**Key Successes** of 2014/15

- **Leadership and Governance programme** designed for independent training providers to build capacity and to offer strategic guidance and resources.

- **Increase in support services** for members and the sector e.g. CPD recorded events, national conference, topical workshops and webinars.

- **Increase in membership numbers** against difficult trading conditions and consolidation in skills and employment sectors and reduction in funding.

- **Effective lobbying** to government agencies e.g. flexibility of Traineeships.

- **A Single Voice** for training providers, influencing key policies such as Apprenticeships and Traineeships.

- **Strategic partnerships** working to offer services and support to help AELP members and providers to grow their business and respond to key priorities.

- **Awarded new contracts** to support and develop the sector and collaboration with the Education and Training Foundation.

- **Future Apprenticeships** - support programmes for practitioners in the sector, building on the legacy projects of ASSP/TSSP.
Introduction

AELP Chairman’s Statement

This publication covers our financial report covering the year from July 2014 to June 2015. We have also given you an up to date picture of our key activities.

The Board has retained its clear focus on our core Manifesto which we set out over 2 years ago and is repeated in this document. We are making good progress in many areas in an environment of great change.

We will continue to put forward the views of training providers in a positive and constructive way. The Board thanks you for all your support.

Martin Dunford OBE
Chairman

AELP Chief Executive’s Statement

This annual report reflects positive progress on a number of fronts despite the difficulties of managing at a time of great change. The profile of employment and skills has never been higher and the voice of providers is now seen as a positive and constructive view in the sector.

The team at AELP have had great support from the membership and that partnership working will be important as we influence the agenda in a period of significant policy reform.

Stewart Segal
Chief Executive
Principle Activities during 2014/15

This is still a challenging time for the sector. Despite the confirmation in the Funding Statements that core skills budgets will be maintained during this Parliament during a period of what is likely to be significant Apprenticeship growth, we are likely to see major reductions in funding for employment programmes. Indeed, almost all key programmes will be subject to reform over the next two or three years:

- Apprenticeship reforms including new standards
- Introduction of Apprenticeship Levy
- Localisation of Adult Education budgets
- Replacement of the Work Programme and Work Choice

It will be increasingly important for training providers to be involved in the implementation of this reform programme.

Our key activities can be split into three main categories:

- Lobbying;
- Two way communications with members; and
- Providing a range of services such as events and consultancy to members.

Lobbying

We have continued to raise the profile of training providers with key decision makers and influencers in government, agencies, employers and other stakeholders. This will continue to be the most important activity for AELP. We have worked closely with local provider networks to ensure the national, regional and local voice supports a coherent message.

AELP is now represented on many of the key committees and groups such as the SFA Advisory Board, Apprenticeship Stakeholder Board and the Funding Reform and Localism Group. We continue to produce response to consultations, research and briefing documents to influence key policies. A list of policies which we have influenced is included in this report opposite and reflects the impact of our lobbying.

Our lobbying activities will continue to reflect our manifesto which is set out on pages 10-11.
AELP Policy Successes

<table>
<thead>
<tr>
<th>Policy Proposal Position</th>
<th>Current status</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Apprenticeship funding will be routed through employers</td>
<td>✓ Funding will be routed directly to providers</td>
</tr>
<tr>
<td>• All Apprenticeship frameworks will be replaced by standards by 2017</td>
<td>✓ Extension to the timetable now agreed</td>
</tr>
<tr>
<td>• All English and maths qualification will be GCSEs</td>
<td>✓ Functional Skills qualification retained across all programmes</td>
</tr>
<tr>
<td>• Traineeships restricted to Ofsted Grade 1 and 2 providers</td>
<td>✓ Traineeship delivery restrictions lifted on Ofsted Grade 1 and 2 providers and brought forward to February 2016</td>
</tr>
<tr>
<td>• Traineeship participation restricted by benefit rules regarding JSA</td>
<td>✓ Removal of the ‘16 hour Rule’ for Jobseekers on Traineeship programme. Increased flexibility built into definition of Traineeship work experience durations for benefit purposes</td>
</tr>
<tr>
<td>• Responsibility on schools to give complete and impartial information, advice and guidance on careers</td>
<td>✓ A new government law building on 2011 legislation to ensure providers and college staff have access to pupils and parents about the Apprenticeship/Traineeship offer</td>
</tr>
<tr>
<td>• More integrated approach to programmes for the unemployed</td>
<td>✓ Decision to replace the Work Programme with the Work and Health Programme</td>
</tr>
</tbody>
</table>

Membership

Membership at the end of our financial year 2014/15 was 746. This has continued to grow and now stands at **770 at end of January 2016**. This compares to 721 at end of January 2015. We have grown this membership by adopting a number of initiatives.

