

Case Study: Appointment of Chief Operating Officer at The Association of Employment and Learning Providers (AELP)

AELP is the leading trade association for vocational learning and employment providers in Britain. The majority of its 800+ members are independent private, not-for-profit and voluntary sector training and employment services organisations, and includes 40 FE colleges involved in work based learning.

AELP members train 75% of England's 850,000 apprentices that are currently on programme.

Parkhouse Bell was retained by AELP to help them secure an outstanding individual for a newly created COO role. This followed the successful search by Parkhouse Bell in 2016 that resulted in the appointment of Mark Dawe as AELP's new CEO.

The primary focus of the COO role was to enable Mark Dawe to be more outward facing, and to oversee significant internal restructuring, a head office mover, and a complete overhaul and revamp of its membership offer. The successful candidate, Jane Hickie, was appointed from Groundwork, one of the largest environmental charities in the UK.

Parkhouse Bell is proud to be a Patron Member of AELP and its preferred recruitment partner.