



Case Study

Accent Group - Tenant Training



The Housing e-Academy, a division of Virtual College, was created to provide e-learning designed specifically for the housing sector. Initially we focussed on staff and Board Member training packages accessed via the internet at a time and place to suit the individual's learning style.

Accent Group Ltd, a national social housing provider with over 20,000 properties joined the Housing e-Academy in 2007 and achieved great success in training both staff and board members through e-learning. In 2009 Accent Regeneration and Community Partnerships (ARCP), a division of Accent Group Ltd, approached the Housing e-Academy with a view to providing tenant training courses. Specifications included meeting identified tenant training needs accessible via the internet, aimed at basic level awareness, bite-sized learning packages and self registration. The system would also include reporting mechanisms to enable the monitoring of return on investment and learning progress.



The Housing e-Academy designed a system to meet these specifications and in return, Accent Group put together a pilot group to trial both the system and the courses. After the success of the pilot scheme the system was developed and new courses created from the feedback of the learners. This developed into what is now Tenant Plus.

This ongoing relationship has led to the development of four tenant focussed e-learning courses:

- Money Matters: Financial Inclusion
- Healthy Living
- Managing a Home
- Climbing the Career Ladder



The Tenant Plus network now also consists of St Leger Homes of Doncaster and First Choice Homes Oldham.

The scheme has been a vast success and the following case studies are presented to highlight the benefits of tenant engagement.



Case Study

Tenant Plus - Anne Hardman

Introducing Anne Hardman. Anne was one of the first Accent residents to start on e-learning in Southbank. Since logging in, Anne has worked through many of the units available. When asked what she thought of e-learning Anne said:

“e-learning is a really good idea because I can do it at home or in the community centres which also gets me socialising with people who live close by”

Anne not only got stuck into her e-learning but she also became the first Tenant Plus e-Champion. An e-Champion is a learner who is enthusiastic about e-learning and has a good grasp of the system and how it works. They are put forward to become e-Champions and go onto inspire and help other learners with their work.

“I thought my learning days were over because I am retired but e-learning has helped me get further training”

Chloe Weatherhead Housing e-Academy Manager said “We are very proud to welcome Anne as our newest e-Champion and it is even more special that she is our first Tenant Plus champ!” The Tenant Plus membership is available to any organisation who would like to offer e-learning to their tenants.



Chloe Weatherhead (Housing eA) presenting Anne Hardman with her e-Champion certificate - April 2010



Case study

Tenant Plus - Jeff Storey

Introducing Jeff Storey. Jeff was one of the first Accent residents to start on e-learning. Jeff enjoyed e-learning so much that he completed all the courses available at the time! Jeff says about e-learning:

“The e-learning courses are really interesting and fun. I especially liked ‘Money Matters – Financial Inclusion’ as I learnt a lot from it and I now feel more confident that I understand the difference between credit and debit and other terms.”

Jeff was interested in doing more e-learning but he had already done the 7 courses offered by Accent under their Tenant Plus scheme. Jeff found out about the Professional Individual Membership offered by the Housing e-Academy which was the perfect solution. Membership entitled him to 3 more courses as well as other membership benefits.

“I have completed all the 7 courses offered by Accent but wanted to do more so they offered me Professional Individual Membership of the Housing e-Academy. This means that I can do even more courses as well as joining webinars and attending networking events.”

Professional Individual Membership is available to anyone. For more information about Tenant Plus or PIM membership as well as all our other products, please see our website.



Jeff Storey at Accent's Tenant Engagement Awards Lunch - April 2010



Case Study

Tenant Plus - Jim Anderson

Introducing Jim Anderson. Jim was one of the first Accent residents to start on e-learning in Leyland. Since logging in Jim has worked through over half of the units available. When asked what he thought of e-learning Jim said:

“e-learning is definately value for money, it exercises the brain and is a new way of learning because I can do it from home, and the units are very educational.”

Jim who is not only a tenant but also an Accent Panel member, got stuck into his e-learning and also became a Tenant Plus e-Champion. An e-Champion is a learner who is enthusiastic about e-Learning and has a good grasp of the system and how it works. They are put forward to become e-Champions and go on to inspire and help other learners with their work.

Chloe Weatherhead, Head of the Housing e-Academy said:

“Jim has done really well with his e-learning and we are really happy that he has now become our latest tenant e-Champion. We look forward to continuing our relationship with all at Accent, both tenants and staff.”

The Tenant Plus membership is available to any organisation who would like to offer e-learning training to their tenants.



Jim Anderson at Accent's Tenant Engagement Awards Lunch - April 2010