



**Training for
Business**

The right skills for the industry





Forward

The Agricultural Engineers Association (AEA) is a membership organisation for the manufacturers and importers of farm equipment and outdoor power equipment with the prime remit to be the public and professional voice of its members and the sector.

The AEA was established in 1875 to promote the technical, trade and commercial interests of British manufacturers and suppliers of agricultural machinery.

Since then it has championed the cause of manufacturers of agricultural machinery and more recently outdoor power equipment.

Today its members cover a broad spectrum of manufacturers and importer/distributor companies representing major international manufacturers of land based equipment from combine harvesters to secateurs and everything in between.

Amongst the many membership services offered to members and the wider industry one is training; for many years a very active Training and Education committee has strongly influenced training and education direction and standards within our sector. It has become apparent in recent years that there is a need for business training programmes to be made available which are more specifically aimed at this sector and can be attended by individuals with similar background and interests. This prospectus sets out the aims and objectives for AEA Training for Business, together with its policy and programme for the next 12 months.





AEA Training for Business - Aims & Objectives

The aim of AEA Training for Business is to provide business (non technical) training opportunities to AEA members and their dealers and the industry as a whole, the objective being to raise the business skills within the industry, particularly supporting the training of junior and middle management staff.

It is envisaged that this will greatly benefit smaller and middle sized companies who may not have the opportunities for such training that larger companies with their own in house training facilities and programmes can provide.

This will be achieved by organising programmes specific to members' needs and requests, to be delivered by carefully selected, industry relevant experts and utilising the most logical delivery location. This will primarily be the purpose built AEA training facilities in Peterborough but members own facilities or other suitable local solutions can also be utilised as appropriate.

While AEA Training for Business is essentially a membership service it will be priced to make a reasonable return for the AEA as a whole; all AEA and MEA member companies will benefit from discounted course charges.

AEA Training Process

When you enrol on an AEA Training for Business course you enrol on a programme designed with the needs of the employees of farm equipment and outdoor power equipment manufacturers, distributors and dealers in mind. The individual enrolled will receive a personal invitation and joining instructions one week before the course which will detail where and when to arrive and cover any reminders about prerequisites.

The course will be delivered by a carefully selected instructor with knowledge and experience of our sector and in many cases specifically qualified and accredited in his/her specific discipline.

The course will be accompanied by comprehensive course notes which will be provided in a binder.

The delegates will be assessed during the course on many aspects of their work and participation which will count toward their end of course certification. Delegates will also be given an opportunity to provide feedback and assessment of the course prior to departure.

On completion of the course the delegate will receive a certificate detailing the course attended which will be valid for 5 years.



The right skills for the industry

AEA Training Centre

The AEA Training Centre at Hampton, just on the outskirts of Peterborough is housed on the ground floor of the AEA Corporate Offices. This facility comprises 2 main classrooms, a common area for food and drink which can be used as a syndicate room, and some smaller syndicate rooms. In addition there is a large conference room which can be sectioned off into two separate rooms. There is ample car parking and outside space which can be used for syndicate activities in fair weather.



Roles & Responsibilities

To ensure the delivery of the right training at the right place at the right price there are many constituent parts and many people who have a role to play; it is important that these roles and responsibilities are laid down for reference.

AEA Leadership To provide strategic direction from the AEA board with consultation and advice from the AEA Training & Education Committee, the AEA Farm Equipment Council and the AEA Outdoor Power Equipment Council guided by the Training Advisor.

AEA Administration Is responsible for the overall planning, organising and marketing of the AEA Training for Business syllabus and curriculum; this is the responsibility of the CEO as directed by the Training Advisor. The AEA office under the leadership of Angela Barnatt, AEA Training for Business Coordinator, is responsible for the day to day management, planning, marketing, booking and follow up. Invoicing and all financial matters will be the responsibility of John Marlow.

Training Delivery Providers The training will be delivered by carefully selected experts in the specific subject matter; these experts will primarily be experienced training providers and also industry experts able to make the training relevant to participants from our sector. Their responsibility is to take instruction from the AEA Training for Business team on the specific subject, and the appropriate level and content relevant to our sector, and then to develop appropriate material and deliver it in an engaging and interesting style at the agreed locations and times.

Member Companies To support the AEA Training for Business initiative by offering the courses internally to appropriate staff and/or externally to their dealer organisation depending on the subject matter and appropriateness for the member companies' business needs. To provide feedback on courses attended and requests for future subjects. To also conduct training needs analysis amongst appropriate staff and dealers' staff providing the results back to AEA Training for Business to support future planning. More detail on this to follow. To also identify a single point of contact who will be known as the Member Company Training Coordinator whose responsibilities are detailed below.

Member Company Training Coordinator The Training Coordinator within member companies will be the main contact and all communications will be channelled through him/her regarding AEA Training for Business. You will be contacted shortly to request the name and contact details of that person. We may provide guidance and training to that person on AEA systems and procedures as required, this will be free of charge.

Training Advisor The external, independent, Training Advisor is engaged by the AEA to provide advice, direction, guidance and support in the establishment and operation of the AEA Training for Business service. This includes the set-up of administration processes, course design, selection of Training Delivery Specialists, monitoring and managing attendee and member satisfaction with training.



Training Needs Analysis

As noted under Member Company roles and responsibilities we will at some point in the next 12 months be providing you with tools to help you plan training based on the needs of appropriate employees in your organisation or indeed appropriate employees within your dealer organisation. This will be useful employee development activity as well as providing member companies with a means to plan and budget training on an annual basis. Feedback from that process to the AEA Training for Business team will allow us to plan and make the training available to meet your needs thus establishing the complete planning circle.



