



**WEA Essex Federation  
Annual General Meeting  
12<sup>th</sup> October 2020**

**Minutes of the Annual General Meeting held on Monday 12<sup>th</sup> October 2020 at 10.00 am  
By Zoom**

**Committee:** Brian Gillion (Chairman), Jane Dougan (Treasurer), Lesley Naish (Secretary), Joan Black, Richard Colley, Anita Curtis, Pat Dale, Ron Marks, Anne Mossman, Peter Naish, Rhiannedd Pratley, Peter Prentice, Linda Vowles

**Branch Representatives:** Denise Fielding (Billericay), Mike Wall (Chelmsford), Jane Humbles (Colchester), Mary Buckley (Danbury & Little Baddow), Dick Frost (Felsted), Lesley Barnard (Loughton & Epping), Jean Bowers (Maplesteads), Geoff & Maggie Whittaker (Mersea), Sue More (Tiptree & Tollesbury)

**In Attendance:** Sarah Moore (Senior Area Education Manager), Sylvia Gentleman (Area Education Manager), Sally Ridealgh (Education Co-ordinator), Paula Hagan (Education Co-ordinator)

**1. a. Welcome and Outline of the Day**

The Chairman welcomed the Committee, branch members, Sarah Moore and Essex Education staff.

**b. Apologies for Absence**

Committee: Peter Norfolk, Jean Roberts, David Stubbs

Branches: Nancy Powell-Davies (Coggeshall), Audrey Saunders (Danbury & Little Baddow), Annette Joyce (Great Bardfield), Dave Bazley (Halstead), Philip Keenan (Kelvedon & Feering).

**c. Minutes of the Last AGM, 3<sup>rd</sup> October 2019**

The minutes were approved and signed by the Secretary pp the Chairman.

**d. Matters Arising from the Minutes**

There were no Matters Arising.

**2. a. Chairman's Annual Report – Brian Gillion**

The Covid-19 pandemic has been challenging for the Essex Federation. Our Spring One Day School, Summer Schools and the Summer Guided Walks programme all had to be cancelled. Some branches had to shorten their spring courses and also had to cancel planned events.

The WEA policy is not to have any face to face meetings until 2021 at the earliest which is why this AGM is being done via Zoom. I want to thank all the regional staff and branch committee members for the hard work they have put in to achieve this. The Federation Committee is also working to see if it is possible to have a limited One Day School in November which again will be via Zoom. This autumn term some branches will be holding on-line courses and it will be interesting to see how successful these will be.

Hopefully we will be able to enjoy face to face courses in 2021. It will throw up some challenges but it will give us a great opportunity to promote the strength of enrolling in a WEA course. With the warm welcome that branches give, we can help to restore confidence to those who have developed anxieties about social contact during lockdown and help those with an increased sense of loneliness. Within the Association's GDPR marketing rules we can use our strength to

persuade previous students to return to face to face courses and to attract new students.

We could be even more ambitious by helping with climate change. With a lot of help from the centre we could make a huge effort to enlarge enrolments at existing branches and even try to reopen closed ones. By doing this we will be able to persuade students to leave their cars at home and walk to a branch near their home. All this would increase the Association's profile and would make a big difference to the more rural areas, which is what the Association was founded to do over 100 years ago.

This is my last AGM review as I have informed the Federation that I will not be standing for election as chairman and will not continue as a committee member. I thank all branch officers, volunteers and students. Without your hard work and support the Association would not exist and I wish you all the best for the future.

Rhiannedd thanked Brian for his report, which set a very positive tone for the future.

**b. Vice Chairman's Report – Peter Norfolk**

As Vice Chairman of the Federation I managed to attend the three meetings held this year before the functioning of the WEA at every level began to be affected by Covid19.

My services were only called upon once to stand in for our current Chairman Brian Gillion when he gave me due notice that he would need to leave a Meeting before the specified finishing time. I therefore have no formal Report to submit in my capacity as Vice Chairman.

I should however like to acknowledge the ongoing important voluntary work being carried out conscientiously and effectively by all members of the Federation Committee, supported by others too numerous to mention.

Unfortunately, because of a significant increase in demands upon my personal and family life, I have with considerable regret decided that for the time-being I am unable to dedicate and devote the time and attention to WEA matters which the Association deserves and have chosen to resign from the Essex Federation Committee.

