



Impact Report: 2024

Breaking Barriers and Building Futures



Contents

Executive Summary	03
Year in Review	04
Our Services	07
Our Social Impact	09
Community Partners	19
Contact Centre	21
Looking Ahead	23
Acknowledgements	24

Executive Summary



I am delighted to introduce you to We Are Group's Impact Report. 2024 was our first full year as 'We Are Group'. The evolution was to respect the past of who we were as 'We Are Digital' but more importantly reflect the changes we have made which have taken the business beyond digital skills.

Our vision, however, remains the same – a world where no one is left behind. And I

like to think that was a desire that we delivered on in 2024.

From delivering large-scale government programmes in some of the most difficult areas through to supporting a social housing resident secure over £20,000 in additional funds per year, we have worked tirelessly with our Clients and Community Partners to help those most in need.

I like to think of We Are Group as an enabler or service integrator of the voluntary, community and social enterprise (VCSE) sector, as we support these organisations by helping them to deliver essential programmes in the most impactful and cost-effective ways. This ensures that the service user receives the very best support at a

time and place that is best for them.

No day at We Are Group is ever the same. We see new challenges but we view these as new opportunities. It is these opportunities that drive our teams and personally excite me as I see all that can be achieved by overcoming obstacles.

I am immensely proud of all the team and our Community Partners who help deliver our programmes. I am also very grateful to all our Clients and Investors who have put their faith into the business and, more importantly, into our approach that dares to be different. An approach that brings together private investors and public and third sector organisations to deliver social impact at scale, without boundaries, and with a single vision of creating a world where no one is left behind.

As you continue reading our Impact Report, you will find a detailed breakdown of our social impact across each programme, showcasing how we have worked with our Clients and Community Partners to empower people in need to live a better life. Enjoy the read.

Jonathan Prew
Managing Director

OUR VISION

A world where no one is left behind

OUR PURPOSE

Empower people in need to live a better life

Year in Review

Impact Report: 2024

A Year Full of Challenges

2024 presented significant challenges in our society – from financial hardship due to the straining cost of living, redundancies fuelling job insecurity, political changes following a general election, as well as an ever-widening skills gap.

At We Are Group, we remained committed to our mission and responded to these challenges head-on. We stayed true to our founding intentions of meeting people's needs, transforming the way welfare services are delivered, and creating meaningful impact.



Interconnected Issues

One of our primary goals for 2024 was to highlight and address the deeply interconnected issues of digital and financial inclusion. These two issues are inseparable – true financial inclusion requires digital skills to navigate the online economy and access financial services, while digital inclusion depends on financial resources to get online.

We addressed barriers to both. By equipping people with digital skills and providing digital assistance, we enabled them to participate in the digital world and made online services more accessible.

We also worked to ensure that financial means did not hinder digital access by providing free devices and data to bridge this gap.

Our work in the social impact arena also amplified awareness of the issues of digital and financial inclusion. In 2024, we joined forces with the Digital Inclusion All-Party Parliamentary Group (APPG) to influence the creation of a national Digital Inclusion Strategy. We contributed to the APPG's [State of the Nation report](#), setting out key recommendations to the new Labour government.

Major Milestones

We are proud of the significant milestones we achieved in 2024, which included new and impactful partnerships, extensions to existing programmes, and awards and accolades which recognise us and our impact.

Achievements of 2024:



Named as a 'Highly Commended' Finalist in the **UK National Contact Centre Awards** for our approach to supporting vulnerable customers.



Partnered with **Serco** to deliver **Digital Inclusion training** as part of the Department for Work and Pensions' Restart Scheme.



Selected as a **WIRED Trailblazer of 2024**, by WIRED Consulting and HSBC Commercial Banking, for redefining industry standards through our commitment to innovation, growth, and leading positive change.



Launched a **Digital Inclusion pilot** with **Coventry City Council** to provide digital skills and free devices to vulnerable social care residents.



We proudly joined the **Armed Forces Covenant**, **Ban the Box**, and the **Thrive at Work** initiative to enhance support for military personnel, provide fair employment opportunities, and prioritise employee well-being.



Secured **contract extensions** with our clients **Lloyds Banking Group**, **L&Q**, **Royal Borough of Kingston Upon Thames**, and the **Home Office**, allowing us to continue delivering vital programmes.

Our Services

Training



HOW TO DO SOMETHING

We are committed to empowering lives through educating and training.

We deliver Training programmes that help people gain skills for success in life and in the workplace, whether that be digital skills, financial skills or industry-related skills.

