

1. Your campaign pack

Number one in a series of nine campaigning factsheets

Thank you for your interest in our Speak Up for Lifelong Learning election campaign.

As an adult education charity and provider, the WEA has argued the case for 'Learning for Life' and for democratic participation since 1903. In September 2009, the adult learning sector welcomed *Learning Through Life*, the report of the independent inquiry into the Future of Lifelong Learning. The summary of this is enclosed.

The report states that the right to learn throughout life is a human right and makes ten clear recommendations for a stronger national lifelong learning strategy.

We see the fruits of lifelong learning in individuals and communities: increased self-confidence, a new job, a chance to meet people and an improved understanding of the world - career prospects, rehabilitation, community empowerment and cohesion. These are only some of the benefits that can emerge from people attending part-time adult education courses.

Lifelong learning: occupying an apparently quiet place in politics and with modest public investment, but with far-reaching, positive consequences for people, society and the economy.

As our politicians develop their election campaigns we want them to understand and acknowledge the value of lifelong learning in society today – and to protect and re-assess funding for adult education as a new government is formed.

Please help us to influence this by taking part in our awareness-raising campaign. This pack contains information on ways you can practically support this, including:

- Sending a 'Pledge your support' postcard to your PPCs and your MP
- Calling a meeting with candidates from all political parties
- Sending a press release to your local paper
- Writing to your MP or PPC
- Sending a letter to your local newspapers

If you do decide to take action please let us know (see right). Thank you.

There are nine Speak up for Lifelong Learning factsheets:

1. Your campaign pack
2. Why we're campaigning
3. Getting involved locally
4. Send a postcard!
5. How to call a meeting
6. Tips for running a meeting
7. Letting the media know
8. Making connections
9. Further Information

If you have a question...

You can contact us to ask about anything in this pack – or for more information: Maria Chica, email: mchica@wea.org.uk or call: 020 7426 3486.

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