



Cork Lifelong Learning Festival

Post Event Report 2024

Learning City Team

Denis Barrett

Cork Learning City Coordinator

Siubhan McCarthy

Cork Lifelong Learning Festival Co-ordinator

Catherine Sheahan

Cork Learning City Administrator

Willie McAuliffe

Cork Lifelong Learning Festival Co-Chair

IMPACT

CORK LIFELONG LEARNING FESTIVAL 2024



ATTENDEES

28,910 !!



EVENTS

413

Individual Events



SUSTAINABLE DEVELOPMENT

11,000

hard copies printed this year using 100% recycled paper



PR

New Public Campaign Bus Stops / Banners / Window Stickers



INTERNATIONAL PROFILE

UNESCO and Learning Cities visit for International Learning Cities Conference, Asia, South Africa, Europe, USA, Australia



COMMUNITY REACH

146

Cork City Library Events

4

Learning Neighbourhood events



PARTNER EVENTS

University College Cork, Munster Technological University, Cork Education and Training Board, Cork City Library



FEEDBACK

"The fun and Joy it brought it people, I was especially pleased to see so many new people taking part and will continue to join us going forward"

Social Media

SOCIAL MEDIA

Proactive involvement before and during the 2024 festival ensured the continuous Social Media coverage of, and engagement with, Cork Lifelong Learning Festival was maintained.

Social Media 2024



Cork Lifelong Learning Festival: **4,368 followers**
Cork Learning City: **1,700 followers**
Cork Learning Neighbourhoods: **1,100 followers**



Cork Lifelong Learning Festival: **1,491 followers**
Cork Learning City: **1,393 followers**



Cork Lifelong Learning Festival: **1,842 followers**
Cork Learning City: **1,887 followers**

Facebook posting had an increased engagement from event hosts, resulting in an increased following to **4,368 followers** on our growing Facebook Festival account (**2,336** in 2018, **3,126** in 2019, **4,200** in 2023)

There was a significant increase in host organisations engaging with the festival on Facebook resulting in co-hosted Facebook events during the festival run.

The festival's Twitter account currently has 1,842 followers up from 1,398

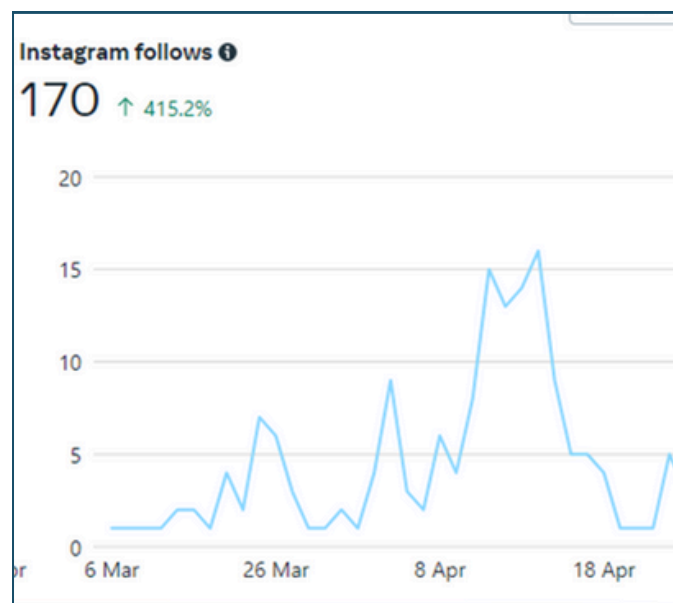
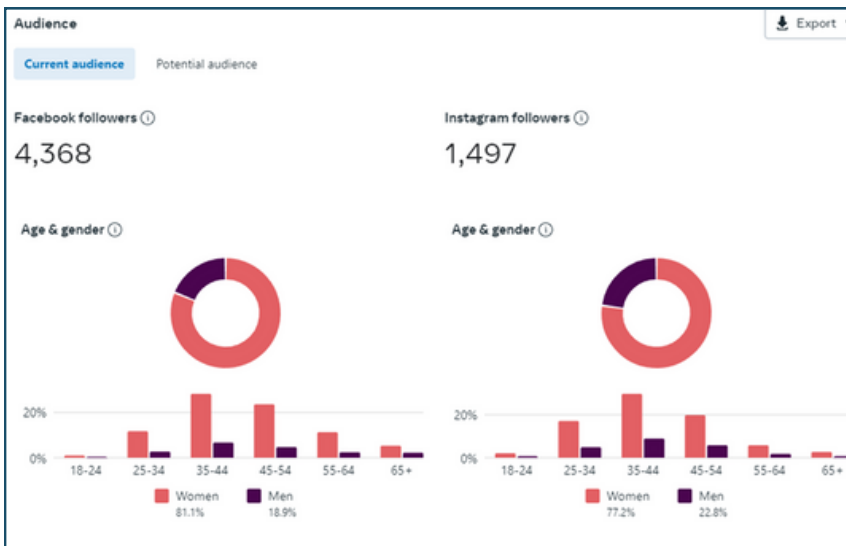
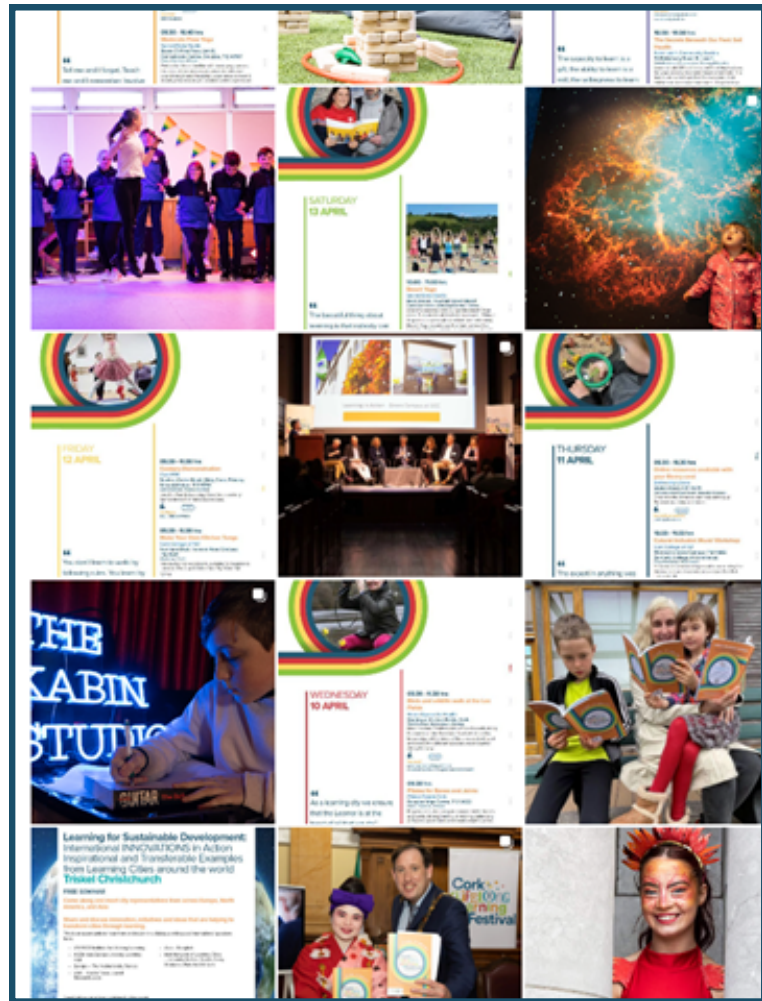
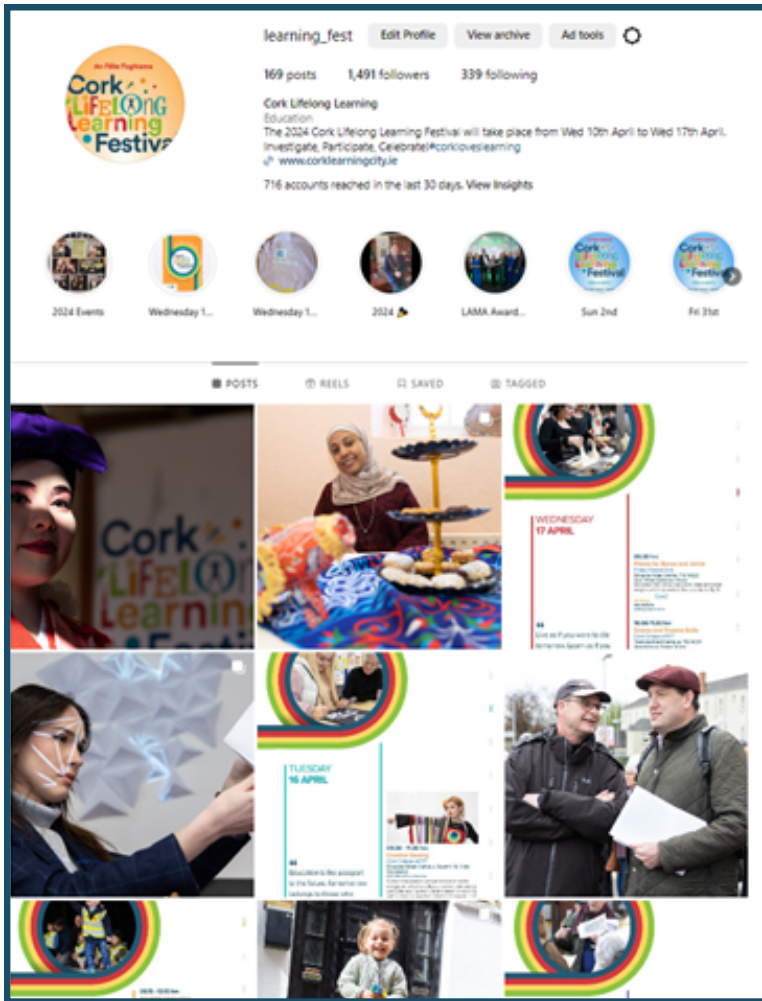
Cork Lifelong Learning Festival Instagram account has 1,491 followers up from 1,293