Curriculum Subjects

From the member survey and input from the various councils and advisors we have developed a list of 10 primary subjects (in no particular order) that we will offer initially, this list will change and expand as we develop and as we gain experience and feedback from delivered courses and training needs analysis. These 10 subjects are:

- Selling skills
- Customer Service skills
- Finance for non-financial Managers
- Health & Safety
- Contractual law, supply of goods
- Management Training for SMEs
- Implementing change
- Business planning
- Business improvement, eliminating waste
- Employee Development

We will start pilot courses during late spring 2014 offering a small selection of subjects, we then plan to develop our programme for 2014/15 to include all of the above courses and with more to follow starting in September 2014.



The right skills for the industry



Course Description

Each course that AEA Training for Business offer will follow a standard guide, which is:

- The courses will be either 1 or 2 day sessions or modules
- Where possible courses will not run on Mondays or Fridays
- The course location will be AEA Training for Business Centre, Peterborough unless specific requests or local requirements indicate a better local solution
- Course numbers will be ideally 12 with min 8 and max 14, less than 8 the course will not run
- Depending on subject matter and wherever possible the courses will be interactive and delegates will be required to participate
- Most courses will have prerequisites to qualify the attending delegates; this is to ensure a certain basic knowledge or experience to make sure all delegates gain equally from the course. The prerequisites could be either participation in an earlier course, reading certain materials/books in advance, or having a minimum amount of experience in a certain role. Each course outline will list those prerequisites.

For each course that AEA Training for Business offers we will provide the following information on a single page course outline:

Course title, course code, course location, course length, course description, subject matter to be covered, expected outcome, prerequisites to attend, course price.

See examples at the end of this brochure for our 2014 pilot courses.



Pricing

Pricing will be developed for each course individually, calculated on a cost plus basis, with discount for members. The course fee will cover instructor's fee, facility charges, food and drink, course materials, administration charge. It will not cover transportation to the venue or overnight costs for a 2 day course. It is anticipated that courses held at Peterborough will represent better value than most external locations due to very favourable facility charges compared to hotels and conference centres.

The course fee will vary depending on the subject matter and cost of instructors fee as well as location if not Peterborough, as an indication it is anticipated that the course fee for courses held at Peterborough will be in the range of £100 to £200 per day for non-member companies with a discount of around 20% to apply for member companies and dealers of member companies if enrolled through the member company.

Reservations for courses can be made at any time from publication of the course details to 1 week in advance, registration confirmation will be accompanied by an invoice with a due date of 30 days prior to commencement of the course. This is a non-binding reservation and can be cancelled up to 30 days prior to commencement of the course with no charge. Course fees will be due in full 30 days in advance of the course commencement date at which time the reservation becomes a firm enrolment.

If changes in enrolled delegates have to be made prior to the course then the following credit amounts will be provided:

- Name change – no charge
- Cancellation up to 3 weeks prior to courses commencement date, 75% credit
- Cancellation up to 1 week prior to courses commencement date, 50% credit
- Cancellation up to 24 hours prior to commencement date, 25% credit
- Cancellation less than 24 hours prior to commencement or no show on the day, Nil

If the course has to be cancelled from an AEA perspective then enrolled delegates will be given a full refund and have first priority for a place the next time that course is offered.



The right skills for the industry



Overnight accommodation, food

On 2 day courses overnight accommodation will be required for most participants; there are a large variety of hotels in the Peterborough area some very close to the AEA facility offering a range of quality, style and price. We have selected a number which we feel are most convenient for training delegates, they are listed opposite together with distance and time to the AEA Training Centre.

During the courses food will be provided on site as well as ad lib hot & cold drinks, for 2 day courses there is a very large variety of food available in the Peterborough area and many restaurants very close to the AEA facility.

General

AEA Training for Business will provide high quality training at reasonable prices bespoke to our sector; to maintain the high standards we set for ourselves we expect delegates to attend courses who first and foremost want to be there, and also are smartly presented (business casual, no ties), have completed their prerequisites and are ready to participate.



Partner Hotels

The following hotels have been selected for use of participants requiring overnight accommodation on 2 day courses, please make your own reservations and settle your own costs. Please mention AEA Training for Business while making your reservation. Many other hotels exist in the Peterborough area if these do not meet your needs please search on the internet or call our Training Coordinator for advice.

Premier Inn

4 Ashbourne Road
Hampton
Peterborough
PE7 8BT

Tel: 0871 527 8874

Web: www.premierinn.com

Price from: £39.00

Time & Distance to AEA Training Centre: 0.7 miles 5 minutes

Days Inn

Junction 17 / A1 M
Great North Road
Haddon
Peterborough
PE7 3UQ

Tel: On-line booking only

Web: www.daysinn.co.uk

Price from: £49.95

Time & Distance to AEA Training Centre: 3.6 miles 15 minutes

The Bell Inn

Great North Road
Stilton
Peterborough
PE7 3RA

Web: www.thebellstilton.co.uk

Tel: 01733 241066

Price: £72.00 - £78.00

Time & Distance to AEA Training Centre: 4.8 miles 15 minutes



**Training for
Business**

The right skills for the industry

Contact Details

For all matters concerning AEA Training for Business please contact

Angela Barnatt
AEA Training for Business Coordinator
Samuelson House
62 Forder Way
Hampton
Peterborough
PE7 8JB

Telephone: 01733 207602

E Mail: ab@aea.uk.com

W: www.aea.uk.com



AEA 
looking **forward**
turning **opinion**