



## **Tutor Prospectus**

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Digital Unite Limited

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## Introduction

Digital Unite is one of the UK's main providers of digital skills learning.

An independent organisation established since 1996, we are passionate about the way digital technology and learning has the potential to transform lives, organisations and wider society.

The services and resources we offer are designed to support people on their digital journey, from the complete beginner to the more experienced user and for both individuals and organisations.

We are especially keen to promote the benefits of digital technology to older people and have unparalleled experience in this area.

Experience tells us that digital skills tuition is most effective – and most cost-effective – when it is:

- delivered one-to-one, wherever the client is, on the equipment they will be using.
- customised to that person's needs and aspirations, so that what is learned is immediately engaging and useful.
- delivered by tutors who have the right inter-personal skills as well as IT knowledge to understand and respond to individual client needs.

We work through:

- **Our network of self-employed tutors.** Their clients are mainly people learning in their own homes – especially, but not exclusively, the older and less confident, and also include businesses and the self employed.
- **DU website.** The Guides area on our website is a comprehensive one-stop shop which offers hundreds of free and easy-to-use guides to support all those who wish to develop their digital skills and those who are helping them. The site has been completely revamped and is now one of the largest independent online resources for helping people learn more about digital technology.
- **DU Academy.** In March 2012 Digital Unite formally launched its new Academy which offers accredited training to people who would like formal recognition of their digital champion skills.

This accredited training is known as the Digital Champion ITQ, a new Digital Champion training qualification to help people learn how to use digital technologies and how to engage, inspire and teach others. The course fees are discounted by 25% for DU

tutors. Those who take the optional accreditation, at an extra cost of £120, will have the opportunity to become assessors for the ITQ, depending on demand. This is a level 2 qualification in the National ITQ framework.

In June 2012 we also launched our first Quick Start non-accredited course aimed at people who want some guidance on how to help others to get online in a more informal setting.

- **Digital Unite Community Learning programmes.** Digital Unite Community Learning is a bespoke and practical group learning approach designed to introduce the world of digital technology to older and less confident technology users in local communities such as sheltered housing. Digital Unite has ten years' experience of successfully delivering our community learning methodology, most recently via the Get Digital project, a Government funded programme to bring digital literacy to the residents of 196 sheltered housing schemes. DU tutors were sub-contracted to deliver this programme on our behalf.

**Spring Online with Silver Surfers' Day.** Silver Surfers' Day is the biggest national campaign to promote the use of digital technologies by older people and was launched by Digital Unite in 2002. Each year we support people and organisations all over the UK to open their doors and give local older people a taste of what the digital world has to offer them. Since its inception, this award winning initiative has helped over 150,000 older people engage with digital technologies in this way. Due to its phenomenal success, in May 2011, Silver Surfers' Day was extended from a day to a week under the banner of Spring Online ([www.springonline.org](http://www.springonline.org)) leading, in August 2011, to Silver Surfers' Day winning the national Nominet Internet Award in the category 'Building a Networked Nation' in recognition of its achievements.

Spring Online with Silver Surfers' Day offer tutors a significant opportunity to develop their own business opportunities either through running their own event or helping others with theirs.

- **SimplyUnite.** DU tutors are sub-contracted to deliver training to care home staff on SimplyUnite computers. This is a simplified system which has been developed specifically for use by older people.

The quality of our tutors is key to Digital Unite's success.

We aim to ensure this by:

- recruiting tutors with the right attitudes, personal qualities and technical skills.

- training them so that they are equipped to build a successful local business.
- giving them the credibility and support of the Digital Unite brand.
- supporting them and encouraging them to support each other in a professional and lively community.

## **What do you get as a Digital Unite Tutor?**

### **Marketing**

- **Digital Unite brand:** Digital Unite networks in digital and government circles with all the major players and is highly regarded as a leading provider of tuition for older people. At a national level we work alongside government departments such as the Department for Work and Pensions (DWP), Cabinet Office and the Department for Communities and Local Government and with partners such as Age UK, the BBC, UK online centres and Go ON UK. As a DU tutor you will be able to use the DU name and logo in your marketing and benefit from the company's national profile.
- **Marketing materials:** As well as using the DU logo, tutors can download and personalise a range of marketing materials which have been designed exclusively for their use. This includes a poster, flyer, business card, gift voucher, press release etc. Standard business templates are also provided e.g. invoice, confirmation letter etc.
- **Tutor Handbook:** DU tutors have exclusive access to our Tutor Handbook which covers every aspect of starting and running a successful tutoring business.
- **Digital Unite website:** The DU website has been completely overhauled to create a more sophisticated web environment that better promotes our key products and services and encourages and supports the development of online communities. Improving the online aspects of the tutor network is a key part of this with enhanced marketing activity. Tutors can now update their own web profiles and add feedback from learners. There is also the facility for learners to contact tutors direct via the site.
- **DU Guides:** The Guides area of the website includes hundreds of learning guides which can be used to support learners. Many DU tutors have been involved in authoring these guides.
- **Monthly Newsletter:** DU sends out a monthly tutor newsletter to keep you up to date on the latest news from DU and the digital inclusion arena in general.