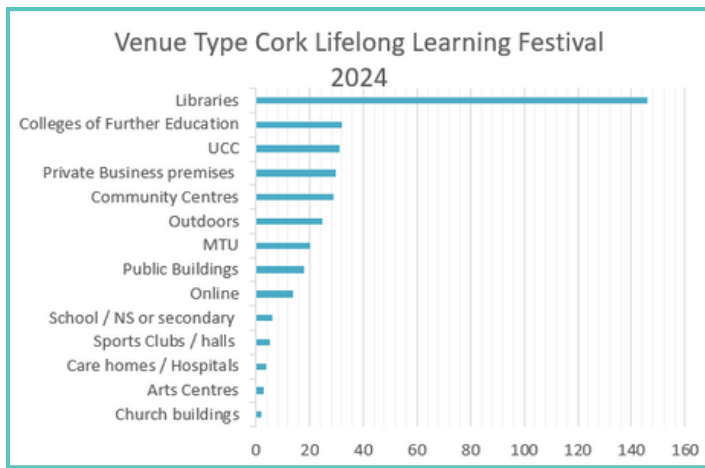


We used social media to

- promote the festival in general,
- direct followers to the online programme listings,
- highlight upcoming events, re-post individual hosts events and
- communicate with the public re-cancelled events.

Rather than allowing CLLF social media tools to ‘fall quiet’ outside of the festival, our increased engagement may be used to assist in promoting partner & sponsors events throughout the year.





Lifelong Learning Festival Events take place in a variety of different venues across the City, with community centres, libraries and 3rd level colleges playing host to over 50% of events it is also worth noting the significant percentage of events hosted in Arts centres and on private businesses premises

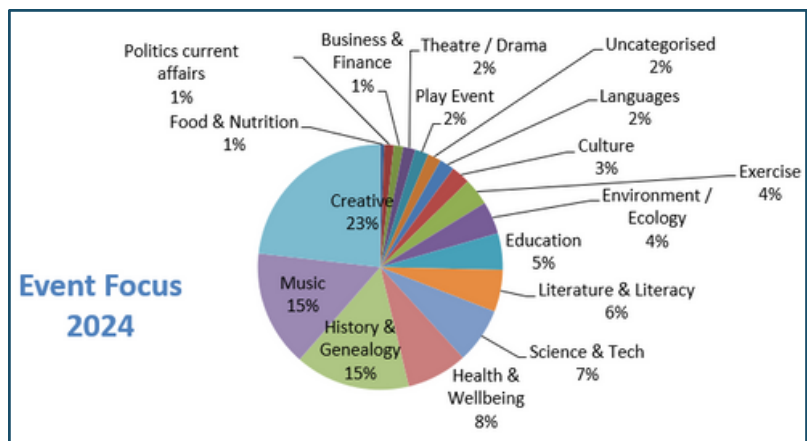
The chart also highlights the relatively low number of events hosted at second level or national school premises (3%). The number of Sports Clubs, Shopping Centres and hotels involved in Lifelong Learning activities is very low and this may be an interesting group to target as a potential group of hosts for future festivals.

Festival Week - Spread of Events 2024

Day	In Person	Online
Wednesday 10th	64	2
Thursday 11th	72	1
Friday 12th	55	1
Saturday 13th	39	1
Sunday 14th	14	0
Monday 15th	51	4
Tuesday 16th	67	0
Wednesday 17th	42	0
Total	413	9

AVERAGE FOR THE 2024 FESTIVAL OF 57 IN-PERSON EVENTS PER DAY.

Events within the Cork Lifelong Learning Festival are inclusive and uncurated. As long as events are free and offer any type of learning opportunity, they are welcomed into the program. The diverse range of subjects ensures a wide appeal, attracting participants of all ages, genders, interests, and abilities.





