



SKILLSET

DESIGN

DEVELOP

DELIVER

Bespoke eLearning

Services and Pricing

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Bespoke eLearning

At SkillSet, we create bespoke eLearning that is built around your goals, people, and identity.

Every course is crafted to reflect your brand, your tone, and the practical realities of your learners' roles. Whether you come to us with a full script or just a set of objectives, we work with you to turn your expertise into engaging, clear, and effective digital training.

Our bespoke eLearning combines strong instructional design with creative, accessible, digital content. Modules range from simple, clean layouts to fully immersive learning experiences with animation, branching scenarios, simulations, and assessments. Each module is designed to help learners retain knowledge and apply new skills with confidence.

For organisations with more complex needs - such as software implementations or major process change - we also offer full programme design services. These projects go beyond standalone modules, combining discovery, workflow analysis, user testing, simulations, and structured learning pathways to create complete, role-specific training programmes.



Pricing

Our bespoke eLearning pricing is transparent and task-based, making it clear how effort is allocated and how costs are built up.

Day Rates by Role

Project Manager	£650
Content Writer	£600
eLearning Developer	£575

The effort estimates below are based on a typical 30-minute eLearning module (approximately 4,500 words). Final scope and costs are always agreed with you in advance.

Our core activities are:

Project Management

Led by the project manager.

Includes project setup, planning, coordination, and delivery management.

- Kick-off and requirements clarification.
- Implementation advice.
- Schedule and milestone management.
- Coordination of client reviews and feedback.
- Risk and issue management.
- Final handover and close-down.

Effort: 1 day

Module Build

Led by an eLearning developer.

Covers the full design and build of your eLearning module.

- Instructional design and learning structure.
- Storyboarding.
- Visual and UX design.
- eLearning development (Rise or Storyline).
- Accessibility compliance (WCAG 2.2 AA).
- Quality assurance and testing.
- Publishing and delivery (SCORM/xAPI).

Effort: Rise 3-5 days

Storyline: 5-7 days

See
example
pricing page
for more
info.

Additional Activities

You can choose from a range of optional activities to enhance your eLearning and tailor it to your goals. The effort estimates below are based on a typical 30-minute eLearning module.

Scripting

Writing/refining text and narration, adapting existing materials into plain English, and structuring content.

Effort: 0.5-1.5 days

Cost: £300-£900

Assessment Design and Build

Question and scenario design aligned to learning objectives.

Effort: 0.5 days

Cost: £300

AI Voiceover

Voice selection, setup, script preparation, pacing, integration and synchronisation within the module.

Effort: 1-2 days

Cost: £575-£1,150

Animated Videos

Visual concept and video build using Vyond, Camtasia, or Heygen, on-screen text and transitions, and integration into the module.

Effort: 2 days

Cost: £1,150

Translation Support

Coordination and implementation of translating your course into another language. Translation services (human or AI with human QA) are recharged at cost. They are not included in the effort estimate.

Effort: 1-2 days

Cost: £575-£1,150

Images and Visual Assets

Stock or client-supplied images are normally used and are free of charge. Where additional or specific imagery is required, costs apply.

Cost: £5 per credit

What our clients say:

"I am delighted with the whole process from start to finish. SkillSet are easy to work with, reliable and super responsive."

Example Pricing

Here are two example pricing scenarios to illustrate how effort and cost can vary depending on the authoring tool and level of interactivity.

Example 1: Rise, Adapt, or EasyGenerator

These tools are ideal for building clean, responsive eLearning with a consistent structure and accessible interactions. They are well suited to information-led learning, rapid deployment, and multi-device access, providing a clear and engaging experience.

Project management:	1 day
Scripting:	1 day
Module build:	3 days
Assessment:	0.5 days
Total effort:	5.5 days
Total cost:	£3,275

[View an example](#)

[View an example](#)

Example 2: Storyline, Camtasia, or Captivate

Project management:	1 day	These tools support the creation of richer, more immersive learning experiences, including animations, simulations, and decision-based scenarios. They are well suited to complex learning needs where greater creative flexibility is required, with additional build time reflecting the increased level of interactivity.
Scripting:	1 day	
Module build:	6 days	
Assessment:	1 day	
AI Voiceover:	2 days	
Total effort:	11 days	
Total cost:	£6,450	

* All costs are based on a typical 30-minute eLearning module (approximately 4,500 words), shown in pounds sterling and exclude VAT.

Types of Interactivity

We use a wide range of interactive elements to bring learning to life. Each element is chosen carefully to support your objectives, reinforce key messages, and help learners retain and apply new knowledge.