My admiration and respect for my peers, who as past, present or future members of the Federation shall never cease or diminish in respect to the vast range and wealth of time, knowledge and experience they contribute to the maintenance and future well-being of the WEA.

I therefore wish everyone attending the AGM 2020 all the very best for a successful and fruitful event, especially during these very difficult times.

**c. Secretary's Annual Report – Lesley Naish**

When we met in Keene Hall for last year's AGM no-one had any idea how different this year would be. Arranging and attending a Zoom meeting is a new experience for the Secretary, and I hope that the technology will stand up to it. Much of my work is done already via e-mail and phone, and this has obviously continued.

I had to spend some time "unarranging" the Day Schools and Summer Schools planned for this year, and hope that we will be able to run some face-to-face events next year, though it is by no means certain. We also had to cancel the Summer Walks Programme, and I am grateful to Joan Black for firstly arranging the programme, and then contacting walk leaders and members to cancel.

A first bit of advance publicity. We intend to run the November One Day School on 21<sup>st</sup> November, obviously by Zoom. The speaker will be Professor Edith Hall from Kings College, London lecturing on Troy: Myth, Image and Reality. More details will follow, and we hope that people will support us in this venture.

There has been much confusion about the implications of the WEA GDPR Policy. It has been difficult for me as Secretary to maintain contact with branches, though it is hoped that the roll out of the branch e-mails will help. It is also impossible for branches to maintain direct contact with previous students. Following the appointment of Simon Parkinson, a working group was formed to discuss the unintended consequences of GDPR. There were I think 5

representatives from Branches all over the country. Rhiannedd Pratley from this Committee has attended many meetings (all by Zoom) where the various difficulties in implementation were discussed. A leaflet was produced - "GDPR Guidance for Branches", buried in the Members Newsletter for July, and attached to the minutes of the September Federation Committee Meeting. I can forward a copy if you missed it. Rhiannedd feels that branch difficulties have been listened to, though no firm plans have emerged as yet. It is hoped that in time students joining a branch course will be asked if they are willing to hear from that branch about its future programme, but that is probably some way ahead.

At their last meeting the Committee expressed their thanks and admiration to all the Regional Staff for their hard work since March, setting up new online courses for the summer and autumn terms. A great deal of work has been done by staff, tutors and volunteers to get these courses up and running. Of course everyone has been working at home since lockdown was announced in March, and the Regional Office in Cambridge was closed. I sent a letter (e-mail) of thanks to Sarah and her team from the Committee.

I would like to thank all the Committee and branch officials and members for all their help and support since I took over as Federation Secretary, and particularly those who are "retiring" from the Committee.

d. **Treasurer's Annual Report – Jane Dougan**

The accounts for the year 2019-20 are at Appendix 1.

There really isn't a lot to say this year. We had a successful one day school in November 2019 and had some good speakers lined up for the Spring one day school but Covid-19 intervened and we went into lockdown in March. At that stage we still had hopes that face to face meetings would resume soon but it was not to be but we hope the online day school we've arranged with Edith Hall talking about Troy in November will be successful. All other activities have been suspended.

We benefited greatly again from the generous grants received from Benham Seaman and Basil Slaughter Trusts. We show a profit figure of £2769.53 but this reduces to £1020.51 if you deduct £1749.02 which we are holding in the equipment fund. EF News costs have increased but it is much better quality and we hope it will be a useful marketing aid as well as a source of information for our learners. Our thanks go out to the Trusts for their continuing support.

e. **Federation Website Report – David Stubbs**

I can confirm that the new branch contact details have been added to the WEA Essex website, as has the information available about forthcoming online courses. There is a 'book now' button for each branch course, which goes straight to the national website.

Lesley has been contacting branches, asking them to check their entries and confirm details. As errors were found, Lesley and I worked with Nextnorth to correct them.

I would like to take this opportunity to thank all Committee Members for their support and assistance over the last few years. I shall miss working with you all and wish you every success with enabling the WEA to grow and continue to provide high quality education.

The Secretary was asked to express thanks to David for his work over the past few years.

The Secretary asked for a volunteer to continue with David's valuable work on the website.

