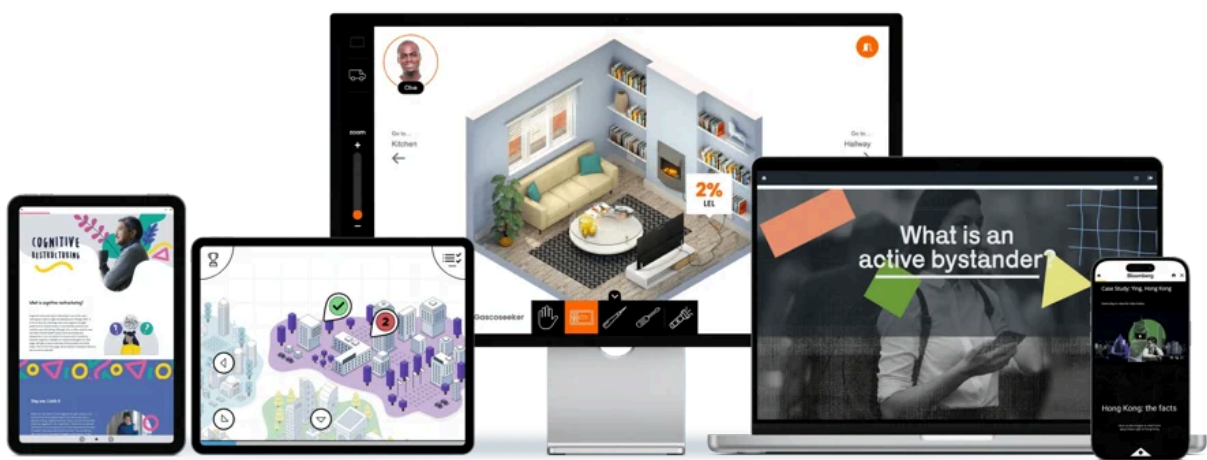




G-Cloud 15

Service Definition Document:

Custom Built E-learning Content

2026

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Introducing Custom Content

Learning Pool's Custom Content service designs and builds bespoke digital learning that fits your organisation's goals, audience, and context. Our award-winning, multi-disciplinary team applies proven learning design and innovative media, from templated modules to immersive, game-based experiences, so you get content that's relevant, engaging, and easy to roll out at scale.



We work end-to-end: scoping and stakeholder discovery, learning design, visual and UX design, media production (animation, video, audio), and rigorous QA. Content can be created in the tools you already use (Adapt, Storyline, Rise, Captivate) and aligned to your platform standards (for example, SCORM or xAPI) for straightforward deployment to your LMS or LXP.

For UK public sector buyers, this offers a practical way to address priority needs such as policy and compliance updates, new system rollouts, and service improvements while

meeting accessibility and security expectations through Learning Pool's established processes and certifications. You benefit from a collaborative approach that challenges assumptions, reduces review friction, and reliably delivers high-quality learning on time.

Key outcomes enabled:

- Content tailored to your objectives, audience and risk profile, not one-size-fits-all.
- Faster, smoother projects through clear scoping and proactive reviews.
- Seamless deployment to existing platforms and standards, with strong QA and governance.



Delivering measurable value to our customers



Public sector organisations need learning that is accurate, accessible, cost-effective, and auditable, delivered quickly and maintained easily across changing policies and diverse audiences. Learning Pool's Custom Content combines proven learning design with robust governance, a wide range of formats, and editable content so you can launch faster, keep material current, and evidence impact over time.

Policy and Compliance, Kept Current

Compliance content dates quickly, and duplication across platforms makes updates slow and risky. We design once, package to your standards (e.g., SCORM/xAPI), and give you editable source files so you can roll out changes fast without rebuilds.

Service Outcome

Policies stay accurate across the estate with less rework and lower risk of outdated guidance.



Scaled sustainability training to 18,000+ learners across 100+ countries with the EcoVadis Academy.

