

Empowering people to live a better life

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We Are Group manage large-scale, community-led programmes for Government, Corporates, Local Authorities, Housing Associations, and more.

With a focus on achieving Social Return on Investment (SROI), we connect people to essential services and manage their journey from start to finish via our Wel-Tech Platform.

In 2023, we connected 21,200 people to our community-led programmes, providing them with Training, Advice, and Guidance to positively impact their lives.



In 2023, we made great strides in developing our business with new staff and technological investment. However, the heart of We Are Group remains our Community Partners delivering on the ground to the communities and individuals most in need.

I remain proud of our business that works at the very highest levels, with Government, Corporates, Local Authorities and Housing Associations, yet delivers services throughout the community and voluntary sector.

As I often say, 'how many small, voluntary organisations can say they are delivering a national programme on behalf of Government?' The fact that funding flows down to those organisations and the communities they support is something everyone in We Are Group are truly proud of.

Jonathan Prew, Managing Director

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Our Services

We focus on providing the core services: **Training, Advice, and Guidance**. By offering a direct route to this support, we open doors to new opportunities and brighter futures, enabling people to live better lives.



Our Wel-Tech Platform

End-to-end management of our services is powered by our Wel-Tech Platform. Bringing everything under one roof, our Wel-Tech Platform enables upfront triage, seamless processes, booking integration, and reporting with Social Return on Investment (SROI) calculations to measure impact accurately.

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Throughout 2023 we have seen more and more areas where we can bring to life our purpose of empowering people in need to live a better life.

The technological investment we made in 2023 combined with the dedication of our staff and our Community Partners now means that we do not only offer single solutions to a single problem. Instead, we provide a simplified approach whereby people can access multiple avenues of support all through We Are Group's front door.

In taking this approach, we recognise that the majority of our clients do not have a single need and by combining our technology and human interaction we can help guide them through a complex layer of welfare and support.

Matthew Adam, Founder

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Community-Led Approach

We deliver our programmes to communities across the UK via our nationwide network of Community Partners.

Our diverse network of over **400 Community Partners** have the know-how and local knowledge to deliver our programmes in the communities they operate within.

Our Community Partners also enable multi-channel delivery of our programmes, making our programmes accessible and tailored to people's circumstances.

- Telephone
- Remote, one-to-one
- Remote, group sessions
- In-person, one-to-one
- In-person, group sessions

Social Return on Investment (SROI)

SROI is a methodology for measuring extra financial value created by environmental, social and economic factors. Our bespoke calculators, embedded in the Platform, demonstrate the social value created by our clients and the impact on users and within local communities.



Training

How to do something

We are committed to empowering lives through education and training. We provide programmes that help people gain industry-related skills as well as programmes through which people learn how to navigate the digital world.

Skills Bootcamps

Our Skills Bootcamps provide industry training to those wanting to upskill, get back into work or change career paths. Our courses currently include **Digital Marketing** and **Data Analytics**, with a broader curriculum in 2024 including courses in **IT Sales** and **Telecoms Operations**.

We currently manage national bootcamps for Department for Education, and regional bootcamps for Greater Manchester Combined Authority.

In 2023, **382** learners successfully completed a Skills Bootcamp.

Over a third of these 382 learners:



Secured a new role or job



Received an increase in salary or responsibility



Gained new self-employed opportunities

This demonstrates the positive outcomes as a result of participating in our Skills Bootcamps.

Instilling Confidence

80% of learners felt confident applying their new skills after completing a Skills Bootcamp.

96% felt confident enough to teach their new skills to friends and family.

SROI

Skills Bootcamps are proven to have a significant Social Return on Investment for our clients; for every £1 invested, the **social return amounted to £2.03**.



Digital Skills Training

Over the year, we gave **5,006 people** the confidence to use digital devices and online services.

Our **32** digital trainers, who are an integral part of our Community Partner Network, delivered a total of **4,622** one-to-one appointments remotely.

On average, people received 6 hours of digital training and learnt how to:



Set up and navigate a digital device



Connect to the internet



Communicate via email and other messaging apps



Shop online and use price comparison websites



Stay safe online and keep devices secure



Use online banking

We believe access to the right tools enables people to fully embrace their transition to digital, so we provided **1,411 free devices** as part of our Digital Skills Training. To further support individuals in their digital learning journey, we also provided **1,184 free SIM cards** in partnership with Vodafone.



Confidently Connected

Following their Digital Skills Training, **73%** of people felt more connected and less isolated, and **67%** felt confident applying the digital skills they learnt.

SROI

For every £1 our clients invested into Digital Skills Training, they received **a social return of £2.52**. This demonstrates the strong benefit-to-cost ratio of these programmes, underlining their effectiveness in making a social impact.





Advice

Help to make well-informed decisions

We are committed to helping people make well-informed decisions to better their financial future. We provide programmes that connect people with advice from regulated and qualified professionals, as well as offering one-to-one financial training.

Money and Debt Advice

Throughout the year, we empowered a total of **2,844** people by alleviating their money worries and guiding them towards a path of financial stability.

We delivered a total of **7,016** appointments, addressing the complex financial challenges faced by each individual. With appointments being one-to-one, our advisors were able to give each person personalised and confidential advice in a supportive environment.

Out of **7,016** appointments:



702 appointments were held in person, allowing for a more personal and hands-on approach.



6,314 appointments were held remotely, making our programme accessible to those who may not be able to visit our Community Partner Centres.

By offering remote appointments, we were able to reach more people and provide support to individuals who may usually face barriers to accessing financial services.