*Post meeting note: Anne Mossman and Mike Wall have both volunteered, and will liaise with David and work together.*

f. **EF NEWS**

Ron Marks reported that the Editor, Andrew Aitken, has drafted the Autumn 2020

edition and Ron will be proof-reading the final draft before the end of the week. Thanks are due to Andrew and all the contributors. Again, Andrew has provided us with a very professional-looking and elegant magazine. It will appear online and a limited number of printed copies will be produced for future distribution by branches, at meetings (when 'face-to-face in person' activities resume) and for libraries and other outlets members usually use.

Denise Fielding (Billericay Branch) said that this is a very considerable part of branch publicity, and that the branch wished to express their thanks to Andrew. The meeting agreed.

*Post meeting note: the Autumn edition is now on the Essex Federation website.*

**g. Questions to Federation Officers**

Questions that arose during the meeting were dealt with during the relevant sessions.

**3. Election of Federation Officers**

The Chairman, and Vice Chairman have both resigned. Joan Black was proposed as Chairman, Peter Prentice as Vice Chair, and both were seconded and elected unanimously. The Treasurer and Secretary were proposed and seconded as per the list below and were selected unanimously. The other committee members were nominated and seconded en bloc, and were voted unanimously.

There was one nomination for a new committee member, Mike Wall (Chelmsford Branch). He was proposed and seconded, and elected unanimously.

Denise Fielding (Billericay Branch) expressed an interest in joining the Committee, and it was agreed that she would attend the meetings in future, and if appropriate, would be co-opted on to the Committee at a later date.

New representatives for the Regional Council and Regional Committee will be agreed at the next Committee meeting. Anne Mossman agreed to continue as the Federation representative on the Regional Education Forum.

The Secretary was asked to write to the retiring members of the Committee (Brian Gillion, Peter Norfolk, Pat Dale, Jean Roberts and Jos Claessen), and thank them for their contribution over the past few years.

<b>Role</b>	<b>WEA No.</b>	<b>Name</b>	<b>Nominated</b>	<b>Seconded</b>
Chairman	W2201768	Joan Black	Ron Marks	Rhiannedd Pratley
Vice Chairman	W2207642	Peter Prentice	Ron Marks	Lesley Naish
Secretary	W2208179	Lesley Naish	Ron Marks	Rhiannedd Pratley
Treasurer	W2205333	Jane Dougan	Ron Marks	Rhiannedd Pratley
Committee Member	W2205467	Richard Colley	Lesley Naish	Ron Marks
Committee Member	W2212186	Anita Curtis		
Committee Member	W2201518	Ron Marks		
Committee Member	W2212394	Anne Mossman		
AV Support Officer	W2208178	Peter Naish		
Committee Member	W2205651	Jane Powell		
Committee Member	W2207046	Rhiannedd Pratley		
Committee Member	W2212228	Linda Vowles		
Committee Member		Mike Wall	Ron Marks	Peter Naish
Regional Council Representatives	W2205333	Jane Dougan A N Other		
Regional Committee Representatives	W2205467	Ron Marks A N Other		
Regional Education Forum Rep.	W2212394	Anne Mossman		

#### 4. **Area Learning Management Team**

Sylvia Gentleman gave a very interesting presentation, outlining the provision of courses for 2020/2021. The Powerpoint slides are reproduced as Appendix 2.

218 courses were set up to start after 1<sup>st</sup> August 2020, but sadly 58 had to be cancelled due either to low numbers or tutor unavailability. Some courses were “merged” so that instead of running two the same, only one ran, and was therefore viable. The total enrolment number so far of 916 will increase, as the number set up includes any course with a start date up to 31<sup>st</sup> July 2021.

The provision of branch courses has continued, with many and varied subjects. Some are part of a branch’s provision, and some are “Regional”. Many have attracted students from across the country, as well as “branch members”.

So far 6 accredited and pathway online courses have been set up for 2020/2021, and the Education Co-ordinators are working with providers to continue this work. DWP approached WEA to deliver courses on the Sector Based Work Placement programme, and two were delivered at the end of August.

Sylvia outlined the training for tutors on the provision of Zoom/Canvas courses, and showed how the online courses actually work in practice.

The strategy for Regional marketing of courses includes the use of Facebook and Twitter as well as traditional methods.

Sarah talked about the preparations for the Spring term. Tutors have been asked to indicate whether they would be willing to deliver a face-to-face course, blended courses, or online provision. There may be a need for further training before a face-to-face course can be set up. Following that, branches will be asked if they want to try for a face-to-face course, run an online course, or encourage branch members to join a Regional course. If face-to-face courses are requested, there will be a need for adherence to the risk assessment policy of the venue, and also that of WEA.

