

Maxim news

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Maxim's apprenticeship scheme delivers just cause for celebration



Glittering occasion: The first-ever Maxim Apprenticeship Awards Evening - attended by more than 70 specially invited guests - was recently held at the glamorous Mottram Hall Hotel, near Prestbury,

THURSDAY 1st February saw Macclesfield College host its inaugural College Apprenticeship Awards, in recognition of the achievement, commitment and hard-work its learners continue to demonstrate whilst studying with its dedicated vocational training unit, Maxim.

More than 70 specially invited guests - including key regional business figures and local dignitaries - converged on the iconic and luxurious Mottram Hall Hotel, near Prestbury, to join with College teaching staff and members of its Senior Management Team, to formally acknowledge and celebrate its star performers, including twelve very special award winners who have each excelled in their respective subject areas.

These learners included Hairdressing Apprentice of the Year, Freya Enright, Accounting Apprentice of the Year, Rosie Felon and Business Apprentice of the Year, Daniel Beard.

The overall Apprentice of the Year award went to first-year hairdressing student, Lauren Jayne White-Potter. Lauren is progressing extremely well with her course at Macclesfield College, whilst continuing her on-site training with VaVaVoom Hair & Beauty in Wilmslow, where her dedication to the task and infectious personality are certainly going down well with customers and staff alike.

Lauren - pictured right with the Award she received from College Director of Employer Enterprise & Commercial Services, Tracy Cosgrave - impressed the judges with her passion for learning a wide variety of skills, from traditional, hands-on hairstyling to business sales and day-to-day professional salon management.



"As we begin to see the impact of the Levy on apprenticeship numbers across the country," comments Tracy Cosgrave, the College's Director of Employer Enterprise and Commercial

Services, "it was extremely rewarding both for myself and my team here at Maxim to have our apprentices placed in the spotlight for their application and commitment to their courses. It is clear that these apprentices are all making real contributions to their employers, and are working hard to establish promising careers in their chosen fields."

The ceremony also included two employer awards, with lighting specialist LED Technologies of Marton, near Congleton winning SME Employer of the Year, and Adlington-based food packaging machine supplier ProSeal UK receiving the Large Employer of the Year Award.

Speaking after the event, Andy Gray, Training and Contract Manager at ProSeal UK said: "We have recruited and hired a total of 28 engineering apprentices over the past four years, and now we are really reaping the full benefit of our investment. Over the past two years, ProSeal UK has worked in close conjunction with Macclesfield College," continues Andy, "and we have consistently received great support, joining forces to resolve any issues or challenges along the way."

Paul Davies, Technical Sales Manager of LED Technologies said: "After several years of solid growth, we were looking to expand our business and approached Macclesfield College back in 2015, in order to participate in their excellent apprenticeships scheme, via Maxim Business Training. The young people we have taken on through this proven scheme, have all been ambitious, committed, diligent and an absolute credit the College.

"Maxim's support is first-rate in every respect," continues Paul, "and I can recommend its apprenticeship scheme to any SME, start-up or small business, here in East Cheshire."



Maxim builds on apprenticeship provision with three key new appointments



MAXIM Business Training is firmly committed to optimising the capabilities and performance of workforces, throughout the East Cheshire region and beyond.

Its first-rate team of highly qualified, experienced assessors, tutors, team leaders and training professionals work collaboratively and tirelessly to devise and deliver leading-edge vocational, apprenticeship and workforce development courses that get results in an increasingly competitive regional, national and global marketplace. Now, Maxim is set to strengthen its hand still further by appointing three key professionals, with all the right attributes to take its award-nominated apprenticeship scheme to even greater heights.

Paul Gadd - Construction Assessor



A high quality, well-seasoned construction professional with more than 20 years of hands-on experience under his belt, including a proven specialism in joinery and carpentry, Paul began his successful career in education as an Apprenticeship Assessor at Salford City College, moving on to become Construction Team Leader during his time there, before re-locating to Northamptonshire, to take up a similar role at Corby-based Tresham College, now part of the Bedford College Group.

Paul Jones - Construction Assessor



Paul benefits from over 20 years of experience at the sharp end of the construction industry, and has engaged in all types of projects, from site works and extensions, to full re-furbs. In 2007,

he entered the world of apprenticeships and work-based learning by accepting the role of Assessor in Brickwork at Total People. Since then, Paul has gone on to work for many different training providers across the North West, teaching and assessing learners across a range of core building disciplines.



Angela Garner - Digital Marketing Assessor

An exceptionally talented and driven professional, Angela benefits from over 20 years of experience in high-profile marketing and promotions, beginning as an Account Director at Manchester-based agency Walsh Simmons, before moving on to become E-commerce Trading Manager at Littlewoods Shop Direct. In 2006, she worked with leading omni-channel solutions provider Maginus as an E-commerce Consultant, before moving into the education sector as an ICT/ Business Studies teacher for Stockport Council. In 2014, Angela returned to the private sector, as Sales Executive for Glossop-based Fig Creative.