Pound Advice, a programme designed and delivered for the residents of L&Q housing association, has had a significant impact on the financial situation of many L&Q residents. On average, each resident **gained £3,000**, highlighting the financial benefits of our Money and Debt Advice.

Money Confidence

70% of people felt more confident managing their money after being supported by our Debt Advice service.

SROI

For every £1 our client L&Q invested into Pound Advice, they yielded an impressive **social return of £2.75**.





Guidance

Help to do something

We are committed to bridging the digital divide. We provide one-to-one assistance, remotely and in-person, enabling people to access and benefit from online services and digital forms.

Assisted Digital

Our Assisted Digital programmes, delivered on behalf of HM Courts and Tribunals Service and the Home Office, supported **10,644** individuals to complete online forms and applications.

Our support includes assisting them in gathering the necessary information and paperwork to complete online forms, as well as ensuring its accuracy before submission.

As a result, a total of **5,987** online forms were successfully submitted by the end of the person's first Assisted Digital appointment.

Catering to people's needs and convenience, we delivered:



3,952 remote appointments



6,582 in-person appointments



On average, appointments lasted for **90 minutes**, allowing plenty of time for forms to be reviewed and submitted. But more than that, the time allowed our trainers to connect with people on a personal level and truly understand their circumstances and motivations.

65% of people felt less stressed after receiving support via an Assisted Digital programme, with **89%** attributing their successful outcome to the service.



Our programmes have already made a transformative impact. Our Assisted Digital programmes alone have supported over 13,000 people. We are committed to expanding this support and our dedication to innovation and partnerships will continue to shape the future of welfare services.

Julia Chippendale,
Head of Business Development

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SROI

For each £1 our clients invested, they gained a **social return of £3.89**.

Helplines

Our dedicated Helplines are designed to offer convenient and accessible support to individuals, regardless of their geographical location or personal circumstances.

With the help of The Bread and Butter Thing – a charity bringing affordable food and other well needed resources to the most deprived areas of the UK – we were able to extend our reach and provide digital guidance in low-income and local communities. This project was delivered in partnership with Lloyds Banking Group.

This collaboration provided digital guidance to **over 400** digitally excluded people. This included individuals like Gemma, a single mother struggling to make ends meet. We helped Gemma make her money go further by teaching her how to shop online. This not only saved her money but also time, which she could then invest in other important areas of her life.

Our commitment to delivering impactful digital guidance was recognised through our impressive **Net Promoter Score (NPS) of 100**, which we achieved in our Digital Helpline programme managed on behalf of Lloyds Banking Group.

SROI

For each £1 Lloyds Banking Group invested in the Digital Helpline, they gained a **social return of £3.74**.



Click [here](#) to watch the full case study or scan the QR code.

Training



Skills Bootcamps

Our Bootcamps provide industry training to those wanting to upskill, get back into work or change

80%

of learners felt confident applying their new skills.

£2.03 : £1

For **every £1 invested**, Skills Bootcamps generated **£2.03 in SROI**



Digital Skills

Giving people the skills and confidence to navigate devices and use the internet.

£2.52 : £1

Our Digital Skills Training generated **£2.52 in SROI**

Advice



Debt Advice

Alleviating money worries and guiding people towards a path of financial stability.

90%

of Debt Advice appointments were in person for a more direct approach.

£2.75 : £1

Every **£1 invested** generated **£2.75 in SROI**



42.5m

Over 4.5 years, we have managed to put **42.5 million back in**

the pockets of residents in reduced debts, reduced outgoings, and increased income.

Guidance



Helplines

Providing digital guidance over the phone.

100%

of the people we have helped would recommend our services.

For **every £1 invested**, our

£3.74 : £1

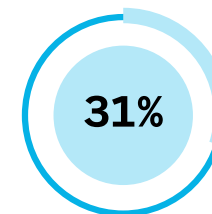
Helplines generated an **SROI of £3.74**

Assisted Digital

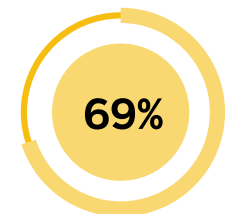
Gathering the necessary information and paperwork to complete online forms.

Assisted Digital programmes generated **£3.89 in SROI**

£3.89 : £1



Face-to-face appointments



Remote appointments

Underpinned by our Wel-Tech Platform

Our impact is not just measured by the numbers, but by the stories of transformation and resilience.



Garry

Digital Skills - Digital Helpline, Lloyds Banking Group

"I was lost in the digital world, but We Are Group and Madeline helped me find my way.

Though I'm not an expert, I'm no longer afraid of using my devices and the internet. Madeline was very patient and had the time for me."

Read the full story [here](#).



Stephanie

Skills Bootcamp in Digital Marketing, Department for Education

"Post-completion, I've had a lot of support from the employment team, which I'm very grateful for. I have been meeting with Adrian almost every week for a couple of months now, and we have looked at everything from my CV to helping me write cover letters to finding jobs that fit me, my style and my skills all the way up to mock interviews that helped me secure the job I now have."

Read the full story [here](#).



Barry

Debt Advice - Pound Advice, L&Q

"It's like I was carrying the flat on my back, but now I'm living in the flat if you can understand. I had all the bills pulling me down. But now I feel more comfortable.

I went through drugs and drinking and I've stopped all that mostly down to them because they got me out of the financial problems I was in, so without them I don't know where I'd be."

Read the full story [here](#).

Learn how our approach and unique Wel-Tech Platform benefits our clients and supports their customers.

Get in Touch

If your business or organisation could benefit from a community-led programme, managed entirely by We Are Group, get in touch with us.



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