

# Maxim news

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## A good morning's work for Maxim and SMEs across East Cheshire



*First things first: Macclesfield College and Maxim Business Training played host to a key business breakfast event, attended by more than 50 local SME leaders, to present the new ESF-funded courses.*

**2016-17 was an outstanding academic year for Macclesfield College, for many reasons. Not least its exciting new partnership with the European Social Fund (ESF).**

This pioneering initiative for East Cheshire has seen the College - via Maxim Business Training - develop and deliver bespoke teaching programmes for businesses across the region, thanks to funding from the EU and the Education and Skills Funding Agency.

On Thursday 14th September, Macclesfield College and Maxim Business Training played host to a high-profile Business Growth Information Breakfast event, designed to help local SMEs make the most of the exciting new opportunities generated by this strategic partnership.

Taking place between 8:30am and 10:00am in the College's Silk Room training restaurant, this key event was attended by more than 50 delegates from SMEs across East Cheshire and beyond.

Director of Employer Enterprise & Commercial Services, Tracy Cosgrave

chaired the event, and presented information on the College's new, fully-funded training programmes in curriculum areas such as Management, Human Resources, First Aid, Customer Services and Health & Social Care, amongst others. Each of these programmes is aimed at helping SMEs to optimise their day-to-day business efficiencies and realise their growth aspirations.

These bespoke programmes can be delivered on the College campus or in the workplace, causing minimal disruption to day-to-day business operations, and ensuring all employees are able to attend.



The Breakfast meeting was a huge success and will be followed up by a similar event taking place on Wednesday 8th November, at the East Cheshire Chamber of Commerce & Enterprise HQ in Congleton. "It was a rewarding morning for all concerned," comments Tracy Cosgrave. "We pride ourselves on being a College that works with the local business community, and I'm looking forward to the next event with a keen sense of anticipation."

## Maxim helps raise awareness of mental health issues in the workplace



**FOLLOWING their return to work for Academic Year 2017-18, staff at Macclesfield College and Maxim - its dedicated employer-responsive arm - underwent a full training programme centred on mental health awareness, and how to deal with any potential issues in a positive and sympathetic way.**

Currently high on the Government's agenda, this programme was devised to help all staff College-wide learn to recognise the early signs of mental unease within any of their students, and how to maintain a healthy and balanced environment within their classrooms.

At the end of October, attentions then turned to apprentices with a two-day programme of interactive workshops, developed to help them explore mental health issues for themselves, and their various implications for the workplace.

With the increase in apprenticeship numbers that we are beginning to see, following the introduction of the Levy back in April of this year, employers, Colleges and professional training providers, like Maxim, are looking at their infrastructures, and at ways in which they can [\(See Overleaf\)](#)



## Maxim helps raise awareness of mental health issues in the workplace (con.)



support young people on courses who may be experiencing symptoms of mental ill-health.

If mental health is not addressed appropriately and effectively, it can have a negative long-term impact on people's lives. Recent statistics have shown that, when someone with a mental health condition falls out of work, it is much harder for them to secure another job - more even than someone with a physical disability.

October saw the publication of 'Thriving at Work', a wide-reaching, independent report commissioned

by the Government and co-authored by Paul Farmer, Chief Executive of mental health charity 'Mind' and Lord Dennis Stevenson, the former Chair of HBOS (Halifax Bank of Scotland).

The premise of this report is the UK is facing a mental health challenge at work, which is much larger than was first thought. According to its underlying research, around 300,000 people with a long-term mental health issue lose their jobs each year, about 15% of people currently in work have symptoms of an existing mental health condition, and there is an annual cost to UK employers of between £33 billion and £42 billion.

'Thriving at Work' sets out a very clear business imperative for the effective management of mental health in the modern workplace. It recommends that all employers, irrespective of their size, should adopt a set of core standards

regarding mental health, to help them formulate a clear work plan, provide the best possible working conditions and promote effective people management. Moreover, this broad-based report encourages employers to develop better mental health awareness in the workplace, and to routinely monitor employee mental health and wellbeing.

The two-day interactive workshops, held at the College campus by Maxim Business Training (Monday 23rd and Tuesday 24th October), were devised to help young apprentices lay the groundwork for their careers, by gaining awareness of core mental health issues within the workplace, and how to take a positive attitude towards people who have mental health issues.

Developed by Maxim staff and led by the College's Employability and Community Learning Tutor, Angela Matthews, these workshops also provided the opportunity for young people to examine perceptions and challenge pre-conceived ideas within society, regarding mental health.

