



European Union

European
Social Fund

Annex C - ESF Case Studies

Herefordshire employee benefits from ESF - Chloe's story



After leaving Hereford Sixth Form College, Chloe wanted to continue learning but also wanted to gain work based experience and decided to look for an apprenticeship.

“Despite being educated in a generation where technology and computer skills are the norm my technology skills were very minimal.” Starting work with Riverside Training, Chloe found out about the fully funded courses available through the Skills Support for Employees project.

“The courses seemed like the perfect opportunity to further my knowledge and understand how to use the software fully. After completing the Microsoft Excel Basic and Intermediate courses I now know what functions I can use to speed up my data analysis as well as data inputting. I am now able to set out reports in an organised and presentable format which is not time consuming to complete.

From taking two days out of the office to complete these two courses I have been able to become more productive and efficient in completing the tasks set to me by my employer. My employer has also benefited by gaining a more skilled staff member without the need to pay for an Excel crash course and without the need for hiring a more skilled and able employee.

My future plans involve continuing my education including through ESF courses where possible, and escalating through apprenticeship levels until I am satisfied with my knowledge and ability to complete tasks set by my employer in my job role. After completing my Business Administration Level 2 Apprenticeship I intend to complete a bookkeeping course and then progress onto a Level 3 financial/accounting apprenticeship.”

ESF supports Herefordshire care provider Kemble

“Kemble at Home is one of Herefordshire’s longest established independent care providers. We utilise the Employment Skills Support contract funded by the European Social Fund with our partners Kemble Training and Riverside Training.

By 2030 the care sector needs to recruit a further 750,000 carers throughout England. With the current low levels of unemployment in the County it is extremely difficult to find employees with the right aptitude for care.



The sector is currently underfunded and this can sometimes impact on the type and quality of training care providers can offer. The Employment Skills Support contract is invaluable in supporting our new and existing employees to progress in their role and gain knowledge in challenging subjects such as Dementia and End of Life care.

We have recently been named in the ‘Top 20 Home Care Providers’ in the West Midlands. We believe this would not have been achieved in part, if not for the quality of training supplied under this programme.”

Peter King, Managing Director, Kemble at Home

ESF case studies - Building Better Opportunities

[Building Better Opportunities Herefordshire](#) was launched by Landau in January 2018 to tackle unemployment and economic inactivity in over 19s. Here are just two examples of how BBO has helped people in Herefordshire to overcome challenges and build better lives.



Vince's story

Vince joined the project in March 2018, having been advised by his work coach at the job centre to receive additional support with BBO, but due to health conditions he took a hiatus. In April 2019 he was ready to re-join and engage with activities.

Vince has extensive experience in construction and labouring, but unfortunately due to lack of building contracts he was no longer able to remain self-employed. This, combined with personal issues, led to loss of confidence and motivation.

Initially Vince was interested in volunteering to enhance his CV and re-build confidence in working with others. He volunteered on the 'Stop the Drop' Litter Pick and made a big contribution to cleaning up the South Wye area along with other volunteers. This was a great success and the team was joined by a local Councillor.

He also joined the Labyrinth Work Party and volunteered in weeding and re-laying gravel on the Labyrinth sculpture in Hereford. Vince demonstrated his strength and tenacity in physical tasks involved. He has a great sense of humour and kept the team motivated.

Vince went on to complete a Level 1 Employability and Personal Development Course run by the Heart of Worcester College. During this training he learned about techniques to build confidence and skills to apply for jobs and succeed in interviews.

This developed Vince's confidence so much that he went on to complete a Highfield Level 1 Awards in Health and Safety within a Construction Environment (RQF) which enabled him to obtain a CSCS card. He has applied for work with companies in Hereford and one company is interested in speaking to Vince again once the CSCS card has arrived.

Dom's story

Dom had returned to the UK after a period abroad. His circumstance within a few weeks had significantly changed for the worse. He was now facing being a single dad, being unemployed and living in unsuitable temporary accommodation. He was alone and distraught. He didn't know what he could do to change his life back around – this affected his own health and his relationship with his children.

The BBO Link Worker met with Dom giving him someone who he could offload to. He also arranged for a family worker to work alongside the children so they also could have support with the changes they were experiencing. The two Link Workers were able to work together to restore the relationships, facilitating honest family conversations and helping gain confidence in his parenting.

After four months of support Dom felt things had settled enough for him to start thinking about work. He attended a chainsaw course which gave him a sense of purpose and progression in his circumstances. Each week the Link Worker supported Dom to look for jobs he could apply for.

Now, after one difficult year Dom is happily in work, able to provide for his children both financially and emotionally and has moved to a new flat.

Case Study – Building Better Opportunities Shropshire

Landau is a local supported employment and training organisation and leads a partnership of 20 organisations in delivering BBO Shropshire. In the first three years of delivery, the project supported 1,588 unemployed or economically inactive people, helping 310 of them into employment

The project focuses on those who are furthest from the labour market, helping them engage in activity to move towards and into employment. Employment is one measure of success, as is work readiness, but so too is the confidence of participants to progress onto other training, education or volunteering opportunities.

This case study focuses on how BBO Shropshire has supported participants with mental health issues through the IPS project, led by Landau.

“Following a period of illness 2015 I was forced to leave my job in domiciliary care which I really enjoyed and have been supported by the NHS Mental Health team until recently.

In March 2019 my Mental Health nurse referred me to the BBO project, she knew I was ready to move forward with my life and the project which was run by a charity called Landau helped people like me get back into work.