Animations

Complex ideas can be communicated using simple, digestible visual sequences, including transitions between slides or content.

Branching Content

Journeys where choices shape the path and outcomes, such as selecting how to respond to a workplace scenario and seeing different consequences unfold.

Case Studies

Encourage learners to think critically, interpret information, and explore different perspectives.

Downloadable Resources

Materials that learners can refer to offline whenever they need them.

Flip Cards & Hotspots

Explore and reveal information through interactive touchpoints.

Graphics, Diagrams & Images

Combine visuals and text to strengthen understanding and memory retention.

Processes

Step-by-step guidance in a structured, easy-to-follow way.

Scenarios

Situations to encourage practical thinking and improve knowledge retention.

Simulations

Controlled environments that mirror real tasks or systems.

Videos

Easy to understand visual storytelling.

Voiceover

Emphasise key points with clear narration.

What our clients say:

"SkillSet have been a dream to work with. Their project management is watertight, and their solution-focused helpfulness and flexibility has hugely contributed to a smooth and successful project delivery."



Support Credits

To give you greater flexibility beyond project completion, support credits provide a simple way to request updates and improvements when you need them.

These credits can be used for:

- content updates or refinements.
- changes to imagery or assessments.
- republishing modules.
- advice on adapting content.

Credits are purchased in **full-day blocks (8 hours) at £575 per day** and can be used in hourly increments. They are valid for 12 months from date of purchase.

AI and Content

SkillSet can use AI-assisted tools to support elements of development (such as scripting, imagery, animation, or voiceover) where this improves efficiency.

The use of AI is entirely your choice. We will only use AI tools where you have explicitly agreed to do so, and you retain full control over how and where they are applied.

All AI-assisted output is reviewed, refined, and quality-checked by our team to ensure accuracy, accessibility, tone, and alignment with your organisation's standards.

Programme Design

Training for complex systems and processes usually requires more than a standalone module. For organisations rolling out new software, major updates, or significant process changes, SkillSet offers a full programme design service, which creates structured, role-specific training to help people apply their knowledge confidently in real situations.

We analyse your systems, workflows, and user needs in depth to build learning that mirrors real tasks and supports your teams at every stage.

Discovery & Analysis

We begin with a detailed discovery phase, including software analysis, workflow mapping, and stakeholder interviews. This ensures the programme accurately reflects how your systems work and how your teams use them.

Structured Learning Design

We develop a clear training structure aligned to your software features, job roles, and real-life use cases. A full training needs analysis (TNA) informs content scope, sequencing, and delivery format.

Realistic User Scenarios

User testing and scenario validation are built into the design process to ensure accuracy and practical relevance. This helps learners build confidence with tasks they'll perform in their day-to-day roles.

Multi-format Learning Materials

We create the right blend of learning assets for your programme, such as interactive eLearning, guided simulations, scenario walkthroughs, and assessment tools, to support different learning preferences.

Accessibility & Compatibility

All programme content is designed to meet WCAG 2.2 AA standards and is delivered in SCORM or xAPI formats for compatibility with any LMS.

Benefits

- Delivers structured, role-specific training that mirrors real system usage.
- Improves onboarding and user adoption during new or updated software rollouts.
- Supports measurable and consistent learning outcomes.
- Reduces dependency on live training through repeatable, accessible content.
- Enables ongoing updates as your software evolves.

Our ADDIE Methodology

At SkillSet, we use the ADDIE project methodology (Analyse, Design, Develop, Implement, Evaluate) for learning and development projects. If your organisation prefers a different approach, we adapt easily; our team regularly works with Agile, SCRUM, Kanban, Waterfall, and more.

Here's what you can expect from working with SkillSet and using the ADDIE methodology:



Analyse

We begin with a clear understanding of your needs. A project kick-off meeting covers detailed requirements, content mapping, ways of working, communication channels, the project plan, and key risks.

Where needed, we run an additional workshop to review content with your full project team. This ensures scope, expectations, and success measures are agreed before design begins.

Design

We develop a visual design template and a standards document. These guide the entire project. They define:

- branding (fonts, colours, imagery, voice and tone).
- layouts and navigation patterns.
- device preferences and optimisation.
- audio/visual approach, including use of simulations or video.
- knowledge checks (quiz structure, scoring, feedback, retakes).
- accessibility requirements and how they will be met.



Once approved, these standards inform the storyboard. It includes all content, structure, and script elements. You review and approve the storyboard before development begins.



