



# CASE STUDY

## Birmingham City Council



## BACKGROUND

Birmingham City Council is the local governing body responsible for the governance of the City of Birmingham, which has been a metropolitan district since 1974. Since the loss of its dedicated training department in 2014, training at the Council had been put on the back burner as the business went through restructuring to make it more commercially viable.

In 2018, the Council's catering team, Cityserve, identified an issue with the logistics of delivering training due to the size, diversity and dispersed nature of its workforce. It realised it could not sustain a full-sized training department and so set out to improve the accessibility of training to front line employees who were not on the BCC network whilst not introducing heavy administrative burdens for the business.





## Let's start with you

The GDPR refers to a data subject, which means you, the user. The new regulations give you more control over how your personal data is collected and used by organisations. But what do we mean by personal data?



## **SOLUTION**

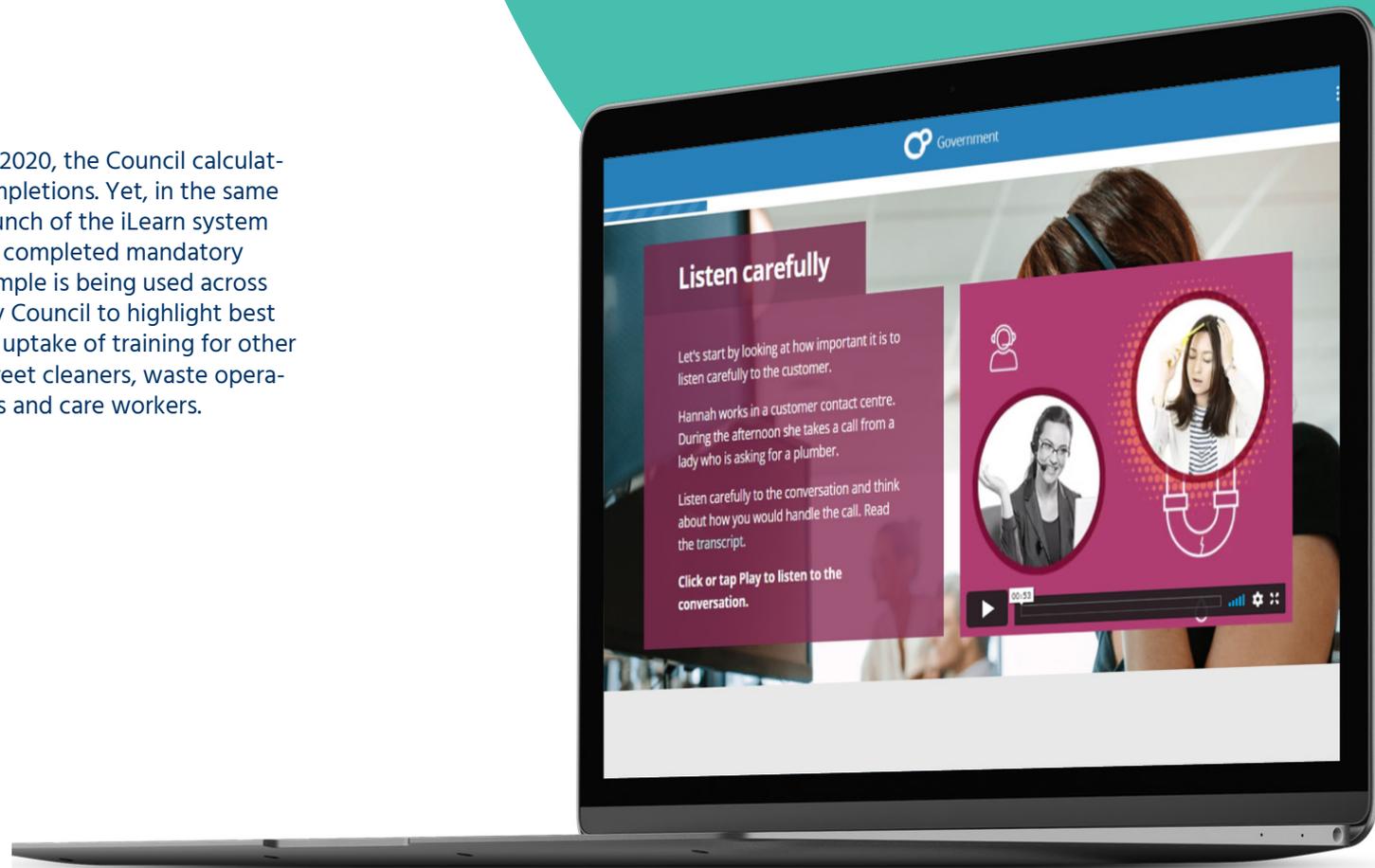
To begin with, the Council created a new training policy that aimed to introduce regular new training initiatives. As well as that, Cityserve committed to reviewing new methods of delivering training to ensure relevant development opportunities were provided. This culminated in the implementation of Learning Pool's Stream LMS alongside a number of collections from Stream Content Library to offer a more accessible route to learning.

Launching the iLearn system, Stream LMS has been integral to the onboarding of new employees, creating an induction list that reminds managers to assign relevant learning and keep track of what has been completed. To help increase the uptake of digital, mandatory training, and to provide supervisors with easy access, laptops and other devices were also installed in the Council's kitchens.

Now, the majority of training at Cityserve has been moved to Stream LMS. Mandatory training has been incentivised by allowing employees to access iLearn at home and taking the time back in lieu later on, enabling them the flexibility to complete training when it suits them.

## RESULTS

During the first five months of 2020, the Council calculated zero mandated module completions. Yet, in the same five month period since the launch of the iLearn system in 2021, 275 catering staff have completed mandatory training. Furthermore, this example is being used across other areas of Birmingham City Council to highlight best practice and to encourage the uptake of training for other “offline” employees, such as street cleaners, waste operatives, school crossing patrollers and care workers.





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