



## Cambridge City Homes 12 week group course

### THE BRIEF

Cambridge City Homes (CCH) were looking at ways to encourage more of their 8,000 tenants to engage online, and were looking to implement a number of community based training schemes catering for general needs tenants (working age 18-60 and 60+), and covering a range of topics, including a mix of digital and financial inclusion subjects.

In addition, the scheme was designed to include the provision of a low cost refurbished laptop for each learner, to help sustain their learning into the future.

### SOLUTION

We Are Digital designed a range of content for the scheme, covering a variety of key subjects, including aspects of financial inclusion (such as online safety, budgeting apps and saving money online), as well as employability support (such as in CV building, job search web sites, and social media), and integrating all of this into a brand-new 12-week intensive group course.

Tier 1 supplied high quality refurbished laptops for each learner on the scheme, with each person contributing towards its cost through a savings scheme, based upon a small contribution each week of the course, and partly subsidised by the landlord (50%). Learners were then able to take away this equipment after the final session, to enable them to continue building their skills at home.

**For further information contact Julian Norton, Digital Inclusion Advisor on 0161 777 1024, or email [jnorton@tier1.com](mailto:jnorton@tier1.com)**

### OUTCOMES

The course was very successful, with feedback showing an average skill level change from level 2 to level 4 for topics such as “finding work online” and from level 2.5 to 4.5 in “utilising the Housing Association website”, a key channel shift driver for CCH.

Almost all residents took up the offer of the refurbished laptop, which reduced the initial equipment outlay by CCH by 50%, and more significantly ensured attendance levels stayed high throughout the course. Subsequently CCH extended the contract for up to 5 more 12 week courses in January 2016.

*“We have found that combining well designed, targeted training with excellent refurbished equipment supplied by Tier 1, our tenants have been able to gain the skills and hardware necessary for them to fully engage with the online world.”*

**Matt, Resident Involvement**