



European
Commission



**DISCOVER
YOUR TALENT!**

European Vocational Skills Week
2016

Employment,
Social Affairs
and Inclusion



Adult Skills Conference

Empowering people

How to convince the unconvinced?

The importance of 'stories and numbers' in unlocking motivation

Joyce Black

Assistant Director National Learning and Work Institute

UK National Coordinator for the European Agenda for Adult Learning

Who do we need to convince and why?

Know your audience



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Festival of Learning
#lovetolearn

Employment,
Social Affairs
and Inclusion



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Stories on their own aren't always enough

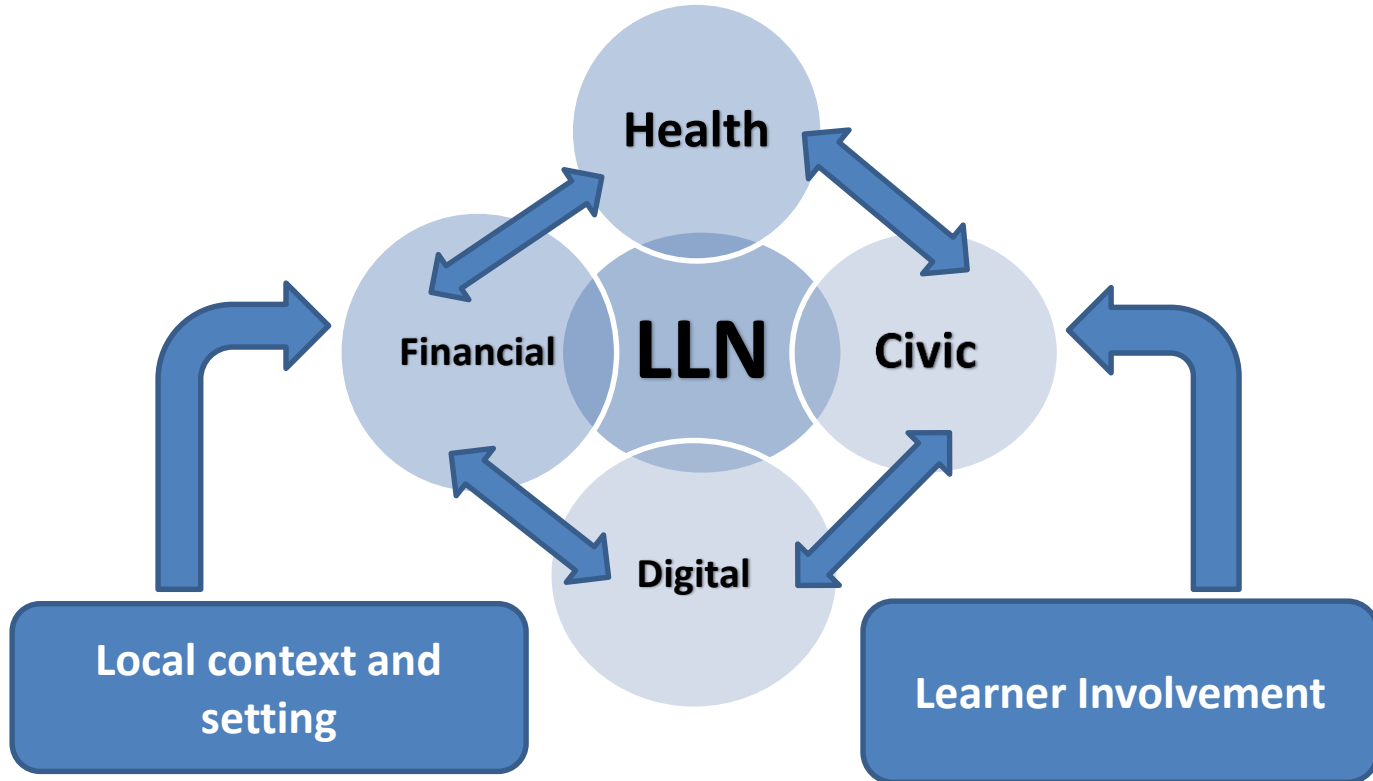


The skills challenge in England...

The National Learning and Work
Institute response...



