

# Bespoke Content Development

## Service Definition Document



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# About Us

# Our Team

## Inspiring Learning for All

We create innovative digital learning experiences that inspire people and develop the skills they need to thrive in their careers. We believe the most effective way to deliver great results is to make learning meaningful and engaging.



With experience of delivering training to more than 3 million learners, across a range of sectors, our insight helps us develop the right learning resources to inspire.

Our products and services fall across the following key areas:

- Learning Management System
- Bespoke Development
- Consultancy
- Off-the-Shelf Content



Known as the most learner focused organisation in the sector, Virtual College has been providing technology to inspire learning for all since it's foundation in 1995.

Recognition from our industry colleagues include:





# Bespoke Digital Learning

# Bespoke Development

Our bespoke team create learning solutions to change behaviour and influence the culture of organisations. Success comes from ensuring learners remain at the heart of learning design.

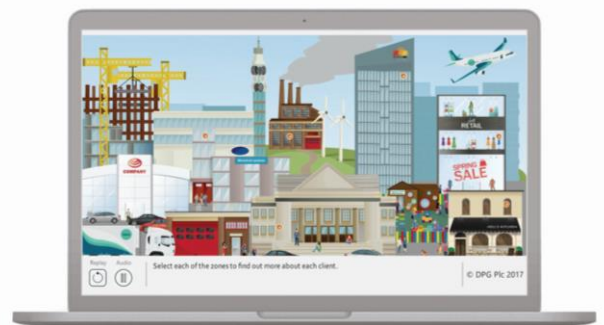


The learning material we create inspire people to develop and thrive in their careers – realising their own power and potential.

Through them, we help the organisations they work in to prosper, grow and reach their potential too.

Our bespoke solutions are:

- Designed to engage and inspire learners
- Targeted to meet your unique training objectives and requirements
- Built to support or replace an existing face-to-face training solution
- Created to align with your specific policies, processes, branding and tone
  - Developed to maximise your own rich media requirements





# Case Studies



# The Home Office

In 2014, the Home Office reviewed the national guidelines on responding to Female Genital Mutilation (FGM). As a result, they found that there was a lack of accessible training on FGM

The Home Office's brief was to develop an e-learning course which raised awareness of FGM, the law and how to identify females at risk. It was to be particularly aimed at the health, education and social work workforce.

We worked with a complex group of stakeholders from the Home Office, NHS and social care departments to ensure we handled this subject sensitively and considered the viewpoint of learners with an ethnically diverse background.



## Outcomes

Over 200,000 learners have completed the course across the UK:

- 98% would recommend the course to others
- 84% would feel 'quite' or 'very' confident when confronted with an incident of FGM

## Learner report significant behaviour change as a result of completing this training.

In a survey of 4,000 learners over 55% changed the way they work and over 50% of respondents' organisations now do things differently.

Organisations report:

- 850 have made FGM awareness training mandatory
- 56% now have clearer written policies and procedures
- 20% have created campaigns to raise awareness
- 140 have formed a joined-up approach with other agencies.



In 2017, we were awarded Gold at the Learning Technologies Awards for excellence in the design of learning content in the public and non-profit sector.



# Developing People Globally (DPG)

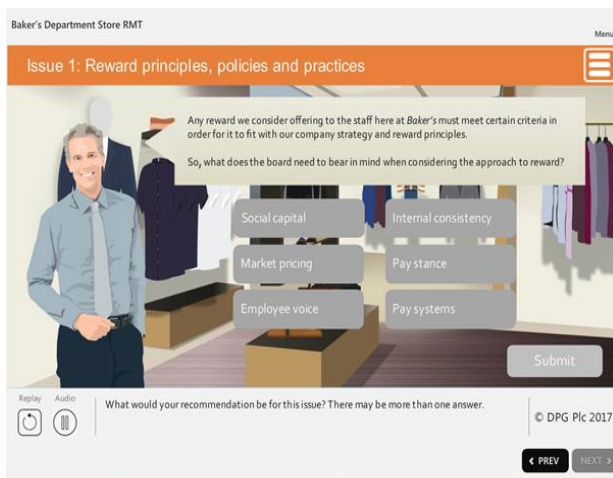
DPG plc. specialises in CIPD accredited HR, L&D qualifications and apprenticeships. They wanted to expand their portfolio of CIPD-accredited courses to international learners with a more profitable, online-only version of their Level 5 Human Resources Management.

