Fourth International Conference on Learning Cities, in Medellín, Colombia

1 - 3 Oct 2019

Judith James
Swansea Learning City
Where is Wales?

Part of UK

Devolved government

Different flag
and bilingual
Welsh/English
Swansea Bay City Region

- Population – 667,000, Second City in Wales
- Fantastic coastline, beaches and countryside
- Beautiful maritime quarter and waterfront development
- Swansea voted “friendliest city in Wales”
“Copperopolis” By 1851, Swansea was at the heart of the global copper industry, importing ore from Australia and Chile. In the next century the industry declined.
Coal mining was the largest industry in Wales. The last deep coal mine closed in 2008.
30% fall in demand for steel products since the onset of the global financial crisis in 2007
Key Economic Facts

- 94% of companies employ less than 10 people
- High numbers in low value-added sectors
- Public sector employment high 10.2% (8.5% UK)
- Youth unemployment high 19.3% (18.6% UK)
- Economic inactivity high 26.3% (22.2% UK)
Economic prosperity...poor

GVA per employee in the Region is 74% of the UK average.
“Poverty is the city’s number one priority and issue.”
Swansea Bay City Region has 76 communities (each averaging 1,500 people) suffering from multiple deprivation, within the 20% most deprived communities in Wales.

One in six children live in severe poverty (Save the Children)
“Swansea Anti-Poverty Strategy”

“Education has a fundamental role in helping to lift people out of poverty and in protecting those at risk of poverty and disadvantage. There is a strong link between poor educational attainment, low skills and poor health and wellbeing.”
UN Sustainable Development Goal 4
Education

Target 4.7

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development.
Our motives to develop a UNESCO Learning City

The Welsh Government identified two key themes, “developing a buoyant economy” and “supporting social justice”, as essential for development in Wales. (2009)

“Delivering a right to lifelong learning in Wales .... brings benefits to individuals through their career or personal development, as well as benefitting our economy and wider society.”

Kirsty Williams, Welsh Government Minister for Education and Skills, (2019)

Swansea UNESCO Learning City needs to be innovative, entrepreneurial and inclusive in order to achieve this
Why entrepreneurial skills?

**Creative thinking:** Innovation, Emotional Intelligence, Ability to understand root problems, Identify causes Brainstorming, Technology, **Think outside the box**…

**Leadership:** Building a team, Persuasion, Sales, Tenacity, Perseverance, Collaboration, Initiative, Confidence, Competitive…

**Risk Management,** Experimentation, Risk taking, On-going improvement, Self-Efficacy, Negotiation, Analytical….

**Work Independently,** Consistency, Diligence, Focus, Project Management, Goal Oriented, Results Oriented, Strong work ethic…..
Primary schools- Mini Dragons
Secondary Schools - Young Business Dragons
Further Education
Higher Education

£250 challenge teams meet Sir Terry Matthews, entrepreneur and Swansea University graduate. Sir Terry attended a 'start-up market' and gave students ideas about how to develop their business in the £250 challenge.
Learning at work
Community-led social enterprises which provide education, training and business start-up support to isolated post-mining communities and inner city deprived communities.
Inclusive Lifelong Learning which develops creativity, innovation and entrepreneurial skills—from pre-primary school to university level and throughout lifelong learning
Swansea gained the UNESCO Learning City Award in 2015

UNESCO defines a learning city as:
A city that effectively mobilises its resources in every sector to promote inclusive learning from basic to higher education; to revitalise learning in families and communities; to facilitate learning for and in the workplace; to extend the use of modern learning technologies; to enhance quality and excellence in learning; and to foster a culture of learning throughout life.
Gŵyl Ddysgu Abertawe
Swansea Learning Festival

Datgloi cyfleoddd
Unlocking opportunities
Swansea Learning Festival

Theme: Innovative, Entrepreneurial and Inclusive

- Increase opportunities & involvement in lifelong learning
- Promote a culture of learning
- Increase participation in community learning opportunities
- Co-produce learning opportunities
- Celebrate learning activity in Swansea
- Create a legacy of learning from the Festival

- ‘Lifelong Learning for all is our City’s future.’
Swansea Learning Festival - Work Streams

1. Learning For Life e.g. IT, Photography, Art, Music, Languages, Cookery, Local History……
2. Learning for Employment e.g. short courses
3. Family Learning in the Community
4. Learning Festival School’s Programme - based on theme
5. Entrepreneurial City Fringe Festival e.g. Business Start-up workshops, inspirational speakers
6. Learning Co-production Days
7. Outdoor Learning
8. Learning Exhibitions
9. Co-ordination of all Learning Activity using webpages, social media, brochure
Guiding Factors of the Swansea Learning Festival

- Start small and build up
- All participation voluntary
- All events free to attend and accessible to all
- Do not control programming
- No fee charged for taking part
- Be inclusive – embrace all ages, backgrounds, abilities
- Value all learning equally
- Event organisers generate their own attendances
- Use what is already happening
- Adopt a motto
- Work with the willing
100 ukuleles!

DEWCH A’CH IWCA’LILITI ... 
BRING YOUR UKULELE TO ...

The BIG Strum
SGWÂR Y CASTELL / CASTLE SQUARE
DYDD SADWRN 6 EBRILL / SATURDAY 6 APRIL

From a “right to learn”
to a learning culture....
“Education is the most powerful weapon which you can use to change the world.”

Nelson Mandela
Lessons learned and recommendations

- Work with UNESCO
- Find partner cities
- Engage all partners
- UNESCO Learning Cities conferences
- Make learning fun!
Thank-you

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