

# Maxim news

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## Apprenticeship Open Day exceeds all expectations



*A forum for the future: Macclesfield College's first Apprenticeships Open Day of the 2017 calendar.*

**THURSDAY 9th March saw Maxim Business Training and Macclesfield College play host to the very first Apprenticeships Open Day of the 2017 calendar, and it proved to be a great success for all concerned.**

More than 400 visitors - many of them young learners from the Macclesfield area and wider East Cheshire region - were in attendance on the day to view exhibition stands and talk directly to more than 40 local employers, all of whom are committed to taking on and training ambitious young learners via Maxim Business Training.

All attendees and prospective new learners at the Open Day, were also able to take a tour of the College's ultra-modern campus - situated on Park Lane, Macclesfield - as well as discovering the comprehensive range of high quality, fully certified apprenticeship courses on offer to them, via Maxim Business Training.

Likewise, many of the College's individual faculty heads were also present, to talk about course content, placement opportunities with key local employers and the strong relationships enjoyed with industry

throughout the dynamic East Cheshire region and beyond.

"It was hugely rewarding to see so many faces at our latest Apprenticeship Open Day event," comments the Director of Employer Enterprise and Commercial Services at Macclesfield College, Tracy Cosgrave.

"All of the feedback we have received has been very encouraging and extremely positive, whilst the employers who exhibited alongside us all commented on both the calibre and character of the young learners who visited the College campus on Thursday 9th March.

"There are some fantastic young people living in East Cheshire," Tracy concludes, "and we will do everything in our power to attract them to the world of apprenticeships and the unparalleled level of vocational training, guidance and support on offer at Macclesfield College."



**MARCH 2017 saw confirmation that Maxim has been successful in its application to the Register of Apprenticeship Training Providers, held by the Skills Funding Agency (SFA).**

This announcement means that Maxim Business Training and Macclesfield College have been given the green light to continue delivering high quality,

## SFA-registered to deliver excellence

future-focused apprenticeship programmes to levy-paying employers across the East Cheshire region and beyond, from May 2017 onwards.

The process of Maxim becoming registered began last year, when the College submitted its bid to be at the forefront of the imminent reforms in apprenticeships, via the SFA's Funding Agency's e-tendering portal.

The application process was closely monitored by the SFA and focused strongly on the ability of Maxim Business Training and Macclesfield College to deliver gold-standard apprenticeships and vocational training, financial health, eligibility

to receive public funding and recent Ofsted results.

"Apprenticeships are a cost-effective and highly efficient way for businesses and organisations across the region to upskill their existing workforces and recruit professionally trained, highly motivated young talent," asserts Tracy Cosgrave, Director of Employer Enterprise and Commercial Services.

"We are thrilled to be included on the new register. As an SFA-approved provider, Maxim is able to deliver apprenticeships to levy-paying employers, who know they are working with a quality provider in whom they can have total confidence."



## Maxim homes in on Manchester



*Exciting horizons: Maxim is set to become part of the SSW supply chain for Greater Manchester.*

**MAXIM is delighted to announce its success in winning a high-profile tender bid that will now see it become a vital part of the LEP Skills Support for the Workforce (SSW) supply chain to the key Greater Manchester conurbation.**

To this end, Maxim will be delivering skills provision that offers regulated and non-regulated training (where required) that is innovative, responsive to the diverse skills needs of this major UK region and increases participation by employed individuals in education or training.

The aim of this project - co-funded by the European Social Fund (ESF) and the Skills Funding Agency (SFA) - is to work with Halifax-based Calderdale College to provide ongoing support to employers across Greater Manchester, and helping to implement the work and skills strategy throughout the region.

It is estimated that a quarter of the productivity gap between Greater Manchester and the UK as a whole is caused by higher than average levels of worklessness and low levels of economic activity. The other three quarters is caused by lower levels of economic output. People in work here are not as productive as elsewhere in the country, and low skills levels are a critical, causative factor.

Maxim will be collaborating with Calderdale to increase the numbers of SMEs in the area, who are actively planning to address skills issues as part of their growth strategies, as well as encouraging employers and employees across Greater Manchester to participate in an apprenticeship.

This key initiative - a landmark for Macclesfield College - is to drive up skills levels, focus on the skills currently being sought by local employers and support the relevant LEP priority sectors.

## Levy to spark regional growth in apprenticeships



**AS the employer-responsive arm of Macclesfield College, Maxim is well positioned to be at the centre of a training revolution here in East Cheshire.**

This is following the launch of the Apprenticeship Levy - a nationwide initiative that comes into effect from May 2017, to raise circa £3 billion per year, to help the Government fund 3 million apprenticeships by 2020.

