look below at their inspirational stories.

They have all taken the first step to turn their lives around to build a better future for themselves, their family and their community. Adult learning has been key to each of their success stories and for many a lifeline. Become inspired by clicking on any of the images below to read or watch their story. This is what adult learning can do for you, you can change your story too.



Tarek Zou Alghena

Tarek Zou Alghena fled Syria when civil war broke out in 2011 and came to the UK, less than four years ago to build a...



Rhiannon Norfolk

Having the opportunity to learn Welsh again was a key factor in Rhiannon Norfolk's decision to move back to...



Thomas Ferriday

Thomas Ferriday has achieved a Level 3 Brickwork Diploma and now works with Cardiff and Vale College as a technician

[ENGLISH](#)[CYMRAEG](#)[My Account](#)[Logout](#)[HOME](#)[GET INSPIRED](#)[EVENTS](#)[ABOUT](#)[CONTACT](#)

WORKING 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

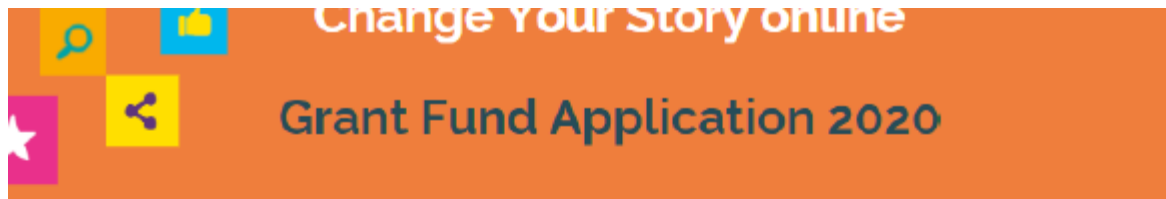
#changeyourstory

Working Wales is for anyone over the age of 16 across Wales to access expert advice and guidance to help you overcome obstacles that you may be facing to get you into work.


So, whether you need help searching for jobs, writing a CV, preparing for an interview, finding work placement, learning new skills, understanding redundancy rights, childcare support, building self-confidence, or even where to turn next this is the right place to get the help you need.

Innovation Fund

- Small grants to enable community adult learning providers to switch to online learning and reach out to adults in need of support



Change Your Story online
Grant Fund Application 2020



About the campaign

We want everyone to realise their ambitions and potential in learning, work and throughout life. Promoting learning and skills is a crucial part of the work we do with partners and stakeholders across Wales.

Adult Learners' Week (21 - 27 September) is an annual campaign which celebrates and promotes learning opportunities.

Adult Learners' Week gives individuals the chance to take a step towards developing their skills; whether they want to get a better job or

Covid-19 has forced many learning providers to adapt their training and adopt digital methods at speed. Learning online presents different challenges from learning in the classroom.

This fund offers support for providers of adult learning to develop content for virtual learners.

Grants of up to £750 are available to organisations working in Wales who deliver community-based adult learning. This grant fund

Adult Learners' Week (21- 27 September) - Masterclass Activity

Kirsty Williams AM



Sabrina Cohen Hatten



Iolo Williams



Nia Parry



Run Wales



BT Skills for Tomorrow



Digital Mums



Scarlet Design



Welsh Cycling



Sue Black - TechMums



Lark Design Make



Adult Learners' Week 21-27 September 2020

Live FREE Masterclass Events



Change your story online



Working Wales
#changeyourstory

LIMITED PLACES
BOOK NOW
CLICK ON THE
WEBLINK BUTTONS

MONDAY 21 SEPTEMBER 2020

LEARNING PROVIDER	MASTERCLASS	TIME	PLATFORM	WEBLINK BUTTON:
First Campus, Cardiff Met	Introduction to Microsoft Teams for online learners	10am - 11am	Microsoft Teams	
Lark Design Make	Mini Macrame Wall Hanging	10:30am - 11:30am	Facebook Live	
Cardiff University	Looking after yourselves and others	11am - 12pm	Book your free place via Cardiff University's registration form	
Swansea Lifelong Learning	Practical Photography Masterclass	11am - 12pm	Book your free place via the Swansea Lifelong Learning Website.	
Sabrina Cohen - Hatton	5 Ways I changed my story	12pm - 12:30pm	Working Wales Facebook Live	
Digital Communities Wales	Online Safety and Fake News	2pm - 2pm	Live via Zoom	