Maximising the Value of Every £

Budgets are tight, and review cycles can drag. Our end-to-end process (discovery → design → build → QA) reduces iteration, and reusable templates/design systems cut future cost. With editable content, your team can make small updates at no extra cost.

Service Outcome

You get higher production value for the same budget today and lower total cost of ownership tomorrow.



Reduced shift-manager training time by 58% and saved £2.5m annually with a bespoke blended programme.

Right Format for the Job

Different messages need different mediums. We produce animations, videos, campaign assets, interactive games, and 3D simulations, choosing the format that best drives understanding and behaviour change.

Service Outcome

Learners grasp complex topics faster and retain more, improving compliance and service outcomes.



Delivered Money Guiders training to 8,500+ practitioners via a blended programme — enabled 2 out of 3 practitioners to apply their learning at work.

Faster Launches with Stronger Governance

Slow approvals and rework stall delivery. We run collaborative workshops up front to align stakeholders, then follow structured QA and sign-off checkpoints.

Service Outcome

Projects land on time with fewer surprises, and you have a clear audit trail from scope to release.



Delivered interactive Digital Governance Framework learning to embed compliance in a data-intensive environment.

Accessible and Inclusive by Default

Public sector learning must work for everyone. We design to accessibility expectations (e.g., WCAG-aligned patterns, transcripts, captions, keyboard navigation) and provide multi-language workflows when needed.

Service Outcome

More people can complete training effectively, reducing barriers, and improving equity of service.

Key Features

Learning Pool's Custom Content service gives you an end-to-end, collaborative way to design, build, and maintain high-quality digital learning that fits your organisation, your platforms, and your budget. We combine proven learning design with modern media and rigorous governance, so you can roll out content at scale, confidently, and on time.

Collaborative Design Workshops: Align stakeholders on goals, audiences, and success metrics; turn complex policies or processes into clear learning outcomes.

Standards & Platform Ready: Built for your stack (e.g., Adapt, Storyline, Rise) and packaged to your standards (SCORM/xAPI) for easy deployment to your LMS/LXP.

Accessible by Default: Content designed to meet accessibility expectations (e.g., WCAG-aligned patterns, transcripts, alt text, keyboard navigation).

Wide Range of Formats: We deliver learning in the format that works for you, including animations, videos, campaign materials, interactive games, 3D simulations, and more.

Editable Content: Best-in-class tools give you full control to make seamless updates yourself, with no extra cost.

Rich Media & Interactivity: Branching scenarios, simulations, video, audio, and game mechanics to drive engagement and retention.

Reusable Templates & Design Systems: Brand-aligned component libraries that speed delivery, keep experiences consistent, and lower total cost of ownership.

Localisation & Multi-language Support: Source files and workflows optimised for translation to serve diverse, distributed teams efficiently.

Analytics & Improvement: Measurement hooks and update workflows so you can track usage/impact and iterate based on evidence.

Why Learning Pool?

Why Choose Learning Pool for the Public Sector?

Learning Pool is a provider of digital learning technology and services, delivering comprehensive, data-driven digital learning solutions trusted by public sector organisations worldwide.

For almost two decades, we've helped organisations transform employee performance through continuous innovation, strategic partnerships, and a deep commitment to customer success. Our offering provides a complete, scalable solution designed to meet the complex needs of the public sector - from essential **compliance** and **onboarding** to strategic **upskilling** and **agile workforce development**.

Proven Excellence and Strategic Leadership

Our dedication to innovation is consistently recognised, with recent accolades including the **2024 Brandon Hall HCM Award: Best Compliance Training Gold** and the **2025 eLearning Industry Top Content Providers with AI Tools Top 10**.



Our custom content projects also regularly pick up major industry awards, and in recent years, this has included two consecutive Best Project Golds at The Learning Technology Awards (with LBG and NatWest). 2025 also saw us pick up gold for Excellence in Learning Design in partnership with NatWest.