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The Citizens' Curriculum: Impact

Learning and Work Institute worked with 13 organisations to pilot the Citizens' Curriculum. Over 160 learners took part. Here's the impact they reported...



found a new job



started Looking
for work



improved their work
related skills



felt more motivated
to learn



signed up for
another course



improved social life



improved relationship
with their family



greater satisfaction
with their life



improved physical health

The Citizens' Curriculum: Rochdale Case Study

Rochdale Borough Council's cost benefit analysis suggests that...

for every **£1** the council spent



they achieved a **£3.86** financial return



with a **£2.18** fiscal return on investment for the local authority

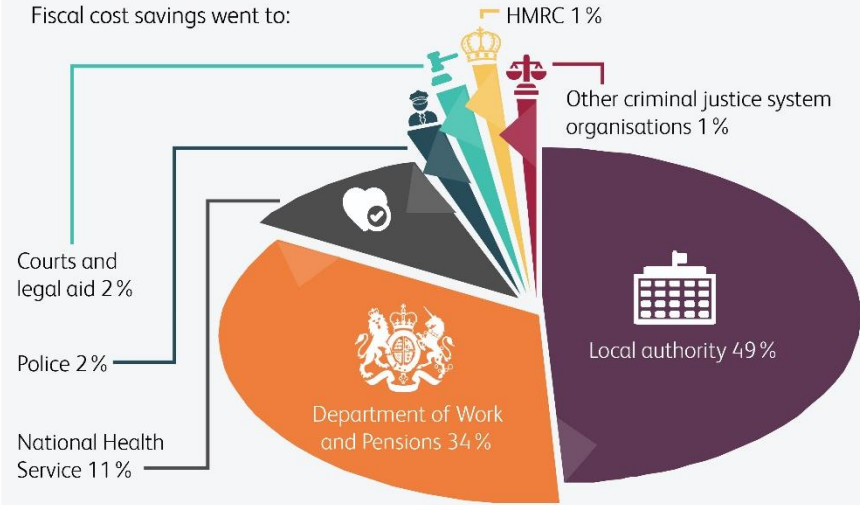


In total this generated a **public value of £19.65** return of every **£1** invested



In total the Rochdale pilot generated **£3,117,502.23** in public value, equating to a **£19.65** return on every **£1** invested.

Fiscal cost savings went to:



