



**BEDROCK**  
TRANSFORMING WEST CUMBRIA

# CASE STUDY

**Bedrock**

**July 2024**

## The Challenge

We have been working with Sellafield Ltd in Cumbria for four years, since 2020. Although there was no Social Value requirement stipulated at the point of contract with Sellafield, we to approached their training team and offered to put something back to the Cumbrian Community. Not only is this a means of demonstrating what we can do to support Social Value at a local level, but it aligned with two of our company values: Integrity and Accountability.

The approach was well-received by Sellafield, who already support numerous community related activities and we were put in touch with the engagement team who in turn introduced us to Gordon Henry, the Development Officer at the Bedrock Basics Project.

Bedrock Basics is a service delivered by Cumbria Council for Voluntary Service (CCVS), delivery partner in the Transforming West Cumbria programme. This programme, which is funded by Sellafield Ltd and the Nuclear Decommissioning Authority (NDA) and managed by Cumbria Community Foundation, is taking on West Cumbria's most entrenched social and economic problems and aims to put local people in charge of their own futures by empowering neighbourhoods to create transformational change.

The problem the organisation was dealing with was finding different ways to engage as many non-profit organisations in West Cumberland as possible in the subject of health and safety. As a project Bedrock Basics is trying to encourage organisations to think about and implement positive health and safety measures for all in their workplaces and services. The target set at the beginning of this project was to reach and engage with staff and volunteers in up to 30 non-profit organisations over a six-month period.

## The Solution

We agreed a budget of £1000 be allocated to Bedrock Basics' requirements. This meant around 30 elearning licenses could be made available, free of charge to those working in the Third Sector in West Cumbria. A range of Health and Safety courses were considered and the following were short-listed to be made available to those approved by Gordon:

- Introduction to Risk Assessment
- Display Screen Equipment Awareness
- Fire Marshal
- Working Safely
- Manual Handling

**"Your creative use of quality on-line learning modules appealed to us with the flexibility it offered for people to do in their own time and at their own pace"**

Gordon Henry was provided with access to one of the online courses, Introduction to Risk Assessment, to establish its suitability. This really helped him to understand the option being offered and how using it would benefit the organisations he supports. He commented:

**“We liked your approach; your willingness to set up a trial account for me to check out the modules before promoting them to other organisations allowed me to get a first-hand view of the quality of the modules. We have also appreciated how reliable and responsive you have been throughout our time working with you.”**

We also provided a wide range of promotional material in a variety of social-media friendly formats to help promote the eLearning (see the images below). Laura from MacMillan Training handled enquiries and expressions of interest and liaised with Gordon at all stages to ensure that each applicant was eligible prior to setting up access to the chosen e-learning modules.

The solution we offered proved to be a great fit for the Bedrock Basics requirement. Gordon was particularly keen to highlight how impressed they were by our commitment to supporting non-profit / charitable / voluntary organisations in Cumbria.

Both parties acknowledged there were some points where the uptake was slightly lower than anticipated, however we re-grouped, modified the messaging and sent out further communications via email and social media platforms. Bedrock had identified there were some gaps which other eLearning courses could help them bridge, so as well as this, we added some hygiene related courses to the offering:

- Food Safety Level 1
- Food Safety Level 2
- Supervising Food Safety Level 3
- Achieving Food Hygiene Rating Level 5

This proved to be a positive move as it widened the audience to community groups and charities who provide food related services in the community. Gordon also stressed he appreciated our willingness to be flexible in issuing and use of licenses resulting in us being able to accommodate last minute changes.



## The Outcome

A significant impact of this offering was highlighted very early on as Gordon indicated we were engaging with several organisations who had not previously taken them up on their offer of face-to-face delivery or online group delivery of training. This meant as a direct result of MacMillan Training's involvement, Bedrock Basics have had the door opened to them to work with new groups.

They have welcomed participation from a range of young people's organisations, mental health organisations and food services (growing and emergency food provision) as well as community-led environmental groups. The courses have proved to be popular for groups to access - 19 organisations have benefitted across the full range of courses being offered. The equivalent spend purely for the access to eLearning courses for Bedrock Basics community organisations is £775. This does not include the contract support provided by us in the delivery of this project.

Gordon was particularly keen to stress how critical MacMillan Training's commitment was to seeing through the completion of the provision:

**"You followed through on your offer and were committed to delivery of it. The offer through MacMillan Training has provided groups and organisations with another route to access training and been vital to expanding how the organisation engages with and supports groups in a flexible way to suit their needs and circumstances."**

**"The personal involvement and Laura's understanding of community groups and non-profit services for young people in her life outside of paid employment with MacMillan Training was hugely beneficial in our early-stage discussions. Thank you MacMillan Training, you have been great to work with every step of the journey."**

**"I have really enjoyed working with you. A very flexible approach and regular, clear communication"**

## Contact Details

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