- Greater focus on the needs of smaller providers.
- Engagement with small providers through Provider Network membership offer;
- Collaboration with housing associations with interest in skills and employability issues for their tenants.
- Greater participation in existing Special Interest Groups and the creation of new ones, e.g. Sport and Recreation, International.
- Use of social media where our footprint has increased significantly with 6,818 followers on Twitter and 2,475 followers on LinkedIn at end of January 2016.
- Improving the web site to include content for all providers.
We will continue to grow membership with local provider networks, to build on a strength that comes from representing over 75% of the delivery of Apprenticeships and other key government programmes.

Partnerships

During 2014/15 we continued to develop our partnerships with key stakeholders in the sector. This included:

- We are joint owners of the Education and Training Foundation which supports the sector’s CPD requirements;
- We collaborate with the Education and Training Foundation and supporting partners such as University of London, HOLEX, 157 Group and the Association of Colleges on a number of projects such ASSP and TSSP;
- Engagement with new Patrons who have provided excellent support in our communications and member services;
- Partnerships with a number of national organisations such as National Housing Federation, the Institute of Employability Professionals and Employment Related Services Association; and
- We will continue to build links with the representative bodies in the four nations of the UK.

Professional services for members

We are now establishing a number of support services for members and during the next year we will continue to develop these services ensuring we really add value to our members’ core business drivers such as sales, business development, quality, leadership and management. Services we are currently developing include:

- A range of events and conferences;
- Leadership and management programmes;
- Subcontracting and supply change management resources;
- Research projects;
- International services; and
- Quality improvement support for providers.
Communications

We work in a complex sector, so two-way communications with members is key to our success. We continue to improve our communications by:

- Using a range of media including digital, print, webinars and events;
- Ensuring our style and tone of communication is based on the principles of well-informed, evidence-based, positive and balanced content;
- Introduction of blogs;
- Development of a series of AELP Briefing Papers which have been well supported by members and the wider sector; and
- Effective use of social media communications to increase our brand awareness and understanding.

Research

We have continued to develop policy proposals that are based on research and evidence which has meant that we have built strong research partnerships in our sector.

- We work closely with the Education and Training Foundation on a number of research projects;
- We are part of the Research Alliance alongside City and Guilds, the 157 Group and the University of Winchester;
- We work closely with the Institute for Education (part of UCL);
- We undertake project work with the Further Education Leadership Trust; and
- We have created new member services providing regular analysis of unemployment statistics, Apprenticeship starts and a range of other sector and contract information.
AELP Membership Statistics

Membership at the end of our financial year 2014/15 was 746. This has continued to grow and now stands at **770 at end of January 2016**.

**AELP digital footprint** - a significant rise in people engaging with AELP using social media, i.e. **6,827** followers on **Twitter** and **2,481** followers on **LinkedIn** at end of January 2016.

**30 Ex members** welcomed back into membership, **20% up** on the previous year.

Successful **Patron Scheme** maintained, with a mix of full and associate members, with additional member concessions.

**Diversity of AELP Webinar sessions for members and providers**

**Strategic partnerships** working to offer services and support to help AELP members and providers to grow their business and respond to key priorities.

Improvements in navigation on the AELP homepage have resulted in it attracting over **122,000 page views** representing an **8.9% increase** on the previous year plus a **6% increase** in new users to the site.

**Association of employment and learning providers**

**City & Guilds**

**Pearson**
AELP Manifesto for Action

We wrote our Manifesto in 2014 and a number of themes were picked up by the political parties in the general election of 2015. We have maintained the focus on this manifesto throughout 2014/15 and will continue to do so in 2016. In changing times our manifesto has proved to be a robust and constructive set of principles that have influenced policy development.

In Schools

Schools must have a balanced curriculum that includes a focus on basic skills such as functional English and maths, as well as the employability skills including team working and problem solving.

All young people must have access to high quality careers guidance. Schools must be held accountable for ensuring that all young people get independent and impartial advice, and guidance about career options. As part of this, schools should engage with training providers who can make the link between them and employers.

In Adult Learning

Government should fund basic employability skills and competencies up to level 2, regardless of age and fund short courses and skills development for those who are unemployed.

Adults must have access to information about the labour market and training options linked to skills demands, qualifications required, costs of relevant training and the likely wage returns.

In Apprenticeships and Traineeships

High quality Apprenticeships meeting common standards should be the preferred route to training wherever possible and we should be substantially increasing the number of people on the programme.
In Apprenticeships and Traineeships (continued)

The Apprenticeship changes must build on what works and not risk the disengagement of young people and smaller businesses. In particular, direct funding of employers as the only funding model and mandatory cash contributions will reduce employers’ involvement.

We have to build the credibility of Traineeships by increasing the access to the programme and increasing the flexibility of delivery. Programmes for young people not in work, should focus on high quality work related learning and work experience.

In the Funding and Contracting System

There should be more coherent procurement across DfE, BIS and DWP with coordinated overall aims and consistent contract management. Sustainable employment has to be an overarching aim.

Local Enterprise Partnerships have an important role in supporting local delivery, but we must retain the coherence of national contracting for key employment and skills programmes.

Funding and contracting must be open and transparent. Contracts should be delivered by those providers with a proven ability in a level-playing field.

To read the full AELP Manifesto published in September 2014, please visit the AELP home page – www.aelp.org.uk
AELP Delivery & AELP Events

AELP in collaboration with national stakeholders and partners have produced and published several guides and or digital ebooks.

Leading the debate on effective Apprenticeship Reforms, influencing government policy at all levels.

Over last 12 months, AELP Events have facilitated 79 events, which included one day workshops and webinar sessions for the sector, an increase of 21.5% on the previous year’s events calendar.

The new Future Apprenticeship programme commissioned and funded by the Education and Training Foundation, building on the success of the legacy projects, e.g. ASSP and TSSP.

Improved AELP homepage to include easy access, content for visitors and members.

The Nebula Project - a pan-European project to develop cloud computing training resources - launched at the House of Commons and and hosting a ‘Learning Technologies & Nebula Expo’ conference in London.

Study Programmes - a series of events launched in 2015 to support providers sharing innovative good practice, improving effective delivery and governance.

An increase in overall attendance and exhibitor numbers at both the National Conference and Autumn Conference.
Financial Statement

AELP remains in a very secure financial position as set out in the accounts for 2014/15.

- 2014-15 was a year of financial consolidation. The organisation delivered more services to members whilst increasing the surplus for the year;
- Revenues improved mainly due to an increase in the value of contracts received, a greater number of events organised and growth in membership. This meant that we were able to provide a free ticket to the annual conference for all members;
- Costs also increased, resulting from the delivery of these additional contracts and venue costs associated with Conferences and Events. Employee costs increased to accommodate the workload associated with greater contract activity;
- AELP has a strong, debt free Balance Sheet with net assets growing by 16% over from the previous year.

<table>
<thead>
<tr>
<th></th>
<th>2014/15</th>
<th>2013/14</th>
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<tbody>
<tr>
<td>Total income</td>
<td>£3.60m</td>
<td>£2,791k</td>
</tr>
<tr>
<td>Total costs</td>
<td>£3.53m</td>
<td>£2,790k</td>
</tr>
<tr>
<td>Net surplus</td>
<td>£70k</td>
<td>£1k</td>
</tr>
<tr>
<td>Net assets</td>
<td>£573k</td>
<td>£492k</td>
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</table>

The 2015/16 six month results to December 2015 continues to follow the trend of previous year 2014/15 with strong growth and performance.
## Directors 2014/15

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Terry Barnett</td>
<td>Managing Director, Hawk Training</td>
</tr>
<tr>
<td>Martin Dunford OBE</td>
<td>Chief Executive, Skills Training UK (AELP Chairman)</td>
</tr>
<tr>
<td>Debbie Gardiner</td>
<td>Chief Executive, Qube Learning</td>
</tr>
<tr>
<td>Nichola Hay</td>
<td>Director, Outsource Training and Development</td>
</tr>
<tr>
<td>John Hyde FIH</td>
<td>Executive Chairman, HIT Training Group</td>
</tr>
<tr>
<td>Chris Jeffery</td>
<td>Strategic Adviser, GP Strategies Training Limited</td>
</tr>
<tr>
<td>Alex Khan</td>
<td>Chief Executive, Lifetime Training Group Ltd</td>
</tr>
<tr>
<td>Ashley McCaul</td>
<td>Chief Executive, Skills for Growth</td>
</tr>
<tr>
<td>Frank McMahon</td>
<td>Chief Executive, YH Training Services -</td>
</tr>
<tr>
<td></td>
<td>(AELP Vice Chairman/Company Secretary)</td>
</tr>
<tr>
<td>Roy O’Shaughnessy</td>
<td>Chief Executive, Shaw Trust</td>
</tr>
<tr>
<td>Jack Sawyer</td>
<td>Chief Executive, Ingeus UK</td>
</tr>
<tr>
<td>Stewart Segal</td>
<td>Chief Executive, Association of Employment and Learning Providers</td>
</tr>
</tbody>
</table>
One voice, representing members’ views, making a difference.