

# Mayor of London Adult Learning Awards 2024

Stakeholder Communications Pack



## About this Communications Pack

This pack is to be used by key stakeholders and delivery partners of the Adult Learning Awards 2024. It contains top lines to use with different stakeholder groups and for different communication uses. This is the main guidance but we also welcome creative ways to promote the awards to reach a wider audience.

If you have any questions regarding its use, or for more details regarding this pack, please contact [Hester.Waterfield@london.gov.uk](mailto:Hester.Waterfield@london.gov.uk).

## Adult Learning Awards: Key Messages

1. The Mayor of London is committed to helping Londoners and businesses get the skills they need to thrive, and the Adult Learning Awards celebrate these achievements.
2. Nominations are open Thursday 20 June until Friday 26 July at 11:59pm.
3. You can nominate the learners, teaching and non-teaching staff, providers, London Living Wage employers and community organisations that have inspired you and made a positive contribution to adult learning.
4. There are ten award categories celebrating all aspects of London's thriving adult skills sector. Last year's winners include:
  - [A tutor](#) who fled Ukraine and worked with her local community to help others from her country to settle in the UK.
  - [A coffee shop](#) that trains disabled young people to be baristas, giving them skills for work and life.
  - [London Ambulance Service NHS Trust](#), who are recruiting apprentices to address workforce shortages and develop a diverse pipeline of skilled paramedics.

## Comms Channels

Below, we have suggestions of content and potential channels that you can use. This includes guidance on how to promote the awards via emails, newsletters and social media tools.

If you would like copy for specific purposes, such as blog posts, please contact [Hester.Waterfield@london.gov.uk](mailto:Hester.Waterfield@london.gov.uk).

## **Adult Learning Awards webpage**

The Adult Learning Awards web page has all the details regarding the Adult Learning Awards, including eligibility, key dates, award categories and how to submit a nomination.

The URL is: [www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards)

## **Newsletter/email copy: Nominations**

*30 words*

The Mayor's Adult Learning Awards nominations are open until 26 July:  
[www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards).

Celebrate London's thriving adult skills sector, recognising achievements of learners, providers, employers and community organisations.

*60 words*

Submit your nomination for the Adult Learning Awards (until 26 July):  
[www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards)

The Mayor is committed to helping Londoners and businesses get the skills they need to thrive. The awards show the transformational impact of adult learning in the capital, recognising the achievements of learners, providers, employers and community organisations.

*100 words*

Submit your nomination for the Adult Learning Awards (until 26 July):  
[www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards)

City Hall will again host the Mayor of London Adult Learning Awards, to celebrate London's fantastic adult skills sector and the contributions and achievements of Londoners, learning providers, employers and community organisations.

The Mayor is committed to helping Londoners and businesses get the skills they need to thrive. From apprenticeships programmes to digital skills, numeracy and ESOL courses, adult learning is helping to make London a city that is fairer, safer and greener for all.

*Long form*

Submit your nomination for the Adult Learning Awards (until 26 July):  
[www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards)

The Mayor of London Adult Learning Awards celebrate London's fantastic adult skills sector. Awards will be given across ten categories, recognising learners, providers, inspirational tutors and non-teaching staff, as well as employers and community organisations that support adults into skills opportunities.

Categories include Inspirational Adult Learner of the Year, Learning for Good Work Employer of the Year, and Distinguished Provider of Adult Education.

Last year's winners include [a tutor who fled Ukraine](#) and worked to help other Ukrainian refugees to settle in the UK, [a coffee shop](#) that trains young disabled people to be baristas, giving them skills for work and life, and the [London Ambulance Service NHS Trust](#), who are recruiting apprentices to address workforce shortages and develop a diverse pipeline of skilled paramedics.

Learn more about last year's winners and [watch their inspiring videos](#).

The Adult Learning Awards are key to the Mayor's commitment to help Londoners and businesses get the skills they need to thrive. This commitment is supported by the Mayor's pledge to offer free skills training to any Londoner over 19 who is unemployed or on a low income, and through the new London Growth Plan, to create more than 150,000 good jobs by 2028.

The awards provide an opportunity to celebrate the achievements of learners and promote and showcase the positive impact of adult learning in London, helping to build a fairer, safer and greener London for everyone.

[Nominations](#) close on 26 July.

