



Press release

## Delivering a mobile learning platform for UCFB, the world's first HE institution dedicated to the business of football

e-Learning specialists Webanywhere recently delivered the new UCFB learning management system. The new platform helps UCFB deliver course content and student support to mobile devices.



Internet access via mobile devices is on the increase, with mobile internet use projected to overtake desktop usage by 2014. Mobile internet use is especially prevalent amongst younger people, so it is essential that online learning platforms are designed with the mobile user experience in mind.

A recent Webanywhere project for UCFB (University College of Football Business) illustrates how learning platforms can be tailored for mobile access, producing a flexible, scalable solution optimised for mobile devices.

### UCFB's requirements

UCFB wanted a flexible, mobile-friendly learning platform, which would be accessible anytime, anywhere.

The platform would need to host courses where tasks could be set and returned online. It would also be required to act as an online repository of learning materials and resources (for example hosting the online library services of Bucks New University), along with embedded video, documents, quizzes etc, and signpost external links. UCFB also recognised the learning platform acting as an information hub for the institution, used to promote events, provide news, highlight contact information, and detail student support services. It would also allow students to connect to their library account.

Finally, the system required a student social element, allowing student communication and collaboration, with course specific forums and live chat.

### **The Webanywhere solution**

Webanywhere's Workplace Learning division created a bespoke Moodle 2.0 learning platform for UCFB, offering all the functionality required and more, optimised for mobile access.

Webanywhere offered the value-for-money, the expertise and the support package to make UCFB's transition to e-learning quick, easy and cost-effective. The company already had a proven track record in the football industry, having created a Moodle platform for the Tottenham Hotspur FC Foundation.

The new system was built and implemented within two months, ready for student induction in September 2012.

The Moodle platform is open source, which means UCFB do not have to factor in yearly or per user licensing fees as the platform grows both nationally and internationally (which is very much their aspiration). Moodle is a scalable platform using Rackspace managed cloud hosting, giving UCFB the ability to expand the platform without worrying about escalating hardware costs. MY UCFB now acts as an online extension of the classroom, unlocking the potential of e-learning for students and tutors alike. The partnership with Webanywhere also included the creation of video training content, accessible through the platform for a truly multimedia academic provision. The next phase for MY UCFB is to support the distance-learning experience, extending the reach of the institution to markets globally.

Conor Gilligan, Head of the Workplace Learning Division at Webanywhere

*"We are really excited about the Football business market, and the UCFB project is something we are very proud of. Partnering with UCFB has allowed us to really stretch our capability in this area, and also showcases our ability to deliver mobile learning, a big priority for users in the*

*coming years and a major focus for Webanywhere.”*

More information about Webanywhere's mobile learning solutions for the workplace is available on the [Webanywhere website](#) or by calling 01535 358 177.

Philip Wilson, Provost and Chief Executive of UCFB

*“Webanywhere tailored services to meet our demanding requirements quickly and within budget. We are delighted with the outcome, as the convenient remote access available to our students, staff and partners is ideal.”*

The [UCFB Webanywhere case study](#) is available as a PDF.

## **About UCFB**

Based at Turf Moor stadium, home to Burnley Football Club, UCFB is the world's first higher education institution dedicated to the business of football, offering state-of-the-art facilities and world class tuition.

Football is big business: it is a multi-billion pound global industry, with thousands of jobs in the UK dependant on football. In partnership with Bucks New University, UCFB delivers undergraduate degree courses in the operational and business facets of football and its surrounding industries.

## **About Webanywhere**

Webanywhere is a global workplace learning provider which is headquartered in the UK and has operations in mainland Europe and North America. We are experts in delivering e-learning solutions which include social, mobile, rapid authoring and blended learning. Partnering with our clients allows us to really impact on their learners performance. As an official Moodle, Totara and Google Partner, we utilise the most advanced solutions for our clients allowing them to maximise ROI. Webanywhere is also a supplier to the UK Government Procurement service.

Webanywhere has over 3,000 clients including: Zara, Safeway Inc, Tottenham Hotspur Football Club, Dominos Pizza, as well as government and non-for profits such as; The NHS Foundation Trust, Wigan Council, The You Trust, Shelter, The British Safety Council and The Medical Protection Society.