

# Delivering the perfect Learning at Work Week

Learning&organising

## What is Learning at Work Week?

Learning at Work Week is annual event taking place every May, organised by the **Campaign for Learning**. The week aims to draw attention to the importance and benefit of learning and development in the workplace.

Learning at Work Week will take place from the **13<sup>th</sup> to 19<sup>th</sup> May 2019** and this year's theme is **Shaping the Future**

Running since 1999, companies and organisations of all sizes have taken part in hosting activities in their workplaces during the week. ULR's often take a central role in organising Learning at Work Week activities as they provide a great opportunity to introduce staff to the benefits of union learning activities and to launch new learning programmes.

The Campaign for Learning have a great range of resources to help you **sign up** and get started with planning your Learning at Work week activities.



## Shaping the Future

This year's theme is '**Shaping the Future**', encouraging people to think about their learning needs and aspirations.

There are 3 subthemes that are designed to focus your activity planning. They are:

- **Future Open** – how do we stimulate curiosity and exploration of what the future will bring in our transforming world?
- **Future Ready** – how can we build and enhance learning cultures which help us to shape, adapt and be resilient to change?
- **Future Active** – how can we actively shape our individual, collective and organisational futures through learning?

The Campaign for Learning have **provided activity ideas** under each of the subthemes to help spark ideas for the kinds of activities you might want to run.

## Putting on Learning at Work Week in your branch or workplace

As ULR's you play an integral role in delivering Learning at Work Week activity that's focused on not just the learning needs of members right now, but also on learning that prepares them for the future, both inside and outside of work.

Below is a planning tool to help you think about the types of activities you might want to run and the types of resources you may need. Use the questions in each box to help design a successful week.

<b>Research</b>	<b>Drivers</b>	<b>Objectives</b>
<p>Do you know what things your members want to learn?</p> <p>Is there any existing research that identifies a learning need?</p> <p>Do you know who usually engages in your learning activity? Is there a hard to reach group you want to engage?</p>	<p>What external factors might drive what learning activities you deliver?</p> <p>e.g. TUC's Year of the Young Member, large organisational change such as restructure/ redundancies</p>	<p>What do you want to achieve from your Learning at Work Week activity?</p> <p>e.g. recruit new ULR's, recruit new members, promote a new learning scheme</p>
<b>Learning Goals</b>	<b>Strategy</b>	<b>Stakeholders</b>
<p>What do you want members and non members to get from the event?</p> <p>What do you want them to achieve from their engagement in learning activities?</p>	<p>How will your planned activity achieve your objectives and learning goals?</p> <p>What are the milestones you want to achieve?</p>	<p>Who needs to be involved or consulted in your plans?</p> <p>e.g. branch committee, workplace HR department, other branch's in your area</p> <p>Is there anyone you're trying to influence during your week?</p>
<b>Action Plan</b>	<b>Resources</b>	<b>Evaluation</b>
<p>What are the activities you need to do?</p> <p>Who will do them?</p> <p>When do they need to be done by?</p> <p>How will you communicate your activity?</p>	<p>What resources do you need?</p> <p>e.g. posters, freebies, refreshments, learning resources such as a computer room</p> <p>Do you need funding from your branch? Could you use Kickstart of Moving On funding?</p>	<p>What worked well during your Learning at Work Week?</p> <p>What didn't work too well?</p> <p>Were there any unexpected outcomes?</p> <p>What will you do differently next year?</p>

## Putting on different types of activity

There are lots of different types of activities you could run as part of Learning at Work Week. You could use the week to advertise your member learning offer, or to launch a calendar of activities.

You could also use it to launch a new workplace learning scheme such as the Reading Ahead Challenge, to find out what types of learning activities colleagues want in the in future, run taster sessions or signpost people to learning opportunities at local providers or online.

The week also provides an opportunity to recruit new ULR's and to encourage members showcase their skills and talents by providing learning activities for colleagues themselves.

Some examples of activities you could run are:

- **Reading for Pleasure Workshop**
- **National Numeracy Day (15<sup>th</sup> May 2019) Taster Workshop**
- **Creative Writing Taster Workshop**
- **Signposting to Digital Learning**
- **Quizzes**

There are all sorts of ideas and resources shared on the **Organising Space**, both under the Learning and Development tile and in the Organising Through Learning chat.

You can find out more about UNISON's learning offer [here](#) including and the Campaign for Learning have also provided some resources [here](#)

Don't forget you can [apply for](#) Kickstart and Moving On funding to help cover the costs of some of your activities

## Who to work with

The week provides a strong national focal point to raise the profile of the importance of adult learning in the workplace.

It's possible that your workplace HR or Learning and Development Team may also be planning activities during the week so there may be opportunities to collaborate and share resources.

Learning at Work Week is a great opportunity to recruit new members and get existing members involved in learning, so make sure you're getting other branch committee members involved to support you, particularly if there's learning activities that link to their roles or the members they represent.



There may be other UNISON branches in your city or area who are planning activities during the week – make contact and see if there are joint learning activities you can do together across the community.

Your local college may also have short courses and activities on offer as part of Learning at Work Week.

## Communicating to members and non members

Make sure you start to advertise Learning at Work Week early. Even if you don't know exactly what activities you'll be running, you can still run a teaser campaign to make sure people know the date and are starting to think about getting involved.

To make sure you're reaching as many people as possible, use a mixture of posters/leaflets, email and social media. You can also ask if your employer will advertise it in the work bulletin before and during the event.

Stagger your communications over a couple of months to give people plenty of notice and to get people excited about the event – it will also give people plenty of time to make sure they don't have meetings when activities are happening or discussions with managers can take place about covering front line roles if people want to attend specific activities.



When you're designing your communication plan, think about:

- **Your message** – what do you need to tell people?
- **Channels** – which channels can you use to engage different audiences?
- **Your team** – who is responsible for delivering the communications?
- **Timeline** – when will the different communications be delivered to have maximum impact?

## Top Tips

We asked some of our colleagues to share their top tips for putting on a brilliant Learning and Work Week.



- Start planning ASAP
- Think outside of the box
- Get a good team together to support you including workplace Learning & Development teams
- Advertise it everywhere
- Use local businesses and colleges
- Have a decent size budget

*Jane Eyre, Blackpool Teaching Hospitals, NHS Foundation Trust*



- Celebrate the learning activities that have happened in the workplace during the year as part of Learning at Work Week
- Run 'Lunch and Learn' activities where staff can share interesting skills and knowledge on topics like employment law or diversity in the workplace
- Learning also doesn't have to be formal or work focused, you could run workshops on personal interests such as crafts, languages or bike maintenance

*Gavin McCann, Regional Learning & Development Organiser, East Midlands*