State-of-the-art: Hurdsfield-based CSG Automotive

ONE of East-Cheshire's fastest-growing businesses is currently gearing up a Macclesfield College apprentice for a career in the automotive industry, in conjunction with Maxim Business Training.

Located in the Hurdsfield district of Macclesfield, CSG Automotive is one of the region's most advanced and forward-thinking automotive repair specialists, offering an unrivalled level of expertise in car servicing, MOT testing, tyres, brakes, exhausts and air conditioning.

Led by its dynamic MD, Alex Morris, CSG Automotive also benefits from a highly professional and committed staff base with a combined industry experience spanning six decades.

College apprentice heads into fast lane

This fast-moving company operates from its state-of-the-art workshop and service centre, opened in September 2017, which is fully equipped with the very latest in diagnostics technology. This helps to ensure that CSG can service and maintain practically all makes and models of car, even classic and vintage vehicles.

Just the place then, for a talented young apprentice to gain a detailed understanding of how the automotive repair and maintenance industry works.

Currently enrolled on a Motor Vehicle Service and Maintenance Technician (Light Vehicle) course at Macclesfield College - which is a Level 3 programme and one of the new apprenticeship standards - 17 year-old Charlie Perrin is currently undertaking the practical side of his course at CSG Automotive, and company MD Alex Morris is extremely impressed by both his work ethic and performance to date.

"In the time he has been with us here at CSG, Charlie's attitude and application have been first-rate and this is testament to the automotive team working at Macclesfield College, led by Paul Vandermorten."

The strategic partnership Maxim Business Training has forged between the College and CSG Automotive is about to be extended and strengthened still further, with outline plans already in place to use CSG's cutting-edge MOT testing facilities, to train young learners and give them a real head start to a long and successful career in the automotive repair industry.

"This is all still pretty much in the planning phase," confirms the College's Automotive Tutor, Paul Vandermorten, "but it's certainly very exciting, and a clear example of us thinking outside the box to work with local businesses in an effort to benefit all parties and, particularly, our terrific learners, here at Macclesfield College."



Maxim delivers the goods with new Maternity Theatre Apprenticeship



BENEFITING from a proven track record in health and social care, Maxim Business Training is an established leader in East Cheshire for providing comprehensive and fully tailored apprenticeship and workforce programmes to this vitally important sector.

Over the past year and a half, Maxim Business Training has 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.

The highly focused, new Maternity Theatre apprenticeship Maxim has devised in close conjunction with Macclesfield General Hospital and

East Cheshire NHS Trust

the East Cheshire NHS Trust, will see learners employed as maternity support workers, under the aegis of highly experienced, fully qualified midwives, to assist in the care of mothers and babies in the hospital's highly reputable paediatric unit.

This innovative, 18-month course will prepare suitable learners with the skills and knowledge base they will need to enter into a career working with the NHS Trust, either in maternity support work or paediatric care. Each apprentice enrolled upon the College's

exciting new Maternity Theatre apprenticeship - devised via Maxim Business Training - will be assigned a dedicated assessor, who will visit them in the hospital in order to observe their developing skills at first hand, in the workplace, as well as ensuring they are completing their tasks in a correct and timely manner.

"The health and social care sector is a vital industry that works to ensure the best possible health and welfare of the individuals using these services. Moreover, it is currently experiencing rapid growth," confirms the College's Director of Employer Enterprise and Commercial Services, Tracy Cosgrave.

"Our new Maternity Theatre apprenticeship has been specifically designed to equip the Hospital with eager, young people with a naturally caring and respectful approach to others, a clear passion for the Health and Social care sector and, most importantly, a tangible work ethic and willingness to learn from the experience and expertise of the excellent midwifery and paediatrics team in place at Macclesfield General."

Maxim kicks off morning with high-profile business event



Level playing field: Maxim Business Training presented its leading-edge apprentice scheme at Edgeley Park, home of Stockport County F.C.

THIS February saw Maxim Business Training represent the College at a strategic away-day event in Stockport, to present its leading-edge apprenticeships programme and demonstrate how it can enhance local workforces and transform business and economic performance.

Business Development Managers from schools across the metropolitan borough - including some from the independent sector - descended on the Cheshire Conference & Events

Centre at Edgeley Park - the home of Vanarama National League North football club, Stockport County - to attend a breakfast meeting and networking event focused on the future of apprenticeships provision across Cheshire.

This morning breakfast event also comprised keynote speeches and presentations given by the College's Director of Employer Enterprise and Commercial Services, Tracy Cosgrave and Maxim's Employer Engagement Manager, Karl Coppack (*pictured inset left*).