The team responsible for the delivery of our custom content projects is also the most decorated in the industry. Over the last six years, seven of our team members have picked up Designer or Developer of the Year.



Strategic Leader Status (5 Consecutive Years)

We have been recognised as a **Strategic Leader** on the prestigious **2025 Fosway 9-Grid™** for Digital Learning for the fifth consecutive year (2020-2025). This

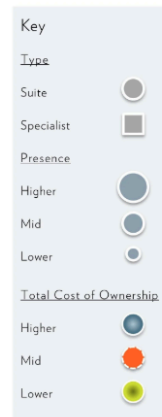
independent assessment

confirms our capability to meet the needs of large, complex, enterprise-scale customers like those in the public sector.

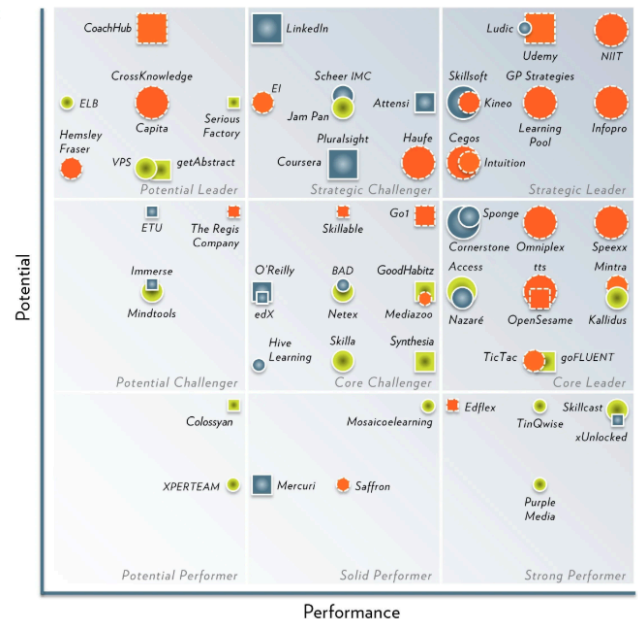
Fosway 9-Grid™

Digital Learning

2025



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Trusted by over 200 Public Sector Organisations



Focus on Customer Success

We are a trusted partner, supporting **26+ million learners worldwide** across 37 countries.

Our commitment to our clients is proven by performance metrics that have remained consistent throughout our growth. We currently have a Net Promoter Score of 36, demonstrating strong performance and high customer loyalty.



Committed to Ethical Partnership and Shared Values

Learning Pool is a **values-based company** committed to doing business the right way, aligning with the principles and integrity expected by the public sector.

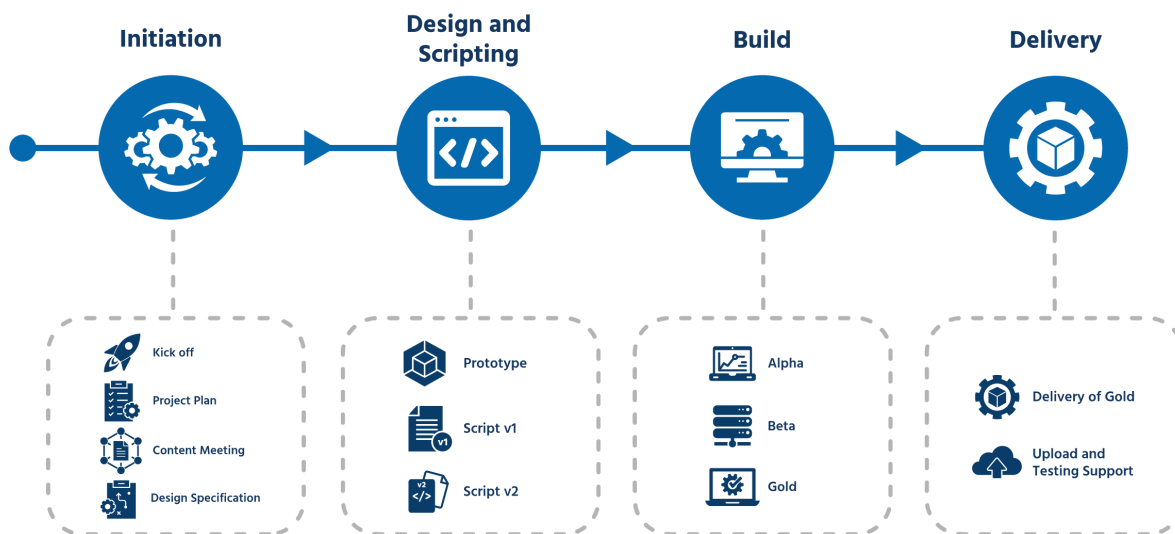
Ethical Foundation: Our values, 'Build To Grow', 'Do The Right Thing', and 'Raise the Bar', form the foundation of our **Code of Conduct**. We expect all employees to act ethically and do right by our customers.