Sarah was asked how the number of courses and students compared to last year. The Region is delivering about 50% of course hours compared to autumn last year. This sounds negative, but in reality it is a massive achievement. The average student numbers on completed courses in Essex is 14. The lowest class size is 7, with the largest in the 20s.

The meeting expressed its thanks for the hard work by Sarah and her team since lockdown, especially as they are all working from home as the office in Cambridge has been closed. It is very impressive that so many courses have been transferred to online during the summer and autumn.

Sylvia showed a slide of the Region, showing staff responsibilities. James Holmes is Management and Governance Officer, and it has been decided that the Education Support Assistants will focus on one area – Radyha Begum has been allocated to Essex, though all will continue to cover the whole Region.

#### 5. **Regional and National Matters**

##### **Ron Marks**

##### **Regional Committee Chairman, National Association Council**

The **Regional Officers Group** (ROG), the Regional Committee and the Association Council have continued to meet using Zoom. At the ROG on 14<sup>th</sup> September there was a report on the monthly accounts and an update on finance. Expenditure was under control. There was a report on the latest position with Branch Email Addresses and Telephone Numbers. The Chairman (RM) had written a reminder to all branches in the Region that had not yet responded. The date of the Regional AGM was agreed – 18<sup>th</sup> November – and the dates of Federation AGMs were in course of confirmation, some changes having been made from the original Saturday dates because of the current situation so that they would be held on weekdays.

The online **National Conference** on 16<sup>th</sup> September was well attended, particularly the plenary sessions following the business section and especially the Ed Balls interview with Simon Parkinson, General Secretary. Feedback following Conference has been very positive. Ron recognised a number of Essex names and faces online, but is not sure how many of us were there in total. Ron was involved in the planning as a member of the Conference Planning Group and will continue to serve on it as one of two Regional Chairs as the last conference is reviewed, and planning starts for the next.

Booking is open for the **Eastern Region AGM** and nomination forms for Officers and the two Regional Council representatives on the Regional Committee have been sent out to branches.

The **Association Council** has been meeting monthly and there was a joint meeting with **Trustees** on 23<sup>rd</sup> September. A full review of WEA governance is under way with a view to making it more efficient, transparent and democratic, with the powers of the Regions and the Association Council clarified and enhanced. The Eastern Region motion I proposed at last year's Conference, which was approved unanimously, played a significant part in stimulating this review.

### **Education Forum**

#### **Anne Mossman – Federation Representative**

Three Eastern Region Education forum meetings were held this year. The first was in Chelmsford, March 2020, just before lockdown and then the other 2 were done later in the year with zoom. (Normally meetings tour around the region.) The last meeting was held on 8<sup>th</sup> October.

The main thread of the meetings was how to smooth WEA's way through Covid19. A lot of discussion about the merits and disadvantages of online courses were discussed. All members were keen to return to face to face when safe to do so. Topics discussed were covered by Sylvia Gentleman's presentation at the Essex Federation AGM together with additional material from Sarah Moore.

New tutor lists are being compiled for the Spring term 2021 to cover face to face and online. From these we will be able to make our choices. We are also asked to watch out for Christmas lectures, on the WEA website, which are anticipated to be highly popular and organised by the SW region.

The need for us to use branch emails was stressed as paramount in order to move forward with GDPR. Anyone having problems should email James Holmes. [jholmes@wea.org.uk](mailto:jholmes@wea.org.uk)

#### **6. Any Other Business**

There was considerable discussion about the difficulties of publicising courses locally. A branch can only contact course members while the course is running, for admin purposes. This means that it is not possible to encourage people to join a forthcoming course, or even tell them about it. This is of particular concern to branches which have not actually been able to run a course online since lockdown. There is a plan to ask people (students? members?) if they wish to be "affiliated" to a particular branch, probably offering a few branches within a short distance of home. The meeting agreed that this may be a way forward, and hoped that it will be available soon. Concern was expressed that in WEA eyes, there is no such thing as a "branch member", which is very contrary to the ethos of a local branch.

