

WBTC NEWSLETTER

Welcome to the July 2024 WBTC Newsletter

I'm delighted to welcome you to the latest edition of the WBTC newsletter.

I cannot believe it was just a month ago that we held the 2024 Rising Stars Graduation at Arlington Arts. I would like to thank all those who attended and a special thank you to our sponsors. Congratulations to all award winners and graduates for your marvellous achievements.

I am thrilled to announce the launch of our brand-new commercial training programmes, commencing in September 2024! These programmes are designed to equip individuals with the skills and knowledge they need to excel in various professional settings.

Whether you're a new manager seeking to hone your leadership abilities, an aspiring project manager looking to launch your career, or simply someone who wants to boost your efficiency with Excel, we have a programme for you.

In the coming weeks, we'll be sharing detailed information about each programme, including their specific content, trainers, and registration details. In the meantime, if you have any questions, please don't hesitate to contact our team.

Thank you for your continued support of WBTC.

Craig Mincher, Managing Director



RISING STARS APPRENTICE GRADUATION & AWARDS 2024

We were delighted to welcome learners, employers, family and friends to celebrate the 2024 Rising Stars Graduation and Employer Awards at Arlington Arts on Wednesday, the 5th of June.

Once again the weather was kind to us and over 200 people joined together to recognise the achievements of the graduates, Great Start Learners and Employers that support their journey.

Our guest speaker this year was Ariana Bravo, Formula One and Channel 4 presenter who delivered an uplifting graduate address.

As WBTC are celebrating their 40th year, it was a particularly special event. The audience was a mix of old and new faces and joining us were our WBTC Honorary Fellows, including Tammera Easterling one of the founders of WBTC.

The evidence of the impact that WBTC has made on the community was highlighted when during a montage reflecting on 40 years of WBTC, a graduate spotted a picture of his grandfather who had been a WBTC apprentice when he left school!

Following the Graduation, the Rising Stars Awards finalists and winners were announced. Year on year this gets more competitive, especially this year where the judges had the incredibly difficult job of deciding on category winners to the point where we needed an adjudicator!



All our finalists would have been worthy winners, the nominations told stories of commitment, determination and overcoming adversity and we would like to congratulate them all.

Tom Allport - Apprentice of the Year 19+

Kaiya Ashby-Ryan - Apprentice of the Year 16-18

Melissa Strong - Mentor of the Year

West Berkshire Council - Large Employer of the Year

Tom Allport - Functional Skills Learner of the Year

Shane Watts - Great Start Learner of the Year

Phabrix - Small Employer of the Year

Stacatruc - Medium Employer of the Year

We would like to say a big thank you to **Cleanova** who sponsored the main event, our category sponsors, **Avia Technique, Bayer Plc, Benchmark, James Cowper Kreston, Newbury News & Media, SNG, West Berkshire Community Learning** and to **Stacatruc** for sponsoring the afternoon tea and **Xtrac** for the photography.



Leaving school this year or looking for a different pathway?

At WBTC our **'Great Start'** study programme is an alternative to 6th form or college. You will learn in a smaller inclusive training centre with experienced tutors.

Ofsted rated our learners' attitudes and behaviours as **outstanding** in our last inspection (March 2023).

Great Start offers individualised full or part-time timetables on a roll on, roll off programme. If you still need maths and English we offer Functional Skills as an alternative to GCSEs. Functional Skills exams take place throughout the year so you are not tied to taking them during the GCSE Exam weeks.

The Programme specialises in employability skills, personal development and building confidence, giving you the skills to get yourself ready for the world of work. It also offers the opportunity for work experience.

We are meeting learners now to get them enrolled to begin their programme in September.

For more details please contact Natalie on natalie.elliott@wbtc-uk.com

Are you an employer who would be interested in supporting a young person with a work experience placement? If so we would love to discuss opportunities with you.

Please contact Lizzie on elizabeth@wbtc-uk.com



Natalie Elliott - Study Programme Manager



Registered charity number: 1120598

Our Charity of the Year

Swings & Smiles are a local charity providing a lifeline to children with disabilities and their families.

Swings & Smiles is a place to play for children with special needs and disabilities. We support the whole family through play sessions and clubs at our centre in Thatcham. We also offer a comprehensive outreach service across Berkshire and beyond. Get in touch to find out more!

www.swingsandsmiles.co.uk

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LEARNER CELEBRATIONS

We are delighted to recognise the outstanding accomplishments of our WBTC learners. In this edition, we shine a light on individuals who have recently completed apprenticeships or achieved qualifications.