Social and Environmental Responsibility: Our **ESG programme** proudly aligns with the **B Corp™ movement**, prioritising social and environmental responsibility alongside profit. We transparently report our progress on key ESG topics and offer employees two paid volunteer days annually, demonstrating our commitment to making a positive impact.

Delivery and Support

To create relevant, quality e-learning content, we have a tried and tested process, based on experience and best practice.



Kick-off Meeting - Typically a one-hour meeting between the key members of your Learning Pool project team and your organisation.

Content Meeting - A one- to four-hour meeting discussing your provided content.

Design Spec - A document providing the overall learning objectives of the module(s). This will include what style, technical requirements and general overarching structure.

Treatment - A structural blueprint of the module showing the interactions and content within the e-learning.

Look and Feel/Prototype - A templated, branded solution with Lorem Ipsum text to show agreed functionality and how we have interpreted your brand.

Script - The scripts detail the full word-for-word onscreen content for the e-learning, alongside interaction and graphic descriptions. Audio scripts will also be provided at this

stage (if applicable).

Alpha - A fully working solution combining the Look and Feel/Prototype and the Script.

Beta - An amended Alpha with the inclusion of audio (if required) and defined animations.

Gold - A final version of the module(s) ready for sign-off.

Support in Review Stages

Each of the development stages represents the sign-off of a different element of the project. This gives you multiple opportunities to control the direction of the project throughout its lifecycle. The project plan is created with sufficient time for multiple review cycles at each stage and contingency for in-scope amends. The sign-off criteria will directly correlate with features defined in the Design Specification – once all defined deliverables have been delivered according to this document, we expect the project to be signed off.

We know from experience that review stages can be pinch points in a project. We try to make these as stress-free as possible by being clear about what is needed at each one, trying to anticipate potential queries or requests and letting you know of any change outcomes in advance.

Collaboration

Any successful project requires collaboration. So, whilst we try to follow a proven process, we focus more on ensuring great communication, honest expectation management and flexibility to ensure we meet your requirements.

Our process is very much an iterative one, with each phase building on the previous one. This means that you are with us every step of the way and there are never any surprises.

Robust Quality Assurance

At Learning Pool, our content and technical QA teams work alongside one another to review every project from a learner's perspective. We also peer review every course to check writing quality and flow and to make sure the content delivers the messages it set out to.

Our experience has taught us about the risks that can impact on e-learning development projects:

- Lack of customer engagement to sign off/project progression
- Personnel changes/absence
- Change requests post planning and setup phase
- Updates outside of the project review cycle

We ensure that all e-learning modules developed are fully tested to run smoothly on our network, prior to sending them out to you to test on your learning platform. Our QA process defines a control at each stage to mitigate risks to quality. For example, a peer review of the scripts avoids spelling issues making it into the built product, and a custom test record for each deliverable is created to give you visibility of the test criteria. A quality control test is performed by our in-house team before each release.