6 There being no further business, the meeting closed at 12.30 pm.

Date of next meeting - tba

**WEA ESSEX FEDERATION Charity No. 1112775**  
**INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 JULY 2020**

**INCOME****EXPENDITURE**

Autumn 2019 One Day School	£1992.00	Autumn 2019 One Day School	£1399.93
Summer School Chelmsford 2019	£37.00		
Walks	£15.00	Walks	£130.00
Benham-Seaman Trust	£3469.00	<i>EF NEWS</i>	£1925.00
Basil Slaughter	£2000.00	Central Baptist Church	£120.00
Donation	£16.00	Affiliation Fees written off	£130.00
Key Deposit returned	£50.00	Accommodation, Meetings	£180.50
Catering	£61.37	Travel Expenses	£37.60
		Stationery/Postage	£264.74
		AGM	£323.05
		Website	£360.00
		Add Excess Income over Expenditure	£2769.53
	<b>£7640.35</b>		<b>£7640.35</b>

**NOTES TO ACCOUNTS**

1. Autumn one day school: leaflets £215.00, accommodation £345.18, tutors £783.75, refunds £56.00. Profit £592.07.
2. Summer school Chelmsford 2019: accommodation £680.00, tutors £850.00. Loss £286.73. Loss reduced by £37.00 to 249.73.
3. Walks: Coggeshall Walk £110, income this year £15.00, refunds £20.00
4. Benham-Seaman Trust Grant £3469.00: *EF News* £1694.00, remitted fees £75.00, plus £1700 for equipment. We have a balance of £1749.02 remaining in the equipment fund
5. *EF News*: Autumn £900, Spring £1025.
6. AGM: accommodation £134, catering £153.35, printing £35.70
7. Website: maintenance and domain name £360.00
8. Central Baptist Church - the Federation paid £120.00 for accommodation of the Regional Education Forum held in Chelmsford

**BALANCE SHEET AS AT 31 JULY 2020**

**ACCUMULATED FUND**

Balance at 1/8/20    £11304.90

Add excess income  
over expenditure    £2769.53

—————  
£14074.43

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**BALANCE**

Natwest                                    £14064.43

**DEBTORS**

Affiliated Fees to be written off    £40.00

Keene Hall Deposit to be  
carried forward to 2021                £50.00

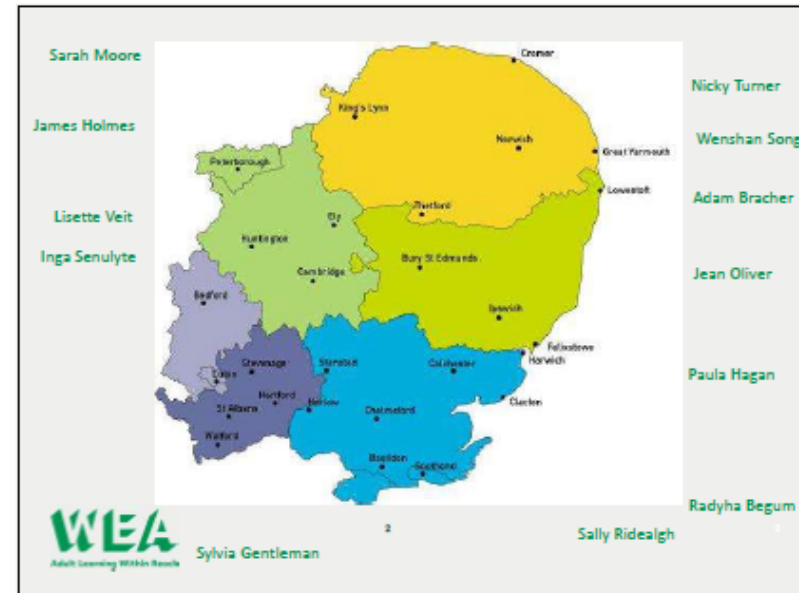
—————  
£14074.43

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# Eastern Region

2020/2021



## Overview of provision so far

Number of courses set up to start 1<sup>st</sup> August 2020 onwards

> 218

Number of courses cancelled due to low numbers or tutor unavailability

> 58

Total enrolments on courses (validated so far)

> 916

Average course length

> 13 hours

Number of accredited/Pathway courses being offered

> 6

Note that total courses includes any course set up from now till 31<sup>st</sup> July 2021 but enrolments are only those that are recorded to date. Marketing and promotion will be focused on those starting within 6 weeks.