## Social Media

### *Twitter*

1. Nominations are now open for the [@MayorofLondon Adult Learning Awards 2024](#). City Hall wants to hear your inspirational stories of adult learning in London, shining a light on the achievements of Londoners, employers and training organisations: [www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards)
2. Is your employer offering fantastic training opportunities? Do you want to celebrate a Londoner who has inspired you with their progress through adult learning? Nominations for the 2024 [@MayorofLondon Adult Learning Awards](#) are now open: [www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards)
3. Do you know a Londoner who has improved their health and wellbeing or overcome barriers through adult learning? Nominate them for the Learning for Personal Progression Award at [@MayorofLondon Adult Learning Awards 2024](#): [www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards)

## LinkedIn

[Facebook/LinkedIn](#)

Nominations are now open for the @MayorofLondon Adult Learning Awards 2024, a fantastic opportunity to celebrate London's thriving adult skills sector.

Last year, Send Coffee were winners of the Mayor of London Learning for Good Work Employer of the Year award.

Send Coffee trains young disabled people to be baristas and supports them into further employment. This training gives them the skills they need to thrive, such as handling money and travelling on public transport.

Here is their story: <https://www.youtube.com/watch?v=7Xbu5QVPh94&feature=youtu.be>

Nominations close on 26 July - submit your nomination today: [www.london.gov.uk/london-adult-learning-awards](http://www.london.gov.uk/london-adult-learning-awards)

## Award Categories

Londoners, learning providers, employers and community or training organisations are invited to make nominations across the ten award categories.

We want to ensure that nominations reflect London's diversity and we welcome nominations from everyone regardless of age, gender or gender identity, gender expression, ethnicity, sexual orientation, faith or disability.

- 1. Inspirational Adult Learner of the Year Award**  
*Inspirational achievement or commitment to learning and progression in life or work.*
- 2. Learning for Personal Progression Award**  
*For exceptional personal progression as a result of learning, including personal development and non-employment outcomes, including overcoming barriers or challenges faced personally. This could include improvements to health and wellbeing; social integration; learner self-belief and/or participation in volunteering.*
- 3. Learning for Good Work Award**  
*For exceptional progression into employment and in-work progression as a result of further education and training. Including overcoming barriers or challenges faced in entering work.*
- 4. Distinguished Provider of Adult Education Award**  
*For demonstrating commitment to learners, tutors and the communities in which they serve.*

*Providers who meet or are working towards the Mayor's Good Work standard, are inclusive and represent the communities they serve, including providers who are fulfilling their commitments as Anchor institutions in their communities, i.e. setting out plans to achieve net zero carbon estates by 2030.*

*Providers that have achieved or are working towards a Mayor's Skills Academies Programme Quality Mark are particularly encouraged to apply.*

**5. Inclusive Provider of Adult Education Award**

*For going above and beyond to demonstrate inclusive teaching accommodations for their learners, including providing exceptional support to learners with additional language or educational needs.*

**6. Learning for Good Work Employer of the Year Award**

*For going above and beyond to help Londoners get into good work. Employers who have supported training or development programmes to support employees and/or new entrants into their organisation to acquire skills or support progression.*

*Employers must be offering [Good Work](#), including paying London Living Wage, to be eligible.*

**7. Apprenticeship Employer of the Year Award**

*For going above and beyond to help Londoners get into high-quality apprenticeships and supporting them throughout.*

*Employers must be offering [Good Work](#), including paying London Living Wage, to be eligible.*

**8. Outreach and Engagement of Adults into Learning Award**

*For outstanding commitment to supporting Londoners into adult learning opportunities, to gain the skills they need for life, work and progression into good work.*

**9. Inspirational Tutor of the Year in Adult Education Award**

*Going above and beyond to provide high-quality education and support to Londoners, inspiring them to overcome barriers and gain the skills they need to make positive progress in life and work.*

**10. Inspirational Professional in Adult Education Award**

*Going above and beyond to provide high-quality education and support to Londoners, by non-teaching staff at an adult education provider.*

## Key Dates

- Nominations open: Thursday 20 June 2024
- Nominations close: Friday 26 July 2024
- Winners selected by September 2024
- Winners and their nominators will be notified in September 2024
- Nominators of non-winners will be notified in October 2024
- Winners will be announced in October/November 2024

## Branding

For all related communications please use Mayor of London branding. Please contact [hester.waterfield@london.gov.uk](mailto:hester.waterfield@london.gov.uk) for further details.

## Mayor of London style guidelines

Please use the Mayor of London logo in all appropriate external communication related to the Adult Learning Awards.

Where you are using the Mayor of London logo please make sure you follow our brand guidelines and send to [hester.waterfield@london.gov.uk](mailto:hester.waterfield@london.gov.uk) for approval before going live.

The 2024 Mayor of London Adult Learning Awards are sponsored by FE Week and Ascentis.

**FE WEEK**