Paid advertising

From August and through September

Social & Digital marketing; Facebook, Snapchat, YouTube, Instagram, Google

Radio: National, local and community broadcasters

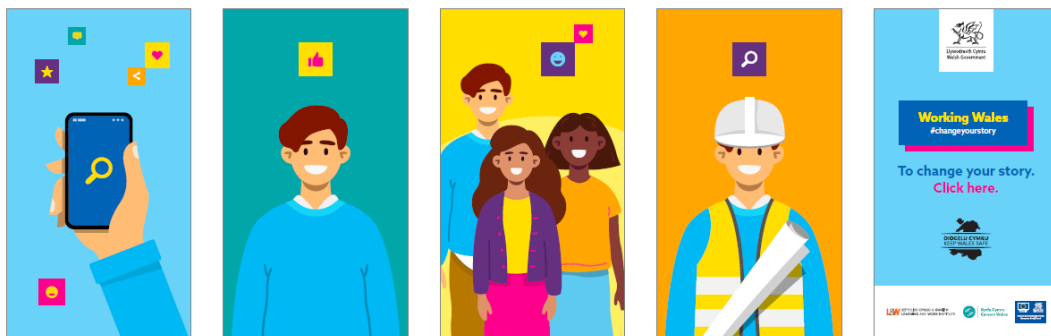


We combined a mix of animation...

Digital banners



Snapchat video



Frame 1
VO: Online learning can change your story.

Frame 2
VO: Learning a new skill can help you keep on top of your health & well-being...

Frame 3
VO: ...change the lives of you and your family...

Frame 4
VO: ...and help you find a job.

Endframe
VO: To change your story, click here.

Partner assets

Adult Learners' Week
change your story, online

The Welsh Government, and the Learning and Skills Institute, need to cross their fingers and we want you to be a part of it. COVID-19 has had a huge impact on all aspects of life for everyone across Wales. The economic market is facing uncertain times with businesses temporarily closed, employees being furloughed or made redundant on the horizon. As well as this, many people feel isolated, lonely and are struggling with their health and well-being. There's why now more than ever, we need to pool our resources and work together to support Wales through a new 'Adult Learners' Week' online learning platform. The platform will give people access to free and paid for courses - where they can learn new skills, see what careers in the next year or simply enjoy new interests. This will be complemented by a multichannel marketing campaign that raises awareness of the resources and encourages Wales to keep learning. To make this a success, we need the best partners - training educational, skills based and community learning experts - to contribute to the courses, tutorials, and webinars, sharing access to new or existing materials. We need a high volume of quality online tutorials and courses in Welsh and English that meet the needs of adults to learn and support adult learning, helping with health and well-being, such as those struggling to read or write or more practical skills which may lead to further qualifications, such as basic maths or advanced social media marketing. We already have Open University in Wales, National Research Wales and Swansea University Learning Service signed up as partners and we would like to invite you to join our network.

Partner benefits

- An opportunity to engage with new and existing audiences.
- Support creating or adding to a bank of online learning activities.
- Playing your part in helping people in Wales tackle COVID-19.

What we would need from you:
Please see overleaf a list of specific requirements and details, but in summary we will need:

- High quality free digital resources (one off tutorial or a course) that will help Welsh adults learn new skills.
- Information about the organisation and the tutorial/course on offer, to put on a dedicated page linking through to your own website.
- Support for the campaign on your own social and digital networks.

