



The Learning Practitioners' Association Ltd

Directors Report and Financial Statements

for year ended 31st December 2009

Directors of the Learning Practitioners' Association Ltd

Current directors are:

- Director and Chief Executive: Peter Mayes
- Director and Company Secretary: Heather Girling
- Director: Phil Wheeliker
- Director: Steve Rouse

The Association is seeking additional directors to take responsibility for:

- Commercial activities
- Membership

Description of the business

The LPA is a trade association that represents individuals substantially engaged in or actively working towards consultancy, design, development and delivery of training/learning interventions whose recipients are outside statutory education.

Structure

The LPA is a company limited by guarantee (the Company). Its governing documents are a Memorandum of Association and Articles of Association dated 17th December 2007. A copy of these can be found at <http://www.lamingpractitioners.info/companydocuments>. The Company has a board of directors (named above). A Council of Members has been set up.

Incorporation

The Company was incorporated on 18th December 2007 and commenced trading on 1st April 2008

Objectives

The objects of the Company are:

- to establish an organisation which represents individuals and organisations providing Training Services;
- to promote and develop the interests of the Company's members, both in relation to each other and in relation to persons and other entities not being members;
- to establish and maintain Codes of Conduct for members of the Company, in relation to members' relations both to each other and to persons and entities to whom members provide services;
- to promote integrity, competence and high standards in the provision of services by the Company's members;
- to promote contact and develop good relations between persons providing Training Services;
- to do such things as the Company may deem necessary or desirable to raise and maintain the respect of members of the public for members; and
- to provide programmes and resources to assist persons providing Training Services better to provide those services.

Strategic aims

The Association has three core strategic aims:

- To become the voice of learning practitioners in the UK
e.g. supported by member consultation to inform Association policy on key issues affecting learning practitioners.
- The TrainerBase to be the dominant marketplace in the UK for learning practitioners across all engagement models
e.g. supported by increasing membership and increasing the number of opportunities posted in order to maximise member's business.
- The Standard, and any associated accreditations and qualifications, to become the routes of choice for excellence in learning practice within the UK
i.e. supporting/protecting the sector/profession by raising standards through adoption of the Standard and CLP.

The past year

In July 2009 the name of the Company was changed from TrainerBase Ltd to The Learning Practitioners' Association. This was to reflect the wider remit of the Association in that the TrainerBase web site, whilst remaining an important service to help business find trainers and trainers find business, is now one aspect of the Associations portfolio. In the past year we have conducted a root & branch review, examining the Association's identity, brand, functions and operations in the light of the change to trade association status. We have published a comprehensive management and operating procedure and have defined our message and communication strategy. The latter of these formed the briefing for our new brand identity which was launched in January 2010.

Steve Rouse was appointed a director of the Association in March 2009 and took on responsibility for the development of the Standard and the CLP accreditation including renewal processes.

We have established a Council drawn from the membership and have started to seek advice and guidance from the council on membership matters including: discussion forum rules, membership structure, member services and networking opportunities. The Council will be strengthened to serve, extend and embed the democratic accountability of the organisation. The Council will also take a key role in the meeting of the strategic aims of the Association.

The accreditation process for CLP has been reviewed and an additional payment structure is being proposed. The renewal process has been piloted and a consultation with current CLPs has been conducted on how best to implement the ongoing accreditation of CLPs.

The LPA attended World of Learning 09 and Learning and Skills 10 exhibitions. CLPs were invited to attend the World of Learning to staff the TrainerBase feature. Both of these exhibitions were sponsored by the exhibition organisers.

The LPA has become an Edexcel centre. The LPA has added the BTEC level 5 Professional Certificate in Learning Practice Management to its portfolio of services.

Achievements and Performance

Statistics as of June 1st 2010:

- | | |
|------------------------------------|-------|
| • Users of TrainerBase web site | 5,600 |
| • Members of the Association | 320 |
| • Certified Learning Practitioners | 13 |
| • Working towards accreditation | 5 |



The Association has retained 60% of membership despite the impact of the economic climate. Some loss of membership is attributed to the introduction of the CLP accredited membership status and others have left because or they do not wish to benefit from the services offered by a trade body.