## Accredited and Pathway courses

Level 2 Award in Support Work in Schools and Colleges (Helping in Schools) - x 2

English for Speakers of Other Languages (ESOL) Entry 2 Speaking and Listening

English for Speakers of Other Languages (ESOL) Entry 3 Speaking and Listening

Community Interpreting level 2 – Spring term 2021

Community Interpreting level 1 (NON ACCREDITED)

Level 2 SEND (NON ACCREDITED)

Sector Based Work Placement courses with DWP (see later)

## Non Accredited courses - sample

A Christmas Carol on Film	The Jazz Century with Norwich WEA
How to Write a Short Film Screenplay	King Arthur: the history and the legend
Global Cinema	Men and Women of the Pre Raphaelite Movement
Women Designers of the 20th Century	American Literature of the 1960's
East Anglian Artists	The Resurrection Man
Shakespeare on Film	Medieval Festivities and Entertainments'
Austrian Art 1870 - 1920	Rise of Detective Fever
The Mayflower at 400: The settlement of New England	American Literature of the 1960's
Native American Art - art by Native Americans	Day school: Victoria: Grandmother of Europe
Poetry to Raise Your Spirits	Language, Lore and Legend - the Story of English
The Absurd Part 1	Contemporary design, Britain in the 1950's
British Design 1850 - 1950	The Men and Women of the Pre-Raphaelite Movement
Medieval East Anglia	Drama before Shakespeare
Art and the USA; from Ashcan to Grant Woods	Immigrants in Literature
The politics of China	The Films of Martin Scorsese
A Jolly Good Murder	Cookery through the ages
Textile Designers of the 20th Century	Essex Country Houses
History of pirates	

## Canvas

Interaction with students outside of the classes – emails, discussions, chat rooms

Share course materials and resources without restraints of cost

Ability to share links to video or sound files

Interaction between students between sessions

Reliable link to classes

Less 'paperwork' to complete with students, they can access through Canvas when it suits them

Interaction at the beginning informally similar to in a classroom as students arrive

Tutors can ask the group before sessions whether there are any topics they would like covered

Also asking questions after the week

Informal quizzes at the end of each session to help students recap, can also give tutors an indication of what was understood

Accredited courses can be moderated virtually

## Zoom

Interaction at the beginning of classes informally, similar to in a classroom as students arrive

Ability to teach everywhere across the region and also nationally

Can teach across a longer timespan in the day, tutor and students not travelling

Tutors can deliver more courses in a day

Staff can drop in to support both tutors and students

Evening and weekend courses more readily available

Ability to set up courses more quickly – especially repeat courses

The screenshot shows a web browser window displaying a Canvas LMS course page. The page title is "Welcome from the Tutor". The left sidebar contains navigation links: Modules, Grades, Announcements, Rubrics, Assignments, People, Outcomes, Discussions, Quizzes, Pages, Files, Collaborations, Conferences, Syllabus, and Settings. The main content area features a welcome message: "Welcome to this course about enjoying crime and murder!". Below this, there is a paragraph of text: "A big welcome to this course exploring the rise of crime as a form of entertainment during the nineteenth and early-twentieth centuries. We will start by discussing real-life crimes which became the sensation of the time, thinking about the role the press played in manipulating public opinion and bringing about phenomena such as Murder Tourism and the murder souvenir trade. We will then explore the types of entertainment which grew out of this obsession: penny dreadfuls, patter songs, melodramas and other forms of theatre. The course concludes with discussion of the Golden Age of Crime Fiction at the beginning of the twentieth century, focussing on the authors Agatha Christie and Dorothy L. Sayers." This is followed by a sub-header "I hope you enjoy it" and a paragraph: "If you haven't already done so, it would be useful to read two novels before Week 7 of the course: Agatha Christie, *The Mysterious Affair at Styles* Dorothy L. Sayers, *The Nine Tailors*". Below this, it says: "We will be using them as part of our discussion in Weeks 7 and 8." Another paragraph follows: "If you would like to do some further background research before the course begins, the BBC History website has an interesting article on crime and the Victorians: [http://www.bbc.com/history/19th/19th\\_crime\\_01.shtml](http://www.bbc.com/history/19th/19th_crime_01.shtml)". The next paragraph states: "The British Library website has a whole range of articles on the relationship between crime and crime fiction during the nineteenth century: <http://www.bl.uk/learning/19th-century/themes/crime-and-crime-fiction/>". The final paragraph says: "And you can watch extracts from Dr Lucy Worsley's series *A Very British Murder* on the series website."

