

CASE STUDY

Go Ape for online learning!

A Virtual College Case Study

Go Ape is the UK's number one
forest adventure



The features

Virtual College have an array of tools to help businesses achieve their goals, the following were used to help Go Ape:

<input checked="" type="checkbox"/> E-learning courses	<input type="checkbox"/> Evaluations	<input checked="" type="checkbox"/> Tracking of Learner Progress	<input type="checkbox"/> Events
<input type="checkbox"/> Training Needs Analysis	<input type="checkbox"/> E-portfolios	<input checked="" type="checkbox"/> Reporting	<input type="checkbox"/> Manage Requested Learning
<input checked="" type="checkbox"/> Certificate Printing	<input type="checkbox"/> PDPs	<input type="checkbox"/> Competencies	<input type="checkbox"/> Requested Learning
<input checked="" type="checkbox"/> CPD Tracking	<input type="checkbox"/> Job Roles	<input type="checkbox"/> Competencies	<input type="checkbox"/> Skills Matrix

This case study will focus on the following key areas:

<input checked="" type="checkbox"/> Company Policy & Procedure	<input type="checkbox"/> Induction	<input type="checkbox"/> Product Training	<input type="checkbox"/> Equipment Training
<input type="checkbox"/> Skills	<input type="checkbox"/> Competency	<input type="checkbox"/> Appraisals	

Overall benefits demonstrated by this case study:

<input type="checkbox"/> Cost Reduction	<input checked="" type="checkbox"/> Increase in Quality and Consistency	<input checked="" type="checkbox"/> Reduced Carbon Footprint	<input checked="" type="checkbox"/> Flexible Route for Learning & Skills Development
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For more information on the features and tools used, please call us on 01943 885085, email questions@virtual-college.co.uk or visit www.virtual-college.co.uk

The background

Go Ape is the UK's number one forest adventure - dedicated to living life a little more adventurously, having fun with friends and family and getting in touch with your inner Tarzan.

The classic and original Go Ape experience is a 2 – 3 hour Tree Top Adventure involving flying down zip-wires, leaping off a Tarzan Swing and tackling crossings whilst enjoying some of Britain's most breath taking scenery.

There are 28 Go Ape adventures around the country but no two Tree Top Adventures are the same.

Some locations also offer other outdoor activities like Tree Top Junior courses for kids and Forest Segway Experience safaris.

The Grizedale Forest Go Ape is home to the very first Zip Trekking Adventure.

Go Ape has around 100 permanent members of staff and another 600 staff employed on a seasonal basis.

"Delivering PowerPoints face to face was time consuming and inefficient."

Rob Davies,
Area Manager for Go Ape



The challenge

“
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”

As Go Ape expands and adds additional activities at many of its sites, it has created the new role of Deputy Manager.

The Deputy Manager works closely with the Site Manager to ensure targets are met and sites are run successfully. This may include any aspect of site operation including staff, equipment, facilities, health and safety, customer-care, administration and local marketing.

Many of these new positions are being filled by members of staff who have been promoted through the company.

Rob Davies, Area Manager for Go Ape, explained: “We saw an opportunity to up skill and support these members of staff in their new roles.

“Being geographically dispersed across a wide area creates some practical issues for traditional face to face training so we started to look for alternative solutions.”

The Solution

"The People Manager's Toolkit from Virtual College was identified as an ideal way to help our Deputy Managers reach their full potential," said Rob.

"We opted for the Advanced Level package to give access to a wide range of appropriate resources and City & Guilds accreditation means the learners have something of recognisable value at the end of their studying.

"At the same time our Site Managers will go through the courses so they are aware of the resources being accessed by their Deputy Managers."



Screen capture of the People Manager's Toolkit online training.

The Results

"It's important that we achieve a high level of quality across all of our sites and online learning provides a consistent level of delivery," explained Rob.

"We also purchased Virtual College's Customer Care resources for the same reason.

"Given the seasonal nature of our operation, most training takes place in January and February outside the busiest period."

Go Ape's staff do their practical training face to face on site but Deputy Managers are given time to undertake their online learning at home as most of them are not regularly in the office.

Owing to the widespread UK penetration of PCs and broadband, this does not create any practical issues.



"It's important that we achieve a high level of quality across all of our sites."

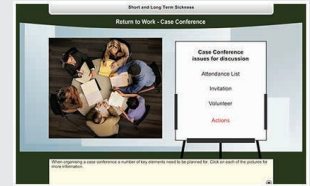
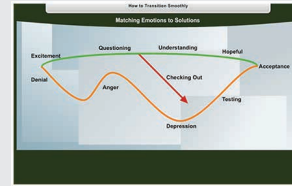
What next?



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“E-learning helps to create a consistent quality of messaging and delivery.”

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Further screen captures of the PMTK.

“Delivering PowerPoints face to face was time consuming and inefficient,” said Rob.

“E-learning helps to create a consistent quality of messaging and delivery and I am sure it’s use will grow in the future.”

To find out more
about what benefits the
implementation of e-learning
can bring to your company,
please get in touch by
calling 01943 885085
or email us:
questions@virtual-college.co.uk

Other case studies



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www.virtual-college.co.uk

About Virtual College

With over one million online learners, Virtual College is one of the leading providers of e-learning in the UK. For over seventeen years, we have provided online courses to individuals and companies across the world, breaking down the boundaries of traditional learning to deliver cost reducing, time efficient training. Unlike many other e-learning providers, our training extends to actual programme and qualification creation and delivery - resulting in a unique blended solution. The knowledge, experience and feedback that this delivery provides helps ensure that we strive to continually improve our solutions.

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