Future

The future for the Association and its members continue to be challenging, not least because of the ongoing economic climate. The Association has started and will continue to pursue a number of channels with a view to:

- increasing and diversifying revenue streams
- increasing and diversifying membership within the L&D community
- raising the profile of the web sites to all stakeholders and
- improving the credibility of the Association

Accountants

Patterson, Jones and Evans

Financial Statement

The Directors present their financial statements of the Company for the period 1st January 2009 to 31st December 2009

Profit and loss account

• Turnover	70,156
• Cost of sales	6,272
• Gross profit	63,884
• Administrative expenses	65,506
• Operating loss	(1,622)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31st December 2009, in accordance with section 476 of the Companies Act. The members have not required the company to obtain an audit of its financial statements for the period ended 31st December 2009.

Directors Responsibilities

The Directors acknowledge their responsibilities for:

- Ensuring that the company keeps accounting records which comply with sections 386 and 387 of the companies act 2006 and
- Preparing financial statements which give a true and fair view of the affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Approved by the Board 15/06/10

The Directors of The Learning Practitioners' Association.

Biographies

Phil Wheeliker MBA, Director

Phil is a fully qualified and experienced change director with a wide-ranging professional background. He is a former commissioned officer with the RAF and saw active service in the Falklands and the first Gulf War. On leaving the forces he spent a number of years in Training Management roles.

In 1998 Phil moved into the interim management field specialising in training, organisational development and project management, gaining assignments with many blue chip and international companies.

Phil is qualified and experienced in a number of disciplines: finance (qualified Incorporated Financial Accountant), project/programme management (Prince 2, Six Sigma and MSP), logistics (CPC National and CMILT), people management and development (Diplomas in Counselling, Training and Psychology and TAP certified) and general business management (MBA and DMS). He is also qualified in NLP and Hypnotherapy.

Phil is married and lives in Wakefield, West Yorkshire.

Steve Rouse MA, Director

Steve Rouse has been working as a freelance L&D consultant since 2006. His background is within central government, where his last role was to lead the learning design function for the corporate centre of the Department for Work & Pensions (DWP). Steve now focuses on Leadership and Management Development, Performance Management, Diversity & Equality and blended learning design. In 2007, Steve graduated with the MA in Management Learning & Leadership from the Lancaster University Management School.

Steve was involved with the TrainerBase Standard and CLP from the start as a member of the Professional Standards Committee, and was one of the first few to gain the CLP accreditation. He is also a CLP assessor. Steve joined the Board as Technical & Research Director in February 2009.

In addition to TrainerBase, Steve is CIPD qualified, a Licentiate Fellow of ITOL and a director of the Institute of Equality & Diversity Practitioners.

Heather Girling BA, Director, Company Secretary

Heather has qualifications and experience in Learning and Development, Human Resources, Psychology and Business. In 2000 she established herself as an independent consultant and this has enabled her to successfully encourage and assist clients in implementing learning and development programmes and strategies for themselves and their business. She has particular expertise in developing managers and implementing tools that improve workplace well-being.

Previous experience was gained from management roles in industry with responsibilities for Personnel and Learning and Development and in the not for profit sector in Business Management.

Heather has been involved with TrainerBase from inception, and heavily involved with the development of the Standard, CLP, CertLPM and Association.

In addition to being a director of the LPA, Heather is also a director of GirlingMayes Ltd; the secretariat for the Association.



Peter Mayes BSc, Director, Chief Executive

Peter has been 'educating' adults since 1982 having been a tutor in adult education in subjects as diverse as Drawing, Photography and Information Technology. He has been a director of GirlingMayes since 2000 and has collaborated in the development of and helped deliver ILM endorsed management programmes and residential personal development retreats.

Peter set up TrainerBase in 2002 and has been instrumental in the development of the web site, the Standard, Certified Learning Practitioner accreditation, the CertLPM qualification and the creation of the Association.

Peter has an honours degree in Business Information Systems and as a Business Systems Analyst saw how the Internet could be used to benefit both freelance trainers and purchaser of training.

Peter is a member of the Chartered Management Institute and the British Computer Society.

In addition to being a director of the LPA, Peter is also a director of GirlingMayes Ltd; the secretariat for the Association.