

## Mencap Case Study

## Delivering digital learning in the third sector

## Setting the Scene

Mencap is a UK charity for people with a learning disability as well as their families and carers too. Their vision is for an inclusive world where those with learning disabilities are valued equally and listened to. To make this a reality, Mencap team up with a network of over 400 local groups to reach people across England, Northern Ireland and Wales.

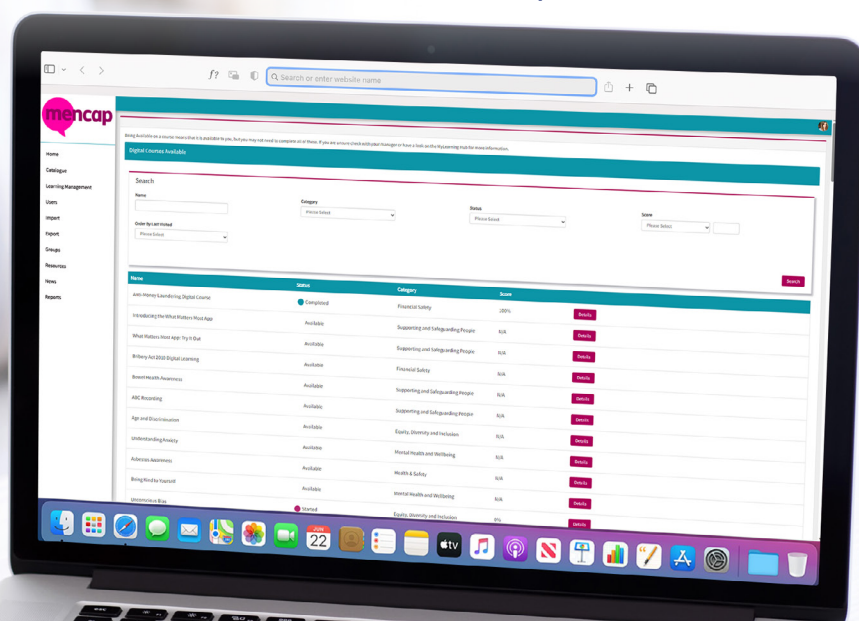
## The Challenge

Mencap's Learning and Development team identified two key challenges within the organisation.

The first was around the induction process. This included a series of welcome days, during which, various presentations were delivered to help new employees learn about the organisation. Feedback indicated that whilst these presentations were useful and interesting, there was too much content to absorb. This was something Mencap wanted to address, so they could welcome all new employees without overloading them.

There was also a need to make other types of training, including career and personal development courses, available to everyone across their organisation. Mencap's second challenge was how to deliver this consistently, in a cost-effective way.

Common to both of these challenges was the requirement to report on course completion rates, for internal records and to demonstrate compliance.



## The Solution

To achieve all of this, a digital learning solution was the clear choice for Mencap. Taking a strategic approach, Mencap chose eCom as their digital learning partner.

Using eCom's flexible, cloud-based learning management system (LMS), eNetLearn, Mencap were able to distribute digital learning content (eLearning) to their 8,500 strong workforce. eNetLearn, internally rebranded as My Learning, was set up to work in partnership with the Mencap intranet and other systems to guide users thorough a clear learning journey.

This digital solution gave Mencap the full picture of learning across their organisation and was also used to demonstrate compliance.

## The Benefits

Embracing digital learning enabled Mencap to develop a blended approach to training their people. eNetLearn gave Mencap the ability to deliver the fundamentals of their induction programme digitally. This was then supported by subsequent face-to-face classroom style interactive sessions on welcome days. This approach created time for discussion during these welcome days, as well as the opportunity for participants to learn from each other, instead of just listening. Post-workshop digital content, delivered using eNetLearn, helped cement new knowledge.







## The Benefits (continued)

Using digital learning resulted in significant cost and time savings for Mencap, since time spent preparing for and delivering mandatory workshops was greatly reduced. This gave employees time for other learning, as well as enabling Mencap's L&D team to create and facilitate learning beyond just what is mandatory. eNetLearn enabled Mencap to provide the career and personal development-based learning they always wanted to offer their employees. This, along with on-demand tools and resources, ensured their people were able to access what they needed when they needed it.

eNetLearn also gave Mencap the improvements in reporting they were looking for. Thanks to seamless integration between eNetLearn and Mencap's other HR software, the L&D team has a much better overview of training across the organisation. With over 13,000 users completing more than 254,000 courses, digital learning has been a huge success for Mencap.

“eCom really understood what we're about and helped us benefit from successfully bringing our learning into the digital era” - **Matthew Perkins, Digital Learning Manager, Mencap**



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