Emergency Resolution Process

A structured policy is in place to ensure significant issues are reviewed and resolved by senior management. Escalations can be triggered directly by the customer or internally by any Learning Pool team member identifying a need for senior-level intervention.

Stage I (Investigation): Immediate investigation to establish facts, quantify priority level, and assess organisational impact.

Stage II (Resolution Plan): Documentation of findings and a recommended course of action, with an initial written response provided within 48 business hours. Customers

may request a review by the next level of the management hierarchy if the initial Stage II response is not satisfactory.

Critical Escalation: Severity 1 (Critical) issues are escalated to senior management immediately upon identification.

Our management team holds weekly calls to review all escalations, monitor progress, and ensure a speedy resolution, while the Head of Customer Advocacy tracks recurring themes to improve our services continuously.

We are committed to maintaining regular communication with you throughout this entire process, ensuring you are always kept informed.

Constraints and Dependencies

Supported Regions

In terms of geographical restrictions, there are no specific countries where our content can't be accessed.

It is important to note that while we do not restrict access, some specific regions or locations may have their own bespoke requirements, restrictions, or limitations on certain websites.

Language Limitations

We develop content in English but have full translation capabilities to deliver content in multiple languages. Several of the projects we have developed for other customers have been successfully delivered in over 20 languages.

We work with trusted translation agencies that we have vetted for quality and cost-effectiveness and review our available pool over time to ensure the best service and

value for money. We also are happy to work with third-party translation agencies supplied by our customers and can use AI translations to keep costs low.

Customisation Limits

Custom content is a completely bespoke service meaning there are no customisation limits.

Browser / Device Limitations

Our team of graphic designers can create solutions that look as good and function just as well on mobiles as they do on PCs. They can work across any browser specification defined by a client.

Dependency on Customer-Side Systems

Custom content is typically launched via a learning platform (LMS/LXP). We work with your platform owners to ensure the content we create communicates correctly with that platform (via SCORM or xAPI). Administration of the content, completion tracking etc. will be done through that platform.

Accessibility

We will work closely with you at all stages in the process to ensure that any designs and interactions that we use comply with Web Accessibility Initiative standards and are perceivable, operable, understandable and robust:

Perceivable: Where video and audio files are used, we will ensure that subtitles and transcripts are available, which can easily synchronised to the content and toggled on or off. Any images used will incorporate alt text to ensure that screen readers easily

understand them. Our designers will also work within your brand guidelines whilst adhering to accessibility requirements, such as font size and colour palettes.

Understandable: We will adopt a plain English writing style that a diverse audience will easily understand. We don't believe in using dull language, but we do see the benefit of using plain English to incorporate language that is easier to read and understand. Clear navigational prompts will help guide the learner through the resources with a sense of clarity and ease.

Operable: During the learning design process, accessibility will always be considered. We will use interactions where learners can tab through the onscreen elements to interact and progress. We can also structure the course so that the learner controls progress to account for slower reading speeds and dyslexic learners.

Robust: Learning programmes are tested rigorously as part of our development process. The finished learning resource will be tested from an accessibility perspective using tools like screen readers (NVDA) and colour analysis software (WCAG colour checker). We acknowledge the limitations of these tools and will also carry out additional manual checks where required to ensure the robustness of our accessibility testing.

Disaster Recovery

We maintain a Business Continuity and Disaster Recovery plan as part of our ISO 27001 ISMS. This is tested annually to ensure we're able to combat any new threats or potential disasters. The plan covers a range of disaster scenarios, including fire, flood, terrorism, pandemic, theft and loss of utilities.

Security

We're committed to protecting your data, meeting the requirements of information security good practice and seeking ways in which we can improve our security to mitigate new risks.

Learning Pool and all of our products and services are GDPR compliant. We are proud to be certified to the international standard for information security, **ISO 27001**, as well as **Cyber Essentials** and **SOC2 TYPE2**. Doing business with us means that you can be assured of standardised security levels and practices which have been independently verified by a third-party auditor.

