



Mind in Tower Hamlets & Newham uses Me Learning to stay compliant and engage the team



Client: Mind in Tower Hamlets & Newham

Activities: Promotion of mental health and support
in recovery from mental illness

Location: Tower Hamlets and Newham boroughs of
London

Courses: Care Certificate, Safeguarding,
Health & Safety

About Mind in Tower Hamlets & Newham

Mind in Tower Hamlets & Newham (MITHN) is the local association of mind, the mental health charity which seeks support and respect for the one in four people who at some time in their lives will experience mental health problems. Like many third sector contributors to their communities, MITHN provides counselling and welfare advice. It also offers bespoke mental health recovery and support programmes and in 2017 has launched an advocacy service.

Enterprise-grade compliance on third-sector budgets

MITHN is under the same pressures as all third sector providers: they are fulfilling more essential social functions than ever before – functions which require a compliant and professional workforce, yet on tighter budgets. And money is hard to come by: there is competition for charitable donations from consumers; and grants and contracts are expensive to win and highly competitive.

Michelle Kabia, CEO of MITHN, found herself under exactly those pressures. “The third sector has had a difficult time and therefore we had underinvested in training”, she says. “But if we’d carried on, we would have failed in our compliance duties. If not the law, we would certainly have failed to comply with the minimum standards we would be able to feel proud of. So, as an organisation, we knew we needed training.”

“But we’ve got a mixture of people with different skills here: mental health support, casework, advocacy, employment advisers and trainers – they all have different training needs to stay compliant. We also have a large volunteer and part-time component. Plus, our team are not all in one place. So, it’s not easy to do classroom-based training: it’s expensive, we’d have to run three or more sessions, it’s not appropriate for all needs and inevitably someone misses out. Instead,

I wanted training that could be shared by everyone, a defined standard which we could share across the organisation."

Understand in-house skills in real-time

MITHN therefore joined Me Learning, with the flexibility of a pack of 20 courses – 10 baseline courses which are now embedded into the induction process and which give every employee a consistent grounding in the skills needed to work for MITHN; and 10 additional courses for on-demand skills as required for different disciplines.

Taking this strategic approach has been beneficial. Michelle says "We've used various e-learning providers before, but always tactically. We would buy piecemeal, often a single item. Or we've bought a block of 100 courses off the shelf with a few options and choices.

"But now we have a dashboard, an overarching management tool that lets us see exactly what skills we have in-house, day to day."

I can see exactly who has logged on and completed a course – which is how we've been able to hit our target of getting everyone to complete this training in three to six months. Without that visibility, we'd never be able to see training as a programme instead of just a compliance patch."

The employee benefit that keeps on giving

It also means that Michelle can put training centre-stage in the offer to her team. As well as using e-learning to upskill her staff, at MITHN, the training regime is an engagement tool. She says, "Staff who have been here for a long time can get complacent - it's understandable because taking time away from clients is difficult. But we've shown that e-learning isn't intensive or time consuming. These are short interventions for quick gains.

"And so they see that it's not just about compliance, it's an investment in their careers and continuing

professional development. I'm not going to be their employer forever, and they need these certificates to progress; so this is as much a success for them as for us". Even the email notifications which nudge staff of the requirement to take a course include positive reminders of the career value of training; in fact some members of staff are clamouring for more."

One employee, already juggling work with childcare responsibilities, would not be able to attend college or night school. Thanks to MITHN's Me Learning training programme and support, she has taken the full Digital Care Certificate course and is now a fully qualified carer. It's the sort of success story that buys talent and loyalty as well as the skills to provide better care.

Flexible licensing: ready for growth

From a standing start in April, MITHN was up and running on the Me Learning platform within a week. It's easy for both Michelle and her HR manager to use – including producing management reports on demand. Training is now embedded in MITHN's compliance culture and the organisation is rapidly reaching its goal of a 100% trained workforce. Michelle has also recommended Me Learning to colleagues and other voluntary sector organisations.

Why Me Learning?

For mind, Me Learning was the right choice for:

- Easy management
- Excellent value
- Flexible licensing
- Engaging courses

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