Congratulations to Tom Allport who was awarded Apprentice of the Year 19+ and Functional Skills Learner of the Year.



We are thrilled to celebrate Tom Allport from West Berkshire Council as our Apprentice of the Year 19+! Tom also earned Functional Skills Learner of the Year. He is the first person to win two awards at any Rising Stars Graduation, which is validation of his hard work and determination.

Tom's Business Administrator Level 3 apprenticeship journey wasn't without its challenges. Like many apprentices, he faced the hurdle of gaining Functional Skills, particularly Maths Level 2. However, Tom's perseverance shone through. He put in the extra effort, studying diligently, and ultimately aced the exam. The dedication wasn't just shown in Functional Skills - Tom also compiled an exceptional portfolio and tackled the End Point Assessment with confidence, achieving a well deserved Distinction!

Tom's apprenticeship wasn't just about ticking boxes. It empowered him to learn new things crucial to his role in Adult Social Care, a field he's always been passionate about. He developed valuable transferable skills like communication and computer proficiency. These skills benefit him not just at work but also in his everyday life.

Tom's success is a testament to the power of a supportive environment. He acknowledges the fantastic support he received from his tutors Andrea and Michelle, his employer, and colleagues.

Tom exemplifies the true spirit of apprenticeships. He's not only secured a permanent role in Adult Social Care, but he's also ready to tackle new challenges within a different team. He's a strong advocate for apprenticeships, recognising the opportunity to learn and earn simultaneously.

Tom's next challenge will be to tackle his driving test in due course.

We at WBTC are incredibly proud of Tom, and congratulate him on his achievements and wish him success with his future goals

Contact us today to learn more about our apprenticeship programmes.

"The friendly and encouraging work atmosphere created a solid foundation for me to learn and grow."

Huge congratulations to Shane, a Great Start Study Programme star!

We're thrilled to celebrate the incredible success of Shane, a learner here at WBTC on the Great Start Study programme! Shane joined us after facing some significant challenges that prevented him from achieving his full potential. Despite initial anxieties about returning to education, Shane hit the ground running. His determination and focus were truly inspiring!

Shane made exceptional progress in both his Level 1 Work Skills and Level 1 Safeguarding qualifications. He became the first in his class to achieve them both, a fantastic testament to his hard work. This achievement is particularly meaningful as Shane's parents shared with his tutor that these are the first certificates he's ever earned.

Shane himself has highlighted the supportive environment at Great Start, praising the friendly students and tutors who made him feel welcome. He particularly appreciates the dedication of the tutors who go the extra mile to help everyone succeed.

Shane's success story extends beyond qualifications. His mum shared the positive impact Great Start has had on Shane, "lifting a weight off his shoulders". We're proud to be part of Shane's journey, and we're excited to continue supporting him as he plans his next steps with our team.

Congratulations, Shane! You're an inspiration to us all.



" All the students are friendly and the helpful tutors have allowed me to achieve my full potential "

Exceptional Achievement Rates at WBTC

- **74.8% of apprentices successfully complete training**, this places us in the **top 5% providers** in the country. (National average is 54%)
- **86% of apprentices have positive destinations:** progressing to further education, or gaining promotions.

Congratulations to last quarter's achievers:

Stephanie Mardon	Casey Prior
Sophie Thompson	Hasiba Chaudhury
Jasmine Backmon	Molly Beaver
Kate Gardiner	Ashley Talbot
Abigail Titchener	Jack West
Megan Hollingshead	Adeel Ahmed
Stacey Moore	Christopher Archer
Daniel Akam	Rachael Lancaster
Oliver Hawkins	Julian Cook
Beth Watts	Shane Burke
Rebecca Roberts	



Choose WBTC for high-quality apprenticeships that ensures success for your business and workforce.

DATES FOR THE DIARY

MATE TO MANAGER (FULL DAY - FACE TO FACE)

COURSE DATE: Thursday 19 September 2024

PRICE: £320

MANAGER TO LEADER (FULL DAY - FACE TO FACE)

COURSE DATE: Thursday 14 November 2024

PRICE: £320

HR FOR NON-HR STAFF (FULL DAY - FACE TO FACE)

COURSE DATE: Thursday 16 January 2025

PRICE: £320

MANAGEMENT TOOLKIT (5 separate days - FACE to FACE)

COURSE DATES: TBC

PRICE: £1599

UK's Leadership and Management Problem

UK's Leadership and Management Problem

The productivity levels of the UK compared to our peers has hit the headlines again recently. A number of studies and reviews point out two core contributory factors – a lack of investment in capital, and a lack of investment in skills. However, when skills is discussed it is often STEM and Digital sectors that are highlighted. However, one of the key areas that the UK falls behind other nations is a lack of investment in management. The World Management Survey puts Britain behind countries such as the USA, Japan, Germany, France and Sweden. It was found that for more than half of the productivity gap between the UK and the US can be attributed to poor management.