EVENT HOSTS FEEDBACK 2024:

28,910 !!

A SurveyMonkey questionnaire was distributed to event hosts via email and social media. A total of 49 hosts completed the survey, providing valuable feedback on their experiences and the overall execution of the festival. Survey Response Rate:

- Total Host Response: **49**
- Survey Completion Rate: **100%**
- Total Number of Attendees: **3500**
- Average Number of Attendees per Event: **70**
- **70(Average) x 413(Events) = 28,910**

 Link to Survey Monkey:

<https://bit.ly/CLLFSURVEY24>



Q. Did you think the length of the festival (7 days) was too long, too short, or about right?



Perception of Event Length (7 days):

About the right length: 89.80% (44 respondents)

Much too short: 2.04% (1 respondent)

Too short: 4.08% (2 respondents)

Too long: 4.08% (2 respondents)

Q. Do you think there are too many events, too few events or the right amount of events?

Opinion on Number of Events:

About right: 85.71% (42 respondents)

Far too many: 4.08% (2 respondents)

Too many: 8.16% (4 respondents)

Too few: 2.04% (1 respondent)

Q. Overall, how would you rate your experience of this years Lifelong Learning Festival?

Overall Experience Rating:

Excellent: 55.10% (27 respondents)

Very good: 32.65% (16 respondents)

Good: 10.20% (5 respondents)

Poor: 2.04% (1 respondent)

Q. How likely are you to recommend the festival to a friend?

Likelihood to Recommend the Festival to a Friend:

Extremely likely: 67.35% (33 respondents)

Very likely: 24.49% (12 respondents)

Somewhat likely: 8.16% (4 respondents)

Not likely: 0% (0 respondents)

Q. How likely are you to host an event for the 2025 Festival?

Likelihood to Host an Event for the 2025 Festival:

Extremely interested: 67.35% (33 respondents)

Very interested: 24.49% (12 respondents)

Somewhat interested: 8.16% (4 respondents)

Not so interested: 0% (0 respondents)

QUALITATIVE FEEDBACK:

Hosts provided qualitative feedback on what they enjoyed most about hosting their events and any suggestions for future improvements. Some common themes included:

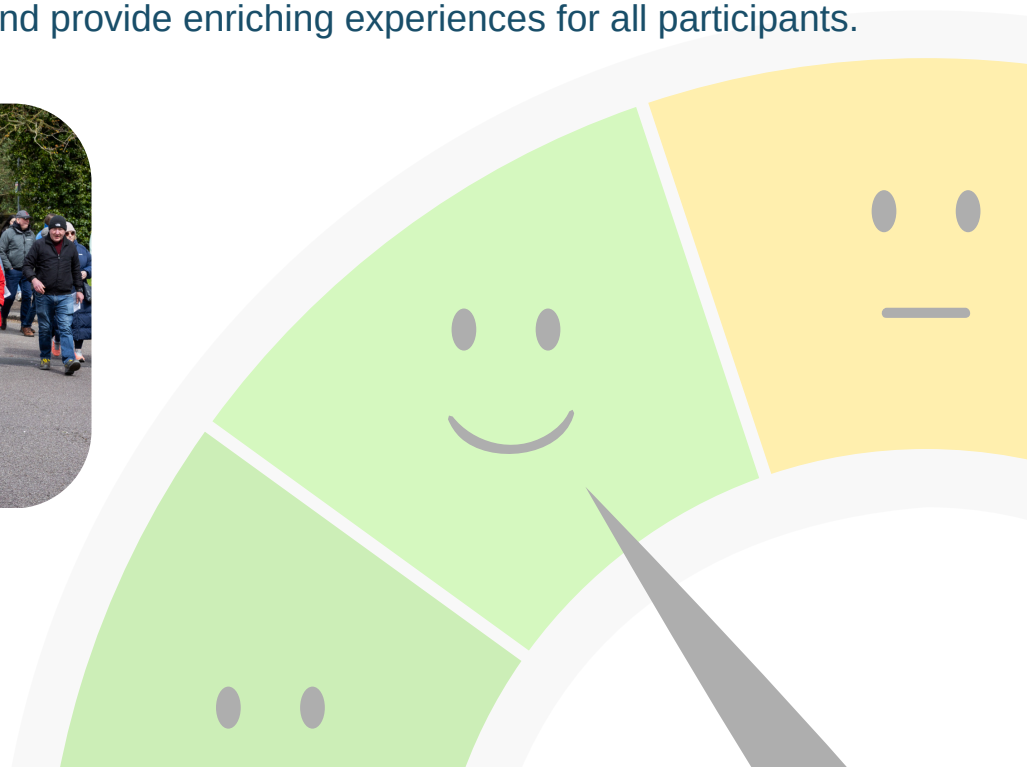
- Positive experiences with participant engagement and the supportive atmosphere.
- Suggestions for enhancing promotional efforts and improving the registration process.
- Requests for additional training on digital engagement and social media use.

RECOMMENDATIONS:

- **Early Program Development:** Continue to produce and distribute the program brochure at least three weeks in advance to allow for better planning and promotion.
- **Volunteer Strategy:** Develop a formal volunteer strategy to clearly define roles, manage tasks efficiently, and possibly engage interns for support.
- **Enhanced Support for Hosts:** Provide additional resources and training on digital engagement to help hosts maximize their event reach.
- **Improve Communication:** Strengthen communication between city and county events to ensure consistency and address any issues promptly.

CONCLUSION:

The feedback from the event hosts was overwhelmingly positive, reflecting the festival's successful execution and impact. By addressing the areas for improvement and implementing the recommendations, the Cork Lifelong Learning Festival can continue to grow and provide enriching experiences for all participants.



• Upcycling event -Bike maintenance event -History talk
"People enjoyed it."

• Walking Tour, Cork Union Workhouse
"Lots of people attending!"

• Altrusa Literacy Scheme Library Open Evening. City Library.
"Mixes of co-operating groups; energy from sharing achievements."

• Douglas Young @Heart, multiple events
"The fun and joy it brought to people; I was especially pleased to see so many new people taking part and will continue to join us going forward."