## Maxim makes new bond with renowned paper specialist



*On a roll: Bollington-based speciality card, paper and board manufacturer Slater Harrison is currently experiencing strong demand for its products.*

**MAXIM has just put pen to paper with renowned speciality card and board manufacturer, Slater Harrison, to help take its business admin and training management schemes to the next level of functional and operational excellence.**

Founded way back in 1929, Bollington-based Slater Harrison is a leading manufacturer, supplier and exporter of high quality, speciality card, papers and board in a wide range of finishes, colours and thicknesses. At present,

the company employs around 70 full-time staff. Moreover, it is currently experiencing a significant upturn in demand for its unparalleled product range, including a highly successful selection of exclusive, patented lines such as EduCraft, Centura Pearl and Colourmount, which are established brands in the education, arts & crafts, picture-framing and greetings sectors.



Maxim was contacted by Slater Harrison's Commercial Manager, Nick Murphy in the summer, to assist this long-established company in preparing for the next 80 years of success, by improving and developing its existing business administration and training management schemes.

"As domestic and worldwide demand for our range of products continues to grow," states Nick Murphy, "so too

does our need to recruit and nurture young talent from the Macclesfield and wider East Cheshire area, to help us expand and grow as a company.

"We were attracted to Macclesfield College and Maxim Business Training, by its growing reputation as an FE and HE provider," continues Nick, "and by its impressive performance in the apprenticeships sector over the past couple of years. With Maxim at our side, we are confident in our ability to train and develop the right young people to help us take the proud name of Slater Harrison forward."

At present, Maxim has placed a number of apprentices with Slater Harrison, and initial results and reports have been extremely encouraging. The new business admin and technical management schemes are scheduled to run until summer 2018, with the definite prospect of full-time positions for the most successful candidates.



# It's onwards and upwards for Macclesfield College alumni

**IN this edition of 'Maxim News', we are catching up with former Macclesfield College learners, and looking in on the new careers they are forging with employers across the East Cheshire region, with the help of Maxim, the College's employer-responsive arm.**

## Falan Barton - Bollington Medical Centre



Following her studies in Level 2 Art & Design, Falan was successful in securing an apprenticeship position with local NHS employer, Bollington Medical Centre. Her day-to-day duties include various business admin tasks and the centre's Business Manager, Trish Atkinson is delighted with her progress. "Falan is a pleasure to work with. She's very courteous and benefits from a passionate and hard-working approach to her position."

## Jake Petrie - Autorola Ltd.



A very popular figure at the College, Jake Petrie completed his Level 2 Diploma in Business and Admin, before accepting an exciting apprentice role at Macclesfield-based global online vehicle re-marketing specialist, Autorola. "Jake has a great appetite for work, and his personality is making him a very likeable figure in the office," says UK Operations Director, Neil Frost. Now a full-time employee, Jake's role is in Sales Support, which includes liaising with transport firms to move sold vehicles and deal with vehicle appraisals, producing and sending invoices and helping to process grievances.

## Emma Higinbotham - Autorola Ltd.



A model learner during her time at Macclesfield College, Emma gained her Level 2 Diploma in Business and Admin, before leaving to take

up her new position at Autorola. Working alongside her fellow College alumnus Jake Petrie in Sales Support, Emma's daily duties include arranging transport and recording vehicle appraisals, dealing with mail and vehicle documents, and general admin. "Like Jake, Emma is a real credit to herself and the College," confirms Neil Frost. "She is very bright, determined and ambitious and I'm sure she will go far in the world of work."

## Janine Oldfield - East Cheshire NHS Trust



A highly focused and driven individual, Janine joined the Clinical Skills Team at the East Cheshire NHS Trust, as an Administration apprentice on a 12 month fixed-term contract.

Over the last year, Janine has learnt how to set up and support simulation events with the clinical trainers, as well as handling day-to-day administrative duties. She has also recently sat her Level 2 Amspar examination, as well as continuing with her Level 2 Business Administration apprenticeship. "Janine has been a real breath of fresh air since she's joined us," says the Trust's Workforce Development Advisor, Elaine Bradbury. "We were delighted to be in a position to be able to offer her a permanent contract following the completion of her Level 2 and are looking forward to her developing her skills further."

## Rosie Fenlon - Solo Containment



Local containment specialist, Solo Containment Ltd. is the current employer of Level 4 AAT student Rosie Fenlon. Rosie is in third year of her apprenticeship with Solo. "Rosie is a hard-working, adaptable and conscientious addition to our team," says Director Caroline Ryder. "She learned quickly to adapt to the business environment and transfers her college skills readily."