Following a meeting with the project key worker I talked about all that I wanted my job to accommodate, I needed help with application forms and in finding a supportive employer who understood people with mental health issues. I was very concerned about my criminal record for a driving offence and thought this would prevent me from returning to employment as a domiciliary worker.

The thought of me finding employment with all my problems seemed to me impossible, my initial approach was not very positive but my key worker provided the guidance and support to overcome each of my obstacles, he was always at the end of the phone if I needed advice and support. We scoured the local newspapers and the huge bank of contacts and employers who he knew would be supportive. I was surprised how quickly everything began to happen, I was very soon employed as a domiciliary care worker within a supportive organisation and signed off the NHS Mental Health service. I feel brilliant, things have turned around full circle. I can get up in the morning knowing I’m going to do something good for somebody. It’s a nice feeling”

ESF Case Study - Skills Support for the Workforce



Lorraine’s story shows how flexible learning and innovative use of technology can help people develop their skills, achieve qualifications and help them reach their potential.

Lorraine works for Gold Standard Care, a domiciliary care provider based in Shifnal which supports and cares for adults in their own homes across Shropshire. New to the role, Lorraine needed to complete a qualification that would enable her to work with clients with dementia. But severe dyslexia meant Lorraine struggled with writing, lacked confidence and felt uncomfortable in group training. She had left school with no qualifications or prior learning.

In May 2019 Lorraine started Dementia training with Training 4 U, fully funded through the ESF Skills for the Workforce programme. The training was aimed at developing her skills and knowledge to give her a deeper understanding of dementia and how to support and engage clients in activities to stimulate and improve their interactions.

Several interventions were put in place to support Lorraine including individual training sessions with more structured support, sessions conducted with more time and away from the workplace which allowed her to feel more at ease and take her time with the learning. The Assessor adapted her style to give more focus on scenario based examples and adapted the style of delivery.

To overcome barriers with writing due to dyslexia the Assessor and Lorraine used an app that converts her voice to notes allowing her to write answers in a way that she understands and can make sense of. Using this approach gave Lorraine the confidence and independence to complete the

training in a way that is most suitable for her. The adaptations made it possible for her to complete training that she would not otherwise have completed.

Lorraine has now achieved her Level 2 qualification. This has had a massive impact on her at work but also in her private life she feels that now she has achieved she can look towards her future and further progress onto higher levels of qualification and within her role.

Lorraine will be putting her invaluable new skills into practice, helping clients with dementia to manage their condition and remain as independent as possible for as long possible.

For information about the Skills Support for the Workforce project visit <https://www.dimensionstrainingsolutions.co.uk/> or contact info@dimensionstrainingsolutions.co.uk

ESF Case Study – Brite Start Cleaning



Brite Start Cleaning was set up in Shropshire in 2011 and has since grown to offer commercial cleaning services to all types of organisations including offices, showrooms, shops, schools and health services.

Brite Start was introduced to the ESF Employee Skills Support project in December 2016. Rushmore Business Associates, one of the project's delivery partners, carried out a training needs analysis which identified specific skills gaps which were having an impact on efficiency and growth potential, particularly in the use of technology and customer service.

Individual training plans were put in place for three members of staff designed to develop skills in specific areas relevant to their role and in line with the growth needs of the company.

Director Diane Wilson is currently completing a Level 3 Leadership and Management qualification. Diane also received training on various software packages such as spreadsheets and presentations to make better use of technology in areas such as financial monitoring and control and marketing.

Cleaning Supervisor Agnieszka Suchocka completed a Level 2 qualification in customer service which has improved service levels for customers and internal staff. As a Polish national, Agnieszka also gained qualifications in English and Maths which helped boost her confidence and communication skills. She is now studying towards a Team Leading Award to further improve her supervisory skills.

Accountant Jennifer Plain received training on spreadsheets and word processing to improve the efficiency of accounting processes and introduce more professional documents.

“Brite Start has expanded to provide professional services to a range of organisations. The Employee Skills Support project helped us to identify where skills gaps had become a barrier to growth. The training has been really beneficial to the business – use of technology has increased substantially, making the day to day running of the business more efficient and enabling the management team to make much better business decisions. With limited training budgets, access to this ESF funded training has been invaluable.”

Diane Wilson, Director

ESF Case Study – Suncare carer Bernie

Bernie joined SunCare as a Home Care Worker in March 2015.

“Before joining SunCare I had worked with disabled adults and children and had gained a BTEC qualification in care but it was some years in the past. I also had experience as a foster carer but wanted to develop my career in the care sector. I was really pleased to be offered a position as a Home Care Worker with SunCare and after completing my induction training and Care Certificate, I was given the opportunity to enrol on a Level 2 Health and Social Care Diploma which was great as I was keen to develop my skills and to gain a recognized qualification.”



The training was delivered by County Training and funded by ESF as part of the Employee Skills Support project which provides fully funded training to SMEs in the Marches.

“The training involved on and off the job learning with practical and written assignments. It gave me an opportunity to develop my skills, knowledge and techniques to be able to support people with a wider range of care needs. Since gaining my Level 2 qualification I have been given more responsibility and a salary increase to go with my increased responsibilities. The course also helped me feel more confident about studying and I am now planning to progress onto a Level 3 Diploma.”

SunCare was established in 1998 by Registered General Nurse Carole Barnes and provides all aspects of domiciliary care to clients in Shropshire, Herefordshire and Powys.

“At SunCare we pride ourselves on providing high-quality, person-centred services and believe training is key to equipping and empowering staff with the skills to maintain the highest standards of care. The care sector is facing pressure from increased demand and reduced funding and the Employee Skills Support project - funded by ESF – enables us to offer a comprehensive programme of staff development which is beneficial for both our clients and our staff.”