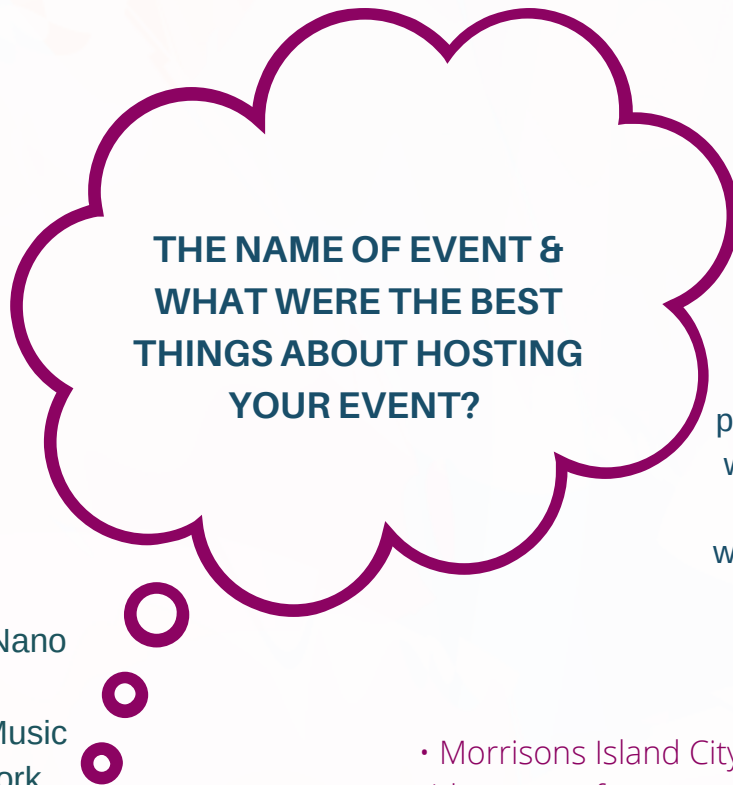
• Songs of Hope Concert Nano Nagle Place
"Collaboration Crowley's Music Centre Education Unit Cork Pridon Musicians Volunteers"

• Beginners Tai Chi & Chi Gong St. Fin Barre's Cathedral Hall
**"People showing up with an interest."
"Meeting and sharing with people who might never explore Tai Chi."**

• Volunteer Initial Tutor Training Workshop
"It was great to host so many people interested in training to give off their own time. A good number of people accepted our invitation to train in this field."

• Open Ukraine, The Carraig Centre, Old Quarter, Ballincollig
"The best were our visitors who actively participated in the events offered."

• Lifelong Learning Festival at Blackrock Castle Observatory - Let's Explore Exoplanets!
"It was a good opportunity to engage with the local community and get feedback on what they like to learn about."



• Make your own Toaster Tongs - Tramore Road Campus CCFET
"The group dynamic and the success individuals felt completing a small thing they could take with them. It was a bit of fun."

• Cork City Fossil Walk
"The festival programme allows us to advertise to a wide audience."

• Ciorcal Comhrá - An Seomra Caidrimh, UCC
"A regular ciorcal comhrá has now grown out of it."

• Turners Cross Community Centre - Local history talk/ parent and toddler sing a long/ walking group/ introduction to art therapy/ parklet plant workshop/ Tramore valley river walk.
"Events went well, received great feedback."

• Morrisons Island City Campus CETB hosted a wide range of events **there was a wide range of topics covered in the events taking place in the Campus.**

"Opening the doors of the Campus to new people who may not have visited the Campus. before. Involving students and staff in the festival as well."

• Open Day Cork City Music College
"It was a fantastic event for us, **we met so many people that would never have otherwise heard about us. Many people just walked in off the street, and we were delighted to meet and speak with them.** It was a hugely positive event and gave our current students an opportunity to showcase their talents."

FESTIVAL COMMITTEE & SPONSORS

This report is an overview of the 19th Cork Lifelong Learning Festival (CLLF), which ran from Wednesday 10th to Wednesday 17th April 2024. The festival promotes and celebrates learning in all its forms, across all age groups and interests, and raises awareness of the wide range of learning opportunities available in the city.

The festival seeks to target those who do not usually participate in learning by bringing opportunities out into the community with a range of free and accessible events. Since its inception, the festival has promoted integration and inclusiveness.

The festival is organised by a Steering Committee of volunteers drawn from a number of sectors, chaired by Willie McAuliffe who worked with The Learning Festival team, Siubhán Mc Carthy, Learning City Coordinator Denis Barrett and Catherine Sheahan to run the festival in 2024.



ORGANISING COMMITTEE

- Chair:
William McAuliffe, National Association of Principals & Deputy Principals
- **Rose Smyth**, Executive Librarian, Cork City Libraries
- **Laura Coleman**, Access Officer, Munster Technological University
- **Christine Nolan**, Access Service, Munster Technological University
- **Íde Dwane**, IPPN, Primary Education Sector
- **Seamus O'Tuama**, Director, Adult Continuing Education (ACE), UCC
- **Ciarán Lynch**, Cork Education & Training Board
- **Keith Murphy**, Cork Education & Training Board
- **Denis Barrett**, Learning City Co-ordinator
- **Siubhán McCarthy**, Lifelong Learning Festival Coordinator
- **Norma Browne**, Learning Neighbourhoods
- **Catherine Sheahan**, Cork City Council Administrator

PARTNERS



SPONSORS



www.corklearningfestival.ie

CORK LIFELONG LEARNING FESTIVAL SPONSORS 2024

- First South Credit Union
- The River Lee Hotel
- The Echo
- Blacknight

Thank you!

We are immensely grateful to all our festival partners and sponsors whose generous support and contributions were crucial to the festival's success. Your dedication and commitment have not only made this years festival possible but have also significantly enhanced the overall experience for our community.



BUILDING ON PREVIOUS FESTIVALS

This was the third CLLF after a two-year hiatus due to the Covid-19 pandemic. The festival continues to build on the success of previous events. The CLLF guiding principles are:

- ALL EVENTS TAKE PLACE UNDER THE LIFELONG LEARNING FESTIVAL BANNER – THE FOCUS IS NOT ON INDIVIDUAL PROVIDERS.
- THE FOCUS IS NOT ON RECRUITMENT BUT ON DEMONSTRATING WHAT CAN BE DONE.
- ALL EVENTS ARE FREE.
- AS MANY EVENTS AS POSSIBLE ARE EXPERIENTIAL OR INTERACTIVE, ALLOWING THE PUBLIC TO JOIN IN AS WELL AS WATCH AND LISTEN.

Within the festival programme, there is no hierarchy regarding events; all have equal validity, regardless of what sector or level of achievement they showcase. The first festival in 2004 was organised as a pilot project and ran for three days with approximately 64 events. By 2006, it had expanded its duration to a week, with over 140 events organised. That number increased to over 230 by 2008. By then, the festival had achieved its aim of offering events across all age groups and a huge range of interests.

The festival has developed each year since through a combination of new participants and those already involved increasing the number of events offered. Some participants, for a variety of reasons, do not take part every year – they drop out and return. The festival has become an established annual event, eagerly anticipated by many. Public support is demonstrated by the attendances at all events.

The CLLF has continually adapted to the evolving educational landscape, integrating innovative approaches to lifelong learning. Workshops, seminars, and interactive sessions have become a staple, reflecting the dynamic and inclusive ethos of the festival. The return after the pandemic marked a significant moment, emphasizing resilience and the enduring value of learning in the community.