## Maxim and Lucideon make perfect formula



*Next generation investment: Lucideon is looking to the future, with its latest apprenticeship drive.*

**MAXIM has entered into the next stage of a new partnership with leading materials technology firm, Lucideon, to create new science apprenticeship courses to help the company support sustained growth and ensure its long-term success.**

Based in Stoke-on-Trent, Lucideon - formerly known as Ceram here in the UK and M+P Labs in the US - is a global business that applies its unrivalled mechanical expertise in ceramics, metals and polymers to a range of sectors including nuclear and power generation, aerospace, construction and healthcare.

Earlier this year, Maxim was involved in the recruitment and delivery of five apprentices to work in the Lucideon laboratories, as well as in marketing and administration roles. Over the next five years, Lucideon is committed to recruiting and developing around 20 new trainees, offering a structured, high quality programme which will build on its established reputation for excellence in apprenticeships provision.

"Our association with Lucideon began in March of this year, when we helped to recruit and train their first cohort of apprentices," comments Maxim's STEM Development Manager, Sinead Musgrave. "Now we are entering into the second phase, by supplying and training candidates in a range of science-based apprenticeships, including scientific management.

"Lucideon operates at the forefront of its sector both nationally and globally," concludes Sinead, "Therefore, it needs to invest in its next generation of talent, to ensure it retains its industry-leading position long into the future. We are delighted to be a part of this exciting scheme, and look forward to seeing our learners excel in their new roles."



## Engineering company Statiflo hires Seb as its first-ever apprentice



*Three dimensional learning: 18 year-old A' Level Graduate Sebastian Freke-Morin (pictured right), is embarking upon a career in engineering with Macclesfield-based static mixing and chemical processing specialist Statiflo, mentored by company Founder John Baron (pictured left) and MD Gareth Fry (centre).*

**A TEENAGER plans to become the third generation of his family to work as an engineer, after joining Macclesfield company Statiflo as its first-ever apprentice.**

Macclesfield-born Sebastian Freke-Morin, 18, is looking to follow in the career footsteps of his father Alan, who works as a design engineer, and grandfather Fred, who was the chief engineer at pharmaceutical firm Beechams in St. Helens, Lancashire. Seb has begun a three-year programme as a technical apprentice at Statiflo, after passing his A-levels at Macclesfield College.

Statiflo is a world leader in the design and distribution of static mixers and other chemical process equipment. It supplies the water and wastewater treatment industries, oil and gas, petrochemical, food, pharmaceutical, pulp and paper sectors.

The company's static mixers are also used to produce everyday goods such as beer, ice cream, yoghurts, cosmetics and detergents. Company MD Gareth Fry said: "We have a niche range of products and need to nurture our own engineers to help ensure our continued success. I'm hugely passionate about apprenticeships, as I began my career

in the same way. Seb stood out from the many applicants, and we are delighted to welcome him into the business. He comes from a family of engineers and we believe he will be a real asset to the team."

Seb's mentor will be Statiflo founder John Baron. John, 67, established the business in 1983 in a spare bedroom at his home in Wilmslow. He sold a majority stake to Gareth last year, but has remained as Chairman.

"John has over 40 years of chemical engineering and process knowledge and experience," says Gareth, "and he is a wonderful teacher. Having John as a mentor is a fantastic opportunity for Seb, as he learns the practical skills which will enable him to become a well-rounded member of the team."

Seb is receiving training at Macclesfield College one day a week and spends the rest of his working week at Statiflo. He will work in different parts of the business, including engineering and sales.

Seb said: "The role at Statiflo ticks many boxes for me, as it focuses on technical design. The company uses 3D printing for rapid prototyping and I have built a 3D printer in my own time, so this also really attracted me to the business."

## Maxim on hand to take HR training to the next level of excellence



**CIPD courses remain high on the agenda at Macclesfield College, via its dedicated employer-responsive arm, Maxim Business Training.**

This September saw more than 20 young and adult learners enrol on the

College's high quality CIPD Level 5 HR programme.

Targeted at current and aspiring HR professionals looking to move their careers forward, this CIPD-approved Level 5 course - devised and delivered by Maxim Business Training - provides a deep and detailed understanding of HR skills, functions and issues.

It also gives enrollees a platform on which they can build their organisational performance, by applying fundamental and strategic HR policies and interventions.

Furthermore, it is also designed to enable potential and existing HR

professionals alike to gain practical and useful insights into a whole range of everyday, workplace HR issues, such as best business practice, talent planning and reward management.

**CIPD** 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.

"All learners who enrolled on the Level 5 HR course are progressing well," confirms Director of Employer Enterprise & Commercial Services, Tracy Cosgrave, "and we are currently in the final stages of the recruitment process for our next cohort in January."

