

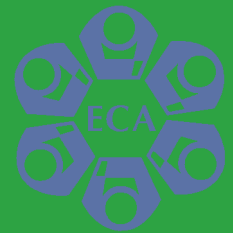
Educational  
Centres  
Association



# Rural Adult Learning:



## Making Connections Meeting Needs



Wednesday March 9th 2005

The Abbey Hotel  
Great Malvern, Worcestershire

### Rural Action Research Programmes

"Individuals contributing to the delivery of rural community initiatives are generally unsupported in this role. Working with partners, this plan will support the development of national standards and qualification frameworks for professional staff and local community activists and develop practical resources for those involved in rural community development."

Carnegie Commission for Rural  
Community Development,  
December 2004



department for  
**education and skills**  
creating opportunity, releasing potential, achieving excellence

"This event provided ideas & starting points, all relevant to title of conference - some inspiring; Very interesting because it was the theory put into practice; Heard about successful provision in a succinct way - most relevant to my work."

*Delegates to ECA Hereford Conference, March 2004*

## PROGRAMME

10:00	Registration & Coffee	
10:20	Welcome and Introductions	Mike Bellairs, Chair, National Learning Partnerships Network Paul Olver, Rural Learning Partnerships Network
10:30	"Rural Identity and the Experience of the Adult Learner"	Lis Whitelaw, Independent Consultant
11:15	"Reaching Out - Extending the Offer"	Sue Pester, University of Wales, Aberystwyth
12:00	Workshops Session One	See below for details
12:45	Lunch & Networking	
13:45	Workshops Session Two	See below for details
14:30	"Rural Basic Skills"	Chris Atkin & Anthea Rose, University of Nottingham
15:15	Plenary	Chair: Bernard Godding ECA
15:45	Closing Remarks	
16:00	End - Tea & Depart	

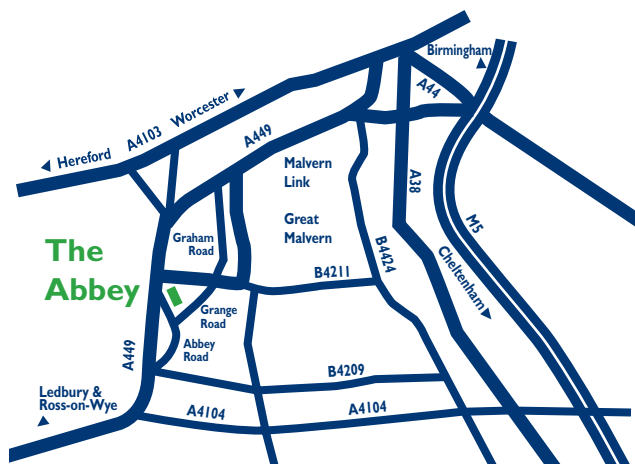
### Workshops Session One:

The Wyewood Project: Training & Learning in a Rural Environment -  
Katie Eastaugh, Herefordshire Sustainability Project  
Evesham Project - Sally Hunt, Evesham & Malvern Hills College  
Learning Mentors - Paul Olver, Herefordshire Council  
Information Advice & Guidance - John Payne, Learning Solutions for the 21st Century

### Workshops Session Two:

Helping Everyone's Learning Potential (HELP) - Jane Paine, PACE, Bournemouth University  
& Ned Seabrook, Bournemouth, Dorset & Poole Learning Partnership  
Relationships: Market Town & Outreach - Joan Morris, Acorns to Oaks, Ledbury  
Rural Regeneration Project - Learning Lessons Locally - Kirsty Abraham, WEA Sparc  
Working with Traveller Communities - Peter Baines

### The Abbey Hotel, Great Malvern, Worcestershire



#### By Road

**M5 from the North** Exit Jct 7 and take the A449 towards Great Malvern. After the Malvern Link Common, turn left into Graham Road then go straight into Grange Road. Turn right into Abbey Road. The Abbey Hotel is on the right at the top end before the Abbey Gateway.

**M5 from the South** Exit Jct 8 and take M50 to Jct 1. Take A38 and turn left onto the A4104. Turn right onto the B4211 towards Malvern. At the roundabout take the third exit into Barnards Green Road, then left at the traffic lights into Grange Road. Then as per M5 North West via Ledbury

**By Rail** Great Malvern Station is situated on the Intercity Rail Network between Paddington and Hereford. The station is situated less than one mile from the Abbey Hotel.

**By Air** Birmingham International Airport 38 miles M42, M5, Junction 7.

The ECA is supported financially by DfES in presenting this event.

This programme is correct at the time of going to press. In the event of one or more of the advertised speakers being unable to attend, for reasons beyond the control of the ECA, we reserve the right to make alterations or substitutions to the programme as deemed fit. Delegates will have no claim against the ECA in respect of such changes.

"The Educational needs of Britain's Adult Rural population have never been comprehensively addressed. However, even at the planning stage, the strength of the response to this proposed event gives a clear indication that change is in the air."

*A Rural Adult Learning Agenda, ECA, January 2004*

**Challenge** It is commonplace to say that sparse populations present challenges in terms of delivering public services. This is especially true where adult learning in rural areas is concerned. Even where learners' needs and interests can be clearly identified structural problems are immediately encountered; lack of suitable and adequately equipped premises, public transport and specialist tutors to name but three.