The Levy will be paid by companies and organisations in England whose annual pay bills are over £3 million. SMEs will also benefit, as they will be able to access the requisite funding to help train the next generation of

skilled workers, even if their pay bills fall below the designated £3 million threshold.

Since its launch in October 2015, the remit of Maxim Business Training has been to create and promote an environment where dynamic and enterprising businesses throughout the East Cheshire region are able to focus on their futures, transform their day-to-day practices, optimise their efficiency and enhance their all-important profitability, by accessing first-rate, SFA-approved apprenticeship programmes.

The strategic partnerships Maxim has forged to date with local and regional employers have been very effective, enabling the College to deliver courses that match business needs with the career aspirations and work-based skills of apprentices.

*For more information on the Levy, and how Maxim could help your business, call 01625 410022!*

## Hard work pays off on new AAT Access Course

**MAXIM has continued in its quest to get unemployed people living in the East Cheshire region into full-time employment, by running an Access Course that helped 10 individuals to improve their job prospects, in one of the UK's most stable and lucrative sectors.**

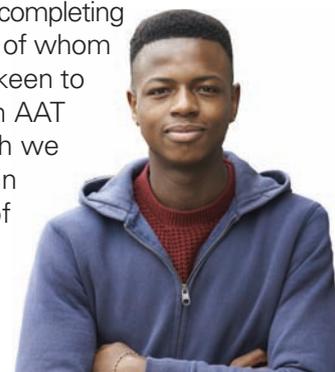
Devised in conjunction with AAT (the Association of Accounting Technicians), which is the UK's leading qualification and professional body for technical accountants, this new course was fully resourced by Maxim and involved Job Centres throughout East Cheshire sending in a total of 10 suitable, unemployed individuals to the College for basic training in the accountancy and book-keeping sector.

Resources for the course included AAT membership, interactive text books, examination entry and full access to the College's state-of-the-art IT facilities. "The enthusiasm of

the group - and the support they offered to each other - encouraged excellent attendance of the course," comments Maxim's Business Development Advisor, Julie Sleath, "and, despite the great diversity of their backgrounds, they all learnt the importance of teamwork in completing the work set in class.

"Of the 10 course starters," continues Julie, "one was offered a job within the first week, with 8 of the remaining 9 successfully completing the course, all of whom are now very keen to progress to an AAT Level 2, which we are currently in the process of facilitating."

**aat**



## Maxim cooks up partnership with local catering giant

**THE incoming Apprenticeship Levy is beginning to act as a catalyst for dynamic and enterprising businesses throughout the East Cheshire region, to help them revisit, rethink and revolutionise their training strategies, with the support of additional government funding.**

One such business is Macclesfield-based professional catering outfit, Elior. Formed in 1991, Elior has become a major player in the buoyant and expanding contract catering and related services sector, with operations in 15 countries and 80,000 employees worldwide. At present, there are some 10,000 Elior people working in the UK, at around 650 client sites nationwide.

Committed to maintaining the very highest service levels and possessing an unremitting passion for great quality food and peerless customer care, Elior has, at its core, an ongoing programme of investment into resources to ensure constant best



practice, strict compliance to the latest industry standards and continual new product development.

A company that a growing number of businesses and individuals rely upon most to supply top quality food that's healthy, safe, sustainably produced and ethically sourced. Boosted by the introduction of the new levy, Elior is now looking to strengthen its apprenticeships provision, and has enlisted the help of Maxim to achieve its workforce training goals, as the company's Talent & Resource Manager, Chloe Lander, explains: "Elior is a company where people have always been able to learn and develop outstanding work and life skills.

"What Maxim is doing, is helping us to put in place new, more rigid frameworks, to assist us in achieving our aims in this vital area, and train the next generation of skilled workers right here in East Cheshire."

## Swizzels are sweet on College apprentices

**A GLOBALLY renowned, household name that's been a key employer locally for over 70 years, Swizzels has recently teamed up with Maxim to provide high quality management training at its New Mills factory, in addition to apprenticeships to young learners from Macclesfield College.**

Since Cadbury was taken over by Kraft in 2010, Swizzels - which also has a dedicated Distribution Centre in Adlington, near Poynton - is now the largest independent, family-owned confectionery manufacturer in the UK. Currently, it produces over 250 different lines of sweets, employs more than 600 people and commands an annual turnover of over £40 million. Moreover, it exports around 20% of its products to more than 20 countries worldwide.

Maxim was contracted to assist Swizzels in supplying high quality management training at the New Mills site, as well as provide apprentices to enrol on the company's scheme which, as company Training & HR Manager Michelle Bailey explains, has been very successful to date.

"We have been really impressed by standards of training, guidance and professionalism shown by the team at Maxim Business Training.

"It has helped us to strengthen our skills provision here at Swizzels, and we will seek to retain and reinforce a partnership with them going forward."



