

Maxim news

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A real declaration of intent



United front: Local MP David Rutley and the College's Principal and Chief Executive Rachel Kay, at the signing of the Macclesfield Manifesto.

MACCLESFIELD College has spelt out its complete commitment to East Cheshire's vibrant business community, by introducing an innovative and far-reaching apprenticeship recruitment drive, designed to develop and train the region's next generation of highly skilled workers.

Officially launched on Friday 30th November and endorsed by College Principal and Chief Executive Rachel Kay and long-time friend of the College, local MP David Rutley, the 'Macclesfield Manifesto' will see the College and its employer-responsive arm, Maxim, supporting the region's businesses and SMEs, by setting out to recruit 100 young people onto its diverse and wide-ranging apprenticeship programmes... in just 100 days, from January 2019.

Developed with the specific intent of engaging with the region's young learners, addressing local company skill's gaps and training people with

the specific skills businesses need and demand in order to maintain and enhance their success in an increasingly competitive commercial environment, the Macclesfield Manifesto will build on the College's existing good practice in this vital area.

"The Macclesfield Manifesto is aimed at building and instilling greater self-confidence," elaborates Principal and Chief Executive of Macclesfield College, Rachel Kay, "enhancing employability skills and creating a stronger, more industry-focused skills base across the region. Businesses throughout our local community are invited to join our vision for East Cheshire, by signing up to our Manifesto and facing the exciting challenge that lies ahead for us all, in the coming months."

In signing up to the Manifesto, local businesses will commit to supporting and recommending Maxim's leading-edge service portfolio throughout the region, and endorse Macclesfield College - and its dedicated employer-responsive arm - as their approved provider of both apprenticeships and high quality, industry-relevant training.

"The Macclesfield Manifesto will benefit local business by establishing and fostering a shared vision and intent which will fuel the continued growth of the region's commercial environment and economy," says Macclesfield College's Director of Employer Enterprise and Commercial Services, Tracy Cosgrave. "To have such an influential local figure as David Rutley fully on board from the outset is very encouraging and reassuring," Tracy continues, "and this is precisely

the level of support our new Manifesto deserves and needs if we are to recruit 100 young people to our apprenticeship programmes in a little over three months."

Throughout the entire process, Macclesfield College and Maxim Business Training will act as a continuous and proactive support mechanism for employers and candidates alike. Courses available will range from Construction to Information & Communications Technologies, and the Macclesfield Manifesto is specifically targeting 16 to 24 year-olds from all socio-economic backgrounds, to ensure they gain invaluable, paid work experience while they learn, and help them to begin their working lives on the firmest possible footing.

Throughout the 100-day duration of this ambitious and radical recruitment drive, it is anticipated that the College and its pledging partners will publish joint PR, and each of the companies that make up the first 100 apprentices will participate in a public countdown, culminating in an end-of-year event hosted by Macclesfield College at its state-of-the-art campus.

"I am delighted to support the ongoing work of Macclesfield College," says MP for Macclesfield and champion of the College, David Rutley. "Apprenticeships are really important and these initiatives shine the spotlight on the skills and opportunities that apprenticeships can bring. I look forward to meeting the 100 new apprentices," concludes David, "and seeing the Macclesfield Manifesto become established in our community."



Taking workplace management to a whole new level



MAXIM will be hitting the ground running in 2019, with a raft of fully tailored management courses.

The Level 3 Diploma for Managers aligns to the Level 3 Team Leader/ Supervisor Trailblazer Apprenticeship and is expressly designed for level 3 managers with operational/project responsibilities, or responsibility for managing a team.

Maxim's new Level 5 Diploma for Leaders and Managers is designed to develop an individual's ability to lead, motivate and inspire others around them to achieve more and realise better results in today's high-pressured workplace.

The School Business Professional Level 4 qualification is tailored to the needs of individuals who work in any school phase and in different school structures. Its purpose is to equip learners with the knowledge and skills required to lead, develop and coordinate support services within a school or trust, and manage operations in line with current policy and health and safety legislation.

Designed for anyone who is looking to work in Human Resources, the new CIPD Level 3 enables individuals to develop their HR skills and widen their knowledge of Learning & Development through studying more professional areas, from employee engagement to reward management.

All of the above courses will be supervised by the College's new Assistant Delivery Manager, Lisa Wilson, who will be striving to ensure that high-quality training is delivered across the relevant subject areas, as well as overseeing and building employer relationships with existing partners and new businesses.

Macclesfield College takes centre stage at NECBA

MACCLESFIELD College continued to enhance its growing profile in the region's burgeoning business community, by sponsoring the 'Apprentice of the Year' category at the recent North East Cheshire Business Awards.

Now in its eighth year, the North East Cheshire Business Awards is the region's biggest and most prestigious of its kind, developed by North Cheshire Chamber of Commerce and Enterprise, to acknowledge, celebrate and reward demonstrable excellence in business across Macclesfield, Wilmslow and Knutsford.

This glamorous awards night - which was attended by many key local business figures from across the region - took place on Friday 16th November at The Mere Golf Resort and Spa in Knutsford.