These problems are compounded by lack of 'critical mass', the simple arithmetic of enrolments which worsens as learning needs become more specific, particularly at "higher" levels and in specialist fields.

**Change** Against this background there are radical and enduring changes in the rural economy. Many of these have already resulted in existing skills and knowledge being de-valued, while at the same time new demands are arising from a range of economic and social factors.

**Supply & Demand** "Making Connections" looks at both the supply and demand sides of this equation but places specific emphasis on the requirements and expectations of learners, especially empowering individuals and communities to identify and meet their own learning agendas.

**Responsive Staff** Key to any strategy that seeks to address such diverse learners' needs will be front line staff; be they paid or volunteers. The recruitment, training and support of such individuals must therefore be of particular concern. Beyond providing 'Information, Advice & Guidance' – sometimes thought of as merely fitting learners into pre-existing courses, workers needs to be more proactive to ensure adequate appropriate provision. The identification of unmet needs goes along with raising expectations; often difficult when hopes have been previously raised and then not fulfilled.

**Effective Partnerships** This more "joined-up" approach therefore calls not only for more flexibility by providers but more effective partnerships between them, so that a best-fit can be achieved between learners and the opportunities provided for them.

As E M Forster said, "Only Connect!"

This conference looks at the diverse agencies now active in supporting rural adult learning and the ways in which effective cross-sectoral and inter-agency collaboration can make a real difference.

## Who should attend this Conference?

Anyone concerned with adult learning as a constituent part of rural regeneration & renewal. Amongst these are governors, principals of establishments, civil servants, NGO & LEA officers, chairs and members of student / staff associations and leading members of community and voluntary organisations.

## The Educational Centres Association

The ECA is committed to an inclusive approach to adult learning, contributes to the development of learner-orientated organisations and since 1920 has had in membership bodies and individuals that support a diverse curriculum. As well as membership of the Community Sector Coalition, NIACE and the Rural Learning Partnerships Network nationally; the Association locally is collaborating with European partners in Grundtvig projects on active citizenship and intergenerational learning.

## A Forward Looking Region

The ECA's West of England Regional Group is firmly rooted in a rural agenda. The Group forms a strong partnership, bringing together a diverse range of organisations committed to Adult Learning. It was therefore very appropriate that the Regional Committee should take Learners in Rural Communities as the focus for its well-attended 2004 DfES supported conference. The present event builds on that experience.

## Conference Information:

For more information on the content and timetable contact the conference organiser: Bernard Godding, 21 Ebbisham Drive, Norwich NR4 6HQ. Tel: 0870 161 0302 Fax: 01603 469292 email: [conferences@e-c-a.ac.uk](mailto:conferences@e-c-a.ac.uk)

## Website

For the developing story of our contribution to Lifelong Learning visit: [www.e-c-a.ac.uk](http://www.e-c-a.ac.uk)

A Conference forming part of the ECA Quality Workplan Series – Promoting Lifelong Learning

**Educational Centres Association – Partners in Lifelong Learning**

Registered Charity No. 313302

Rural Adult Learning:  
Making Connections, Meeting Needs

Educational  
Centres  
Association



**Booking Form**

The Abbey Hotel, Great Malvern, Worcestershire  
Wednesday 9th March 2005

**PLEASE PRINT - complete all sections and return to arrive no later than 26th February 2005.**  
Places are limited and early application is advised.

Usual first name: \_\_\_\_\_ Title: \_\_\_\_\_

Family name: \_\_\_\_\_

Address: (for conference mailings) \_\_\_\_\_

\_\_\_\_\_

Post Code: \_\_\_\_\_

Tel: (day) \_\_\_\_\_ Tel: (eve) \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address for invoice (if different from above): \_\_\_\_\_

\_\_\_\_\_

If appropriate please state the Centre/Organisation with which you are connected

Organisation/Association/Group: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Your Job Title and Involvement with Adult/Lifelong Learning: \_\_\_\_\_

**Special Requirements:**

Do you require a special diet, e.g. vegetarian or fat free etc?

\_\_\_\_\_

If you have any other special requirements, for example access, please detail below:

Will this be your first ECA Conference? YES / NO

**Payment Details**

**I wish to reserve a Conference place:**

£60 per delegate for fully funded bodies  
(ECA members £45)

£20 per delegate for smaller community & voluntary  
organisations

**I enclose**

A) a **purchase order**  
OR

B) a **cheque** for £ \_\_\_\_\_ (payable to **Educational Centres Association**).

Signed \_\_\_\_\_ Date: \_\_\_\_\_

Please complete one application per delegate. This form can be photocopied for additional delegates.

**NOTE:** Cancellations will be subject to an administration charge; any received after 26th February 2005 will incur the full fee. Late bookings (subject to availability) may be surcharged.

**Please return this form at the latest by 26th February 2005 to:**

Perry Richens-Pyatt, Conference Office, 21 Ebbisham Drive, Norwich NR4 6HQ  
Tel: 0870 161 0302 Fax: 01603 469292 Email: [conferences@e-c-a.ac.uk](mailto:conferences@e-c-a.ac.uk)

