



Pearson



Case study: Dynamo Healthcare

The customer

Dynamo Healthcare Training and Consultancy Ltd (DHCT) is a specialist provider dedicated to supporting healthcare employers in the South West of England. It provides healthcare training for all ages to meet role requirements through Apprenticeship, QCF Diplomas and bespoke delivery to meet organisational needs.

Dynamo's mission is to support Cornwall's wider workforce and develop more opportunities for young people in Cornwall. Through links with Job Centre Plus, Careers South West, Schools and Colleges, it creates access to apprenticeship programmes to support young people in the region.

The primary focus is to deliver accredited healthcare pathways to enable young people to commence careers in various health specialisms. Dynamo also supports young people who want to work within a support services remit, undertaking business administration, customer services, team leading and management where appropriate.

The challenge

In the far south west of England, Cornwall is unique in many ways. The living costs aren't low yet the salaries aren't particularly attractive. The county also has an ageing demographic, which puts pressure on healthcare services. Healthcare is one of the biggest sectors in Cornwall yet it can be a struggle to keep young people living and working in the region and sometimes to recruit to fill healthcare roles.

Career pathways within the healthcare sector can be confusing and the pay can be less than attractive, which creates the need for a more robust approach to education and training preparation for young people, especially as the region does not want to lose them to what may be considered more attractive careers.

Healthcare needs more relevantly trained young people. Working in social care can be incredibly rewarding, but there is still a lot to do to promote the perception of social care as a career option of choice. The reality is we all need care at some point in our lives, and care isn't just about looking after the older generations.

Clinical Healthcare is a much more appealing as a career choice and Healthcare Assistant apprenticeships provide an excellent footing for gaining confidence and experience in a G.P setting and moving on to nurse training. It is still an area of growth though and the sector needs to continue to promote it, especially when the NHS is taking such a hit and GP practices are looking at opening 7 days a week.



The solution

Dynamo believes that the sector should be doing all that it can to keep young people in Cornwall and giving them a career in care that they can be proud of and progress in, with qualifications that really mean something and can attract a salary worth having.

Part of its solution is to launch a Healthcare Training Academy, which will provide a three-year programme and include both a traineeship in the second year and an Apprenticeship in the final year. It hopes that this new and innovative model will support young people's career progression as well as employer recruitment and wider workforce development.

Dynamo offers Medical Receptionist, Healthcare Receptionist, Business Administrator, Clinical Healthcare and Care Assistant Apprenticeships and has offered Dispensary Assistant Apprenticeships to meet the needs of its healthcare employer network. It constantly monitors skills gaps and areas of growth to inform the delivery of courses and programmes through strong relationships with employers and stakeholders in the healthcare industry.

Apprenticeships will help to absorb some of that additional pressure on workload and resource. Traditionally, the healthcare industry has spent a lot of money on advertising roles and wouldn't necessarily think to recruit an apprentice. Managers are typically very busy people and often unaware of benefits including free training and grant incentives. Dynamo therefore provides a recruitment service and even support with the interviews.

Jen Andrews, Business Development Manager at Dynamo Healthcare Training Ltd, says: "As an organisation we want to develop Cornwall's healthcare workforce for the future. The number of apprenticeship opportunities available is growing all the time. More and more young people are seeing Apprenticeships as a great alternative to college and more and more employers are seeing the benefits of having young people within their teams. This is how and why the Healthcare Training Academy idea came about and we hope it will help to reduce some of these issues.

"Many schools and colleges do offer health and social care courses, but this doesn't necessarily prepare young people for work outside of a classroom setting, which is why health and social care Apprenticeships are so fantastic, why we deliver them, and why we are launching the Dynamo Healthcare Academy."

The outcomes

Dynamo Healthcare has 100% timely success rates. It also has very good success rates for finding employment outcomes for long-term unemployed learners that attend its Care Framework Certificate training.

Dynamo has exceeded its original targets and is now working with Pearson and others to look at how it can support the healthcare sector further by growing the training provision it offers.

Successful former learner Chris Goode, Senior Support Worker at Acorn Park Lodge, says: "I studied with Dynamo Healthcare until December 2015 and successfully completed my Advanced level Apprenticeship in Adult Social Care. The course was challenging but the support I received from my tutor Debbie Leahey, Gail Irvine and my Math's tutor Jenny James was invaluable. All the team pushed me to succeed and supported me when I needed help. I always felt inspired after my meetings with Debbie and Jenny showed incredible patience when supporting me with passing my math tests.

"Achieving my Advanced Apprenticeship qualification has enhanced my career prospects. In addition to gaining knowledge about the adult social care sector and my role in it, the course has also given me new skills such as using PowerPoint and designing posters and information brochures. I feel taking the Advanced Apprenticeship has improved my confidence and I have been able to use the skills and knowledge I have acquired in my role as a Senior support worker."

And Jen Andrews continues: "We believe that through open communication and responsiveness we can tailor our Apprenticeship portfolio to what's needed in the wider healthcare workforce. For example, we decided to offer the Support Services in Healthcare NVQ rather than a Customer Service NVQ because it is tailored to the role of an Apprentice Medical Receptionist and we know that it covers more relevant/appropriate units for a healthcare setting and prepares the learner well. Employers appreciate that.

"Our core offering is still Apprenticeship delivery and training for the wider workforce, but we are very excited about our Healthcare Training Academy. In this respect, our offer has developed and we want to be responsive to the needs of our employers as well as young people in Cornwall.

"We work with Pearson (and other awarding organisations) to find the best training to meet that need and to tailor those qualifications to respond to those demands."