Celebrity chef and Principal Patron of Macclesfield College's pioneering new Whites Chef Academy, Aiden Byrne was guest speaker for the evening, which was also sponsored by a glittering array of high-profile local companies. These included AstraZeneca, leading solicitor group SAS Daniels LLP, chartered accountancy firm Harts, physical activity and sport lead body Active Cheshire and worldwide life sciences organisation Waters, which has a UK manufacturing base located in Wilmslow.

As one of the region's major providers of high quality apprenticeship training, Macclesfield College and its dedicated employer-responsive arm, Maxim Business Training was felt by the Chamber to be the perfect partner to judge the 'Apprenticeship of the Year' category at this year's awards.

As Tracy Cosgrave, the College's Director of Employer Enterprise and Commercial Services explains however, the final decision on the award's winner, proved to be anything but straightforward.



Perfect platform: College Director of Employer Enterprise and Commercial Services, Tracy Cosgrave presenting the Apprentice of the Year award at NECBA 2018.

"Our team of judges were amazed at the standard of the entries that were received for this award," confirms Tracy. "The three finalists were all excellent ambassadors for apprenticeships in our region, and a real credit to themselves and the employers they represent."

"In the end, we couldn't split the final decision," Tracy elaborates, "so we announced joint winners of the Apprentice of the Year Award."

These winners were Joseph Jackson from AstraZeneca and James Webb from the Everybody Academy - the new learning and development arm of Everybody Sport and Recreation. The Bronze award on the evening, went to Harry Nesbit from Direct Food Ingredients who, like Joseph, is enrolled upon the apprenticeship programme at Macclesfield College.

"We're massively passionate about apprenticeships and we think this is an amazing award to recognise achievement across North East Cheshire," says the College's Employer Engagement Manager, Martin Hallows. "We've seen a huge increase over the past couple of years in employers engaging with apprenticeship schemes and investing in their futures. We were proud to sponsor the Apprentice of the Year Awards in 2018, and re-inforce our strong relationship with the North Cheshire Chamber of Commerce and Enterprise."



A taste of things to come



Future-facing: Celebrity chef and Principal Patron of the new Academy, Aiden Byrne with College Principal and Chief Executive, Rachel Kay.

MACCLESFIELD College and Maxim are all set to serve one of the region's fastest-growing industry sectors, with a specialist training academy that's dedicated to developing cutting-edge, professional skills to aspiring young chefs across the county.

Officially launched on Thursday 18th October at the College's state-of-the-art campus, the Whites Chef Academy is a pioneering concept for East Cheshire that will revolutionise culinary skills training for 16 to 18 year-olds, whilst renewing their appetite for learning in a real-time, professional kitchen and training environment.

Students enrolled at the new Whites Chef Academy will study a full-time, Level 2 course in Professional Cookery. On completion of their course, they will then progress to a guaranteed apprenticeship with some of the region's top companies, including restaurants, hotels and catering organisations.

Whites Chef Academy was launched by College Principal and Chief Executive Rachel Kay and celebrity chef and Principal Patron Aiden Byrne, at a special invitation-only event attended by key stakeholders and guests from across the region's burgeoning and diverse business community. These included David Watson and Sue Bowden from the East and North Cheshire Chambers of Commerce, Richard Caulfield from the Association of Colleges, Graeme Bristow from the Cheshire & Warrington Local Enterprise

Partnership, Julian Cobley from the Skills & Growth Company and Richard Morrell from the De Vere Cranage Estate Hall Hotel.

In addition to his new role with the Whites Chef Academy, Michelin Star winner Aiden is the Owner of the iconic and soon-to-reopen Manchester House, as well as the 'AA Restaurant of the Year' winning Church Green gastro-pub in Lymm, North Cheshire.

Aiden's role at the Whites Chef Academy - which will be training its first cohort of learners from September 2019 - will see him regularly visiting Macclesfield College to develop and nurture the talents of aspiring young chefs who, in addition to their Level 2 studies, will also be working in selected partner establishments throughout Cheshire and Greater Manchester.

The idea for this landmark academy came about following a meeting Aiden had earlier this year, with the College's dynamic and driven Principal and Chief Executive, Rachel Kay. "When Rachel was discussing the idea with me, my ears pricked up immediately," confirms Aiden. "What we're trying to do, is to instil a sense of everyday working ethic into the students, and make them realise that their time at college is preparation for real life."

Speaking at the event which coincided with 'Love Our Colleges' week - a unique initiative that was dedicated to highlighting and celebrating all the fantastic work that takes place in colleges across the UK - Principal and Chief Executive, Rachel Kay underlined her commitment, both to the new Whites Chef Academy and the region it serves.

"New initiatives like the Whites Chef Academy are so important, as they not only demonstrate our absolute commitment to the next generation of talent here on our doorstep, but also show the business community that we are incredibly passionate about helping to sustain and enhance the local economy, via strategic engagement and support."

Driving standards in IT technician apprenticeships



MAXIM is helping to align the region's young people with local skills needs, by launching a new IT technician course that's designed to get results.

