

Spreading the net: How Me Learning created a knowledge hub for Lloyds Bank Foundation's partner charities



Clients: Lloyds Bank Foundation

Activities: Support smaller charities effecting social change

Location: Across England & Wales

Courses: GDPR

About Lloyds Bank Foundation

Lloyds Bank Foundation for England and Wales partners with small and local charities who help people overcome complex social issues. Through long-term funding, developmental support and influencing policy and practice, the Foundation helps those charities make life-changing impact. The Foundation is an independent charitable trust funded by the profits of Lloyds Banking Group as part of their commitment to [Helping Britain Prosper](#).

Solving the GDPR challenge

Michele Lester, Head of Grants (North & Wales) for Lloyds Bank Foundation says:

"We provide a wide range of developmental support, including training, consultancy and mentoring alongside our funding to strengthen charities. Our grant managers build relationships with charities to help them identify challenges and work with partner organisations to deliver solutions.

Our support builds confidence and expertise among charity leaders, helping them thrive far beyond the life of their grant and equipping them to be stronger and more sustainable."

Last year, says Michele, "a number of organisations and charities approached us looking for support, as they were aware that GDPR was coming, but they were not quite sure what they should be doing about it. They wanted help to get ready for the implementation of GDPR, and with a fixed, looming deadline, the Foundation needed to respond quickly."

A blended offer to a nationwide community

Michele consulted with a wide range of stakeholders to understand what support was available, and Lloyds Bank Foundation agreed a broad package of support to respond to the needs of small charities.

"That included a series of road shows," says Michele, for which the Foundation partnered with the Small Charities Coalition, delivering 11 road shows across England and Wales. "We did one-day workshops throughout February and March where we invited the charities we fund to come and attend seminars with an expert in GDPR to talk about the impact upon them and what they needed to know."

Michele continues: "We were conscious that, because we support charities across the whole of England and Wales, not all of them would be able to attend the physical workshop so we needed to think about how else we might support them."

By coincidence, Me Learning had also sent a link to the Foundation about its GDPR courses. Michele and her colleagues were impressed with the sample packages. "We realised this solved our problem of ensuring those charities that could not get to the workshops would still have a quality resource to ensure that they were capable of achieving GDPR compliance."

"Take-up has been great – so far we have signed up 85 charities, which is enormously encouraging. It's a great resource to back up the face-to-face work, and has in fact overtaken that, which was not our original plan, so it has been really satisfying to see how so many charities have embraced it."

A way out of 'second-hand' training

Deploying e-learning added an additional benefit: it meant that anyone working for the Foundation's charity community could receive direct GDPR training, rather than one person attending a workshop and then training their peers 'second hand'.

Michele adds, "Consequently, a number of the charities that attended the workshops have also signed up to the Me Learning package because they wanted to be able to support all their staff, trustees and volunteers."

"We have agreed to fund up to ten licences per charity. Take-up has been great: so far we have signed up 85 charities, which is enormously encouraging. It's a great resource to back up the face-to-face work, and has in fact overtaken that, which was not our original plan, so it has been really satisfying to see how so many charities have embraced it, often in place of face-to-face, sometimes in conjunction."

Me Learning has been fantastic to work with, says Michele. "Our account executive could not have been more helpful – he worked with us to assess what our needs were – we haven't just gone for an off-the-peg, one-size-fits-all solution, because we know that's not what charities need. And he helped us to refine the offer until we found the perfect combination of courses pulled together in a personalised way that met all the needs of our situation and of our partner charities."

Me Learning has been really open to personalising offers for each charity, says Michele: "On one occasion where the charity had a greater e-learning requirement, Me Learning honoured the same discount they had agreed with us overall so that was decent. They're incredibly easy to engage with, and really helpful. It really has been a wholly positive experience."

Why Me Learning?

For Lloyds Bank Foundation, Me Learning was the right choice for:

- Rapid Deployment
- Personalisation
- Customer Experience

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For over 10 years, Me Learning has provided engaging learning experiences for complex and challenging professional environments. Our first class approach has seen us awarded ISO9001 status for quality management, and our commitment to customer service is second-to-none. We were recognised in 2015-16 and 2016-17 as top performers in the Deloitte Technology Fast 500 EMEA, along with receiving many other awards.

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