



WOLVERHAMPTON CITY LEARNING REGION

PROGRAMME

Transformational Change Through Learning

Summit

Thursday 14th November 2019

9.00am – 12.30pm

City Suite,
City of Wolverhampton Council,
Civic Centre, St. Peter's Square,
Wolverhampton, WV1 1SH.

Summit hosted by The Right Worshipful the Mayor of Wolverhampton,
Councillor Claire Darke.

Summit coordinated by



Wolverhampton City Learning Region: Vision and Value

Vision

To place learning at the heart of the City of Wolverhampton and surrounding areas through a shared vision and partnership working to mobilise resources to achieve social and economic development and growth through learning.

Value and Benefits



Membership of UNESCO Global Network of Learning Cities

Building a Learning City will provide opportunities to develop partnerships and profile the city nationally and internationally to exchange ideas, solutions and achieve success.



Innovation

Research and cross-sector expertise will bring innovative approaches, ideas and solutions to tackle social and economic challenges using education and lifelong learning as the focus.



Collaboration

By positioning learning at the heart of the city's future and building a framework for creating transformative change, we become stronger together: working in partnership across the city and beyond.



Delivering Learning City Plan

By adopting the UNESCO Learning City model we are developing a city-wide strategic approach to create sustainable and community-owned transformation using lifelong learning as a focus.



Raising awareness

Increasing awareness of the benefits of lifelong learning to transform lives and communities will facilitate social and economic development and growth.



Sustainable development

We will achieve sustainable development goals at local level and beyond by encouraging local learning systems to contribute, participate and empower their communities.



Celebration of lifelong learning

We will foster and celebrate a city-wide culture of learning throughout life to encourage involvement and make learning accessible to all.

PROGRAMME

Welcome by The Right Worshipful the Mayor of Wolverhampton, Councillor Claire Darke

The summit brings together key stakeholders to consider how city-wide transformation through learning can be achieved.

The summit will be workshop-style and focus on two core areas for consideration:

- the use of social marketing as a potential means of catalysing action; and,
- the sort of city Wolverhampton is seeking to become by considering the potential range of possible learning futures.

You are invited to add your creative input into this collaborative session. We would like you to step away from your daily work and think differently/ co-create the next possible steps of the Wolverhampton City Learning Region initiative.

- 9.00am** Arrival / registration / refreshments, opportunity for networking.
- 9.30am** Welcome by The Right Worshipful the Mayor of Wolverhampton.
The Value of the Wolverhampton City Learning Region Initiative.
- 9.35am** Transformational Change Through Learning.
Professor Jackie Dunne, Deputy Vice-Chancellor (Regional Engagement)
University of Wolverhampton.
- 9.40am** Session 1: Scene setting and social marketing as a possible approach for transformational change, Dr Rowena Merritt.
- 11.30am** Session 2: Futures of Learning in the context of the WCLR initiative,
Dr Stuart Connor.
- 12.15pm** Next steps and agreed actions.
- 12.30pm** Event closes.

Please hand in your name badge & evaluation feedback as you leave.

Thank you for attending

SPEAKER PROFILES

Dr Rowena Merritt

Rowena is a Behavioural Scientist who specialises in Social and Behaviour Change Communications and social marketing. She works as a Research Fellow for the University of Kent and is a Director of the National Social Marketing Centre. She has worked in over 30 countries developing and implementing behaviour change programmes and national campaigns, and conducting formative research and evaluations for key donors, international NGOs, national ministries of health and UN Organisations. Rowena was awarded a D.Phil. from the University of Oxford in 2006. Upon graduation, she helped set up the National Social Marketing Centre in London. Under her position at the Centre, she managed England's first multi-trial applications of social marketing, involving ten sites across England, each focused on a different topic or audience.

Dr Stuart Connor

Dr Stuart Connor is a Reader in Learning Futures in the Education Observatory at the University of Wolverhampton. Stuart has a background in policy analysis. His work seeks not only to understand the impact that changing conditions and policies have on people's lives, but also to explore how people can and should have an impact on policies and practices. Stuart's current research focuses on learning futures - the form and functions of futures literacy and the role of Futures Studies in anticipating the futures of learning. In the face of an uncertain, contested but ultimately shared future, Stuart's research draws on a range of foresight methods to examine the horizon of probable, possible and preferable futures. His work seeks to identify, and question, assumptions about what constitutes preferable futures and the means by which these can and should be realised.

Contact Details for Wolverhampton City Learning Region

Natalie Lewis – Learning Regions Co-ordinator

Email: N.Lewis5@wlv.ac.uk

Tel: 01902 322980

W: www.wlv.ac.uk/LearningRegions

Twitter: @LearningRegions

The Initiative is a partnership between



working with a range of organisations across Wolverhampton