Each iteration of the festival brings fresh ideas and renewed enthusiasm. Organisers and participants alike are committed to fostering an environment where learning is accessible, enjoyable, and beneficial for all. This dedication is evident in the diverse range of events that cater to various interests, from arts and crafts to technology and science.



The CLLF's success is also attributed to strong community involvement and partnerships with local organisations, educational institutions, and businesses. These collaborations ensure a rich and varied programme, highlighting the wealth of knowledge and talent within Cork.

Looking forward, the festival aims to expand its reach and impact, continuing to inspire and engage the community. The principles established in the early years remain central, ensuring that the festival remains a vibrant and integral part of Cork's cultural and educational landscape.



FESTIVAL LAUNCH

The CLL Festival launch event took place in Council Chambers, Cork City Hall on 22nd March 2024. Lord Mayor of Cork, Cllr. Kieran McCarthy, launched the festival and said, "Through the festival, Cork's Learning City experience will be built on to ensure that new avenues for learning, education, and training of all kinds are being made available to those who find them hardest to access. The longest journey starts with the smallest of steps."

The launch featured a Japanese-style dancer, 'Nana', a student currently studying at Munster Technological University, and a lively traditional musical performance by teachers and students from Terence MacSwiney Community College. Approximately 60 individuals attended, representing event hosts, community organisations, learners, sponsors, and partners.

Speakers at the event included:

- William McAuliffe, Festival Chair
- Lord Mayor of Cork, Cllr. Kieran McCarthy
- John Fitzgibbons, Cork ETB
- Siubhán McCarthy, Former Festival Coordinator
- Mairead McGuinness, Echo & Echo Live
- Denis Barrett, Cork Learning Cities Coordinator



Denis Barrett presented a plaque to Siubhán McCarthy for her dedication and commitment to Cork's Lifelong Learning Festival over the last number of years. Willie McAuliffe thanked members of the CLLF committee and event hosts and participants over the years.

Printed Cork Lifelong Learning brochures, window stickers, and posters were available at the launch for collection by host individuals and organisations.

Photographer Darragh Kane was commissioned to take a series of launch event photos, and a variety of his photographs featured in the press, adding to the reach of the Festival promotions. The Cork Lifelong Learning Festival Launch is a key opportunity to begin circulating boxes of the physical brochure to event hosts, partner organisations, and neighbourhoods.

In addition to the speeches and performances, the event provided a platform for networking and collaboration among various stakeholders. Attendees had the chance to discuss potential partnerships and initiatives that could enhance the learning opportunities in Cork. The festival aims to create an inclusive environment where lifelong learning is accessible to all, fostering a community spirit and encouraging continuous personal and professional development.

The launch not only celebrated the start of the festival but also highlighted the importance of lifelong learning in the city's development. It emphasised the collaborative effort needed from all sectors of society to ensure that everyone, regardless of their background, has the opportunity to learn and grow. The event set a positive tone for the upcoming festival activities, promising an engaging and enriching experience for all participants.



PROGRAMME & GRAPHIC DESIGN: FESTIVAL PROGRAMME & SEARCHABLE WEBSITE



The call out for host submissions to the 2024 Cork lifelong Learning Festival took place on 2nd January 2024 with a deadline for submissions on 31st January 2024. The deadline was extended by approx. 1 week for organisations sending in a large number of multiple events, Cork City Libraries, Cork College of FET Morrisons Island and UCC. We once again used the online 'Submit' form available on Cork City Councils website. The use of Submit streamlined the database system of event listing production introduced in 2019. Previous and new event hosts were invited to submit their events online via a widely distributed link. After the deadline for submissions the data for all events was then extracted by the event coordinator who then created a comprehensive database of all proposed events in date and time order.

The 2024 version of the CLLF brochure was 108 pages, including listings of all Festival events, welcome messages from the Lord Mayor of Cork Cllr Kieran McCarthy, Denis Leamy CE of Cork ETB representing all the festival partners and a message from Co-Chair Willie McAuliffe. In addition to the festival listings (and index 88 - 105) the festival brochure also featured pages on the following

This database then fed into the design of the Festival Brochure and searchable website, which was undertaken by Doodle Creative, a Cork based company who have designed the previous iterations of same.

The database of 2024 events were submitted to the graphic designers on schedule on the 19th of February and the programme went to print on 5th March.

Following on from the decision in 2022 to move away from yellow as the cover colour of the programme the 2024 cover colours were an energetic combination of orange, blue, green & yellow.



- Cork Conversations International Seminar Pg. 6
- Community Education Engagement Group Pg. 57
- Cork Access Network Pg's. 78 & 79
- Cork City Climate Action Pg. 77
- Cork Celebrates LL Awards Pg. 76
- CLL Festival and Féile an Phobail Belfast Pg. 85
- Cork UNESCO Learning City Pg's. 80 - 81
- All Ireland Network of Learning Cities Pg's. 82
- 'Our Learning Island' Shared Island Pg. 84
- Cork Learning Neighbourhoods Pg's. 86 - 87

11,000 copies of the brochure were printed and delivered to City Hall by Cork based company Cityprint. Brochures were distributed throughout the city. Cork City Libraries and Cork City Hall acted as distribution hubs with members of the public and event hosts being directed to these venues to refresh their stocks of brochures in the run up to the and during festival week.

Doodle Creative also produced a searchable website at <https://corklearningfestival.ie> and a 'flip-book' online version of the CLLF Brochure was also shared on the website and made available at:

Cork Lifelong Learning Festival 2024 (corkcity.ie)

Both online versions were shared extensively on social media.

Thank you to the Climate Action Team at Cork City Council for their generous contribution of €1,205.00 towards this year's printing expenses, allowing for the use of 100% recycled paper.

GO GREEN



THE 19TH FESTIVAL: THE WHO, WHERE & WHAT

CALL OUT FOR EVENTS 2024

The call for submissions to the festival went out via email just prior to Christmas to all of the existing database of past event hosts. The call-out was also sent out via social media and the cork learning City website was updated with a link to the online submission form (via submit). The deadline for submission of events was set as 31st January – 5 weeks after the original call-out, an extension was made available to a handful of individuals submitting multiple events. The vast majority of events were submitted in advance of the deadline or within a week of same. There comes a point in the programme production where no new submissions can be accommodated (when the programme goes to the designers). The quality and diversity of Festival events was retained for the 2024 Festival. The response from existing and new hosts to the Festival across a variety of different venues was enthusiastic

19 events spanned multiple days during the week including **12 multi day exhibitions** hosted by Cork City Libraries. 146 of the individual events listed took place in Cork City Libraries – equating to 39% of all Festival events for 2024. The libraries play a very significant role in the success of the CLL festival year on year. Cork City Libraries provide a safe, accessible, and inclusive public space for hosts.

Cork City Libraries also act as ‘hubs’ throughout the city for the distribution of the physical brochures all around the city. The CLL Festivals partnership with Cork City Libraries is key to the festivals continued growth and success. Committee member and Executive Librarian, Rose Smyth is to be acknowledged and highly commended on her sterling work in collating and submitting such a large volume of events.