Devised as a minimum 12-month programme, this exciting new Level 3 standard is for apprentices who wish to gain the skills, knowledge and behavioural competences to work in an IT technician capacity. Typical job roles on qualification include help desk technician, first or second line support, IT infrastructure technician and network support.

"This is our first cohort for this new Standard," says Apprenticeship Assistant Delivery Manager, Sinead Musgrave, "and we have recruited from a wide variety of employers, including the NHS, regional SMEs and other education establishments."

As part of this standard, candidates must achieve four internationally recognized professional or vendor qualifications - networking and architecture, mobile and operating systems & security, coding and logic and business processes. "For the vendor qualification," concludes Sinead, "we will be delivering the MTA Windows Server Administration Fundamentals. We chose this as it is a good entry-level course for the world of Microsoft certificates. This can then be used as a stepping stone to work towards the MCSA and MCSE (Microsoft Certified Solutions Associate and Expert certificates)."

This apprenticeship is recognised for entry onto the register of IT technicians, confirming SFIA Level 3 professional competence, and those completing the apprenticeship are eligible to apply for registration.



Maxim joins in the party at Life & Soul



Mixing it with Maxim: Life & Soul is delivering its own training, with the help of Macclesfield College.

MAXIM is about to shake up the region's buoyant hospitality sector, by partnering with a Congleton-based company that's been causing quite a stir over the past couple of years.

Led by directors Chris Carsons, Pete Billingsley and Martin Holmes, Life & Soul is a multi-site operator that boasts four hugely popular venues across East Cheshire - the Rumba cocktail bars in Congleton and Macclesfield, the Fizz and Chips restaurant in Congleton and the Castle Inn gastro-pub situated on the edge of the Staffordshire Moors. In addition to this, Life & Soul is also currently developing a fine-dining venue - the Cloud View restaurant - and is partnered by North West Spirits

Limited, which markets its own range of distilled alcoholic drinks, such as Snakepit rum and Cloud View gin.

Since its foundation in 2008, Life & Soul has enjoyed considerable success and garnered significant industry acclaim, including the 2018 Employer Award at the East Cheshire Chamber of Commerce Business Awards, and Rumba Congleton's recent nomination in the Best New Bar category of the 2019 Publicans award.



As part of its plans to enhance its staff training programme, Life & Soul has teamed up with Maxim Business Training to deliver an apprenticeship scheme that will take in all aspects of the company's diverse service portfolio, including food and beverage service, food production and mixology. "We are delighted to be working with Maxim," says the company's HR Manager, Rebecca Slinger. "As a company, we benefit from excellent staff retention, and we are training the next generation of staff to help us realise our ambitious expansion plans."

Leading the way in healthcare science



Regionally recognised: Manchester Royal Infirmary is the North West's largest hospital.

TWO of the North West's leading hospitals are set to benefit from a comprehensive and wide-reaching new apprenticeship standard, developed by Maxim Business Training.

Manchester Royal Infirmary and Fairfield Hospital in Bury, have become the College's first two NHS partners to adopt the new Healthcare Science Associate (HCSA) standard, which has been designed to be taken by anyone wanting to work within this vital sector.

The HCS workforce includes over 45 scientific specialisms within the divisions of Life Sciences, Physiological Sciences, Physical Science and Biomedical Engineering.

"We are currently running our first cohort of apprentices," confirms Apprenticeship Assistant Delivery Manager, Sinead Musgrave, "seven from Manchester Royal Infirmary, one from Fairfield Hospital and one from Public Health England."

The Level 4 Diploma in HCS is the underpinning qualification for this apprenticeship. All of its compulsory units will be delivered by College staff, whilst the provision of the optional specialist units will be shared between hospital staff and college academic staff.

"This Apprenticeship standard is the perfect opportunity for these employees to gain formal qualifications for roles they currently hold," concludes Sinead, "enhancing their existing skills and knowledge in Healthcare Science and developing new technical and professional skills."

On completion of this standard, the apprentices are eligible to sign up for HCS's accredited Register at Level 4.

Helping to raise mental health awareness



MAXIM is helping to shed extra light on the sometimes complex issues surrounding mental health difficulties, by developing and delivering two new targeted qualifications.

Designed to dispel some of the common myths and popular misconceptions that are frequently linked to mental health issues, the new NCFE Cache Level 1 Award in Mental Health Awareness helps to develop and shape the learner's intrinsic knowledge of the rights of those suffering from problems related to mental health.

This highly focused qualification is suitable for those wishing to raise their basic understanding of mental health issues," says the College's experienced Adult Education Manager, Karen Bruce, "and learners who successfully complete and gain this qualification could potentially move on to study our new Level 2 course."

The NCFE Cache Level 2 Certificate in Awareness of Mental Health Problems is specifically designed for those who wish to further their knowledge and deepen their core understanding of mental health and some of its underlying causes, including anxiety, dementia, stress, depression and even schizophrenia.

Learners who achieve this Level could progress to a host of related courses, including Levels 2 and 3 Certificate in Preparing to Work in Adult Social Care, Levels 2 and 3 Certificate for Working in the Health Sector, Level 3 Award in Dementia Awareness and the Level 3 Certificate in Stroke Care Management.

