



**FOLLOW UP**

**CONSULTATION ON LEARNING**

**WITH ADULTS**

**NOT CURRENTLY IN LEARNING**

June 2002

## **Follow-up Consultation on Learning with the Adult Community in Thurrock**

### ***Background and Aims of the Research***

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The original consultation in July 2001 had proved extremely valuable. However, some of the responses from those **not in learning** raised further questions. For example, one of the issues in the original Consultation on Learning survey undertaken in July 2001 for those not in learning was a lack of information (nearly 23%). The Partnership wanted to know where and how this group would like information provided. It, therefore, decided to carry out a further survey with those respondents who had not been in learning at the time of the first consultation.

### ***Methodology***

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It was recognised this would have to be a smaller scale consultation than previously. There was not the funding for a large scale consultation or a reward scheme. The Partnership was also very wary of the possibility of “survey fatigue”. In October 2001, 25% of the earlier “not in learning” respondents, of whom there were 846 in total, were sent a letter asking if they would be willing to take part in a follow up consultation and, if so, whether they would prefer this to be by post or telephone. All but two of those who responded expressed a preference for a postal survey.

We received a positive response from 67 residents representing a 32% response rate. The follow up survey was forwarded to them in April 2002. We received a good response from this group with 61% returning the completed survey.

Whilst this number is not sufficiently statistically reliable to extrapolate the findings across the whole of Thurrock for this group, as was the case with the earlier survey; based on the local knowledge of partners and the correlation with other research such as the Partnership’s EEDA SDF funded Ward Level Skills Audits carried out in early 2001 and the Partnership’s Consultation with Young People Not in Full-Time Education or Continuous Employment in July 2001, it was considered that it was representative.

## **Interpretation**

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The data, for the most part, is self-explanatory. However, the responses particularly to questions "*What information would you find helpful about the courses?*" and "*What type of course/learning programme would you be interested in taking?*" do pose the question "*Have people looked recently?*". Whilst there are some useful points well worth considering by the Partnership;

in many cases, information is already available in the locations suggested: similarly, many of the courses/learning programmes in which respondents expressed an interest are already available.

One of the other points the Partnership particularly wished to follow up from the earlier survey was whether knowing that employers expect people to update their skills every 2 - 3 years would act as an incentive to those not in learning to re-engage. For 39% this made it more likely they would participate in a learning programme again. This clearly provides a marketing potential which has not previously been sufficiently exploited.

## Findings

### Q. Where would you like us to advertise/promote what courses/learning opportunities are available?

Participants could give more than one answer.

Participants' answer (Participant base 41)	No. of Participants	% of Participant response
Local paper	28	68%
Mailshot	10	24%
Other locations such as: Post Offices, bus and train stations, GP surgeries, Churches, Newsagents.	8	20%
Flyers which could be handed out in town centres		
Libraries	6	15%
Supermarkets	5	12%
Centre Notice Board	4	10%
Internet	3	7%

One participant stated that they would welcome the earlier issue of the prospectus as it had apparently been issued late in the past 2 years (NB did not specify which prospectus).

There are some useful suggestions. However, all local providers already regularly advertise in the local press, have their prospectuses in the libraries and have an internet presence.

The Partnership has already started to produce flyers/mini brochures as a consequence of its earlier survey but more work in this area could be fruitful.

### Q. What information would you find helpful about the courses?

Again participants could give more than one answer.

Participants' answer (Participant base 41)	No. of Participants	% of Participant response
Cost	17	41%
Dates/Duration	13	32%
Outline of subject	10	25%
Object of course	10	25%
Other	8	20%
Exams	6	15%
Venue	4	10%
Job prospects	4	10%
Skill level required	3	7%

"Other" suggestions included how much homework is required, what discounts are available, contact telephone numbers, help available for people with disabilities, additional costs, materials or equipment needed.

**Q. How far would you be prepared to travel to attend a course?**

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<b>Participants' answer</b> <i>(Participant base 41)</i>	<b>No. of Participants</b>	<b>% of Participant base</b>
Up to 10 miles	11	27%
Up to 5 miles	10	25%
Up to 1 mile	8	20%
Over 10 miles	4	10%
Up to 3 miles	3	7%
Not specified	3	7%
Up to 4 miles	1	2%
0 – 0.5 miles	1	2%
Up to 2 miles	0	0%
<b>Total</b>	<b>41</b>	<b>100%</b>

These responses are in line with the Partnerships Ward Level Skills audit.

NB Where a participant has stated that they would only attend a course if it were local these replies have been included in the 'up to 1 mile' response.

**Q. What type of course/learning programme would you be interested in taking?**

Participants could give more than one answer.

<b>Participants' answer</b> <i>(Participant base 41)</i>	<b>No. of Participants</b>	<b>% of Participant response</b>
Other	19	46%
IT	18	44%
History	4	10%
Cookery	3	7%
Pottery	3	7%
Maths	2	5%
Art	2	5%
Needlework	1	3%
Engineering	1	3%
English	1	3%
First Aid	1	3%
Calligraphy	1	3%
Business management and finance	1	3%
Vehicle welding practice	1	3%
Dancing	1	3%
Complementary therapies	1	3%
Languages	1	3%
Handicraft	1	3%
Accounts	1	3%
DIY for women	1	3%
Car electrics	1	3%
Basic plumbing	1	3%
Financial planning	1	3%
Psychology	1	3%
Health & safety	1	3%

**Q. Would you be doing this for work or leisure?**

<b>Participants' answer</b> <i>(Participant base 41)</i>	<b>No. of Participants</b>	<b>% of Participant base</b>
Leisure	29	70%
Work	4	10%
Both	4	10%
Not specified	4	10%
<b>Total</b>	<b>41</b>	<b>100%</b>

**Q. What would be your preferred time to study?**

<b>Participants' answer</b> (Participant base 41)	<b>No. of Participants</b>	<b>% of Participant base</b>
Daytime	16	39%
Evening	13	31%
Not specified	6	14%
Morning	4	10%
Afternoon	1	3%
Anytime	1	3%
<b>Total</b>	<b>41</b>	<b>100%</b>

**Q. What support could be provided to assist you when learning?**

<b>Participants' answer</b> (Participant base 41)	<b>No. of Participants</b>	<b>% of Participant response</b>
Financial Assistance/cheaper fees	7	17%
Childcare facilities	4	10%
Additional learning support	4	10%
Other	4	10%

Other support suggestions include easy car parking, renewal discounts for continuous study and lots of patience.

**Q. Does knowing that most employers expect you to update your skills every 2-3 years make it more likely that you will participate in a learning programme?**

<b>Participants' answer</b> (Participant base 41)	<b>No. of Participants</b>	<b>% of Participant base</b>
No	19	46%
Yes	16	39%
Not specified	6	15%
<b>Total</b>	<b>41</b>	<b>100%</b>

Whilst 39% stating “Yes” is not as great as we might wish, it is a significant percentage and highlights marketing potential.

**Participants were asked to give the area in which they live to help us with planning.**

<b>Participants' answer</b> <i>(Participant base 41)</i>	<b>No. of Participants</b>	<b>% of Participant base</b>
Grays	16	39%
Stanford le Hope	11	26%
Corringham	3	7.5%
Billericay	1	2.5%
Chadwell St Mary	1	2.5%
Aveley	1	2.5%
Hornchurch	1	2.5%
Horndon on the Hill	1	2.5%
Linford	1	2.5%
Orsett	1	2.5%
South Ockendon	1	2.5%
Basildon	1	2.5%
Tilbury	1	2.5%
Not specified	1	2.5%
<b>Total</b>	<b>41</b>	<b>100%</b>