Tracy and Karl explained how Maxim's proven apprenticeship scheme works and is delivered, how the Government-implemented Levy applies to schools, and how to effectively make use of - and manage - their funding. They then proceeded to detail the support the local unitary

authority (for which Macclesfield College is an approved supplier) has in place for maintained schools across Stockport and its surrounding area.

Tracy Cosgrave has been instrumental in the rapid rise to prominence of the Maxim apprenticeship and workforce development programme. She ended her presentation to Stockport's school BDMs by highlighting the apprentice opportunities open to them, via Maxim Business Training, including AAT Accountants, IT Technicians, Art and Design Technicians, Business Administration and Management.

"It was pleasing to see so many BDMs attend the apprenticeships breakfast meeting held at Edgeley Park," Tracy confirms. "They are a vital interface between ourselves and the schools. I hope they found the event useful and look forward to helping them implement the necessary changes into their day-to-day operations."



Key stakeholder event sets out fresh challenges for the College



Taking counsel: The College's Senior Management Team met with local council leaders and MP for Macclesfield, David Rutley, to update them on current achievements and present a vision for the future.

THE solid and sustainable platform on which Maxim has built working relationships with the East Cheshire Council, was strengthened still further in February, with a mid-morning engagement event, held at Macclesfield College's state-of-the-art campus.

Attended by local MP and champion of the College, Mr. David Rutley, this key stakeholder event also attracted Macclesfield-based Councillors Janet Jackson (Central), Gareth Jones (Tytherington), Adam Schofield (West & Ivy), Nick Mannion (West & Ivy), James Nicholas (Bollington), Lesley Smetham (Gawsworth) and Mick Warren (East).

The event began with the local Councillors being given a tour of the campus, by members of the College's Senior Management Team. This was then followed by a sterling performance



in the rotunda from the College's exceptionally talented Performing Arts students, led by its Head of Music and Performing Arts Lecturer, Adam Kelly and Performing Arts Course Leader, Sarah Bacon (*pictured inset above left*).

This local stakeholder engagement event culminated in a first-rate presentation given by the College's Vice Principal for Curriculum & Quality Andrea Murphy, which summarised the recent Ofsted visit, the refreshed curriculum for 2018 and its success in the DfE tables - including Macclesfield being confirmed as the top-performing college in Cheshire for Applied General and Technical Level qualifications.

"Our refreshed curriculum here at Macclesfield College, is designed to meet the exact needs of the learners and employers," says Andrea Murphy. "As part of our plans to enhance and extend our apprenticeships delivery still further, we are currently expanding our Level 1 provision and developing a range of highly focused access courses that lead to higher apprenticeships and university courses in key shortage areas, such as engineering."

"Moreover," Andrea Murphy continues, "we are actively growing areas of our curriculum to meet the specific requirements and skills needs of the Cheshire and Warrington Local Enterprise Partnership (LEP)."

Proceedings were brought very capably and fittingly to a close by the College's Director of Employer Enterprise & Commercial Services, Tracy Cosgrave, as she delivered an insightful and highly informative presentation centred on the recent apprenticeship reforms, and what they mean to Macclesfield as an FE and HE college, going forward.

"Our apprenticeships programme here at Macclesfield College continues to go from strength to strength," concludes Tracy Cosgrave. "Currently, we have 419 apprentices in total, 302 of whom are learning on frameworks, with the remaining 117 learning on our new Standards programme."

"Furthermore, we now offer a wider range of apprenticeships than ever before, spanning 12 key sector skill areas, with programmes from Level 2 to Level 5."

New CIPD courses to spring into action this April



THE latest round of CIPD courses are about to be launched at Macclesfield College, following a successful introduction to its broad-based curriculum back in September 2017.

Targeted at learners aged 19 and over, this CIPD-approved Level 5 course - devised and delivered by Maxim Business Training - provides a deep and detailed understanding of core HR skills, functions and issues. It also gives learners a platform on which to build their organisational performance, by applying fundamental and strategic HR policies and interventions.

"The cohort who enrolled on our CIPD course back in September have all worked and progressed well through the programme," confirms Director of Employer Enterprise & Commercial Services, Tracy Cosgrave. "Our next cohort is now fully prepared to begin their course in April, following successful interviews held back in January, and we are all very excited to be delivering a course that impacts on so many areas of modern business and human resources management."

Founded in 1913, the Chartered Institute of Professional Development is the world's oldest association in its field, with more than 135,000 members internationally working across private, public and voluntary sectors.

Additionally, the new CIPD Level 5 HR programme delivered via Maxim Business Training, provides students with practical, relevant and useful insights into supporting best practice in managing employment relations, resourcing talent and delivering learning and development activity.