## Quality – tutor development

All tutors must complete the following training:

- ✓ Zoom 1
- ✓ Canvas fundamentals
- ✓ Zoom 2

This is regardless of whether they will be teaching face to face in the future. Canvas is here to stay and will support all courses in the future. The ability to teach on Zoom is vital to give us a back up plan in case of local, regional or national lock downs.

Also:

- National drop in sessions every week
- Local support through tutor drop in sessions
- Support from staff at every first session and reviewing Canvas courses
- 121 support



## Quality

Class visits

- Will still visit classes even online
- New way of recording observations

Compliance with Awarding Organisations

- All initial assessments now online through Canvas so can be moderated instantly, ensuring students are placed on the correct level of course
  - Mid and End of course internal quality assurance can happen easily through Zoom and Canvas, can use moderators from outside the region
  - External visit from awarding bodies delayed but have now happened virtually
  - Standardisation events happening through Zoom, better for tutors as able to attend more regularly and share work across Canvas
- Common areas

## The way forward

- Spring term planning now a focus for educational staff
- Option to do some face to face delivery but lengthy risk assessment to be completed first with the venue and the tutor
  - We are asking tutors who would be willing to deliver face to face – following consultation
  - We will also ask branches their preference
  - Then need to assess venues
  - Will also need a contingency plan
- Likely to be both face to face and via Zoom
- Varying between branch led, region led, national programs
  
- Focus also on a coordinated national offer in subject areas supported by a marketing campaign

## Marketing

To support the enrolment of our courses we have undertaken several different approaches of promoting and marketing our courses.

- Promotion of WEA website
- Subject related digital posters
- Branch digital posters/flyers
- Individual tutor poster/flyers
- Large subject digital course brochures
- Regional Facebook campaign
- Regional Twitter campaign
- Tutors and staff to promote via individual social media channels

## Marketing

**WEA national website** - <https://www.wea.org.uk/>

The national website generates around 45-50k unique visits a month and includes areas for news, features, events and blogs from across the WEA, as well as our online enrolment platform.

**WEA regional websites** – <https://www.wea.org.uk/eastern>

Each WEA region has its own website and regional websites vary in content dependent on provision and delivery, but essentially each site will have similar content: digital brochures, articles on regional delivery, a news page, a featured courses page and a link to join the email mailing list.

## Marketing

**Social media marketing (Facebook, Twitter)**

<https://www.facebook.com/WEAEastern/>

<https://twitter.com/weaeastern>

Our digital marketing targets include promoting two courses daily on our regional Facebook and Twitter platforms to market specific courses which encourage more enrolments.

Each day we go through the live enrolment data which highlights courses with low enrolment numbers

# Marketing

## Analysing social media - Facebook

**WEA Eastern**  
Published by [enrol@wea.org.uk](mailto:enrol@wea.org.uk) · 11:22 July · G

WEA ONLINE COURSE with @IwainElliott Branch: Russia is not only about politics. Who can imagine ballet without @TheBolshoi, the Cherepanovs without "1917: October", or the classical novel without "War and Peace"? All these, and more, were created in Russia by Russians. This 4A/Russian course provides an introduction to Russia and the Russian people. We shall be looking at @RussianCulture, music, art and religion. Enrol here: <https://enrolonline.wea.org.uk/Online2020/CourseInfo.aspx...> Or Call us 0300 3033406

**216** People Reacted

**12** Likes, Comments & Shares

5 Likes	2 On Post	3 On Share
4 Comments	4 On Post	0 On Share
3 Shares	3 On Post	0 On Share

**17** Photo Clicks

2 Photo views	4 Link clicks	11 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hate posts  Hide all posts

0 Report an issue  Contact Page

Report for abuse may be deleted from what appears on posts.