Advice



HELP TO MAKE WELL-INFORMED DECISIONS

We are committed to helping people make well-informed decisions to better their future.

We deliver Advice programmes that connect people with advice from regulated and qualified professionals, whether it be money and debt advice, energy advice, or legal advice.

Guidance



HELP TO DO SOMETHING

We are committed to guiding people to help them get the best outcomes.

In today's world, the quickest way of doing something is usually online, so we deliver Guidance programmes that help people to access and benefit from online services and digital forms.

Measuring our Impact

Social Return on Investment – SROI for short – is a methodology for measuring the extra financial value created by investing in social impact initiatives.

By embedding bespoke SROI calculators into our services, we can measure the value generated by our Training, Advice and Guidance programmes.

Year in Review

Throughout 2024, we made significant strides in our social impact. Altogether, we supported 27,261 people, empowering them via our Training, Advice, and Guidance programmes.




27,261
People supported through our welfare programmes.




£1:£2.75
Social Return on Investment.

Digital Support

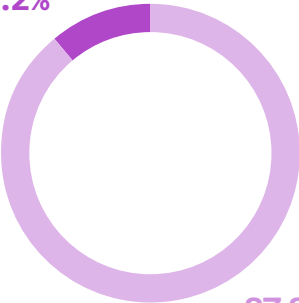


1,249
SIM Cards given out to help combat data poverty.



4,790
People supported through our Digital Support service.

12.2%



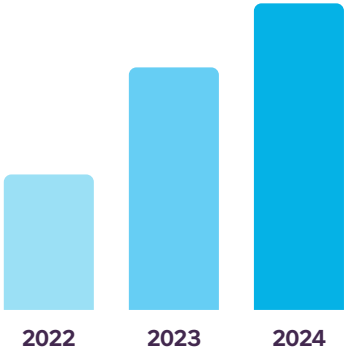
87.8%

Every person we supported was met at their point of need.


Remote sessions

In-person sessions

Assisted Digital



13,455
People supported in 2024, through our Assisted Digital service.



807,300 hrs
Total hours of digital assistance delivered.

Digital Helpline



97.2%
Would recommend our service.



£1:£1.99
Social Return on Investment.

Pound Advice

Total money put back in the pockets of L&Q residents.

£8,208,656

2023

£9,307,150

2024

Digital Inclusion



£1:£2.03
Social Return on Investment.



1,218 hrs
Total hours of training delivered.

Our Social Impact

Impact Report: 2024

Digital Helpline



In partnership with: Lloyds Banking Group
People supported: 1,969

As part of our ongoing commitment to enhancing digital inclusion, we are proud to deliver the Digital Helpline for Lloyds Banking Group.

This programme is designed to offer support and skills that empower Lloyds Banking Group customers to navigate and utilise digital platforms confidently and effectively.

Our primary objective is to reduce digital and financial exclusion by improving the digital skills of customers, and ensuring accessible support for those who do not have the confidence or capability to get online.

The Digital Helpline at a glance

3,892 hrs

Of Digital Skills Training delivered via the helpline, equipping customers with essential knowledge and skills.

1,777

Training sessions were held remotely, making the programme accessible to people regardless of where they are.

386

Digital devices distributed to further support customers in their digital journey, bridging the digital divide by improving access to technology.



Overcoming barriers

The digital world can sometimes feel daunting, especially when language barriers add an extra layer of complexity.

[A study in 2024](#) found that people who had limited English language skills were unable to independently engage with online services. And a lack of language support was a significant barrier to accessing digitalised services.

We believe that everyone deserves to use online services with confidence and ease, regardless of their language background. That's why we go the extra mile to support people in their chosen language through our partnership with Clear Voice – a leading interpreting and translation service.

Naser's Story

Naser, aged 55, faced challenges with his online banking. Struggling with the English language on the interface, he unintentionally locked himself out of his mobile banking app and didn't know what to do next.

During one of his visits to a Lloyds Bank branch, Naser was referred to the Digital Helpline. Our Customer Service Agent booked Naser in with one of our expert digital Trainers and an interpreter, so he could receive the training in the language he understood.

Naser's Trainer took the time to work through Naser's issues one

by one. With the help of the interpreter, they started by recovering Naser's User ID. They then moved on to resetting his password and memorable information, providing Naser with the security he needed to feel confident in online banking.

Once Naser was able to access his account, our Trainer guided him through the features of the mobile banking app, ensuring he understood how to navigate it effectively.