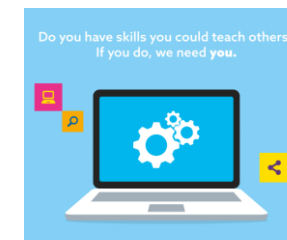
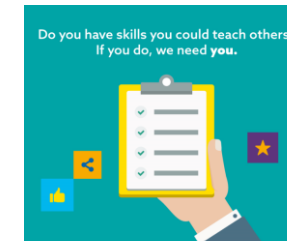
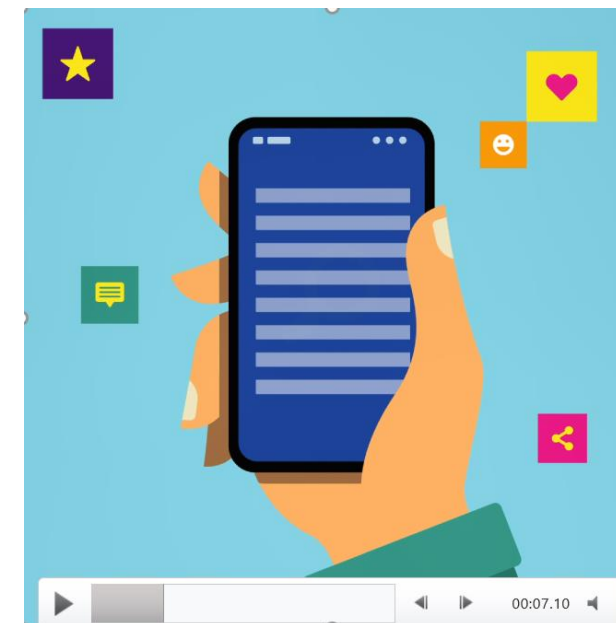
All content submitted will be reviewed, before being uploaded to ensure there is a variety of courses on the platform and all content meets the quality requirements.

Join us to help keep Wales learning by filling out the short but important form and returning to adultlearners@workingwales.gov.uk or by calling 0300 00 22 15 or 01925 288 882 by Friday 24th June.

PROFORMA
Please fill in the below form with as much detail as possible. If you can offer multiple courses please fill out section 2 for each course on offer.

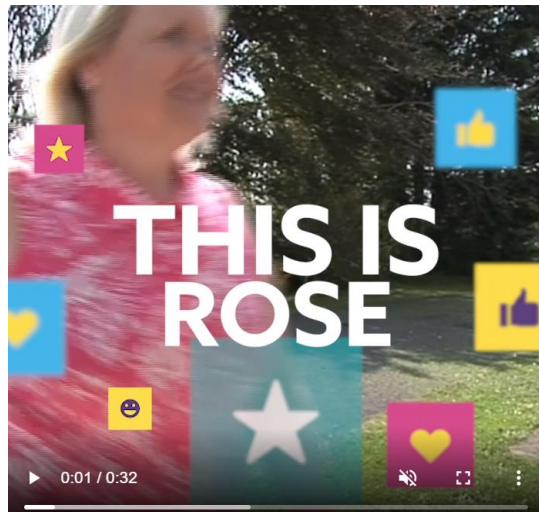
Section 1	
Name	
Organisation/business name	
What does your organisation do - a brief overview	
Contact number	
Web address	
Email address	
Course number	
Web address	
Logo	
Please attach company/course logo to your email (if available)	
Course image	
Please attach a picture to your email that reflects your course offering, or a film/tutorial	
Social media handles (Facebook, Twitter, Instagram and YouTube)	
Section 2	
Title of tutorial/lesson - Partners to provide an easily understandable course of the course and length (e.g. one-off or 6-week etc) and confirm who is delivering it.	
Online: perform your session will be hosted on (specify the L&W platform)	
Able to provide content in Welsh? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Brief description of online/tutorial session's you can provide (please include any worksheets, previous reviews and important details)	
For example, what it includes; who it is suitable for; what people will should get out of it; how long the commitment is. Max 250 words.	
Category - You would like to categorise your session from the list below:	
<input type="checkbox"/> Languages and communications <input type="checkbox"/> Digital skills and technology <input type="checkbox"/> Essential and employability skills <input type="checkbox"/> Exercise, health and well-being <input type="checkbox"/> Making and creating	
Able to provide downloadable worksheet/ instruction manual? If yes, please provide links.	