# Marketing

## Analysing social media - Twitter

**WEA Eastern** @WEAEastern · Sep 20  
#ToolsForOnlineLearning The course aims to teach students to sign up to and complete online courses using a range of tools including @Zoom and @Canvas. One session only on 22nd September. Limited Places. Quality to rival face-to-face! <https://bit.ly/3RE2d6k> [pic.twitter.com/3RE2d6k](https://bit.ly/3RE2d6k)

**Tweet Analytics**

**Impressions**  
How many people saw this Tweet on Twitter: 277

**Total engagements**  
How many people interacted with this Tweet: 24

**Retweets**  
How many people retweeted this Tweet: 6

**Media engagements**  
Number of clicks on your media content across retweets, replies, replies and retweets: 4

**Link clicks**  
How many people clicked this Tweet: 4

**Detail expands**  
How many people clicked to see details about this Tweet: 4

# Marketing

## Email marketing

This is a key focus for the WEA. We currently have 11k students and 600 leads in our email database who receive twice monthly emails from the WEA. This includes a monthly community newsletter from each region focusing on key courses, events, news stories and case studies (as well as links to downloadable brochures and the above social media pages), and a more sales-led email encouraging people to visit our course search.

As local email marketing is not allowed as per GDPR rules, we encourage everyone who currently doesn't receive WEA marketing emails to sign up through our 'Mailing List' link on our website.

For Eastern Region Autumn course, we monitor the courses that need prompting for the branches through pre-enrolment report and email the course information to the former students.

## Get Ready for Self-Employment

This course aims to explore and prepare you for self-employment, focusing on a career role and what is expected from the job. The short course is split into 4 sessions over two days.

Course 1 - Ref: 03027198 Pin Number 70291 [CLICK HERE TO ENROL](#)

Monday 24th August & Tuesday 25th August

Monday - Session 1: 10am - 12pm Session 2: 2pm - 4pm

Tuesday - Session 3: 10am - 12pm Session 4: 2pm - 4pm

Course 2 - Ref: 03027197 Pin Number 70176 [CLICK HERE TO ENROL](#)

Wednesday 26th August & Thursday 27th August

Wednesday - Session 1: 10am - 12pm Session 2: 2pm - 4pm Thursday - Session 3: 10am - 12pm

Session 4: 2pm - 4pm

### Topics covered include:

Top 100 of the legal requirements, insurance and tax considerations when setting for yourself

What it means to be self-employed or work as a freelancer or subcontractor

What are the main considerations and factors of self-employment

Job description and qualifications are for career readiness

Employing staff and how it works when you are back in work

Support in starting and running a business

What are the benefits of a career role

Click the links above to enrol or visit [enrolonline.wea.org.uk](https://enrolonline.wea.org.uk) and search with the course ref number and use the PIN



Self-Employment



## Focus on targeted work - where we are

WEA has reacted incredibly quickly to the current circumstances by moving all of our provision from face to face, to online delivery for the time being.

The benefits of this include:

- Continued delivery of support, guidance and training to groups without the need of visiting any venues.
- Not restricted by location, meaning we could deliver a course to students from all over the region (apart from Cambridgeshire)

We have looked at specific needs required by organisations, DWP is one example where we have focused our online provision around:

- Immediate employment issues
- The prospects of future employment
- Unique local solutions for the very different communities across the county.

## Working with DWP

DWP approached us to deliver Sector Based Work Placement (formally SBWA)

Focus on self employment as a courier as specific number of vacancies with Hermes

Devised course material in conjunction with DWP to ensure we met all requirements

Fast turnaround and condensed delivery to meet job vacancy needs

Delivered two courses at end of August

## Working with DWP

### One Job Centre sent the following feedback from one student

*I thought the course was very good. I hope I was able to help others with my recent interview. The first day was interesting and I learned a lot about your own business and the costs and how to set things up and about tax, NI etc.*

*So a really good course and Denise, the tutor, was really good at delivering the course and making sure everyone was listening.*

## Our ongoing offer

Our delivery remains creative, unique and innovative which is aimed at improving the life and job prospects for people facing barriers to employment.

We have geared our delivery to meet the specific needs raised by DWP

### SBWP Self Employment (Courier)

This course aims to explore and prepare participants for self employment with a specific focus on a self-employed courier role.

### SBWP Helping in Schools

This course gives parents the background knowledge and confidence to become an effective parent helper in school, either work as a volunteer or provide specialist support with their child's learning at home. This course also offers the opportunity to progress onto a Level 1 qualification.

### SBWP Retail/ Customer service

This course gives participants the opportunity to learn about various aspects of working in retail and customer service from what roles are available in this sector, the types of skills required, progression opportunities, developing communication skills and the impact of COVID.

### SBWP Step into Care

Delivered at our Friends in Schools Centre, it will be developed by the Care Certificate Workshop (Skills for Care) and gives participants the opportunity to partly complete the certificate in preparation to take it into their work placement.