



Strategy to 2024

www.campaignforlearning.org.uk

At Campaign for Learning we are writing an exciting new chapter of our mission.

Since 1997 we have championed the role of lifelong learning in creating a fairer and more inclusive society. We deliver highly impactful lifelong learning campaigns, training programmes, research and delivery projects, and policy work. In 2020 we joined the NCFE charity, operating independently, but with a united core purpose and strong shared belief in the power of learning.

We are seeing fundamental changes to the way we live, learn and work. From the impact of automation on work to the effect of climate change on our lives, lifelong learning will play a significant role in helping us address and navigate the challenges we face.

With NCFE's partnership, support and investment we can face these fundamental challenges head on. We can now work with more diverse individuals, families, employers and communities. We will continue to build positive attitudes towards learning, enabling societal change. We will continue to represent the needs of people across all parts of society who would benefit from opportunities to learn.

We are delighted to share our strategy to 2024...

Our vision

Campaign for Learning aims to unlock human and organisational potential through lifelong learning.

The case for lifelong learning is well established. We are likely to be happier, healthier, longer living and wealthier if we are active learners. We benefit as individuals, families, employers and communities when learning helps us to adapt, build resilience and solve the challenges we face.

Our vision is a society where everyone has access to high quality learning opportunities, where everyone values learning and where people are inspired and supported to take up learning, so they become successful lifelong learners.

‘Learning is a process of active engagement with experience. It is what we do when we want to make sense of the world. It may involve the development or deepening of skills, knowledge, understanding, awareness, values, ideas and feelings, or an increase in the capacity to reflect. Effective learning leads to change, development and the desire to learn more.’

Campaign for Learning’s definition of learning

Our purpose and strategic objectives

To ensure we remain true to our purpose, we collaborate with people and organisations who want to facilitate change. We have **five** strategic objectives that provide guidance and a framework for all our activities.

Our purpose is to promote and advance learning, helping to create a fairer, more inclusive society.

Strategic objectives

Transform

Transform organisations' capacity and capability in lifelong learning

- Motivate, support and work together with organisations to engage more and different people in lifelong learning by providing training and resources, and facilitating the exchange of knowledge.

Innovate

Drive needs-led innovation in lifelong learning

- Use innovation to engage and sustain people and organisations in lifelong learning to improve life chances.
- Tackle social challenges through innovative lifelong learning.

Shape

Shape and influence policy for learning and learners

- Examine and influence policy on behalf of people and the organisations that support them to overcome barriers and generate opportunities for lifelong learning.

Cultivate

Cultivate a purposeful and high-performance culture

- Cultivate a purpose-led, collaborative, vibrant and high-performance culture where our people are connected with and aligned to achieving our ambitious goals.

Lead

Lead lifelong learning as experts and a catalyst for positive change

- The expert partner of choice, being recognised as credible, dynamic, and responsive to lifelong learning policy and practice.

Outcomes

We will know that we have achieved our strategic objectives when we can confidently say the following statements.

Transform organisations' capacity and capability in lifelong learning

We provide the leading online platform and shared space for organisations to support lifelong learning in families

We provide tools, resources and campaigns to enable more and diverse organisations to support high quality lifelong learning opportunities which build learning cultures in families

We have established inclusive lifelong learning at work as a model of effective practice

We engage more and diverse organisations in inclusive lifelong learning at work with tailored solutions for participating in our learning at work campaigns

We provide and connect organisations to tools, resources and professional development to support effective practice and demonstrate outcomes for inclusive lifelong learning at work

Drive needs-led innovation in lifelong learning

We promote the value and benefits of all types of learning and demonstrate how they connect into lifelong learning journeys and build learning cultures

We identify and recognise the different needs of people, communities, and organisations. Through deep and credible insight we build tailored inclusive lifelong learning solutions

We recognise and value the experience, knowledge, skills and understanding of people and organisations and build on these to deliver innovation in inclusive lifelong learning

We use collaborative action research and other methodologies to evidence and expand the knowledge of the lifelong learning sector

We share what we know and do to advance understanding, practice and action for lifelong learning and build on our expertise

Shape and influence policy for learning and learners

We champion current and prospective learners by developing and sharing analysis and insight on need to shape and influence policy.

We identify and predict issues for lifelong learning from a policy perspective and produce timely, relevant, and thought-provoking analysis to shape and influence debate

We convene stakeholders from all parts of the education and skills system to understand the full implications of policy for lifelong learning, identifying issues and developing nuanced responses

We champion family learning as a significant driver for lifelong learning in policy making.

Cultivate a purposeful and high-performance culture

We attract and retain the best talent matched to our needs

We have an engaged, agile, and digitally-enabled workforce

We have clear governance and accountabilities, empowering people to make decisions

We have a culture of performance embedded into our ways of working

Our people embrace and promote diversity and inclusion

Our culture reflects our purpose and social impact goals

We invest in our people's learning and development

Lead lifelong learning as experts and a catalyst for positive change

We are known for being credible, dynamic, responsive and for being bold, creative, innovative and inquisitive in our approaches to lifelong learning

We are recognised as an expert commentator on how the education and skills system can and should support people to learn through their lives

We understand the importance of collaboration and work with expert partners to identify need, find solutions, and amplify our reach and impact on lifelong learning

We are the partner of choice and successful at securing funding for activities, projects, programmes and research for lifelong learning

We are defined by our social impact

We are financially sustainable

We inspire trust through our support and approach to lifelong learning

We prioritise the safety and wellbeing of our colleagues

We build deep and meaningful relationships with partners and practitioners

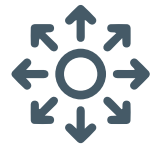
Our principles

Our strategy and associated activities will be informed by our principles and values:



Needs-led and inclusive

We recognise people have different needs, aspirations, individual and structural barriers to learning. Similarly we recognise that communities and organisations differ in their challenges, contexts of operation and their goals for learning. We will recognise difference and use methodologies that create tailored approaches to drive inclusion in learning.



Expansive and inclusive view of learning

We value all types of learning including informal, non-formal and formal learning. We recognise how these inform, amplify, reinforce, and connect with each other in lifelong learning and learning cultures.



Building on what we know

We recognise and value the experience, knowledge, skills and understanding of other people and organisations and look to build on these through innovation for the benefit of learners and lifelong learning. We will seek to share what we know and do to advance understanding, practice, and action for lifelong learning.



Working with others

We understand the importance of collaboration and will seek to work with partners that share our values and aims for lifelong learning. Working together, our shared expertise and perspectives will enable us to identify need, address gaps, and amplify our reach and impact so that more people and organisations can participate and benefit from lifelong learning.

Join our journey

We have a clear vision and purpose to take us to 2024; we know what needs to be done, why we are doing it, and the impact it will have. We also know that the key to achieving our ambitions for lifelong learners is through collaboration with partners.

Through the power of partnerships, we can combine our shared knowledge, skills and passion to support one another to maximise the reach and impact of our work.

Join us on our journey to enable social change through lifelong learning.

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