MANAGEMENT OF EVENT DATA

As the number of festival events have grown year on year the ability to manage festival data has become a critical issue. Since the 2018 festival all event listings, once submitted, have been recorded on Excel spreadsheets. The capturing of all data on a master spreadsheet has facilitated the following developments for the management of the festival;

- Ease of capturing festival metrics eg. subject or venue data as displayed below.
- Ease of production of an Index
- Vital for the production of a searchable webpage
- Ease of cross-checking listing data with hosts of multiple events

The index and the searchable webpage have been widely praised in event feedback. In 2022 one survey respondent remarked 'General public still like the paper Brochure as opposed to the online version', the 'general public' are not being asked to choose; the printed brochure has been supplemented by the online version rather than replaced by a digital version.

In keeping with the previous three festival programmes this year's brochure used only a selection of archived photographs from previous Festivals events – no stock images are used in the programme. Following completion of the production of the printed brochure Doodle Creative updated a searchable webpage as part of the festivals digital promotional tools.

Fringe Festival Events

A suite of Lifelong Learning events were submitted by the Cork College of FET – Kinsale College and these events made up our Fringe Festival page in the programme.

County Wide Events

In addition to the fringe events mentioned above Cork County wide Lifelong Learning events took place in different communities across the county, many of whom tagged us on social media.

Responding to Event Changes

Four events were cancelled during the festival and the online brochure was immediately adjusted to reflect this. There were minor adjustments to some event times and venues after the brochure was printed and circulated. Once the festival brochure is printed misprints and errors in event listings are highlighted via social media or on the web listings. Five online events had no booking link printed in the brochure – we contacted the event host to let them know and highlighted the link online.

As a precaution against errors, once again this year there was a cross check procedure in place with venues/organisations hosting multiple events. After event data was uploaded into the main programme spreadsheet the relevant portion was sent back to the organisation in question for cross check to ensure all data was correct, a particularly important cross check was completed with Rose Smyth representing the Cork City Libraries events.



Marketing and PR Media Partnerships:

'The Echo' continued its role as media partners to the CLLF for 2024. This partnership is of huge value to the event providing extensive media coverage to our audience and potential supporters or hosts in Cork. Media Partnership deal included a very significant level of Editorial and Photographic coverage of Festival news and events including the launch across print and online.

In return:

- The Echo logo appeared on all communications.
- The Echo was afforded exclusive access to news and feature stories and photo/video opportunities.
- Opportunity to display The Echo branding at Festival Launch, in brochure and online.
- The Echo be mentioned as Media Partner in all advertising, releases, and announcements.



Purchased Advertising:

This year we took the cover of the local WhazOn for the month of April. Appearing on 30,000 Front covers and given high profile on www.whazon.com. WhazOn also supported us with relevant postings on Facebook & social media and CLLF was listed in the events section in print & online.

Banners:

Doodle Creative crafted banners, with six of them subsequently printed and displayed across various locations in the city, including the English Market, Parnell Bridge, Morrison's Island campus, CETB Training Centre in Bishopstown, Munster Technological University, and University College Cork.



April 10th
to 17th

FREE Events
City wide

Proud Partner:



Cork
Lifelong
Learning
Festival

Over 400 FREE events
in Cork City from
April 10th to 17th
corklearningcity.ie



Bus Stops

25 BUS STOPS AROUND CORK CITY!

Doodle Creative created bus posters, with **25** of them printed and strategically displayed at various bus stops throughout Cork City. Gratitude is extended to the Communications Team at Cork City Council for their support in this endeavour. The total expenditure for printing 25 posters amounted to **€246.00**, facilitated by Horizon Digital Print.

This widespread promotion of the Cork Lifelong Learning Festival via bus stops across the city proved to be an exceptional promotional opportunity for the festival.

The bus stop posters not only increased the visibility of the festival but also played a crucial role in reaching a broad and diverse audience. Positioned in high-traffic areas, these posters caught the attention of daily commuters, residents, and visitors, ensuring that the festival's message was widely disseminated. The vibrant and engaging designs created by Doodle Creative effectively captured the spirit of the festival, inviting people to participate and explore the numerous learning opportunities available.



Learning Cities Conversations

Learning for Sustainable Development

Learning for Sustainable Development. International innovations in action: Inspirational and transferable examples from Learning Cities around the world was held in Triskel Christchurch.

A flagship event of the Cork Lifelong Learning Festival, Lord Cllr. Kieran McCarthy welcomed more than 120 delegates and speakers from a variety of national and international learning cities and regions who put forward their innovations and ideas.

Delegates from UNESCO Institute for Lifelong Learning, ASEM Asia Europe Lifelong Learning Hub, European partners from, Austin, and Lowell USA, Irish Network of Learning Cities and

Cork Lifelong Learning Partners were represented at this international event. Innovations, initiatives, and ideas that are helping to transform cities through learning were shared on the day.

THURSDAY 11TH APRIL 2024
9.15AM – 1PM FOLLOWED BY LIGHT LUNCH

Learning for Sustainable Development: International INNOVATIONS in Action
 Inspirational and Transferable Examples from Learning Cities around the world
Triskel Christchurch

FREE SEMINAR
 Come along and meet city representatives from across Europe, North America, and Asia

Share and discuss innovation, initiatives and ideas that are helping to transform cities through learning.



This is an opportunity to hear from and to join in a dialogue with guest international speakers from:

- UNESCO Institute for Lifelong Learning
- ASEM Asia Europe Lifelong Learning Hub
- Europe – The Netherlands, France
- USA – Austin Texas, Lowell Massachusetts
- Asia – Bangkok
- Irish Network of Learning Cities – Limerick, Ballast, Dublin, Derry, Strabane, Waterford & Cork

Teas/Coffees on arrival. Light lunch after event.
 Learning Cities are committed to delivering on the UN Sustainable Development Goals (SDGs) as outlined in the 'UNESCO Cork Call to Action'

NUMBERS ARE LIMITED. PLEASE REGISTER YOUR INTEREST BY TUESDAY 9TH APRIL.
 EMAIL: info@unescocork.org

Host of 3rd UNESCO International Conference on Learning Cities 2017

Learning for Sustainable Development

LEARNING CITY CONVERSATIONS

International Ideas in ACTION

Welcome & introduction
 William McAuliffe
 Cork Learning City Co-Chair
 Rebecca Leary
 Cork City Council

Welcome to **Cork**

Viking Settlements
 Stories are swirling around the streets of this City
 This Building was built on tree trunks!