Lessons from Top-Ranking Countries

The Chartered Management Institute (CMI), released a report looking at examples of what is working around the world and how we can draw valuable lessons from more productive countries.

Germany: Understanding the trade off

In Germany, the strong focus on long-termism is embedded within the SME sector, the world leading vocational education system contributes to a highly skilled workforce. This system, mixes classroom learning with practical apprenticeships to provide a well-rounded and holistic programme of study. Notably, 83% of apprentices in Germany train within SMEs who recognise that off the job learning is a long term investment with a high return on investment.

South Korea: Planning for the long term

South Korea's management philosophies are grounded in Confucianism, they foster lifelong employment, long-termism, and community. This creates a culture of stability and commitment which reassures employers that when they invest in the employee, their investment is rewarded through an employee's loyalty.

America: Emphasis on Proven Management Skills

In America, businesses place a higher premium on proven management skills when hiring for leadership positions. The Chartered Management Institute found that US based employers require candidates applying for management roles to already have proven management skills whereas the UK often focuses on technical competence. To achieve similar levels of competence, it would require an additional 840,000 managers trained in the next 20 years.

The UK's Management Gap

Management skills appear to be undervalued in the UK compared to other countries. Research by YouGov found that 82% of managers are 'accidental managers', which represents 6.9 million managers in the UK who have not had any formal training. This speaks to a culture where leadership prioritises quarter to quarter performance over building long term successful businesses.

The Economic Importance of Effective Management

Managing teams effectively is no small feat. It involves keeping teams motivated, retaining valuable talent, and recruiting from diverse and skilled pools, all while remaining agile to respond to market dynamics and meet your strategic objectives. Management and leadership skills are far from generic; they encompass a specific skill set that directly correlates with tangible growth outcomes.

Management is a critical factor in production, worker well-being and productivity, and the quality of public services. In the decades to come, the UK will have to respond to significant business sector changes such as the transition to a more sustainable economy. This will not only require technical expertise but also inspirational leaders who can spur people and businesses towards sustainable practices. The rise of AI is changing the business landscape, managers will be responsible for seeing the widespread adoption of new technologies in their organisations. A skilled and knowledgeable manager will help these changes to become profit making and not cost increasing.

Developing Talent, Shaping the Future

To overcome the challenges of the future we must plan and invest now to develop more capable, robust, resilient and knowledgeable managers and leaders. These leadership qualities can be cultivated and developed through education and training.

At WBTC we understand that one way of training does not suit all. We have management and training programmes that vary from one day, to one week through to 18 months. We want to work together, to understand your business, its challenges, its opportunities, its threats so we can develop bespoke training to develop your management and leadership to positively shape your future. Please do get in contact for more information.

COURSE SPOTLIGHT

Associate Project Manager Level 4



Equipping You for Project Successful

This course delves deep into the essential knowledge, skills and behaviours required to become a successful Project Manager. The standard equips you to significantly increase the success rate of projects, transformations, and change management initiatives within your organisation.

Course Overview:

The comprehensive curriculum covers a wide range of project management aspects, delivered through a blended learning approach of group training, bespoke online resources and 1:1 Tutor support, below provides an overview of some of the topics covered:

- **Project Governance & Context:** Gain a solid understanding of the core principles of project governance, including frameworks, structures, and processes that ensure project alignment with organisational strategy. Explore different project environments and their influence on project management approaches.
- **Stakeholder & Communication Management:** Master the art of stakeholder identification, engagement, and management. Develop effective communication strategies to keep stakeholders informed, aligned, and engaged throughout the project lifecycle.
- **Leadership & Teamwork:** Hone your leadership skills to effectively lead and motivate project teams. Learn to build high-performing teams, foster collaboration, and navigate team dynamics.
- **Consolidated Planning & Budget/Cost Control:** Develop proficiency in project planning techniques to create realistic and achievable project schedules. Explore cost management strategies to ensure projects stay within budget.
- **Business Case & Benefits Management:** Craft compelling business cases that clearly define project justification, expected benefits, and return on investment (ROI). Learn to measure and track project benefits to ensure successful outcomes.
- **Schedule Management:** Develop expertise in scheduling techniques like Work Breakdown Structure (WBS) and critical path method (CPM) to create realistic project timelines. Learn to manage schedule risks and effectively track project progress.
- **Risk & Issue Management:** Develop a proactive approach to risk management. Learn to identify, assess, prioritise, and mitigate project risks to minimise their impact. Explore effective issue management strategies to address unforeseen challenges.
- **Contract Management & Procurement:** Gain an understanding of the fundamentals of contract management and procurement processes. Learn to establish and manage contracts with vendors and suppliers to ensure successful project delivery.