Online video

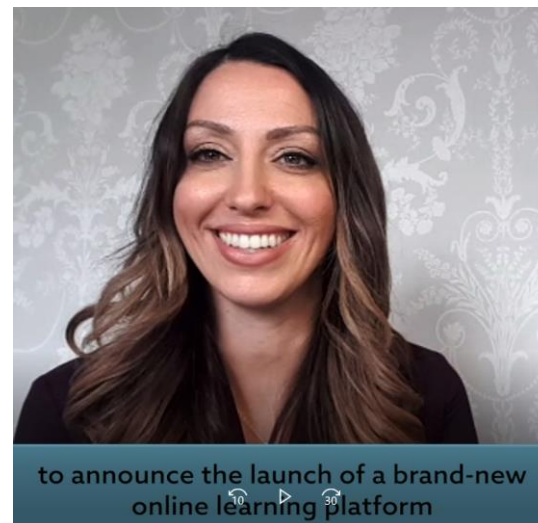
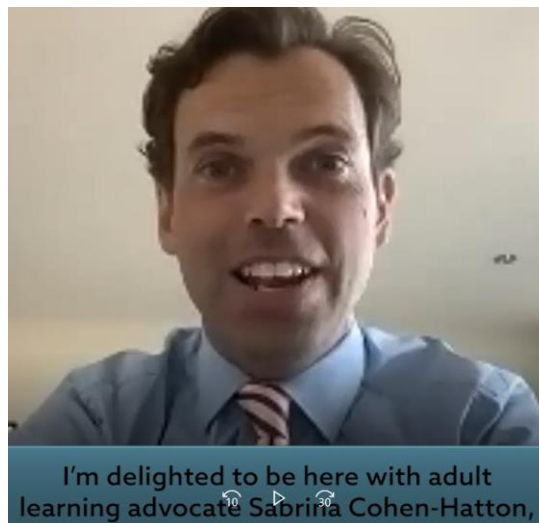


... with real life stories.

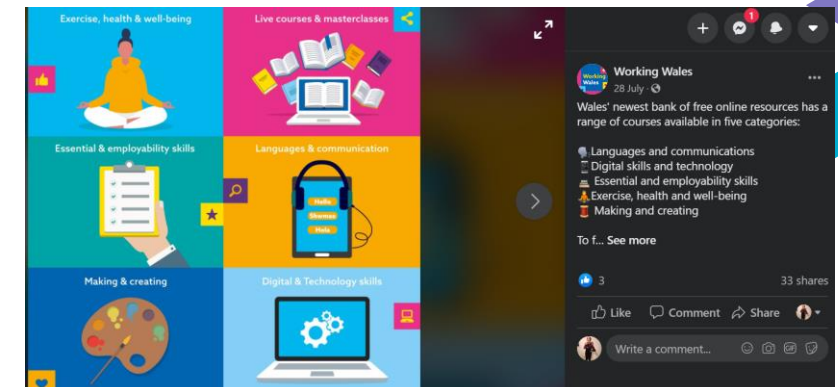
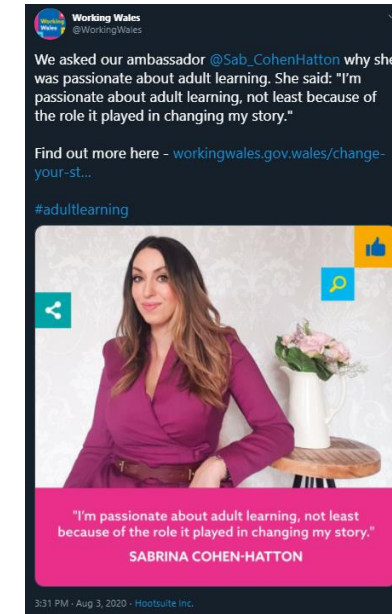
Case study videos



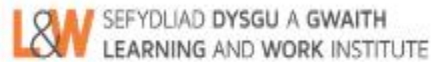
Minister launch video



Organic social posts



Inspire! Award Winners 2020



Change Your Story: Podcast series



Episode 1: Inspired To Make The Change

To mark the 2020 Inspire! Adult Learning Awards, Nia speaks to two former winners, Johnny Spence and Scott Jenkinson.

Johnny Spence's severe dyslexia meant his school years were miserable and he ultimately fell into a bad crowd. Scott Jenkinson was homeless, a drug addict and spent time in a Spanish prison. Both talk to Nia about how education saved them.



