



Membership Pack

www.swtrainingservices.co.uk

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Who Are We?

South West Training Services is a network of private sector independent training providers based in the South West of England. We are a first class portal through which customers (organisations or individuals) can gain access to the training they want, at a convenient time and place to suit.

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Membership Benefits

Why Should You Join?

Feature of Membership	How Does it Benefit You?
Listing in the Directory	To promote your business
Monthly E-mail Newsletter	To keep you informed of business opportunities, events and developments for South West Training Services and your business.
www.swtrainingservices.co.uk	To promote both your training company and any courses and events you are running
Bi-Monthly Meetings/Events	To help you get to know others in the network to encourage referrals, meet with like minded individuals, share best practice and give you moral support.
Venue Discounts	To save you and your customers money on your bottom line
Training Referral Scheme	To get you work
South West Training Services will exhibit at a minimum of 3 events a year on behalf of members	To promote both your business and the network.
Collaborative Sales and Marketing Approach & Targeted Marketing Campaigns	To generate leads and work for you and other members of the network
Affiliation to The Somerset Chamber of Commerce	To give you: <ul style="list-style-type: none">▪ Discounted rates on monthly business to business dinners▪ To keep you up to date through the electronic newsletter▪ To promote the network and your business to Somerset Chamber Members▪ To lobby and represent your business on a local and national level

How Much Does Membership Cost?

Sole Trader £65.00

Training Companies with 2-9 employees £85.00

Training Companies with 10 or more employees £99.00

These membership fees are introductory for May 2008 to end of April 2009, therefore they will be reviewed along with membership benefits. Fees are not eligible for VAT.

Definitions of the Features of Membership

Listing in the Directory

The Directory is the marketing tool used to promote the network by its members. This document can be sent electronically or can be printed for use at prospective client visits and networking opportunities such as events and exhibitions. Directory listings will remain consistent, members are responsible for keeping their entry up to date and notifying the network coordinator of any changes. New members will be added to the directory upon receipt of their completed application form and payment. Updated versions of the directory will be circulated on a bi-monthly basis.

Monthly E-mail Newsletter

A monthly e-mail will be sent to members updating on developments and opportunities through the network along with the Somerset Chamber of Commerce Electronic Newsletter and updated Directory. Members can submit content for the newsletter such as:

- Training opportunities to be promoted
- Possible projects of interest
- Money or time saving ideas for members

Website – Under Construction - www.swtrainingservices.co.uk

Currently there is a home page with a link to the Directory. The website will be developed further during May 2008 and April 2009. Members will be consulted with regards to future content.

Bi-Monthly Meetings/Events

Members will be invited to attend a bi-monthly meeting/event which will always include food and refreshments. Non members are welcome to attend to see if they would like to join us in the future. Each bi-monthly meeting or event will never cost more than £30 for members, £35 for non-members. The cost will vary depending on the type of meeting/event or food costs. Attendance is not mandatory although highly recommended to assist you in building relationships with other members.

Venue Discount Scheme

Venues will be invited to offer South West Training Services members a percentage discount on room hire and/or daily delegate rates. Venues must complete the Venue Discount Scheme Form to confirm their offerings. Venues will commit to their offer for one year to coincide with annual membership and can withdraw their offer in May of each year.

Affiliation to The Somerset Chamber of Commerce

Affiliate Membership to The Somerset Chamber of Commerce is payable annually by the network and entitles its members to the benefits as set out on Page 2. Currently, it seems only appropriate to be linked with the Somerset Chamber of Commerce due to the geography of current members, although this will be reviewed in April 2009.

Exhibitions/Events

South West Training Services will exhibit at a minimum of 3 Exhibition/Events per year to help promote both the network and the members within it. Volunteers will be requested to cover the stand, this is an excellent opportunity for you to promote your business and also to encourage new members to the network. Your time would be on a voluntary basis, therefore you would not receive payment for doing this. Expenses will be considered depending on the location of the Exhibition or Event. You will be notified if expenses are applicable as and when the Exhibition or Event is announced to the network.

Training Referral Scheme

Referrals will be logged using the Referral Form and allocated a referral number.

There are 4 different types of referrals:

1. When receiving a referral from South West Training Services for a one off piece of work, a 15% fee is payable to the network, you should request an invoice from the network coordinator and pay this once you have been paid by the customer.
2. When receiving a referral from South West Training Services for a long term piece of work or a long term contract, a fixed amount will be agreed between the Network Coordinator and the Training Provider depending on the value of the contract, once agreed an invoice will be submitted to the Training Provider.
3. When members refer work to one another – this is an informal arrangement based on trust. A recommendation would be that if you receive work from another member, you pay a fee of a minimum of 10% to the person who gave you the work once you have received payment from the customer for the training you delivered. If you wish to log the referral, please copy the Network Coordinator in to correspondence. Please note South West Training Services will simply log this evidence in the event either party requires this information in the future this can be supplied, however, South West Training Services will not be responsible or be involved in any dispute between members.
4. Introduction of new members to South West Training Services – if you introduce a new member to South West Training Services, you will receive a payment of £10.00 once the new member has paid their membership fee for the year. You will be required to issue the membership pack either by e-mail or in person, your details should appear on the application form in order to prove the new member came from you. Upon renewal of the member you will also receive 10% of the membership fee.

Collaborative Sales and Marketing Approach & Targeted Marketing Campaigns

By working together we can approach larger organisations that perhaps we would not normally consider individually. This enables us to identify leads and contacts in order to pursue them on behalf of the network and generate work for it's members.

South West Training Services will endeavor to work on various targeted marketing campaigns to generate leads, appointments and work for the network and it's members.

Network Contact Details

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Terms of Reference

Established in November 2006, the main aims of South West Training Services are to:

- Actively encourage employers to understand the importance and benefits of the professional development of their workforce and encourage take-up of training by employers from local training providers
 - Share learning and best/good practice among members
 - Seek and share opportunities to generate future customers for South West Training Services members
 - Promote membership of the network
- Membership of the network is open to any Private Training Provider
 - Members are expected to:
 - Identify and share information and opportunities that help to save time and money in members' businesses and those of their customers
 - Network with each other and refer business appropriately, in order to strengthen relationships between members
 - Contribute time, information, financial support and other resources, in order to secure the future success of the network
 - Adhere to the Code of Ethics of South West Training Services
 - The network reserves the right to refuse membership and any member considered to be acting contrary to the interests of the network may have their membership withdrawn
 - Networking meetings are held bi-monthly
 - Any sensitive information shared at meetings about members' business activity will remain confidential unless agreed otherwise

Code of Ethics

In order to maintain the integrity and good reputation of South West Training Services, members are required to adhere to the following principles:

- Observance of the code of professional conduct which sets out the standards of professional behaviour for members' area/sector of work
- Maintain best/good practice in all areas of business including:
 - Every member recognises both personal and professional limitations and refers clients to other members accordingly
 - Every member is required to have appropriate business insurance
 - Every client or learner is treated with respect
 - Every member adheres to an anti-discriminatory practice in all areas of their work