Lifelong Learning is a **PLAYGROUND of Ideas**

Kieran McCarthy
 Lord Mayor of Cork

UNESCO Global Network of Learning Cities
 Only 10 years old
 The Network grew very fast!
 Resilience
 European Sub Network?
 This Year: Focus on CLIMATE ACTION

Important Connections made at the coffee breaks
 You have the Knowledge
 No END (Lifelong Learning)
 Different Challenges

Learning for SUSTAINABLE DEVELOPMENT
 Partnership is vital
 I don't know everything... I won't ever know everything!
 Citizen Science is Lifelong Learning
 Look at what you're already doing
 Community Collaboration
 DIVERSITY
 Head Heart Hand
 SPEAK THE SAME LANGUAGE
 For the Teacher at the center
 Sustainable Development

Responding to climate change
 Wellbeing
 Belfast

COVID-19
 Wellbeing
 Belfast

Harvesting Turbulence to Drive the Moonshot for Change
 Cork's Anti-Inflation Conference
 Cork

From Gangs to Tech and Politics
 Netherlands

cherry orchards
 Dublin

the Power of Conversation
 Austin USA

Central Texas Learning Region
 Austin USA

Let Many Gather!
 Dublin

Supercharging Lifelong Learning
 Bangkok, Thailand

Happy New Year from the Tourism Service Industry
 Bangkok, Thailand

More People with Lifelong Learning
 USA

DATA-based Learning
 Waterford

ASK THREE!
 Limerick

Similar challenges
 Learning Cities in Action Ideas from around the World
 You can learn something from a stranger!

Learning Cities in Action Ideas from around the World

Cork Lifelong Learning Festival
 An Féile Foghlama

unesco
 Institute for Lifelong Learning

hazelhurlen.com

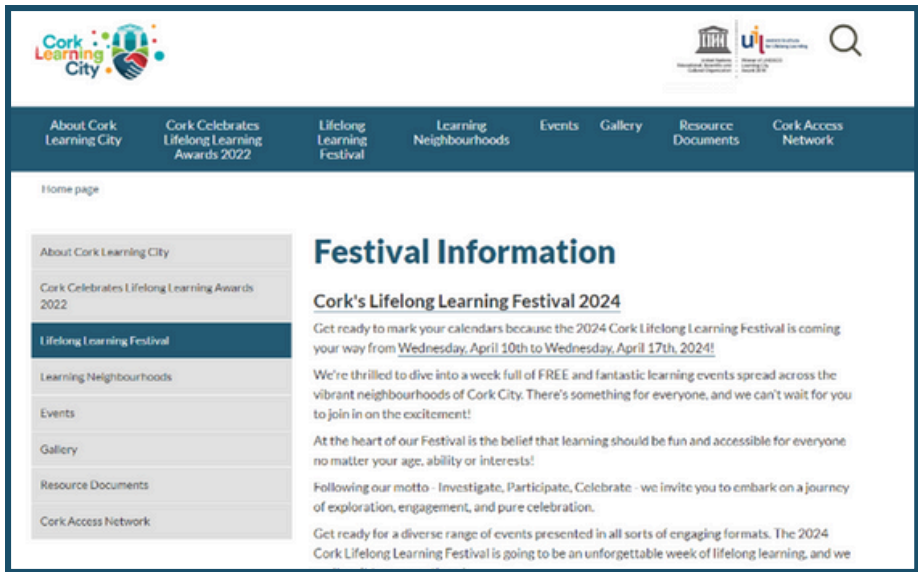


Learning Cities Conversations
Triskel Christchurch - April
2024



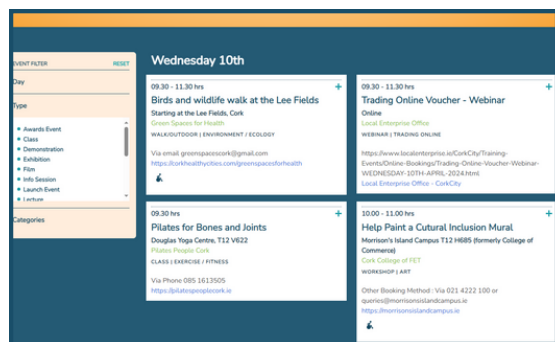
A searchable version of the printed programme is currently hosted at www.corklearningcity.ie. This searchable version of the Website was developed by Doodle creative to work alongside our main Learning City website located at www.corklearningcity.ie

Both websites are linked to by our partners in their websites and social media in MTU, CETB and UCC. Events were searchable by both day and subject matter.

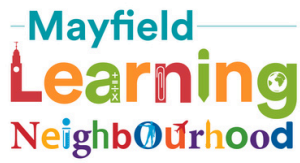


There were live links on festival listings to emails, phone numbers, websites and Eventbrite booking links. There was the facility available to upload images in relation to each listing through the database at the back end of the website. Catherine Sheahan maintained the website by updating the database at the back end and changes on the searchable site went live immediately. The immediacy of changing information on the searchable website is vital when event details change close to the festival eg. Changes in times or cancellation of events.

There is a significant amount of work to do annually on the Learning city website to ensure that it remains current and fit for purpose as a resource to those seeking to know more about Corks status as a learning city and the Lifelong Learning Festival. It is critical that we have a functional and updated website for both the Cork Learning City and Cork Lifelong Learning Festival



CORK LEARNING NEIGHBOURHOODS 2024



Mayfield Learning Neighbourhood welcomed a group of eighteen participants on a six week, 'Introduction to Psychology' short course. ACE lecturer Tadgh Connery lectured on the programme over a six-week period.

This six-week course introduced participants to the field of Psychology and touched on a broad variety of topics, including developmental, social, cognitive, and environmental psychology. Participants explored famous historical psychological experiments and saw how they have influenced our understanding of the human mind and behaviour today. This course was hosted by Mayfield CDP and was funded by the Cork Education and Training Board through the Reach Fund.



Mayfield 'Conversation Cafe' took place in Mayfield Training Centre. Twenty-seven young people from the community took part in a special 'Conversation Cafe' where they were able to explore future pathways available to them. Speakers at the event included Cork College of Further Education and Training (Morrison's Island Campus) principal Helen Ryan; Cork Education and Training Board's senior training adviser apprenticeship services Anne Whelan; and a former Mayfield Community Training Centre trainee Leah Punch who is also a current University College Cork student and is involved in the access programme at the university. Echo live published the following article in relation to the event; <https://www.echolive.ie/corknews/arid-41323951.html>



Mayfield Learning Neighbourhood participated in a 'Places of Learning' photography campaign this year. This campaign was run to celebrate places and spaces in the community where learning takes place. Cork photographer, Clare Keogh, captured images around the Mayfield community in February. The images were exhibited in the Frank O' Connor Library as part of the Lifelong Learning Festival. The exhibition was opened by Deputy Lord Mayor, Cllr. Joe Kavanagh.

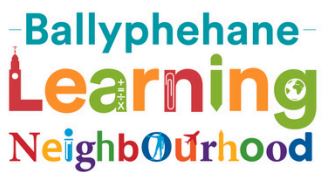
In In Spring 2024, Tramore Road Campus FET are ran a 5-week taster course in partnership with the Togher Learning Neighbourhood group.



