



Pictured: Managing Director of The Collingwood Group, Steven Wake(right) with Entrust chief executive Dan Brophy and training & development manager Maggie Drysdale at Longhirst Hall.

ALL UNDER ONE ROOF

FROM: The Journal (19th July, 2007).



A NEW venture bringing together two North East training providers is set to change the delivery of management courses in the region.

'Manage North East' offers an unprecedented management training and accreditation service through a partnership with Entrust, one of the region's leading business support organisations, and The Collingwood Group.

The new project delivers solid management theory that is specifically applied to the business environment and accredited by the Chartered Management Institute (CMI).

For 25 years, Entrust has been helping the region's businesses to grow and develop, with its range of specialist consultants and trainers.

The Collingwood Group – based in Morpeth, Northumberland – also has a vast amount of experience with over 100 years of collective management expertise within the organisation.

Entrust training and development manager Maggie Drysdale has been the driving force

behind the scheme. She said: "By taking the strengths and experience from both organisations, we are delivering new and innovative management training that fills a gap in the market.

"At present, colleges and universities in the North-East provide good management programmes with a good theoretical base, but they can lack application in the workplace.

"This can lead to students having an excellent knowledge base, but a shortfall in practical delivery and competency.

"Alternatively, training is provided in the workplace and conducted by a management consultant but isn't always provided with officially-recognised accreditation.

"Manage North East is about blending the two into one service that provides training and accreditation under one roof.

"Through our partnership with The Collingwood Group, we are using highly skilled tutors with years of management expertise to ensure we deliver first-class training."

After Maggie's initial approach, Steven Wake, managing director of The Collingwood Group, could clearly see this was a good opportunity and came on board without hesitation.

Steven said: "Entrust is a very forward-thinking organisation and, by joining forces with them, we can now deliver quality management training courses that have not been available in the North-East before. The CMI accreditation also ensures they are of an excellent standard with national recognition."

A team of eight training consultants from The Collingwood Group will deliver the courses at Longhirst Hall, near Morpeth.

Courses currently on offer include the CMI's Introductory Certificate in Management, and the Introductory Diploma in Management, which are delivered using three techniques.

Both courses involve residential workshops at Longhirst Hall, individual assessments within the workplace and a unique e-platform to enable distance learning and continuous tutor support.

Manage North East's formation is in line with the Regional Economic Strategy (RES) led by One NorthEast. It recognises the need to drive up the quality of management and leadership within the region's companies in order to support continued growth and development.

Entrust chief executive Dan Brophy said: "Companies in the North-East are growing fast and are looking to support and develop their staff.

"In order to keep quality people in the region, we need to ensure that the right opportunities are available for individuals and companies. Manage North East offers practical, real solutions to organisation's needs whilst giving sound management theory to help companies move forward."

Courses are suitable for people new to management, team leaders and senior managers. Prices start at £1,250 for the Introductory Certificate in Management. Eligible companies may apply for funding of up to 50%.

Web: www.thecollingwoodgroup.com