



## Engage and Motivate New Learners

Read On - Write Away! was successful in its bid for ESF Co-financing money for a two year strategy targeting the following areas of Derbyshire: Derby City, Chesterfield, Bolsover and North East Derbyshire.

Starting in September 2004, the aims of the project was to enable a team of four ROWA! Area Co-ordinators to effectively engage with potential and actual learners in their designated target locations. The purpose of the project was to get the 'hardest to reach' learners hooked on to learning so that they would recognise the value of it and want to progress.

The project aimed to:

Work within local communities to engage 800 'hard to reach' potential beneficiaries over a period of two years.

Engage with a wide range of individuals and voluntary and community groups as a means of reaching learners to identify and encourage learning opportunities.

Promote locally the benefits of learning through a range of local activities that will enable individuals to see a value to learning and a gaining of personal benefit. Activities were organised around needs and life contexts of individuals and community groups and included learning workshops/events/tasters and advice sessions used as motivators.

Use the ROWA! Learning bus with crèche and ICT facilities as a marketing and promotional tool, by offering events in communities that promoted the benefits and opportunities of learning.

Build on the successful ROWA! strategy of connecting informally with individuals in innovative ways to motivate them to participate in learning, eg Aromatherapy (and literacy); DJ Skills (and literacy), Nail Art (and literacy) and Storybook Weaver. These were run as either short courses or taster sessions.

Provide resources that enabled all individuals to access learning, eg crèche facilities. Each learner received a 'learning tool-kit' to use at home or work.

Establish links with 'Time Bank' credit skills exchange in target wards to encourage the development of individual's skills linked to basic and key skills and level 2.

### Further Details ...

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For more information contact:

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