

Max Purpose Psychology aims for growth through £4m Digital Drive

A County Durham coaching business has received a slice of a £4m digital fund aimed at helping fledgling firms to flourish.

Business Durham's Digital Drive County Durham, a £4m programme funded by the European Regional Development Fund (ERDF), has supported Max Purpose Psychology to buy new technology and develop new digital skills. The business was launched by Maxine Caine to support education leaders, psychologists and small business owners through one-to-one and group supervision and coaching. Ms Caine approached Digital Drive looking for funding support to buy the tech equipment she needed to run her firm.

The new kit allows her to conduct online group supervision sessions with clients from around the world, as well as create videos to feature on her website and in online modules, to support face-to-face training in schools. She praised digital adviser James Miller and the Digital Drive programme for their support.

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She said: "James has gone through the process with me in baby steps, to get a domain registered, email address set up, and with his help I've learned how to use WordPress to set up and manage my own website. He's patiently taught me about search engine optimisation (SEO), how to set up Google Search Console and Google Analytics, and most recently setting up my customer relationship management (CRM) system. All these are words I had never even heard of last year."

Looking ahead, Ms Caine now plans to transition to working full-time in the business, develop further collaborations and bring on board some associates. She will also be developing training for Emotional Literacy Support Assistants (ELSAs) and Mediating Learning Support Assistants (MeLSAs), so they can work more effectively with children with complex needs.

James Miller, UMi's digital adviser for the Digital Drive programme, said: "It's been a real privilege to support Maxine in applying for equipment funding and developing her digital skills. She's got a great springboard to grab all those exciting opportunities and grow her business as much as she wants."

Sarah Slaven, managing director at Business Durham, said: "Digital Drive County Durham has played a vital role in empowering Maxine's business to flourish online, not only gaining valuable knowledge but also the independence to maintain her own website and leverage digital tools effectively.

"The success of Max Purpose Psychology exemplifies the impact of the Digital Drive programme which has supported over 1,800 businesses since it started in 2017. In addition, Maxine's entrepreneurial journey has also benefited from Business Durham's other programmes, including the Durham Ambitious Business Start-Ups programme. As we near the completion of Digital Drive County Durham, we remain committed to supporting small businesses in County Durham. We are actively exploring new initiatives that will continue to provide invaluable guidance and assistance to entrepreneurs, ensuring their ongoing growth and success."