Campaign results

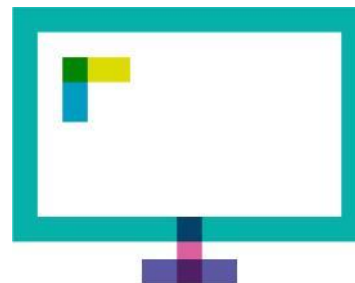
The existing Adult Learners' Week network and new partners provided content.



Recruited

186

Partners to provide learning resources



Created

550

Learning resources/courses for our audience



Audience reach and engagement

Exposed

Across the integrated marketing strategy, this is the opportunities people had to see our campaign communications.

Clicks/Swipes

The total number of clicks/swipes.

Lands

The total sessions on the Working Wales website

Unique website lands

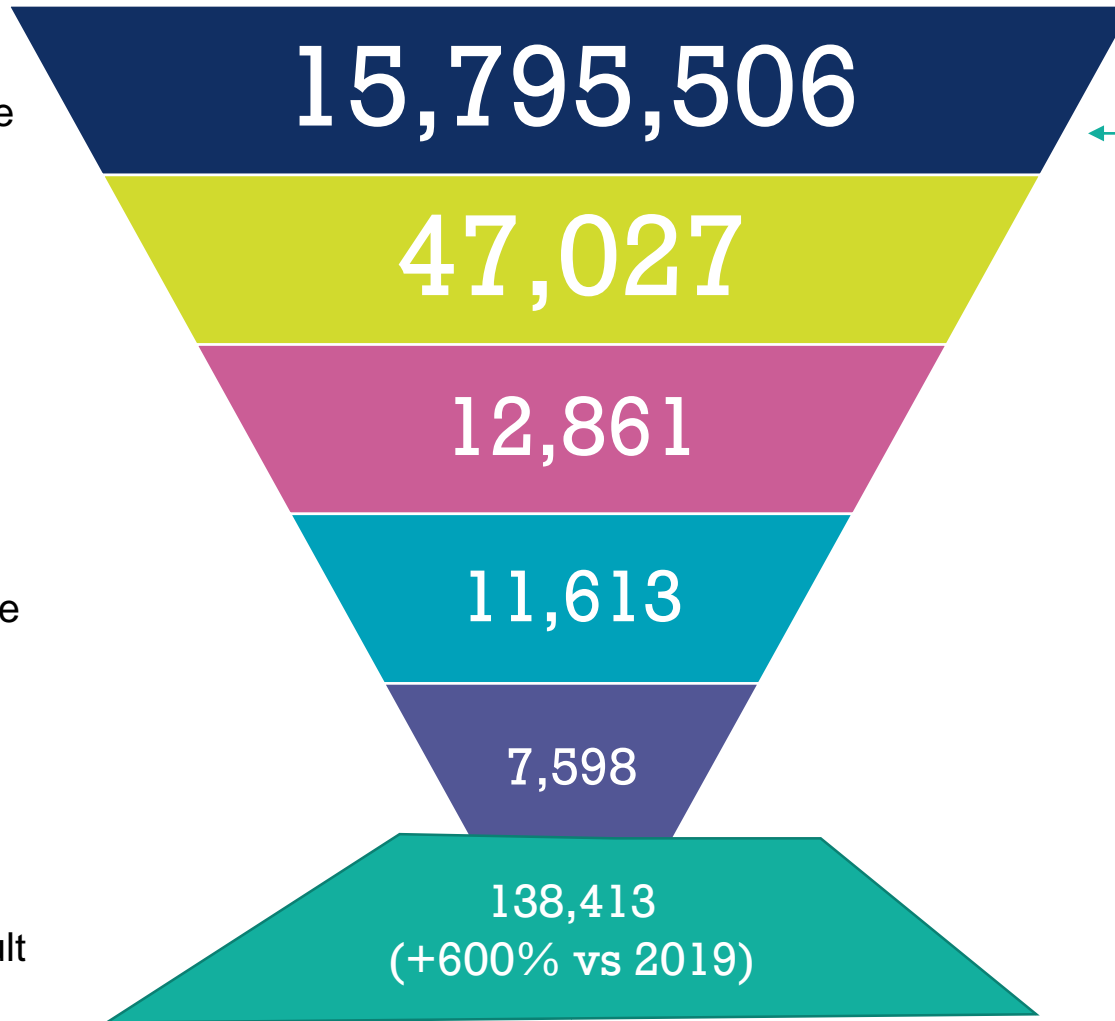
The total number of unique lands on the Adult Learners Week website

Conversions

Traffic driven from Working Wales to Adult Learners Week

Attended

The total number of page views on Adult Learners' Week learning resources.