Develop

We bring the storyboard to life using the authoring tool of your choice, adding interactivity, imagery, and voiceover where required.

Every module undergoes SkillSet's full quality assurance process, including:

- functional testing.
- standards compliance.
- language and clarity review.
- accessibility compliance.

After our internal checks, your project team completes a final review and signs off the module for implementation.

Implement

We publish the course in the agreed format (e.g. SCORM, xAPI, HTML) and provide it for upload to your LMS. Your team carries out a final functional test, and SkillSet resolves any issues identified at this stage.



Evaluate



At the end of development, we hold a review to confirm objectives have been met, share lessons learned, and agree any follow-up actions.

We also recommend regular analysis of end-user feedback to ensure your learning continues to stay relevant and effective.

Where applicable, source files are transferred to you as agreed during project initiation.

Hosting

We understand that every organisation has its own approach to delivering learning. That's why we offer flexible hosting options designed to fit seamlessly with your existing systems, your security requirements, and the way your teams access training.

Host on Your Own LMS

If you already have a learning platform in place, we can supply courses as SCORM-compliant packages for straightforward upload onto your LMS. This option allows you to retain full control over learner access, reporting, and data within your existing systems.

SkillSet's Learning Hub

A secure area within SkillSet's multi-tenanted LMS, offering a straightforward, supported option for delivering courses immediately, without managing your own LMS. Learners access a branded environment with built-in reporting and minimal technical overhead.

Dedicated Moodle Site

A custom, branded learning environment tailored to your organisation, hosted, maintained, and supported by SkillSet. This option supports configuration, integrations, and governance for organisations with relatively complex learning requirements.

All bespoke eLearning modules can be delivered through any of these hosting options, so you can choose the approach that best fits your organisation's platforms, security requirements, and learner experience.

More information on dedicated Moodle sites is available through our Moodle Learning Management System (LMS) Development, Hosting, Maintenance, and Optional Support G-Cloud 15 listing.

About SkillSet

SkillSet is a UK-based learning technology provider with more than 30 years' experience delivering learning solutions across the public and private sectors.

We are ISO 27001, ISO 9001, and Cyber Essentials Plus certified, demonstrating our commitment to information security and quality management. We are also an AWS Partner, ensuring our services are delivered securely and in line with recognised industry standards.

SkillSet works closely with clients to create engaging, accessible, and measurable learning experiences that meet compliance, safety, and professional development needs.

We strive to develop long-lasting partnerships – that's why we've worked with clients for more than 25 years. Our customer satisfaction consistently exceeds 90%, reflecting our commitment to quality, responsiveness, and long-term client partnerships.



What our clients say:

"The commitment shown by SkillSet to getting the project over the line, even when it turned out to be more complex than anticipated, was really appreciated and reinforced the reasons why we chose SkillSet as a long-term partner for this work. I really felt like there was a commitment that went beyond customer/supplier."

Our G-Cloud 15 Services

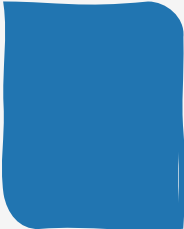
SkillSet provides a range of learning and technology services through the G-Cloud framework.



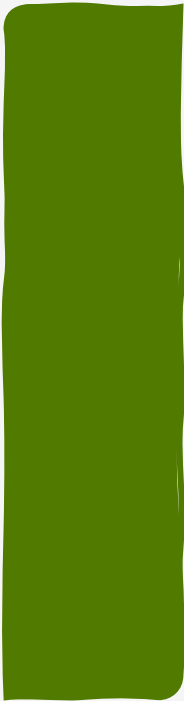
Learning and Development Consultancy Services – practical, experience-led consultancy to support learning strategy, discovery, and programme design.



Bespoke eLearning – custom-designed digital learning built around your goals, people, and real-world working practices.



Tailored Off-the-Shelf eLearning Courses – ready-made courses, covering compliance, health and safety, and business skills, with the flexibility to tailor content, branding, and scenarios to your organisation.



Moodle Learning Management System (LMS) Development, Hosting, Maintenance, and Optional Support – secure, scalable Moodle solutions configured and supported to fit your organisation and learners.

Custom Moodle Plugin Development – custom plugins and integrations that extend Moodle's functionality and support specific organisational needs.

Moodle Platform Performance and Security Audit – structured audits that provide clear insight into platform performance, configuration, and security, with prioritised recommendations.

Search our G-Cloud listings to explore our services and find out more.



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