

TrainerBase

The Association for

Learning Practitioners



IMPROVING THE SUCCESS OF MEMBERS.



THE ASSOCIATION

TrainerBase

TrainerBase was created in 2001 as an online database of freelance and independent training providers. The web site at www.trainerbase.co.uk became the place for:

- Trainers to find Business and for
- Business to find Trainers.

The site grew from a list of a few hundred members to a database of over 6,000 registered users.

In 2004, the first requests were made to TrainerBase, to create a body that specifically represented the needs of freelance and independent training providers.

In 2006, as a result of requests from training purchasers to recommend trainers, TrainerBase started the development of its Standard for trainers, course developers and training advisers.

In 2007, as a way of meeting the needs of both trainers and of purchasers, TrainerBase changed constitution to become:

- The Association for Learning Practitioners.

As The Association for Learning Practitioners, TrainerBase is in a unique position to improve the success of its members and assist purchasers of training in finding the most appropriate trainer for their needs.

The objectives of the Association are:

- to establish an organisation which represents individuals and organisations providing Learning and Development;
- to promote and develop the interests of the Association's members, both in relation to each other and in relation to other non members;
- to establish and maintain Codes of Conduct and Ethical Behaviour for members of the Association;
- to promote integrity, competence and high standards in the provision of services by the Association's members;
- to promote contact and develop good relations between individuals and organisations providing Learning and Development Services;
- to raise and maintain the respect of members of the public for members; and
- to provide programmes and resources to assist members providing Learning and Development Services better to provide those services.

The web site

TrainerBase retains a strong web presence and the site continues to be a significant feature within the existing and future activities of the Association.

TrainerBase acknowledges that both members and non members of The Association will have a particular reason for visiting the web site. This is made easier by dividing the site into a collection of pages or themes for:

- Purchasers of Training
- Providers of Training
- The Association and
- Common pages for all visitors.

The web site continues to be a successful portal for purchasers of training to:

- Post tender opportunities and receive proposals
- Search the database and contact trainers direct
- Review trainer profiles and sample materials.

Training providers continue to:

- Win contracts via the site
- Share resources with each other
- Ask for and offer help and advice.

The Internet is an important channel for individuals and organisations involved in the learning and development arena. TrainerBase has and will continue to be a significant presence.





Accreditation

One of the main objectives for The Association for Learning Practitioners is to be the custodian of The Standard for Learning Practitioners and accredit Certified Learning Practitioners (CLP).

The CLP accreditation is the flagship membership which enables The Association to recommend a CLP to a purchaser of learning and development.

Advice

The Association provides advice and guidance to its members on both aspects of learning and development and matters to do with business development.

Surveys and research

TrainerBase conducts a number of surveys and research projects each year that are pertinent to the needs, wants and desires of the membership. Always of particular interest and well received is the annual Trainer Rates survey which has been conducted since 2004.

Other surveys that have been conducted include:

- Potential success for sponsorship
- Success rate of membership in gaining contracts
- Survey into working in the USA
- Size and state of the training sector.

TrainerBase also takes part in other surveys and research projects that have a particular interest to the membership.

Partnerships and sponsors

TrainerBase has ongoing engagements with partners and potential partners and sponsors to provide additional services to the membership. These services include:

- Legal support
- Insurance
- Office space.

TrainerBase is always keen to talk to other providers of services that would provide benefits to the Association and its members.

Other member services

TrainerBase provides members with other services including:

- Regional networking groups
- Conference
- Training courses.

TrainerBase continues to develop other services.

TrainerBase: The Association for Learning Practitioners

Representation

A fundamental activity for TrainerBase will be to engage in dialogue with other bodies within the learning and development sector and other organisations and bodies that have an interest in learning and development. The aim is to represent, at all levels, the needs, wants and concerns of the individuals and small businesses that will be involved with up-skilling the UK workforce in the next 10 to 15 years.

Organisations that are of particular interest are:

- Sector Skills Councils
- Learning and Development institutions
- Government departments and agencies with a learning and development remit
- Commercial and Charity based organisations with a learning and development remit.

Meeting with representatives of these organisations is conducted via:

- Formal and informal meetings
- Conferences, Seminars and Exhibitions
- And other networking events.

By being involved with the whole of the learning and development sector, TrainerBase will be a source of information and guidance and be recognised as the voice for Learning Practitioners in the UK.



FOUNDING MEMBERS

TrainerBase is proud of the unique group of members who assisted in the founding of The Association for Learning Practitioners.

The Founding Members are:

- Jooli Atkins
- Jan Brause
- Joe Espana
- Melanie Lisney
- Toni Johnson
- Charlotte Mannion
- Ivan Mactaggart
- Mike Morrison
- Mike Mortby
- Maggie Mosley
- Mark Norris
- Stephanie Penning
- Phil Wheeliker
- Michelle Mcarthur
- Joy Wilson
- Helen Howard
- Andrew Miller
- Heather Girling
- Peter Mayes

THE COMPANY

TrainerBase is a company limited by guarantee. The company is governed by a Board of Directors.

The operations of TrainerBase are provided by GirlingMayes Ltd under a Service Agreement.

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