← Total opportunities to see, including earned, owned and paid

Once at the Adult Learners' Week platform – Course topics were uniformly popular

The number of searches by category – using the filter on ALW website.



10,751

Essential &
Employability Skills



12,990

Exercise health and
wellbeing clicks



13,797

Making and creating clicks



8,587

Languages and
communications clicks



11,431

Digital & Technology skills
clicks



8,190

Live courses and
masterclasses clicks



37.52%

Bounce rate

Vs. 84.95% (2019)



89% of views

On the Adult Learners Week platform
were new users



**682 campaign video
views**

Learning and Work YouTube channel



700

Visits to the podcast webpage

Earned and owned highlights



**12,563 total
engagements**

Facebook, Twitter, LinkedIn and Instagram,
L&W & WW channels



23 pieces

Organic media coverage in 18 media
titles



774,192

Organic media reach



3,000 views

Learning and Work YouTube channel



5 broadcast

Interviews, across four media titles



1,162,662

Opportunities to see

Feedback from partners

At least 9,000 participants engaged/reached/signing up



Live FREE Masterclass Events



TUESDAY 22 SEPTEMBER 2020

LEARNING PROVIDER	MASTERCLASS	TIME	PLATFORM
Cathays High School	Improving your confidence	8:30am - 10:30am	Email croy@cathays.cardiff.sch.uk to book your free place
Cardiff Met - Widening Access	Introduction to Communities and Health	10am - 12pm	Access all the information via Cardiff Met - Widening Access website.
BT Skills for Tomorrow	Preparing for a career in today's digital workplace	11am - 12pm	Book your free place via EventBrite
Royal Photographic Society	Documentary Photography - Online Storytelling Taster	11am - 12.15pm	Live via Zoom
National Centre for Learning Welsh	You can learn Welsh with us	1pm - 1.20pm	Learn Cymraeg - Facebook Live
Muddy Care CIC	Physical Health and Wellbeing and chronic conditions	6pm - 7pm	Contact info@muddycare.co.uk to book your free place
Royal Photographic Society	Making a Photobook from Concept to Printing Taster	7pm - 8.15pm	Live via Zoom
Digital Mums	Understanding Social Media Algorithms	8pm - 9pm	Book your free place via Digital Mums website.

Events are completely free to attend. Learning and Work Institute and partners would never ask for personal details such as name or address. When the event is live, please do not click on any links that you are unsure of and report any suspicious activity straight to the relevant provider.



Online courses

Aneurin Leisure – IT Basics – over 278 views

I feel this year's digital Adult Learners' Event was excellent. We had much more engagement, comments were made from participants at Zoom events about how much they enjoyed the interaction. We have new followers on our Facebook page and our posts reached over 6000 people. I have struggled collating feedback this year - in previous years it has been much easier as you see people face to face.

Cathays High School - mentoring, health and fitness, cookery, language – 100 participants

Cathays High school thoroughly enjoyed celebrating adult learner's week through various digital platforms like google classroom, google meet, teams and zoom. We had a good turnout for almost 16 courses and workshops run over 5 days with approximately 100 participants all through the sessions.

Cardiff Adult Community Learning – Interview skills, Yoga, First and others – 19 sign ups.

We were planning to run 9 courses, 5 were cancelled due to low numbers. The main causes may include the restrictions on movement and confidence with technology. One learner from this course has since been successful in getting a job. Learners enjoyed the courses, felt they had learned something which they would be able to benefit from and skills they could use in future.

Cardiff Met – Health, Creative writing 36 sign ups

Our courses were run as 2 hours interactive live sessions. Online delivery by the tutors was successful and the learners made the adjustment to online learning well and contributed fully and openly. There were some difficulties encountered by learners with technology in joining the courses but these were fewer than anticipated.

