

## Introducing Groop Ltd:

Since 2012 Groop has developed a trusted, secure software infrastructure. We support public sector departments in creating a future-proofed full circle eco-system connecting umbrella organisations with their communities, volunteers, citizens and beneficiaries whilst meeting the needs of all of those within that circle. A one-stop shop for programmes, projects and engagement.

Groop has been built from the ground up using an **API centric model**, utilising the latest fit for the future technology. This enables Groop to be utilised as a scalable platform, giving the ability to build an even more connected network, and enabling engagement with existing CRM style applications.

### Groop is;

- **Scalable** – architecture to handle millions of users
- **Resilient** – resilient architecture that copes with the failure of individual components
- **Secure** – secure architecture with UK Sovereign-held data
- **Separate services** – allows separate services to be developed in tandem and easily integrated into the stack

Groop is hosted by UKCloud, a **highly secure** hosting service accredited with all appropriate ISO accreditations that is trusted by UK Government for HMRC, Home Office and the NHS.

## The Solution:

A Community Management System, Groop offers a full circle eco-system which covers all aspects of managing a hierarchical organisation across its structures, linking staff, volunteers and beneficiaries.

Public sector organisations and large charities benefit from:

- Governance structures and oversight of service delivery
- Underpinning risk management solution
- Community level data and organisational intelligence
- Ability to share information and resources
- Consistent communication across communities and between staff, volunteers and beneficiaries
- Impact measurement through custom built reporting to inform future strategic planning and funding
- Potential cost savings

Groop's software is an enabler, providing easy to use communication and organisational tools to support service delivery; safeguarding and risk management processes; data collection and reporting to measure the social impact of their work.

Groop can support a range of customer use cases: For example Local Authority Use Cases (enabling growth opportunities within each Local Authority) :

- a) Crisis and Disaster Recovery Planning, e.g. ability to rapidly communicate directly with grass roots organisations and volunteers in an emergency and joined up way
- b) Volunteer support, e.g. building on the legacy of work-aged volunteers coming forward during the Covid-19 pandemic that better reflect diverse communities and the opportunity to grow a 'new volunteering normal' in communities
- c) Cloud based and secure Community Management Platform for community groups enabling data collection, communication, managing people and governance processes, impact reporting
- d) Tail-end contract impact measurement, e.g. uploading evidence for small grants and contracts
- e) Social prescribing, e.g. signposting staff, volunteers and patients/members to quality checked activities in the community
- f) Small business intelligence hub, e.g. providing information and communicating with small businesses
- g) Citizen panels, e.g. Sending out surveys to a defined group or more widely out to everyone using the platform
- h) Community engagement - Enable digital household contact, saving the LA money by providing up to date news and information out to communities, across a whole public sector and / or e.g. segmented by place, by ward, or super output area

The team at Groop work with our customers using our 5 D's model - see Figure 1 below.

**Figure 1**

**Discovery.** The agile team at Groop understand the outputs, outcomes and long-term impact that the public and third sector look to achieve. We work closely with our customers from the outset, to understand (as part of a discovery process) the problems they need to solve and the outcomes they wish to meet. These include efficiency and the ability to maximise safeguarding and provide impact reporting to inform strategy and funding.

**Design.** Using a set of configurable features, we then swiftly create an infrastructure for them that will enable them to manage their services, projects, groups, and people, e.g. staff, volunteers and beneficiaries, across the hierarchy, in a logical and useful manner. Our understanding of what they require sets us apart from our competitors.

**Deploy.** We agree a simple-to-follow onboarding plan, delivering user training and other support provided via a range of automated help prompts, knowledge-based articles, live and recorded webinars available on YouTube and live chats.

**Deliver.** Groop's Account Manager provides ongoing support for customers helping them to make the most out of Groop's range of features, keeping them updated on new releases and ensuring their feedback is factored into new developments on the platform.

**Define.** We proactively support customers with reporting and evaluation activities that support them to report on outcomes and impact.

Every Groop customer has specific goals (increasing efficiency, saving money, scaling their operations). Our Customer Success Team's role is to make sure that the product is configured to help them successfully achieve those goals.

*"We feel Groop enables us to effectively harness the power and commitment of our Community volunteers, and our dedicated staff who co-ordinate them, to safely meet our residents' needs, thereby making a difference in our communities, now and in the future."*

*Through 'Groopchat', this enables us to communicate more effectively with our volunteers and the App is fully accessible whether on mobile, tablet or desktop. Having all the information on one screen is also a huge benefit for the user."* Syd Dennis, Service Manager, Rhondda Cynon Taf County Borough Council

## Traction

We have supported 700,000 positive participations in activities to date. Our customers range from:

### Public Health and Care Services

- Royal Voluntary Service, <https://www.royalvoluntaryservice.org.uk>, who manage a range of clubs and groups and are planning to extend this to further volunteering services
- Broader Public, Charitable and Voluntary Sectors
- Local Authorities, e.g. Essex County Council Youth Service record and report youth club user demographics
- Voluntary, Community and Social Enterprise (VCSE) Sector, e.g. Woodcraft Folk's 400 branches use Groop to manage activities and collect payments  
<https://woodcraft.org.uk/groop>, English Heritage's manage their Shout Out Loud Youth Project, in partnership with British Broadcasting Company (BBC):  
<https://www.english-heritage.org.uk/support-us/Volunteer/shout-out-loud/>
- National Sporting Bodies, e.g. Sported [www.https://sported.org.uk/](https://sported.org.uk/)

Our management platform has evolved through a range of technologies since our inception in 2012, and since that date, through gathering qualitative and quantitative data, we have developed a deep understanding of our customer user journeys and sector experience that is recognised by our clients and partners as unique in our field.

Groop offers a unique full-circle solution, allowing organisational oversight with infinite hierarchical and management structures, i.e. organisational governance and compliance,

communications and data management, through to staff, volunteers and grass-roots participants, enabling a fully managed SAAS solution for any eco-system.

Groop addresses the market's priorities of data security, compliance and governance, communications & revenue management

- A flexible, customisable SaaS platform able to provide event, staff and volunteer management: <https://groop.com/features/>
- Reporting designed for impact KPIs, funders and compliance
- Secure data and GDPR compliance
- A flexible hierarchical structure enabling Governing Bodies to have consistent data and communications right down to their regional programs, individual members & volunteers at a local level

## Demonstrations & Proofs of Concept

To show you the power of the platform, we would be happy to demonstrate it, or to implement a proof of concept or pilot. We are also happy to contract and deliver separate alpha and beta implementation phases in line with UK government best practice advice.

## Ordering, Invoicing & Termination

Groop Ltd is provided on a monthly SaaS (Software as a Service) subscription paid annually upfront. Onboarding and custom development work is charged separately; please see our G-Cloud pricing document for full details.

The service can be ordered via the contacts listed in the section below. Other than for proof of concepts, pilots and during staged implementations, termination must be delivered prior to your renewal date. Buyers can send notification of termination by e-mail to [samantha.bland@groop.com](mailto:samantha.bland@groop.com) or by post to the address below.

## Further Information & Contact Details

If you would like further information on our services, or specific advice on how we can configure them to your particular needs, then please contact us as follows:

Contact: Guy Wendon - Commercial Director  
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