

INVESTOR IN PEOPLE CASE STUDY:

WORDSWORTH HOUSE

INVESTING IN PEOPLE TO DELIVER QUALITY RECRUITMENT

Size: 42 people
Sector: Nursing Home
Location: Swanage, Dorset
Status: Recognised as an Investor in People, 14 February 2007



INVESTOR IN PEOPLE

A nursing and care home in Dorset that has raised its performance by introducing a widespread culture of training and learning among its staff has been recognised as an Investor in People.

Wordsworth House, which employs 42 staff at Durlston, near Swanage, has been supported and assessed through the Investors in People process by Quality South West.

Dual-registered for both nursing and residential care and superbly located on the edge of Durlston Country Park, Wordsworth House was acquired by Laura Weekes in 1982.

While Mrs Weekes continues as a director, the home has been effectively managed by her daughter Jan for the past four years with Trisha Ashby-Rudd as the manager.

As part of a drive to develop the business through delivery of the highest standards of care, Wordsworth House appointed Wayne Laurence to fill the newly created post of Training Manager in 2004.

"A whole package of measures needed to be put into place," Wayne says.

"Our training was limited and lacked structure. We needed to increase our ratios of staff with NVQ qualifications – not just to comply with the Government requirement for care homes, but also improve the business and to deliver care of the highest quality.

"With no formal systems for induction, appraisal and team-building, our staff turnover was unacceptably high. Good people were slipping through the net."

Wordsworth House introduced a raft of training programmes, with a particular emphasis on NVQ in Care.

The company also implemented modern systems of induction to familiarise newcomers with the home's policies and procedures. All staff have been able to identify their training needs through regular appraisals.

Wayne says:

"We allocate budget for training each year, together with a training allowance for every member of the team. If extra training's needed, there`s no problem, as it helps to raise the quality of care for our clients and can be seen to improve the business.

Wordsworth House is now on course to bring 50% of its staff up to NVQ Level II or above by July 2007.

The training ethos is so deeply embedded that the home is now an accredited centre for the Chartered Institute of Environmental Health (CIEH) and plans to create a further income stream by offering external training.

Wordsworth House also takes a lead role in a training project called `Promoting a Learning Organisation in Small Care Homes` - with Wayne Laurence acting as a `Learning Ambassador`.

Most critically, the good practices of Investors in People have helped the home to achieve an occupancy rate approaching 90%, while staff turnover has been greatly reduced.

Wayne says:

"There`s an enthusiasm about the place. People want to learn. It makes them feel good about themselves and their jobs. Investors in People gives us clear measures for improving the business – and has laid the foundations for a successful future."