Groundwork North Wales – Life Skills/Confidence building/ Health and Safety

We have been delivering online training for a while now so for us we didn't find this difficult. However, we are still finding that many potential learners do not have the IT, confidence or know how on how to take part in online learning – and we are finding that this is the same for many advisers or workers supporting learners.

Monmouthshire Hubs – Maths, Art, Computing and others - Approx 80 signs ups

Our events especially benefited individuals who we have previously struggled to engage with and who may not have considered attending a class previously, and aiding us in engaging with learners and supporting them to progress onto courses to further develop their skills and knowledge. We did find the move to online learning challenging due to staff redeployment within the council because of COVID19. In future we would like to explore more online delivery through digital platforms such as Zoom.

National Museum Wales – Crafts – 720 people took part in the week

The 2 live events received a good numbers of bookings, and both went very well with excellent learner engagement throughout and very positive feedback. The switched to digital delivery was successful, supported by cross departmental working and collaborating with partners to produce and deliver key content.

Muddy Care CIC – Health and Wellbeing workshops - 15 sign ups

As a result of our learning workshops we are starting a monthly virtual workshop as our workshops were so well received.

The Successors of the Mandingue – West African Drumming (almost 900 views)

For the most part it went really well - obviously it is not the same as having face-to-face interaction and not being able to hear the participants or be able to correct and mistakes etc. With more time we would have looked into all the possible platforms available to find an alternative, however we felt that Facebook and YouTube were the most accessible platforms because people are already familiar with them.

Lark Design Make – Macramé Masterclass - 700 views I had a great set up at home to demonstrate the craft and felt I had good engagement, many people sent me photographs later of their Macramé which was nice.

WISE Kids – Parenting and Supporting your Child to Thrive in A Digital World - 75 sign ups

The ALW funding made it possible for us to trial this blended programme (webinars and an online only set of 6 modules), and the feedback we received confirmed the value of the programme. this pilot has shown us that a blended approach (online modules combined with live webinars) can offer a meaningful learning experience. So we know now that we can and should deliver more programmes in this way.

Arts Connection – Fun with words

These two sessions were excellent. Martin Daws led the workshops where participants were instructed to write creatively using innovative templates. Participants created very moving poems. Its difficult to help participants individually on Zoom, I will be more attentive and check with individuals through the chat if they are stuck on the activity.

Voluntary Arts Practice – Developing a Drawing Practice – 17 sign ups

The format of the online structured discussion worked well, and this is something we would like to develop into a more structured, sequential course, with commissioned artists working in different artforms.

Learner Feedback

“It was nice to have mini tutorials to access at home during lockdown. It has giving me a kickstart with a new hobby.”

“I found what I was looking for. Will definitely look forward to hearing more about adult courses.”

“Very pleased to be able to learn new things through the courses, has enhanced my knowledge and inspired me to use my new skills.”

“I think the Adult Learning lessons are excellent and would recommend. Online teams are a good idea as participants from all over Wales can take part.”

“Its given me confidence to start something new, I never thought I could be capable of doing it before.”

“I love learning so I enjoyed the opportunity.”

“After my online taster session I was inspired and signed up for the weekly beginners online class. I think these lessons are great for learning new skills, good for wellbeing and something I look forward to each week.”

“I always participate in Adult Learners’ Week and was really pleased with the variety and activities they offered online this year.”



Podcast series

adultlearnersweek.wales/en/adult-learners-week-podcast-series/

- Over **700 people** visited podcast pages
- Number of podcast downloads: **250** via Bengo Media –
speaker.com
- Podcast posts earned a reach of **2.5k** on Facebook
- Podcast posts earned a reach of **12.5k** on Twitter



Earned media highlights...

Award for Monkton centre

Advertiser

COMWERY & BORDER COUNTIES

Learning award for inspirational mother

By Matt Warner
 AN Oswestry mum who has been crowned winner at this year's Inspire! Award for changing her life through education has dedicated her success to her daughter, Emma Williams, who grew up in Wrexham, revealed how joining rehab and picking up an adult education course to keep her mind busy changed her life. She has now been awarded with the Life Change and Progression Inspire! Award, a recognition of her success in changing her life through education.



the Leader



Chawen is recognised with award



Mum who battled eating disorder wins an award

BY MATT WARNER
 A YONGE mum who survived a suicide attempt, depression and a eating disorder has won an award for transforming her life through her education.