By the end of the session, Naser had become comfortable using the app, realising that it could make banking a lot easier and more convenient.

Reflecting on his experience, Naser appreciated the support provided by the Trainer and interpreter, who were key in helping him regain control of his online banking.

Thanks to the support of the Digital Helpline, Naser became empowered to manage his finances anytime and anywhere with ease.



“My experience was excellent and the Trainer and the interpreter helped me to recover my User ID and reset my password and memorable information. They also helped me to navigate around the mobile banking app.”

Digital Inclusion (DI) Programmes



In partnership with: Serco, Stonewater, Sovereign, NEEB, Southern Housing, Royal Borough of Kingston Upon Thames, and Coventry City Council

People supported: 135

Our DI programmes have become a much-needed service for social housing providers and local councils. The digital capability of their residents has become a key focus, and our programmes are perfectly suited to meet this growing need.

Through tailored training, these programmes reduce digital exclusion and empower people by improving their access to information, services, and opportunities, online.

Digital Inclusion at a glance

Caller Wait Time 46s

National Average* 10m 7s

We achieved an average caller wait time of just 46 seconds across all our Digital Inclusion programmes.



**Source: Microsoft Reporter*

Pound Advice



In partnership with: L&Q

People supported: 5,989

Delivered for L&Q, the Pound Advice programme provides clear and comprehensive debt and money advice to L&Q residents and leaseholders. Through this programme, we help them manage and overcome debt, improving their financial stability and overall quality of life.



Pound Advice at a glance

359,340 hrs

Of delivering regulated advice, ensuring that each person received the attention and assistance necessary to navigate their financial challenges effectively.



39.87%

On average, each person supported benefitted from £4,196.19 back in their pockets, a 39.87% increase compared to 2023.



Lifting the load, financially and mentally

The connection between financial hardship and mental health is not one to be ignored. **Mind**, a well-known mental health charity, highlight how mental health can affect the way people manage their money and, vice versa, how money problems can affect mental health.

Stress and anxiety that often come with financial struggles can worsen mental health and can create a cycle that is hard to break.

We offer a lifeline to those in the grip of financial distress, providing the crucial support and advice they need to navigate their way back to stability and well-being.

Robert's Story

Robert* lives with his wife in a 3-bedroom flat which they rent from L&Q. Despite being retired and having consistent, albeit limited, income from their pensions, they found themselves in a challenging financial situation.

With mounting rent arrears, along with their chronic health issues, life had become difficult for Robert and his wife; so much so that their circumstances had begun to affect their mental health.

When Robert called through to Pound Advice, our dedicated Customer Service Agent took immediate action and booked him an appointment with a qualified financial advisor.

**For anonymity, we have used a pseudonym.*

The advisor discovered that the couple were entitled to a Guarantee Pension Credit of £90.19 per week so helped them fill out an online application. They also discovered that the couple had not claimed Council Tax Reduction or Housing Benefit, so they assisted with applications for these benefits as well, securing an additional £28.94 and £136.73 per week.

Pound Advice's comprehensive assistance didn't stop there. They advised the couple on a range of other financial support schemes such as Warm Home Discount, Thames Water WaterHelp Discount, Council Tax energy rebate, Cost of Living support, Energy Bills Support Scheme, Winter Fuel Payment and Discretionary Housing Payment, explaining how and where they could apply for these schemes.

Pound Advice made a huge impact on Robert's life. The advice and assistance meant Robert and his wife could pay off their rent arrears, and their annual income increased significantly.

They gained an additional £20,387.12 per year, bringing financial stability and peace of mind.

Guarantee Pension Credit	£4,689.88
Council Tax Reduction	£1,504.88
Housing Benefit	£7,109.96
Attendance Allowance	£7,082.40
	£20,387.12

Digital Support



In partnership with: HM Courts and Tribunals Service (HMCTS)

People supported: 4,790

In 2024, our Digital Support programme for HM Courts and Tribunals Service continued to provide essential support to people navigating court services. This programme is dedicated to enhancing access to justice by offering tailored digital assistance, simplifying the process of submitting digital legal forms.



Digital Support at a glance

5,437 hrs

Of Digital Support delivered in 2024.

Caller Wait Time 21s

National Average* 10m 7s

We achieved an average caller wait time of just 21 seconds. This ensured that they received support promptly and efficiently so their court or tribunal proceedings could run smoothly.

