

October Update 2025

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Welcome to the October Newsletter

View our
upcoming
courses on
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We have reached the **end of October** and we have plenty to *celebrate*.

We are celebrating the results of the Shropshire, Telford & Wrekin Apprenticeship awards, recruiting for an apprenticeship cohort and a new exciting forward-thinking course that has begun!



In this newsletter you will find...

- Coverage Care apprentice wins STWAA Award (Page 2)
- Don't miss out on our *upcoming courses!* (Page 3)
- SBC Training's Multi Channel Marketing Apprenticeships (Page 4)
- Our latest SBC Training Staff news (Page 5)

We are *excited* to announce that **Keeley Martin** from **Coverage Care** was the **winner** of the **STWAA Health and Social Care Apprentice of the Year** award.

Read more about her achievement on **page 2**.

Coverage Care apprentice wins STWAA award

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We are *proud* to announce that **Keeley Martin**, from **Coverage Care**, won the **Health and Social Care** apprenticeship award title at the 2025 **Shropshire, Telford and Wrekin Apprenticeship Awards**.

SBC Training Health and Social Care nominees **Keeley Martin**, **Aaron Capener** and **Christina Snellgrove**, and Business Admin nominee **Maddie Armstrong**, all made it to the **finals** of the awards.



Georgie Walsh, Keeley's trainer-assessor, said

“

I am *incredibly* proud of **Keeley** and the *progress* she has made *throughout* her **apprenticeship journey**.

Over this time, Keeley has *developed* her **confidence**, *strengthened* her **communication skills**, and *demonstrated* the impact that *high-quality apprenticeships* can have in **health and social care**.

She is a *great* example of how *investing* in apprentices not only *builds* **individual capability** but also helps *shape* the **future** of **the care sector**. By *equipping* learners with the right **knowledge**, **skills**, and **behaviours**, we are preparing them to make a real difference in people's lives.

Well done, Keeley – a bright future in care lies ahead.

”

Don't miss out on upcoming apprenticeships & courses!

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Level 5 in Management

Do you have an aspiring or inexperienced supervisor or manager within your team who you would like to help to develop?

An *exciting* new **Level 5 Management apprenticeship** will be **recruiting** this **November**.

The programme aims to produce managers capable of providing *clear* and *inclusive* **leadership**, who are *aware* of **legislative responsibilities** and who have an *appreciation* of the *value* of **human interaction** across a range of *business functions* including **HR, finance, legal, IT, sales** and **marketing**.

The course is a *blend* of **classroom based, academic** and **unconventional content** designed to *challenge aspiring leaders* of the future.

This is a **2-year development programme** that is *supported* by **government funding** which leads to a **“Level 5” qualification outcome**.

UKSPF - These Courses can be Fully Funded

Computer Aided Design (CAD)

Gain foundational design skills

Medical Terminology (1 Day)

Understand common terminology

Your *place* on these courses could be **fully funded** through the UKSPF Shropshire Skills Hub Project (Funded by UK Government) if you *reside* in the **Shropshire** Council local authority area and are in **employment** (*anywhere*).

Contact us to find out if you are eligible for these fully funded courses!
Call: 01743 454810

SBC Training's **Multi Channel Marketer** Apprenticeships



SBC Training is recruiting for our next Marketing Cohort!

Marketing apprentices can support businesses by:

- *Driving* customer engagement and retention
- *Coordinating* and *delivering* specific marketing activities such as marketing content creation
- *Contributing* to the implementation of the Marketing strategy and plans
- *Delivering* day-to-day marketing activities across a multitude of platforms
- *Helping* to create more effective business promotions
- *Supporting* the rejuvenation of company branding

Come and talk to us, we have brilliant applicants waiting!



New free service for our employers

SBC Training is offering employers a **completely free** Training Needs Analysis (TNA).

Concerns about **skills shortages** are heard on a daily basis but with *appropriate planning* many **could be avoided**.

A TNA will help an organisation to *identify* how the structure of the workforce and the skills requirements may *change* in the future. By *planning* and *responding* to **these signals** the **most significant impact of potential skills shortages** can be **lessened**.

The team at SBC Training is *pleased* to be able to *support* **employers** with this **new service**.

For **further details** contact info@sbc-training.co.uk.

Our latest SBC Training news



SBC Training speaks at Shropshire Chamber panel

Shropshire Chamber's **Connectin Business expo** began with breakfast networking and a panel, led by Shropshire Business magazine editor **Carl Jones**, featuring our **Managing Director Colin Thaw**.

We were *delighted* to receive **testimonials** from a number of clients including **Kirsty Smallman, director** of one of our *longstanding* clients **J&PR**, and **Steve Oliver** from **Throgmorton Associates** who were happy to *endorse* the **benefits** of *developing an apprentice* as part of their **recruitment strategy**.



The Adopting AI course begins!



October 28 saw the start of the exciting *new* **Adopting AI course** delivered by **Andrew Boxall** of **WeChange.AI!**

Managing director Colin Thaw had this to say

“We are *delighted* to be working with **Shropshire Chamber** and **WeChange.AI** to deliver *training opportunities* that will help individuals to *develop* and *enhance* their skills and *enable* them to *progress* in the **21st Century workplace**.

This course invites us to *discover* **AI software** that is *readily available* in most workplaces and *challenges* the individual to *harness* the **capability** of this software to *enhance* **productivity**. We hope to be able to *help* the **course delegates** to find the keys to *unlocking* a more **productive** and **fulfilling future**.”