

**Communications**

**toolkit for the**

**Learning Hub**

Version 3 – August 2020

**Contents**

## Short copy page 3

To be used widely and shared in its entirety with partners as a consistent, short description about the Learning Hub.

## Medium copy page 4

To be used in response to more detailed questions about the Learning Hub when information about GDS and the project process is required.

## Long copy page 6

To be used to explain the more complex elements of the Learning Hub including the history of the project, its relationship with other existing systems, its governance and user research. Individual paragraphs may be used from this copy but **must** be top and tailed with the first and last paragraphs.

## Newsletter copy page 9

To be shared with partner organisations to use in their newsletters to update their networks, members and colleagues on the Learning Hub. Please post in the “Communications” channel of the “TEL Service Team” chat on Teams the organisations you have shared the copy with.

## Social media copy page 10

To be used by the TEL Service Team on their personal social media accounts and to be shared with partner organisations who wish to broadcast about the Learning Hub.

Copy **must not** be edited or amended.

All the above assets have now been updated in line with the launch of the Learning Hub. Please continue to use this version until you receive an update which will then supersede the previous toolkit.

# Short copy

The Learning Hub is a powerful new digital platform providing easy access to a wide range of education and training resources for the health and care workforce. It has been developed by Health Education England’s (HEE) national Technology Enhanced Learning (TEL) team.

Users can now contribute digital resources (including e-learning, video, audio, images, documents, web links, articles etc) and search, access and rate the variety of learning resources that have been contributed by stakeholders and the health and care workforce.

To access the Learning Hub visit: <https://learninghub.nhs.uk/>.

For more information about the Learning Hub follow us on Twitter: @HEE\_TEL and visit our [blog](https://telblog.hee.nhs.uk/category/learning-hub).

# Medium copy

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Users can now contribute digital resources (including e-learning, video, audio, images, documents, web links, articles etc) and search, access and rate the variety of learning resources that have been contributed by stakeholders and the health and care workforce.

The platform is designed to be the place to find, share, discuss, review and collaborate on education, training and learning resources across sectors including health, social care, public health and beyond. Using the Learning Hub, commissioners, educators and learners can find what they need and share resources that may be helpful to others.

The types of resources that are found and shared include e-learning, videos, podcasts, documents (e.g. lesson plans, articles and presentations), information on physical equipment, such as that used in simulation-based education approaches. The Learning Hub also offers the ability to signpost to resources that are hosted on other websites and learning management systems.

The project is being delivered according to the Government Digital Service’s (GDS) Service Manual. The Service Manual stipulates the use of an Agile project methodology for all digital projects, which put users at the heart of the design process. There are four project phases: discovery (scoping/research phase); alpha (prototyping); private and public beta (building the real platform, from a closed group of users to all potential users respectively); and finally live. GDS, with Department of Health and Social Care’s digital team, assess each phase and approval is needed before moving to the next one. Justification on spend is also needed prior to subsequent phases beginning.

The platform was released into public Beta in May 2020, meaning that a minimum viable product (MVP) is available which includes core functionality. This enables users to access the system and try it out; providing feedback to help improve it to meet their needs. This is only the start of the journey and new features will be frequently released, in line with the product roadmap, to provide a comprehensive learning experience for users.

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Long copy

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The case for the Learning Hub was enhanced following thorough user engagement and the review of existing HEE systems. It is expected that the Learning Hub will embed many existing digital services in HEE, such as eWIN, the STAR Tool and the eLearning Repository. It is also expected to help many teams within HEE, professional groups, institutions and communities to meet strategic objectives around formal/informal learning, role development and strategic workforce transformation. Many of these groups have engaged in the private beta phase of development and others came on board at public beta.

User involvement has underpinned the project from its inception and users have been consulted at every stage of the process to date. This has included developing the case for need, preferences on functionality, the name of the platform, access criteria and the governance and integrity around the system.

The governance and integrity of the Learning Hub is crucial to its success. Users highlighted the importance of a clear governance structure with rules and guidelines that must be adhered to. The governance around content submission, flagging and managing content and rating and reviewing content needs to confirm to users that quality assurance will be employed at every step of the process. Access, local administrator functionality, privacy, along with many other areas are being considered and will be included in the governance guidelines.

Market analysis has concluded that, beside the HEE e-LfH Hub and the learning system as part of the Electronic Staff Record (ESR), there are no other learning environment platforms delivering learning at a national level that are completely free to the organisation to use. There are no websites currently providing the range of functionality delivered by the Learning Hub at a national level for the health and care workforce.

Benefits can be best described at the individual learner, the educators, the organisational/ professional community and the national level, they include:

The development of the Learning Hub gives learners access to high quality resources developed by individuals and organisations. Learners will also be able to record both formal and informal learning in the system.

Accessing the Learning Hub provides educators with access to resources developed to support education, contact with peers to collaborate with from around the country with an aim of reducing duplication and supporting innovation. The Learning Hub enables learning content to be created and shared at scale across organisations and geographical boundaries thus encouraging nationwide, multi-professional collaboration.

To access the Learning Hub visit: <https://learninghub.nhs.uk/>.

For more information about the Learning Hub follow us on Twitter: @HEE\_TEL and visit our [blog](https://telblog.hee.nhs.uk/category/learning-hub).

Newsletter copy

Health Education England’s (HEE) Technology Enhanced Learning (TEL) team has developed the Learning Hub - a powerful new digital platform providing easy access to a wide range of education and training resources for the health and care workforce.

Users can now contribute digital resources (including e-learning, video, audio, images, documents, web links, articles etc) and search, access and rate the variety of learning resources that have been contributed by stakeholders and the health and care workforce.

Dr Neil Ralph, Head of TEL, Health Education England said: “The Learning Hub provides the entire health and care workforce with a central platform to access a wide range of education and training resources. The types of resources that are found and shared include videos, podcasts, lesson plans, articles, presentations and information on physical equipment, such as that used in simulation-based education approaches. The Learning Hub also offers the ability to signpost to resources that are hosted on other websites and learning management systems too.”

To access the Learning Hub visit: <https://learninghub.nhs.uk/>.

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# Social media copy

@NHS\_HealthEdEng’s @HEE\_TEL programme has developed the Learning Hub – a powerful new digital platform providing easy access to a wide range of education & training resources for the health & care workforce. #HEETEL <https://learninghub.nhs.uk/>

The Learning Hub is the place to go to access learning from a broad range of shareable resources and resources contributed and uploaded from the user community. @NHS\_HealthEdEng @HEE\_TEL #HEETEL <https://learninghub.nhs.uk/>

The Learning Hub includes videos, podcasts, documents (e.g. lesson plans, articles & presentations), information on physical equipment, such as that used in simulation-based education approaches. @NHS\_HealthEdEng @HEE\_TEL #HEETEL <https://learninghub.nhs.uk/>

The Learning Hub has been developed by @NHS\_HealthEdEng &

@HEE\_TEL & offers the ability to signpost to resources that are hosted on other websites & learning management systems. #HEETEL <https://learninghub.nhs.uk/>

For more information about the @NHS\_HealthEdEng @HEE\_TEL Learning Hub visit <https://learninghub.nhs.uk/> and [telblog.hee.nhs.uk](https://telblog.hee.nhs.uk/) to read blogs about our journey so far[.](http://www.hee.nhs.uk/tel) #HEETEL

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