97%

Customer satisfaction score

**Source: Microsoft Reporter*

Assisted Digital



In partnership with: Home Office

People supported: 13,455

Our Assisted Digital programme for the Home Office has been pivotal in supporting people in their applications for UK Visas, eVisas and the EU Settlement Scheme. The programme provides tailored assistance to those who face challenges when attempting to access or complete government services online or on paper.

As part of our Assisted Digital programme for the Home Office, we continued to support claimants of the Windrush Compensation Scheme.

Over the course of the year, we provided assistance to 923 claimants.

Assisted Digital at a glance

92%

Customer satisfaction score maintained on our Assisted Digital programme.

Windrush Compensation Scheme at a glance

151,920 hrs

Of digital assistance delivered, supporting at a pace that suited each individual. Our support included helping claimants prepare the necessary documentation and ensuring all information was accurate before submission.



Efficient services with a human touch



The results of a [global study in 2022](#) found that people prefer personal connection over pure efficiency when interacting with a service.

While automation and artificial intelligence are being used more than ever in customer services, we champion the importance of a human touch in our service delivery.

Claire's Story

Claire, aged 55, used online banking fairly often but she found herself facing issues that she struggled to resolve independently. Despite being directed towards online guides and getting brief explanations on how to fix her issues, Claire's problems persisted.

Initially, Claire felt stuck because she couldn't find the type of

support she needed. Like many people her age, her struggle to use digital platforms was not for a lack of trying; she simply needed personalised guidance. This is where we stepped in.

Claire was given the necessary time and support to understand and sort her issues. By breaking down the process into manageable steps, we empowered Claire to navigate her digital tasks confidently. Within a single session, Claire was back online, banking, shopping, and browsing freely.

But we offered Claire more than just technical support.

One of the standout aspects of her experience was the personable interaction she had with her Trainer, Madeline. Claire appreciated the opportunity to speak with a human who patiently guided her and delivered the training in a way that suited her. Beyond the digital support, the casual chats during their session added a human touch that contributed significantly to Claire's positive experience.

By blending technical expertise with a patient, personable approach, our programmes ensure people like Claire are not left feeling overwhelmed or unsupported.

“It has been really helpful to get back online, really nice to be able to speak to a person to get help.”

Shining a Spotlight

Impact Report: 2024

Community Partners

Our Community Partners played a pivotal role in 2024, with many being key to delivering our long-standing programmes.



Benchill Community Centre

I think one of the main things about our sessions for the HM Courts and Tribunals (HMCTS) service and UK Visa and Immigration programmes is the way that service users see that we are just there to help them. This realisation eases their mind, makes them less anxious and much more comfortable in going through forms with us.

We feel it's a real benefit for our centre to be a Community Partner of We Are Group, to deliver for HMCTS and the Home Office, whilst at the same time being able to help those within our community and others throughout the country through remote calls.

One service user got in touch just over a month from when we submitted his benefit appeal to say: 'it was one heck of a relief to find out they'd (Department for Work and Pensions) changed their mind, thank you so very much for your invaluable assistance'.

Steve
IT Tutor

Teacher Assist Training

It has been interesting to deliver so many different programmes as a Community Partner of We Are Group. We deliver digital support for their HM Courts and Tribunals Service and Home Office programmes and find it rewarding to be given opportunities to help service users get on digitally.

Here at Teacher Assist Training, we take pride in our ability to provide digital support to our service users. Our centre has made a positive impact, and this has been proven on many occasions whilst delivering the programmes. During many of our sessions we have received incredible feedback from service users. Many of them have stated that they would not have been able to complete their applications without our support. We have also had service users that did not know there were such programmes available and were really pleased to have found us.

Stephanie
Partner

Servetrain Associates

We have been a Community Partner with We Are Group for over 5 years over multiple projects mainly in the area of digital inclusion. Overall, it has been a positive experience for us because we share two important goals; namely impactful community service and outstanding customer service. Striving to achieve these goals can be challenging at times, but we have built up strong interpersonal relationships between our respective organisations that have helped overcome these hurdles and also celebrate our shared achievements.

The impact we have on service users is best measured by the positive feedback we receive from them. They often commend us on being patient, helpful and listening to them, while providing great customer service and reliability. This has only been possible through effective teamwork and mutual support between ourselves and We Are Group.

Angelo
Partner

Contact Centre

Every day is an opportunity to make a significant difference in someone's life. Our dedicated team of Customer Service Agents go above and beyond to ensure that each caller feels heard, supported, and valued.

Whether it's answering queries over the phone or booking callers a session with one of our Community Partners, our agents are committed to providing compassionate and effective assistance.

