

# An Industry-Leading Training Solution

Britannia Safety & Training, Norfolk/UK



The SMART solutions are a fundamental part of the training environment at Britannia Safety & Training.

Britannia Safety & Training is one of the UK's leading providers of safety and training services, including health & safety courses, audits, inspections and advisory services. In September 2011, Britannia installed two SMART Board® 885ix interactive whiteboards with Meeting Pro™ software in two of the training rooms at Britannia House, its purpose-built training facility.

## A more interactive and engaging training tool

In 2010, when Britannia commissioned a new, purpose-built facility, it recognised the opportunity to take a fresh look at its training tools. Managing Director Colin Wright explains more: "We had been relying on flipcharts and PowerPoint presentations using a normal projector and display, but I wanted a solution that was far more interactive and engaging. As soon as I saw the capability of the SMART Board interactive whiteboards, I knew this was the way for us to go."

"The SMART Boards are now a fundamental part of our training environment. Instead of having to work with a static display, we can expand, move and draw on pictures, cut, save and print content, and write by hand, convert it to text and email it. We can also react more flexibly to the needs of the group and have access to more information, including web-based material. We've gone from one-dimension to a multi-dimensional training environment."

## More engaged, more effective, more enjoyable

According to Colin, the benefits that the SMART Boards have brought to Britannia's training sessions have been considerable: "The SMART Boards put us two to three years ahead of our competition. Our training sessions are far more effective, far more powerful and far more enjoyable. Delegates are more engaged and they retain more information. This ultimately helps to ensure that they and their colleagues are safer and perform better in the workplace."

## Challenge

To deliver a truly innovative training solution to meet the diverse training needs of Britannia's customers.

## Solution

Two SMART Board® 885ix interactive whiteboards, equipped with Meeting Pro™ software, installed in the training rooms at Britannia's new purpose-built training facility.

## Result

10% increase in mark rates and 20-25% increase in knowledge retention.

Strengthened Britannia's reputation for the highest quality services.

A business growing by 30% in the past 12 months.

The SMART Boards also provide delegates with collaborative ways to learn: "We offer courses for managers running major construction projects. Now, instead of asking participants to sketch out on paper where everything is going to be on a building site, they can work in teams to draw it directly onto the SMART Board display. The delegates are much more engaged and they learn more from interacting with others."

## Increased mark rates and information retention

The SMART Boards have improved the effectiveness of Britannia's training, both in terms of the pass marks achieved by delegates and the knowledge they retain. Colin explains:

"On a typical 30-question paper, you need 24 marks to pass. Our pass rates are now higher, thanks to the SMART Boards. I would say that we have seen a 10% increase in the mark rate. Delegates are also much better at retaining information. I estimate that there is a 20-25% increase in knowledge retention. Most of that is down to our SMART Boards."

"We use the SMART Boards to present the questions and can ask delegates to write their answers on the board itself, either individually or working together. This gives us another way to assess delegates that may struggle with the traditional written question paper. For example, we can display images of construction sites and ask them to circle the hazards on the SMART Board. It is a brilliant medium to work with."

## Strengthening the Britannia brand

Colin is in no doubt that the SMART Boards have been a worthwhile investment for Britannia: "We are very happy with what they have delivered for us. They have not only boosted the quality and effectiveness of our training courses, they play an important part in strengthening our brand and enhancing our reputation as a business that does much more than training."

For an accredited training provider like Britannia, the SMART Boards have made it easier to pass the audit process undertaken by the accrediting bodies: "The SMART Boards make it quicker and easier when we go through the audit process. Accrediting bodies are very impressed by our training rooms and our SMART Boards, which makes it easier to demonstrate our competencies as a trainer."

Colin is confident that Britannia will be investing further in its SMART success story: "We're looking to buy another SMART Board for our third training room at Britannia House. We have also identified some training needs where we can make great use of the Bridgit® conferencing software from SMART to work remotely, sharing material between SMART Boards and running sessions for larger groups."



Britannia House in Norfolk.

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**Colin Wright,**

Managing Director Britannia Safety & Training

### About SMART

SMART Technologies Inc. is a leading provider of technology solutions that enable inspired collaboration in schools and workplaces around the world by turning group work into a highly interactive, engaging and productive experience. SMART delivers an integrated solution of hardware, software and services designed for superior performance and ease of use, and remains a world leader in interactive displays.

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