

The Health and Social Care sector strand is the first strand to be fully developed within the Greater Merseyside and West Lancashire LLN. It provides an opportunity to augment existing successful partnerships and initiatives. Those already working in the health and social care sector or seeking to work in it, will have opportunities to gain enhanced skills and simultaneously achieve formal qualifications, which can be built on through continuing professional development.

One of the key tenets of this strand is the quality of the employer engagement, which is already strengthening links between stakeholders in organisations such as sector skills councils for health and care, as well as the third sector.

Both Edge Hill University and the University of Liverpool have strong links with FE providers within Greater Merseyside and West Lancashire. They are all actively engaged in the LLN, delivering the foundation degree and leading various elements of the network's development. As a result there is a wealth of expertise to facilitate innovative programme design and delivery, within a strategic framework for vocational and academic progression.

Progress and Development

2006 saw a busy schedule for our first year. The two universities were involved in partner and programme approval events which helped to build firm relationships for effective curriculum development and delivery.

The Network has developed Year 0 provision in Medicine & Dentistry, and Nursing & Allied Healthcare Professions validated by the University of Liverpool and available through the university or one of three FE partners.

Edge Hill University validated a Foundation Degree in Integrated Practice: (Early Years and Children) and (Young People), co-ordinating four successful new FE partner approval and validation events.

In addition, we are working to strengthen links with employers interested in developing three more Foundation Degrees – Elderly/Vulnerable Adults, Health Promotion, and Complementary Therapies, due to be validated for delivery in 2007.



Progress your career!



For more information on either the LLN or the health strand contact

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In order to try to address these issues a number of marketing initiatives have been tested and will be evaluated:

- Individual partner launch events for local communities and employers, with follow up phone calls and drop in sessions.
- An '0800' number for centralised enquiries to LLN programmes
- Radio advertising and media relations promoted two road show events.
- Mail shots to all employers and voluntary sector organisations likely to be interested in developing the Foundation Degrees. National bodies and respective organisations were also contacted as part of market demand analysis

Lessons Learned

Strengthening our marketing strategy further to include earlier information, dissemination and more detailed job role scenarios for applicants is a priority. Flexibility of delivery is also paramount in order to meet the needs of students and employers.

Similarly, with regards to employer engagement we need to continue with a strong approach communicating with smaller employers to open channels for negotiation, flexibility and development. In this way the programmes for the LLN Health and Social Care Strand will retain their currency and viability.