Here's what Chantelle, one of our experienced agents, has to say about the impact of our work.

“We go above and beyond for all our callers on a daily basis. We always make sure everyone is supported in the way that they should be. If they don't feel certain or confident, we put their mind at ease, and book them in on a programme that meets their needs.”

Chantelle
Customer Service Agent

Contact Centre



Every day is different; you learn different things, meet different people.

You also hear lots of life stories from people over the phone who feel comfortable enough to share their experiences. We treat each individual caller with the respect and kindness they deserve, and I think for that reason they feel as if they have someone who is genuinely listening to them and can help.

I handle calls for our UK Visa and Immigration (UKVI) Assisted Digital programme, which we run for the Home Office. We get quite a lot of young and old people struggling to apply for an eVisa as they've never touched a computer, as well as people who can't independently fill out their UKVI forms. I find that when these people call us, they are sometimes overcome with emotion as they have finally found guidance that will make life a bit easier for them.

Once we've triaged the caller, we can determine which programmes would benefit their circumstance and we can even provide general guidance over the phone. For example, if a person is capable of using a device but has faced an obstacle when applying for an eVisa online, we can guide them over the phone to submit their application.

Where issues are more complex or the caller requires a device or doesn't have the right level of confidence, we will book them a

session with one of our Community Partners. The caller also has the option to take the session in person, at a centre or at home, or over the phone.

Language barriers can also make it quite difficult for some people to complete UKVI applications. We have partnered with Clear Voice to make our programmes more accessible. This element of our service really helps, as people who once thought there was no help available in their mother tongue, end up getting the support they need through us.

Helping people, especially when they are vulnerable or feel like their options are limited, feels very rewarding. But all us Customer Service Agents believe there's always room for improvement; we always believe we can do more to get people the support they need. We regularly have team meetings to share scenarios and what we've learnt, and we are always willing to support fellow agents when they're dealing with a complex call. We are trained to handle calls with compassion and, where safeguarding concerns are raised, we follow the right steps to make sure the person on the phone remains safe and gets the support they need.

I am glad that every day I can offer people a helping hand over the phone. Sometimes I don't actually realise the impact I've made. You can't ever know what people are really going through, but we do know how thankful they are for our programmes.

Looking Ahead

As we look towards 2025, we are committed to expanding our services and establishing ourselves in new sectors to better serve people and communities.

Our strategic goals for this year include pivotal partnerships and service expansions designed to address critical needs in our society.

Combating fuel poverty with UK Power Networks

2025 sees us enter a partnership with UK Power Networks to deliver energy advice aimed at combating fuel poverty. Through this partnership, we intend to empower individuals and families with the knowledge and resources needed to manage their energy consumption efficiently, ultimately reducing their financial burden and contributing to a more sustainable future.

Supporting mental health with Money and Pensions Service

Another partnership in 2025 involves partnering with the Money and Pensions Service to deliver the Mental Health Crisis Breathing Space. This scheme provides crucial debt respite and debt advice to individuals facing mental health crises, allowing them to focus on their recovery journey. By working closely with experts through strategic partnerships, we aim to deliver a service that is compassionate yet efficient.

These new programmes reflect our ongoing commitment to making a meaningful impact. By expanding our services into these vital areas, we strive to address the many challenges our communities face and pave the way for a more inclusive and resilient society.

We also look forward to the roll-out of the Government's Digital Inclusion Action Plan and are united in our efforts to promote and improve the country's digital literacy.



“We secured some significant new contracts in 2024 in sectors where we did not offer services, but where we knew we could add significant value and keep progressing towards our vision of leaving no one behind. We are now entering an exciting phase of our development and growth as a business, harnessing our technology and our commitment to service excellence. We will build on the successes of 2024 and look to build our offer in the new sectors we now have the privilege to serve.”

Seema Rathod
Head of Marketing and Communications

Acknowledgements

Thank you to all of our Community Partners, Trainers and Staff who contributed to the year's successes. Your dedication to empowering people and communities has allowed us to achieve incredible outcomes across our programmes.



Thank you to our Clients, first and foremost for committing to and investing in positive social impact, and beyond that for choosing us to lead the way to a world where no one is left behind.



Get in Touch

If your organisation could benefit from our services or if you're interested in joining our Community Partner Network, get in touch with us.

Phone: 03333 444 019

Email: info@wearegroup.com

Website: wearegroup.com

Keep us in your feed for the latest impact updates:



