

## **Policy Statement: The Role of the Standard and Certified Learning Practitioner (CLP) Accreditation in the Future of the Learning Practitioners' Association**

In reconstituting ourselves as a trade association seeking to represent all individuals substantially engaged in or actively working towards consultancy, design, development and delivery of learning interventions whose recipients are outside statutory education, TrainerBase has undergone a paradigm shift from its origins as a simple marketing and networking tool for freelance trainers.

We believe that the argument for moving TrainerBase from its initial inception as a private business to its current structure as a Company Limited by Guarantee is a right and necessary one. It emerged from changes to the business and regulatory environment and is rooted in a single, core consideration, ie that of placing the business on a sound footing, enabling existing member services to be protected, as well as the development of new opportunities to benefit the membership. As a private company, this decision rested appropriately with the directors of Girling Mayes Ltd (GML), the owners of TrainerBase at the time.

This change has wide-ranging implications for how the Association operates – it is now a very different creature from the original TrainerBase website. Though the legal change from one entity to the other was achieved quite rapidly, in terms of operations and behaviours the shift will not take place overnight. It will take time to develop our structures, services and processes, as well as achieving the place that we firmly believe we can take in the market place as an influential body, driving forward our strategic aims:

1. To become the voice of learning practitioners in the UK.
2. The TrainerBase to be the dominant marketplace in the UK for learning practitioners across all engagement models.
3. The Standard, and any associated accreditations and qualifications, to become the routes of choice for excellence in learning practice within the UK.

We see the Standard and the CLP accreditation as an important step in achieving, not only the third, but each of these aims, though it will not be the only one. Already, there is clear evidence that CLP is being seen as credible by key stakeholders and influencers. CLP is not the whole of the Association, but it is, and will remain, a core aspect of what we do. As a trade association, one of our key functions must be to protect and develop the sector we represent; assuring the quality of the services provided by that sector. The Standard and CLP is a keystone of this function.

A significant driver behind the origins and development of CLP was the demand from purchasers for TrainerBase to be able to recommend learning practitioners. Without some form of assurance of competence, it was neither possible, ethical nor legally sound to do so – hence the development of the Standard, and its basis as an accreditation of demonstrated/evidenced competence rather than a qualification. Inevitably, this produces a differentiation within the membership between those with CLP and those without. This does

not mean that the Association will only represent the interests of members who gain CLP; however, it does mean that we are only in a position to *recommend* members with CLP, though we will continue to seek to represent as well as provide and develop facilities for non-CLP members to *promote* themselves and their services. This balanced approach is explicit within the structure of the strategic aims.

While encouraging as many members as possible towards meeting the Standard, we aim to develop a wide range of services and benefits, and to become the key industry body representing the interests of learning practitioners, whether they be CLP accredited or not.

**Steve Rouse**

Technical & Research Director

On behalf of the Board of Directors

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