Who is it for?

This course is suitable for: Assistant Project Managers, Junior Project managers, Team Leaders with responsibilities to lead projects or project support roles.

Apprenticeships are open to anyone living in England, over the age of 16 and not in full-time education. Apprenticeships can also be used for new or to upskill existing employees.

Duration

Duration of practical period – 18 month (typically). The first 18 months of this apprenticeship will be “in learning” phase where the knowledge, skills and behaviours needed for the standard are developed.

EPA period – 5 month (typically). The final 5 months will be used to complete the ‘End Point Assessment’

Assessment and Progression:

Upon successful completion of the course and practical experience, you will undergo an End Point Assessment (EPA), which is typically 5 months, to earn the Level 4 Associate Project Manager Apprenticeship qualification. The EPA process ensures your competency in applying the acquired knowledge and skills to real-world project scenarios.

Beyond the Course:

This qualification opens doors to exciting career progression opportunities. You can pursue further apprenticeships, like the Level 5 Operations/Departmental Manager Apprenticeship, or explore specialised commercial qualifications.

Enrol today and embark on your journey to becoming a successful Project Manager

Safeguarding Focus

Incel on the Rise

'Incel' is the shorthand term for 'involuntary celibate'. This is a movement adopting a radical ideology that has emerged in the last twenty years. Beginning by appearing to be a harmless 'lonely hearts' style community, of online discussion forums and websites, it has grown and mutated into a much darker and more sinister movement. At its most extreme it condones mass-rape and mass-killing of women.

The Incel movement needs to be taken very seriously as a terrorist threat. Evidence of this exists in the multiple mass-casualty attacks that have been carried out in the USA and Canada by 'Incels' with evidence it spreading to the UK, totalling a greater number of attacks than Islamist extremist attacks in the USA between 2002 and 2019, and at least 27 fatalities since 2014. It must be considered as a serious a threat as other ideologies, such as violent racism.

Self-defined Incel's believe that women's political empowerment and ability to select their sexual partners has severely degraded men's social status. Online rhetoric hinges on fantasies of mass-rape and murder and the dehumanisation of women. The extent of support for mass violence has led to a number of online Incel forums being taken down.

Support is currently likely to be more limited than other known ideologies, but the movement fits within a broader trend of young males being radicalised online and is likely to increase in the long-term. A form of "male supremacy", it shares some similarities with the extreme right wing movement. Both groups attribute society's ills to social liberalism, women and ethnic minorities. Racial hatred is also common in Incel forums.

Incels have adopted their own terminology, using terms such as 'Chad' and 'Alpha' to describe testosterone-fuelled men who sleep with a disproportionate number of women. They also use the dehumanising term 'Femoid', to describe women generally. 'Stacy' and 'Becky' are other terms used to stereotype women who are attracted to 'Chads'.

There is also the idolising of mass-killers who follow this ideology, such as Elliott Rodger ('ER'), who killed 14, and use of his example as encouragement to members of the community to conduct a similar mass-casualty attack.

The vulnerabilities that lead people to sympathise with these ideas, their appeal to socially isolated individuals, the dehumanisation of others and encouragement of physical and sexual violence makes them a significant threat.

As always the case, it is important to be vigilant, from a safeguarding perspective, and if signs are identified that someone has been radicalised, or is vulnerable to being, reporting this to a Safeguarding Officer or the police is essential.

We've Rebranded!

We're thrilled to announce WBTC has undergone a stunning transformation with a fresh new logo and the arrival of our brand new website! Our new logo symbolises a modern and dynamic design, and represents our forward thinking approach to providing high-quality and relevant training programmes for apprentices, young people and commercial clients.

Visit us today at wbtc-uk.com to explore a fresh look and an even more user-friendly experience including streamlined navigation, and updated content to make it easier than ever to access information about our programmes and services.

Our vision is "developing talent, shaping the future" - and this fresh look reflects our ongoing commitment to providing employers, apprentices and learners with the very best resources and opportunities.

We invite you to explore the new features and let us help you achieve your career goals.



Developing talent, shaping the future

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