



Active Citizenship

The City & Guilds Individual Profile in Active Citizenship is an exciting new type of learning programme. It is an empowering learning tool which people of all ages and backgrounds can use to achieve goals that they set for themselves and embark on a project based on their particular interest in their community.

The idea of the Profile is to enable learners to engage in their own community by gaining understanding of what it means to be a citizen. Offering them various routes to explore their local interests, the Profile gives learners the opportunity to contribute to changes and improvements made within their own community. Diversity, social inclusion and community cohesion are just a few of the themes which make up this new Profile.

The Profile takes learners on a journey to their own chosen destination, offering them options from a wide range of routes and scope for preferred individual learning styles. This 'distance travelled' approach is designed to fit into any community, on the principle that a programme aimed at enabling engagement in Active Citizenship should be accessible for any learner. It is suitable, therefore, for all people, irrespective of employment status or previous employment in education or training. Everyone is a citizen - everyone has something to offer and something to gain. The unique result is a new learning programme, where ownership lies with the learner, based on their preferred priorities and local interest in Active Citizenship. It is a reflective process supporting personal progression through a journey towards knowledge, skills and shared understanding.

The Profile offers a flexible approach to delivery, being ideally suited for both group and individual learning. The benefits of shared learning particularly reflect the Profile's values of shared respect, co-operation and trust.

The learner's journey begins wherever they happen to be now with what it means to be a citizen and how they engage in their community. It ends wherever they want to be - whether that is simply having a better understanding of how their community and the democratic process works, communicating more with different groups of people or organising a group to make changes and improvements in their own community.

Who is it for?

It is for individuals who:
are not actively involved in their communities but who would like to be

- ♦are already involved in some aspect of work in their community and would like to become more effective
- ♦have an interest in a particular issue or group within their community
- ♦would like to understand more about how communities work
- ♦would like to make a difference.

It is as much for those with little or no traditional academic ability or confidence as for those who are professionally qualified or individuals with a high income. It should appeal to anyone who has an interest in their community.



How does it work?

The Profile is divided into five themes, and each theme contains a number of units relating to it, and they are grouped as follows:

Theme 1:

Your community

- Your community - past and present
- Your community - your experience
- Thinking about change - recognising challenges
- Discovering themes and groups

Theme 2:

Taking up a challenge

- Public health
- Community safety and security
- Improving the environment
- Learning, education and employment
- Encouraging sustainability
- Live the action (Local initiative)
- Taking action:
 - Navigating through the challenge
 - Communicating effectively

Theme 3:

Celebrating difference

- Bridging the gap between generations
- Respecting diversity, beliefs and cultures
- Disability and society
- Exploring alternative lifestyles

Theme 4:

Participating in a responsible society

- Discovering the decision makers
- Participating in organisations
- Understanding local governance
- Developing co-operation and trust

Theme 5:

Heart and mind decisions

- Rights and responsibilities
- Extending social inclusion
- Building better relationships
- Making a difference

Learners choose up to 10 units from across the themes and are guided through their choices and their journey by a tutor or mentor.

Where did it all begin?



It all began in Salford, where Mike Felse, Chief Executive at Proud City, had been active in his local area for years. But during 2005, the Year of the Volunteer, Mike's interests and efforts in his community were recognised - with the City & Guilds Individual Profile in Active Citizenship.

Over 160 Salford citizens took part in the initial pilot of the Profile - young and old, from all walks of life. And the word on the street is that this is only the beginning. The following quotes shed some light on the positive and enthusiastic experiences of some of the learners on Theme 1.

Bernadette (the volunteer): Brilliant! Ties everything together right from the start. I must say, I never imagined City & Guilds could be so in touch with everyone and find a way to make us all sit up. Theme 1 makes me want to do all the other units that follow.

Mathew (the student): Put this into the university and colleges and you will see young people better prepared to be a new generation of decision makers. Theme 1 is too good. Young people, no matter if they are students or not, are experiencing adulthood at an earlier stage than the last generation. This means change has to happen soon and to neglect the opportunity to engage us is dangerous. The message in Theme 1 is loud and clear - we are the community - what has been put together is nothing short of a miracle!

Group comment (on unit 4: the meaning of public involvement)

Well if this does not make a difference to the 20 million volunteers in realising they are the public involvement mentors, we will be amazed. What City & Guilds has here is the opportunity to become the Leader in community inspiration. This unit lets us see how it all comes together.

To find out more about the content on of the Profile, visit our dedicated webpage at

www.cityandguilds.com/community.