- **DU Teaching area:** As a DU tutor you will have an agreed teaching area encompassing the area around your home, in which to market your DU services. DU will not appoint new tutors in areas with existing tutors without discussion with both parties.
- **Referrals:** All enquiries to DU by people seeking tuition are passed to the nearest or most appropriate tutor. If an enquiry is received from someone in an area that is not currently occupied, it will be passed to the nearest tutor.
- **Sub-contract opportunities:** All DU tutors will be offered first call on sub-contracts to deliver Digital Unite Community Learning programmes. These programmes can potentially provide around ten days work over two to three months and are paid at market rates. DU tutors also get opportunities to produce learner materials and take part in other projects.
- **Training and advice:** All DU tutors are supported with additional marketing webinars and on-going advice is provided by DU head office.
- **Community:** As a DU tutor you will join a community of like-minded others you can share and develop ideas with, see below.

## Support

- **Tutor Network:** When you become a DU tutor, you join a UK-wide network of people in the same business, seeking similar opportunities and facing similar challenges to you. All DU tutors have a list of contact details for all other tutors, with e-mail, telephone and Skype addresses. We encourage all tutors to liaise informally, especially those who are in neighbouring areas.
- **Tutor Bulletin Board:** To facilitate networking, DU operates a private bulletin board for online discussions and question and answer exchanges. Access to the Bulletin Board is restricted to DU head office staff and tutors and it also provides downloads of learner and marketing resources and links to useful websites.
- **Head office support:** DU promises to:
  - Pursue viable business opportunities for the company as a whole that will help to grow and strengthen the tutor network, and that will continue to provide tutoring and training work to it.
  - Provide a regular flow of information about all aspects of the DU business and the market in which it operates.
  - Endeavour to respond to requests for support or advice on any matter related to your work as a DU tutor within one working

day\* of a request, which can be made by e-mail or telephone.  
\*i.e. Monday – Friday excluding Bank Holidays and notified closures.

- **Tutor Meetings:** We organise meetings and teleconferences (using Skype) to discuss matters of concern and interest to tutors as necessary.

### **Training and Resources**

- **Induction Training:** All DU tutors attend an induction workshop, either face to face or online, on Digital Unite's approach to tuition and digital inclusion.

Online courses on marketing and IT accessibility are also included in the Induction Training package which is covered by the joining fee.

**Other Training:** Digital Unite will provide other courses on topics relevant to tutors in the light of demand.

- **Discount to enrol on the Digital Champions ITQ.** All new tutors will be eligible to a 25% discount on the course fees to take part in the Digital Champions ITQ, an accredited Level 2 equivalent qualification to help develop personal digital skills and the skills to enthuse and inspire others. See *Digital Academy, page 2*.

### **What does it cost?**

- **Joining Fee:** There is a joining fee of £250.00 + VAT = £300.00, which includes the cost of the induction workshop and the courses on marketing and IT accessibility.

Half of this is payable prior to the Induction workshop and the remainder on the day or immediately afterwards.

- **Monthly Fee: The monthly licence fee is £17.00 + VAT = £20.40** if paid monthly by standing order

A 10% discount is available for annual payment in advance (£183.60 + VAT = £220.32).

Payments can be made online or by cheque. We can also accept credit or debit card payments via PayPal but these incur a 5% surcharge.

### **What else is required?**

- **Tax, National Insurance and VAT:** DU tutors are not employees of Digital Unite. Each tutor is responsible for ensuring that their income tax, National Insurance and VAT (if they are VAT registered) are properly managed.

- **References and police checks:** We require two references and a basic disclosure of any criminal record. An enhanced CRB can be arranged if required, at extra cost.
- **Professional approach and quality service:** All DU tutors are expected to act responsibly, courteously and professionally while working under the DU umbrella so as to uphold and reinforce the company's positive reputation and well-regarded expertise. We have a DU Charter which sets out expectations for both Head Office and tutors. All new tutors are expected to sign up to the Charter.
- **Monthly Return:** All DU tutors are expected to complete an online monthly activity report detailing the number of clients taught each month, the subjects taught, client stories and marketing activities.
- **Response to referrals:** You should respond to all referrals of potential clients within two working days, unless you have notified Head Office of your absence.
- **Up to date skills:** DU tutors are expected to do whatever is necessary to keep their skills up-to-date with regard to all matters on which they offer tuition.
- **Client feedback:** Every client should be provided with a client feedback form after a programme of tuition and asked to return the form to DU Head Office. In addition, tutors are asked to complete and submit a monthly activity form. This is done via a web form and is not time consuming or complicated, but allows DU to capture important data about learners and the activity across the tutor network.
- **Annual Review:** All tutors participate in an annual review with the Tutor Network Manager, by phone or face-to-face, which is an opportunity to highlight any queries, concerns or changes in circumstance.
- **Be an active participant in the Tutor Bulletin Board** and use the forum as appropriate to share learnings and experiences for the benefit of the network as a whole.
- Tutors are asked to **maintain awareness of general company activities** via the website and regular tutor newsletters and also to actively engage with national campaigns such as Spring Online with Silver Surfers' Day.



**Winner of the Nominet Internet Award 2011 for Building a Networked Nation**