Working with DPG's stakeholders, we scoped the process and produced a detailed learning strategy to help DPG secure CIPD accreditation for this online-only version. The course content includes a virtual 'business district' to help learners understand and apply HR theories. Characters were designed to reflect a diverse mix of genders and ethnicities. Alongside scenario-based formative assessments, learners took part in evening webinars and the DPG Community - a social platform with over 6,000 members.



*"Thanks to the way the project was managed, this was the least stressful product launch we've ever had."*

Gail Power – Head of Operations



## Outcomes

- Growing DPG's CIPD portfolio and number of international learners
- Improving DPG's profit margin for delivery of the course
- Reducing the cost to the learner (£400 - £600)
- 97% of respondents completing the course would recommend it to colleagues



**How we can help you**

# Consultancy

Our team, as well as being experts in the design of learning technology provide an impartial consultancy services which include:

→ **TNA and business case** : evaluating your current and future needs against your organisational goals to recommend solutions, and a business case.



→ **Digital learning strategy**: supporting L&D professionals deliver impact with proven return on investment through creating a cohesive learning strategy.

→ **Training impact and evaluation services**: evaluating the efficiency and impact of your training and digital tools against your organisational objectives and recommending how to improve ROI.

→ **Commercial strategy**: through market research and industry insights we help you commercialise training to build a successful business model.

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# Virtual Simulation

Our virtual simulation training tool provides a platform to enrich professional development within the workplace. Participants are able to master complex interpersonal skills and practice a variety of scenarios to transform their performance.



All interactions are live, with experienced actors operating avatars in real time. Each scenario is bespoke to the client's needs and is scoped, researched and rehearsed prior to delivery.

This scenario-based approach allows learners to see the immediate effects of their actions and test different approaches when working with people.

This tool is ideal for a range of training requirements, including:

- **HR training** - participants can practise difficult scenarios such as discussing company dress code with an employee or speaking to an employee who feels discriminated against. It is also ideal for preparing managers for staff reviews and appraisals.
- **Customer service training** - can be used to build multiple skills such as placating angry customers, testing and enhancing product knowledge and answering difficult questions.
- **Leadership and management training** - allows employees in management positions to practice a variety of scenarios in a safe environment, allowing them to trial different ways of giving employees feedback to discover the most effective approaches and build confidence in handling tough conversations.
- **Coaching skills** - provides mentors with an understanding of how to make a significant impact on their mentee's performance and the overall performance of the company.

# Serious Games and Simulation Training

Serious Games are a fantastic way of elevating your learning and development programmes, creating high levels of engagement and assisting in knowledge retention and behaviour change.

Serious Games have that 'replay-ability' factor that allows learners to constantly top up their knowledge in a quick, easy, and enjoyable environment. Games can include strategy elements, branched conversations and scenarios, levels, and leader boards and are custom designed for the desired learning outcome.

Serious games can aid training in:

- Compliance such as diversity training
- Change management
- Internal communication
- Induction and on-boarding
- Call centre/ helpdesk systems training



We create simulated systems, which are designed to match the look, feel and functionality of any programme or software solution. This enables learners to practice different software scenarios in a safe environment, learning from their mistakes without the fear of disrupting live data. Providing learners with a training platform such as this results in staff reaching a competent level in a much shorter space of time.

The use of a dynamic database ensures that learners are presented with realistic dates and details and crucially, data is different each time the learner is presented with a real life scenario, making the simulation as realistic as possible.

# Contact details

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"Using their qualification mapping expertise, Virtual College understand how digital resources support qualification delivery."

Matthew Smith, Learning & Employments Product Development  
Officer, Interserve

"The relationship is first class, they are one of the very best suppliers I have ever worked with. It's more of a partnership than a supplier relationship. The team are creative, friendly, fun and add real value to our on-going developments in these areas. I honestly would not hesitate to recommend them. I suspect you will be delighted."

Andrew Ward, Commercial Director, EEF

"Virtual College's passion for the project and their understanding of the sensitivity of the subject, together with their experience of developing products for our target audience, meant that the end product was innovative and tailored to the needs of the learners."

Alison Humphreys, Policy Lead, Home Office