



# Adult Participation in Learning Survey 2025

Help make and win the case for lifelong learning



Opportunities  
to sponsor

**L&W** LEARNING AND  
WORK INSTITUTE

## Overview

### Help make and win the case for lifelong learning with the Adult Participation in Learning Survey

This year's report can mark a turning point in the future of adult learning, helping to assess and inform policy and practice. It will also build on the solid foundations already in place by being the definitive study of its kind.

We're delighted to offer the following sponsorship opportunities:

- Lifelong learning champion — £18,000 + VAT
- Lifelong learning supporter — £6,000 + VAT
- Optional add-ons inc. new survey questions and trend analysis — £4,000 - £10,000 + VAT



## The Adult Participation in Learning Survey is the definitive study of its kind

Learning matters. It helps people with their work and careers, supports health and wellbeing, promotes integration, reduces loneliness, and enriches lives.

Learning and Work Institute's flagship Adult Participation in Learning Survey is the longest running and most frequently occurring study of lifelong learning in the UK. Since 1996, it has been the definitive annual report on how and why UK adults learn, or do not. By including the views of a representative sample of 5,000 people from every nation and region of the UK, the survey contains detailed analysis of the barriers and enablers to adult learning, and how these intersect with social class, ethnicity, employment status, age, and prior learning. This evidence grants policymakers, commissioners, employers, and learning providers with an opportunity to grasp the benefits of adult learning, make informed decisions, and collectively move the UK towards being an economy and society where every adult has the opportunity to learn throughout life.



## This year's report can mark a turning point in the future of adult learning

The 2024 survey shows the UK has a long way to go in order to achieve this mission. There are stark inequalities in participation rates by region and social class, while the likelihood of people learning is falling by 4% in each year of their life. This is set against a backdrop of declining public and employer investment in adult skills, flatlining productivity, and a UK employment rate barely changed since the pandemic. Put simply, it has never been more important to make and win the case for lifelong learning.

That is why this year's Adult Participation in Learning Survey will sit as the heart of a new campaign **Get the Nation Learning**, launched by L&W. This campaign will aim to ensure that government, employers, and community-level organisations recognise and promote the social and economic value of lifelong learning and work together to support higher levels of participation across all groups. By acting as a sponsor for this report, you will play an important role in this fast-growing movement, helping to further its impact and influence with key stakeholders. You will also benefit from the opportunity to shape the campaign's core messaging and feature prominently at wider events such as Get the Nation Learning Week and the Get the Nation Learning Awards.





## Helping to assess and inform policy and practice...

2025 is the ideal time for your organisation to help deepen understanding on the importance of lifelong learning amongst key stakeholders. Fieldwork will take place one full year into a new UK government and follow hot on the heels of policy announcements designed to boost adult participation, such as Connect to Work, the Growth and Skills Levy, and further devolution of adult skills funding to English regions. This year's survey will also be the last published before the launch of the Lifelong Learning Entitlement in September 2026. With the effect of these policies unlikely to be felt immediately, the 2025 survey will provide an important baseline for assessing their impact, and an invaluable tool for informing future policy. This is true for all UK nations, with the Scottish Government appointing a Lifelong Learning and Skills Directorate to transform post-school education, and the Welsh Government aiming to create a "second chance nation" where it's never too late to learn.



## ...and building on the strong foundations already in place

In addition to yielding fresh insight and perspectives, this year's Adult Participation in Learning Survey will continue to harness the sophisticated and robust methodology that has underpinned its strong standing and longevity. Fieldwork is conducted by Kantar, the world's leading data and analytics business, with whom we worked for over 20 years. L&W will then undertake detailed quantitative analysis using a range of statistical tests to dig deeper into observed differences between groups and regions. Eye-catching graphs and tables will help communicate the findings effectively, with accompanying explanatory notes. Interactive charts will also be updated on the L&W website.

Research sponsors can also choose from a range of additional features, including: new questions – getting to the answers that matter most to you; qualitative work – reaching the human story behind the data; and trend analysis – harnessing stats from previous surveys on a range of topics.

Throughout the project you will have access to our expert research and policy colleagues, with an assigned Research Manager and L&W's Head of Lifelong Learning working with you directly. Our External Affairs team will also partner with you to ensure the report reaches key audiences, provides you with exposure, and gains the coverage it deserves. Previous reports have been cited by Government departments, such as DWP in the recent Get Britain Working White Paper and also covered by national and regional press. The previous two surveys have been downloaded a combined 3,300 times, with 1,500 page views in the last year.



This year we're delighted to offer the following sponsorship opportunities.

## Lifelong learning champion

**£18,000 + VAT**

Only one available

- ✓ Your organisation will be the headline sponsor for this year's survey
- ✓ Logo featured prominently on the report, webpages, and wider collateral such as presentation materials
- ✓ Foreword and biography included at the front of the report
- ✓ Two places at the Get the Nation Learning Awards report launch
- ✓ Quote on press release, and support from L&W's External Affairs team on promotion
- ✓ Four meetings with L&W's Head of Lifelong Learning and an assigned Research Manager, allowing you to monitor and shape the direction, findings and conclusions of the survey
- ✓ You can also secure this position on a three-year contract covering the survey in 2025, 2026, and 2027 – for £40,000 + VAT



## Lifelong learning supporter

**£6,000 + VAT**

Four available

- ✓ Logo featured prominently on the report, webpages, and wider collateral such as presentation materials
- ✓ Two places at the Get the Nation Learning Awards report launch
- ✓ A project meeting with L&W's Head of Lifelong Learning and an assigned Research Manager, allowing you to monitor and shape the direction, findings and conclusions of the survey
- ✓ You can also secure this position on a three-year contract covering the survey in 2025, 2026, and 2027 – for £13,000 + VAT





## Optional add-ons

- ✓ New survey questions to get to the answers that matter most to you (maximum two) – from £4,000 + VAT
- ✓ Trend analysis to harness stats from this year's survey and previous surveys on a range of themes and topics – from £10,000 + VAT
- ✓ Qualitative research work – reaching the human story behind the data – priced in line with requirements
- ✓ Wider public affairs and promotional activities such as a roundtable or webinar – priced in line with requirements.
- ✓ L&W can also offer these as standalone options for sponsors. We can also create a bespoke offer combining multiple options to meet your needs.
- ✓ L&W can also build your sponsorship and support into backing for our wider campaign Get the Nation Learning, including Get the Nation Learning Week and Get the Nation Learning Awards.





## Get in touch

To discuss sponsorship opportunities, please contact  
Emily Jones, Deputy Director, Learning and Work Institute  
[emily.jones@learningandwork.org.uk](mailto:emily.jones@learningandwork.org.uk)