



MACMILLAN
TRAINING



LIVERPOOL
CITY REGION
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION

CASE STUDY

Liverpool City Region Combined Authority

July 2023

The Challenge

In October 2022 we were awarded a contract by the Liverpool City Region Combined Authority (LCRCA) to deliver IOSH Managing Safely a 3-day IOSH accredited programme to candidates from the LCRCA Area. The LCRCA Contract was funded by the EU Social Fund.

The Solution

We used our existing database, and a platform called SalesLeadGen to generate interest from the Liverpool geographic area.

We completed LCRCA's learner enrolment form to access approval and ensured learners had individual learning plans as well as all the necessary documentation e.g. proof of residency, to enable us to request funding. The courses were advertised clearly stating the required funding criteria. We promoted the events to our existing Liverpool City Region (LCR) client base through our newsletter and used direct marketing activities for other potential LCR clients. A key telesales executive was tasked with contacting local businesses and our existing eligible LCR clients to engage demand and to secure training bookings.

To cater for as wide a selection of learners as possible, we recommended a mix of delivery patterns. A variety of timings including short, regular bursts of learning, consecutive full days delivered over one day a week for three weeks, and consecutive full days.

We offered a blend of Face to Face and Virtual training programme delivered on a modular basis. The purpose of delivering sessions on a modular basis is that it makes it possible for delegates to move across courses where availability allows. This flexibility is particularly valuable for learners who work shift patterns or have other non-work-related priorities they need to work around.

Our timetable of events was accessible to all from an early stage, enabling learners to pick and choose a timetable that works for them, whether virtually, or in the face-to-face classroom. The schedule was designed to make the training as accessible as possible. Total Guided Learning Hours for delivery meant the programme was 22 hours, as stipulated by IOSH. Enquiries were followed up in-person using telephone and email to establish eligibility before sending application forms. There were strict requirements placed on us as the delivery agent and also on those individuals looking to access the funding.

Feedback from all sessions was exceptional, averaging 4.9/5 on the online evaluation service we use - coursecheck.com.

The Outcome

From December 2022 to June 2023, we delivered nine IOSH Managing Safely interventions via both live classroom events and virtual events using both Zoom and MS Teams.

A Contract Manager oversaw delivery with an admin team to support them. We utilised our in-house CRM system to manage all aspects of the contract from company and candidate sourcing, through the selection and qualification criteria process, to actual event management, smooth delivery and follow up.

As part of the final Assessment process, learners undertook a 15-minute written Assessment Paper consisting of 30 multiple choice questions. To help prepare learners for this test, we distributed three 'mock assessment' papers over the course of the first two days training. These mocks are shorter in length but do contain questions very similar to those the learners can expect to see on the final written Assessment Paper.

In addition to this, Learners completed a 'Risk Assessment Project' as part of their final submission. This project was completed within their own workplace and aimed to help learners identify the kinds of risks and hazards they will be expected to identify for this.

Of the nine interventions, two were delivered in-person in the Liverpool area and seven virtual events were delivered via both Zoom/MS Teams. Feedback from all sessions was exceptional, averaging 4.9/5 on the online evaluation service we use - coursecheck.com. All 112 delegates achieved an IOSH Managing Safely Certificate. None of the exam papers were called on by IOSH for audit purposes.

Should you require verification of the quality of the service we provided, you can contact - prioritytraining@liverpoolcityregion-ca.gov.uk