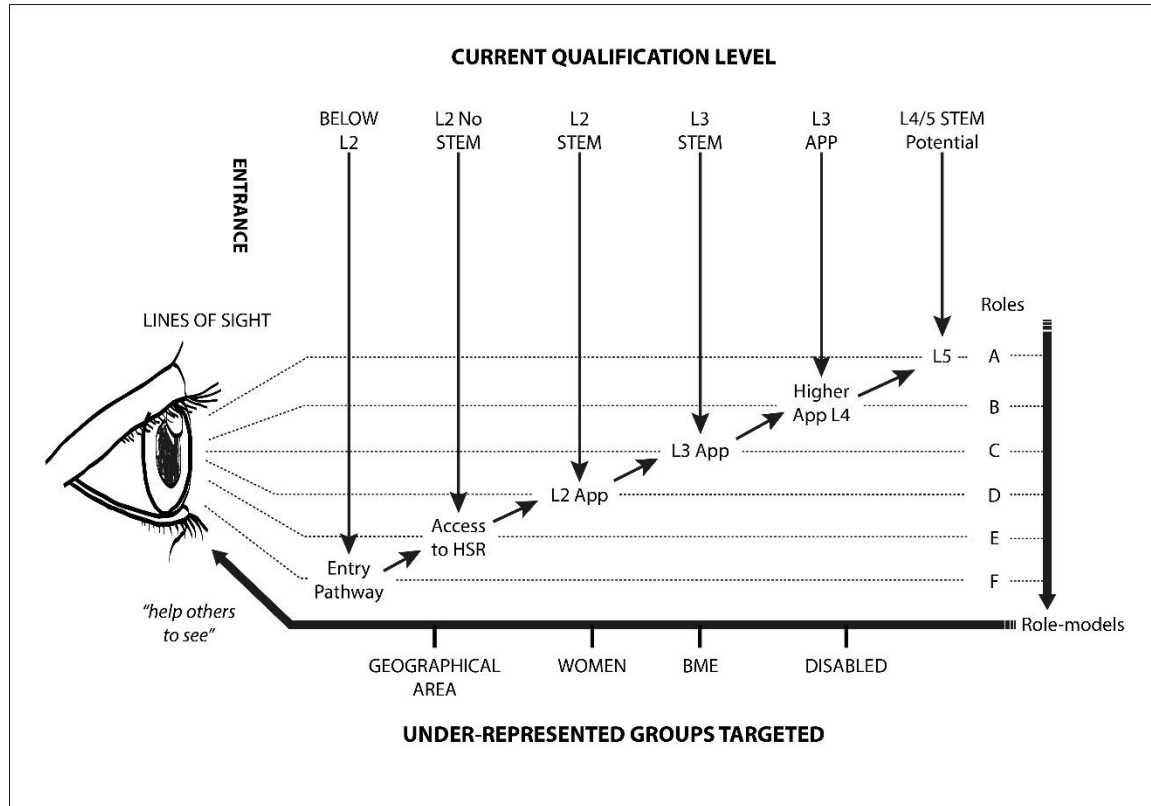


Telling the story to the Employment & Skills Sectors

A strategy to enable the lowest-skilled and least-advantaged citizens in the region to progress towards high-skill, high-value jobs in STEM industries

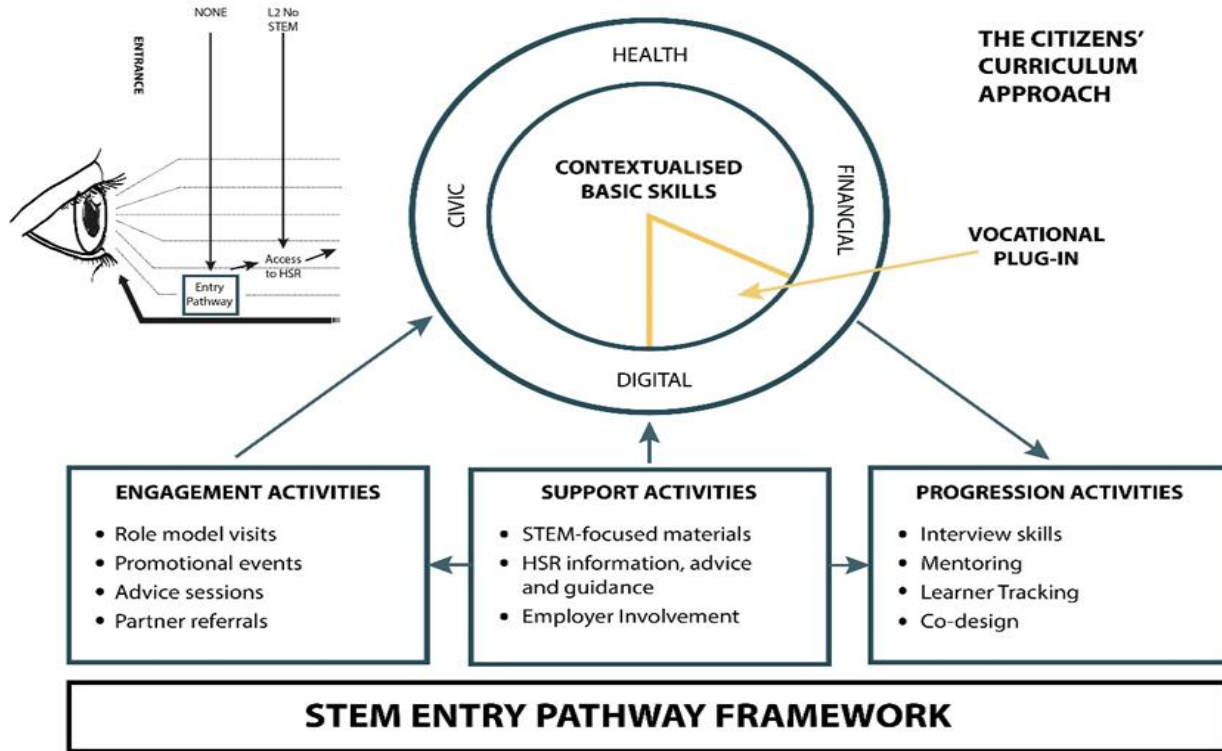


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Vocational and employability plug-in

- Employability skills embedded in the wider capabilities
- Widening learners' knowledge of local opportunities
- Encouraging learners to pursue vocational aims

Thank you

Questions?