## Maxim teams up with DPG to run new CIPD courses



**CIPD Level 5 and Level 7 courses are high on the agenda at Macclesfield College, with Maxim and Salford-based training specialist DPG collaborating to provide some truly outstanding learning opportunities.**

Aimed at aspiring or existing HR managers seeking to advance their careers and enhance their earnings potential, the new Level 5 CIPD-approved HR programme available via Maxim and DPG, provides a deep and detailed understanding of HR skills, functions and issues. It also helps suitable candidates to optimise their organisational performance, by applying fundamental and strategic HR policies and interventions.



Furthermore, people enrolled upon this high-value, professional course will be able to gain practical and useful insights into a range of HR areas, such as business issues, talent planning and reward management.

**CIPD**  
Approved centre

Again including high quality modules on leadership development, talent and reward management, the Level 7 HR course Maxim has devised in conjunction with DPG also covers employment law and employee relations.

Furthermore, upon successful completion of the Level 7 course, candidates can then upgrade to CIPD chartered member status, provided they have the appropriate work experience. "It's been very rewarding to work with DPG on the development and delivery of these courses," confirms the College's Director of Employer Enterprise and Commercial Services, Tracy Cosgrave, "and I'm sure they'll prove to be immensely successful."



# Maxim enters the health and social care sector



*Frontline support: Maxim is now working with Macclesfield General Hospital to train its health care support workers.*

**MAXIM delivers professional, contemporary and fully tailored training courses, based on the clearly defined, exact needs of the business or organisation in question.**

This bespoke and broad-based approach has resulted in significantly increased income for full-cost, custom-built training for the College's key employer partners throughout East Cheshire and beyond.

Likewise, the strategic partnerships Maxim Business Training has been able to forge, to date, with local and regional employers have been immensely effective, and they have enabled Macclesfield College to plan and implement courses with the optimum precision, matching commercial and industrial needs

with the career aspirations and work-based skills of apprentices.

Eighteen months on from its high-profile launch in October 2015, Maxim Business Training is well-known and widely respected across the region, working with some of the area's biggest employers, including the East Cheshire NHS Trust which, of course, incorporates Macclesfield General Hospital.

## East Cheshire NHS Trust

Over the past year and a half, Maxim Business Training has fostered and established a strong working relationship with Macclesfield General Hospital. Through Maxim, the College supplies the hospital with bespoke training in addition to administration, healthcare and IT apprentices. Maxim also works in close conjunction with Learning and Development to facilitate growth in Health and Social Care and assistant nursing practitioners - developing pathways for new and existing staff towards a nursing degree.

Currently, Maxim is also working in partnership with the hospital to

develop bespoke programmes for existing staff to grow into qualified roles, through an established apprenticeship model. An excellent example of this partnership approach is the Level 2 Healthcare diploma for the hospital's Healthcare Support Workers.

This qualification develops the knowledge and skills needed when working with adults in health and social care environments. It covers a wide range of areas including supporting individuals with their physical and emotional care, daily living needs and health care procedures.

This has generated a lot of interest from the staff at Macclesfield College, who are keen to progress - as they view this as an invaluable opportunity for them to step onto a higher level programme and, ultimately, to a degree level course.

In addition to this, Maxim will shortly be launching an innovative Apprentice Ambassador programme with Macclesfield General Hospital.

This will be an information service for schools throughout East Cheshire, utilising real apprentices' first-hand knowledge to present the Apprenticeship route as a viable and successful pathway into a career within the National Health Service.

# New apprenticeships taking off at AVS-SYS



**MAXIM's proven expertise for apprentice & recruitment training has been successfully applied to yet another burgeoning industry sector here in East Cheshire; in the shape of precision aerospace engineering at AVS-SYS.**

For over a decade, AVS-SYS - located in Alderley Park, which is fast becoming a hub for high-tech

companies across the North West - has been well-respected in the aerospace industry. The company, led by MD Paul Heaton, provides precision engineering, design, integration and manufacturing of products and complete systems, utilising high quality composite materials.

Moreover, it delivers unerring standards of industry knowledge and customer service across a broad range of disciplines, from commercial/ military and fixed/ rotary wing to manned/ unmanned air vehicles. What's more, its peerless experience in design, production and manufacture within

the highly demanding sector of aerospace engineering, means AVS-SYS is exceptionally well placed to provide expertise in other high-spec areas, such as the automotive, marine and public transport industries.

Maxim's involvement with AVS-SYS began earlier this year, when the company advertised for apprentices in Engineering & Accounts, and duly received some excellent candidates from Macclesfield College, following a site visit from Maxim personnel. Additionally, the HR Manager at AVS-SYS is currently doing a Management Level 5, which is due to finish later in the year.