When she ended up in hospital after she attempted to take her own life, she thought there was no way out. She said: "My life was a mess. I was in a psychiatric hospital and I was struggling to get out of bed to take my daughter to school. I had no energy, I was in bed for days and I didn't see the use in talking about my mental health at all. There was nothing that would take away my symptoms."



CHAWEN Ali had to flee Iraq in 2015 with her parents and three younger brothers to find safety after years of fighting. With limited English and sporadic schooling in her own country, the then 16-year-old had to fight for refugee status, while trying to settle into a new life in Wrexham. Alongside her own studies Chawen is also championing policy change on the right to work, family reunion and detention for others like her at the Senedd and the Houses of Parliament. Chawen (pictured) was awarded with the 'Different Past: Shared

She said: "I was so scared; I remember walking through the halls of the school not knowing what was going on. I would only answer yes or no but I really didn't understand anything. In a hall full of hundreds of students, I had never felt so alone."

Chawen enrolled on an Entry 2 English to Speakers of Other Languages (ESOL) course, which she says opened a lot of doors. Without GCSEs Chawen went on to complete a Kickstart course at Coleg Cambria and is currently studying Level 2 Health and Social care and Level 2 in ESOL. She hopes to sit her exams and continue onto her Level 3 course in Health and Social Care with dreams of becoming a midwife. As the only person in her house who speaks English, Chawen, who looks after her mum who suffers with several long-term medical conditions, helps her family with appointments, bank forms and translating documents from her brother's school. As well as working at a care home and attending college, she also helps other asylum seekers



Cardiff and Vale College Aero student Kierran has won an Inspire! Award for turning his life around

by CAVC | Published: 22 September 2020 | Hits: 572 | Vote 5 | Rate

A horrific fall whilst serving in Kenya put his Army career on hold but Kierran James has just won an award for learning against the odds. His accident led to Kierran suffering from seizures and he was medically discharged from the Army, which meaning he had to rethink his career. Seven years later, after battling mental health issues and family health scares and



I WENT FROM THE STREETS TO UNI AND NOW I HELP OTHERS

Ex-drug addict who 'wanted to die' now a proud mum and mentor to other women

By LYDIA MORRIS
 Daily Post Reporter
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A MUM who battled drug addiction and homelessness has told of her journey of recovery and how she is now a teacher inspiring other women. Emma Williams found herself with nowhere to live in her teenage years, and spent much of her adult life battling with mental health problems, alcoholism and drug addiction. By age 14, she had already left home in Wrexham, and was spending her days drinking and taking drugs. Seven years later, she gave birth to a



Inspire Award winner Emma Williams

is now in the process of completing an MRes in forensic anthropology and bioarchaeology, with a focus on biological anthropology, at Wrexham Glyndwr University. After qualifying as a teacher, Emma taught on the undergraduate forensic science degree and is now a science communicator for the Technique science discovery centre in Wrexham, working as a role model for females in STEM subjects. "Now I encourage girls to study science like me," she said. "My proudest achievement is Maisie, my daughter, who is now 18 and currently studying her A levels. She's a star student. She sees me come home sometimes after working two jobs and sits at the dining room table to study

Challenges

This campaign was the first of its kind and coupled with the Covid-19 climate, it came with its challenges. See below an outline of the four main challenges we overcome during the campaign.

Moving to an online space

The lack of physical events meant that we took on the challenge of moving all training courses online. Working with a range of partners, we were required to manage a variety of technical issues and inexperience's alongside launching the campaign.

Timings

The campaign launched just as the lockdown in Wales was lifted, meaning that individuals were no longer restricted to their homes when learning and/or socializing. However, we were able to attract the attention of our audience and achieve successful engagements with our online platform.. The timing also meant that learning providers had introduced more online provision and more ICT support for vulnerable learners was in place.

Filming & photography restrictions due to Covid-19

Local lockdowns also meant that many of our case studies were no longer operating in their normal place of work. This presented us with the challenge of capturing engaging footage that effectively told the story of our Inspire! Award winners, without the relevant backdrops.

Tracking participants

We have more to learn about tracking participants once they clicked and gone off our platform – trackable links for courses.