This free programme provided a space for participants to sample further education in the community and participants received a warm welcome to Tramore Road Campus by Deputy Principal Shane Lehane and the team.



The Togher Learning Neighbourhood hosted a 'Togher Places of Learning Directory' launch to promote the directory to students and parents of the Togher Girls National School. The event took place in Togher Girls National School. A copy of the Learning Directory was distributed to each student in the school.



Ballyphehane Learning Neighbourhood hosted an 'Arts4All' event in April 2024 as part of the Cork Lifelong Learning Festival.

The event included performances by several local groups including schools, clubs and more who gathered together to celebrate all forms of art within the community. Irish Sign Language Demos, Flower Arranging and more took place on the day. Deputy Lord Mayor, Colette Finn visited the event to celebrate with the community



–Knocknaheeny– Learning Neighbourhood

Knocknaheeny Learning Neighbourhood are developing a Learning Directory for the local area. This directory will provide information about local learning organisations that are active in the community.

Knocknaheeny Learning Neighbourhood will be taking part in the 'Places of Learning' photography campaign this year. This campaign is being run to celebrate places and spaces in the community where learning takes place. Cork photographer, Clare Keogh, will be capturing images around the Knocknaheeny community in February.

Below are images of Knocknaheeny Community Expo that was held during this year's Lifelong Learning Festival where over 50 service providers in the area gathered to show the community what services are available to them.



The South Parish Learning Neighbourhood delivered a 'Neighbourhood University College' programme in Spring 2024. The programme provided participants with a taste of a variety of further and higher-level subjects over an 8-week period.



The programme was delivered in various learning venues across the South Parish to enable participants to explore the wide range of community learning spaces. Subjects included Art and Crafts (Douglas Street Campus), Youth and Community Work (Nano Nagle Place), Genealogy (Cork City Library), Local History (St. Finbarr's Cathedral) and many more.

South Parish Learning Neighbourhood hosted a community fair in Elizabeth Fort on in April 2024 as part of the Cork Lifelong Learning Festival. The fair showcased the activities of a variety of learning organisations in the local community. Local groups, clubs and organisations gathered on the day to celebrate lifelong learning within the neighbourhood. There were talks, musical performances and more on the day to celebrate learning in the community. Barrack Street Band performed on the day to celebrate in their local community



CONGRATULATIONS!!



- “Not use Eventbrite, I would take names”.

- The brochure was excellent, well-structured and lots of content.

- “Ticketing remains tricky. We have a small footprint and as such can’t risk overbooking. At the same time, people reserving tickets for workshops and cancelling last minute continues to be a problem with free events”

- “Tried and trusted”

- “ Need to look at more inclusion type of events involving activities. “

- “Larger print in festival book”

- “No, we had a great day and were delighted with how it went.”

- “No- apart from perhaps revert it back to taking place Sunday to Monday.”

IS THERE ANYTHING YOU WOULD DO DIFFERENTLY/ SUGGESTIONS.

- “I will advertise our event more widely”.

- “Advertise more, edit down some content perhaps.”

- “More notice that a photographer was going to be coming”.

- “Yes, radio ad. Further investment in public engagement.”

- Better signs or symbol for the festival that could be on the locations before they start.

- As a first-time participant, I was very impressed by it all. Thanks for all your hard work.

- “Advertise it earlier”.

- “Libraries were unable to collect names/numbers of people who wished to attend. This was not envisaged. This created organisational issues.”

FEEDBACK 2024:

The Cork Lifelong Learning Festival (CLLF) holds a prominent place in Cork City's events calendar, recognised as a well-established and valuable initiative. The free brochure and program of free events greatly support the festival's inclusive nature. The call for participation was sent out in January 2024 via email and social media to previous hosts, inviting them to join the 2024 festival. The submission deadline for events was January 31st, and it is suggested that this become a fixed annual date.

Hosts are encouraged to submit events of any type, duration, venue, or subject. This open approach ensures broad appeal across various interests and age groups but also presents challenges as the number of events grows each year. Managing this increasing volume of events is critical to maintaining an accessible program. It may be worth considering caps on the number of events a single provider can submit or on specific subjects, which could be discussed at the committee level with input from hosts before the 2025 festival.

A positive experience at a host venue reflects well on the festival, while negative experiences can be damaging. A robust process for handling complaints about events or hosts should be established. Additionally, there is no clear communication strategy between city and county LLF events, and poor experiences in the county could negatively impact the CLLF's reputation.

An online application system, 'Submit' was introduced to expedite processing. Hosts were encouraged to use the online format, event data was uploaded into a spreadsheet for efficient management and the production of the index and searchable website. Given the large volume of events, the physical program can be unwieldy for participants seeking specific events. This issue was partly mitigated by the introduction of an index and a searchable digital webpage in 2019, both of which should be retained.

The CLLF has built a valuable relationship with media partners over the years, which has significantly contributed to the festival's success. These partners are committed, cooperative, and understand the festival and its audience.

The festival benefits from a core group of dedicated hosts who produce events annually and serve as an integral part of the festival, providing both events and promotion. Engaging these hosts more in 2025 could give them a greater sense of ownership of the festival. Feedback from hosts has indicated that the brochure was previously issued too close to the event, affecting promotion and planning. In 2024, the brochure was produced and distributed three weeks in advance, a timeline that worked well and should be maintained.

CLLF enjoys support from long-term fans who eagerly await the program each year and attend numerous events. Many participants have expressed that CLLF is their favourite festival. These participants are invaluable for spreading positive messages about lifelong learning in Cork, and the power of word-of-mouth should not be underestimated.

In 2024, digital media coverage of CLLF improved significantly, with many hosts engaging via social media. Shared hosting of events on Facebook worked particularly well, though some hosts and partners are less engaged with social media. Increasing digital engagement could be an easy win with the right support.

The festival often generates inspiring 'Good News Stories' of individuals rediscovering or developing new passions for learning. Capturing and communicating these stories, as was done with video learning stories previously, this could be a key part of future festival messages.

A formal volunteer strategy could greatly benefit the festival. Volunteers are needed for roles that require significant manpower in a short period, and a strategy to manage and engage volunteers, possibly including interns, could enhance the festival's development. Engaging volunteers in brochure distribution, erecting banners, helping to set up certain events (registration, pullups, catering, tidy-up) are just a couple of specific areas for improvement.

Maintaining strong relationships with existing partners and exploring new partnerships and funding sources is crucial. The festival has developed global links through UNESCO, promoting Cork as a learning city locally, nationally, and internationally. While the CLLF currently has committed sponsors, ongoing work is needed to maintain sponsor engagement.

The festival's established base of hosts and participants provides a solid foundation, but it is important to remain aware of potential threats to its future development. Through CLLF events, Cork Learning City effectively communicates its commitment to lifelong learning. The festival is a valuable tool for engaging with the public, and all partners must support the event responsibly. The festival belongs to everyone in Cork, and continued interagency collaboration is essential for supporting the Learning City project.