

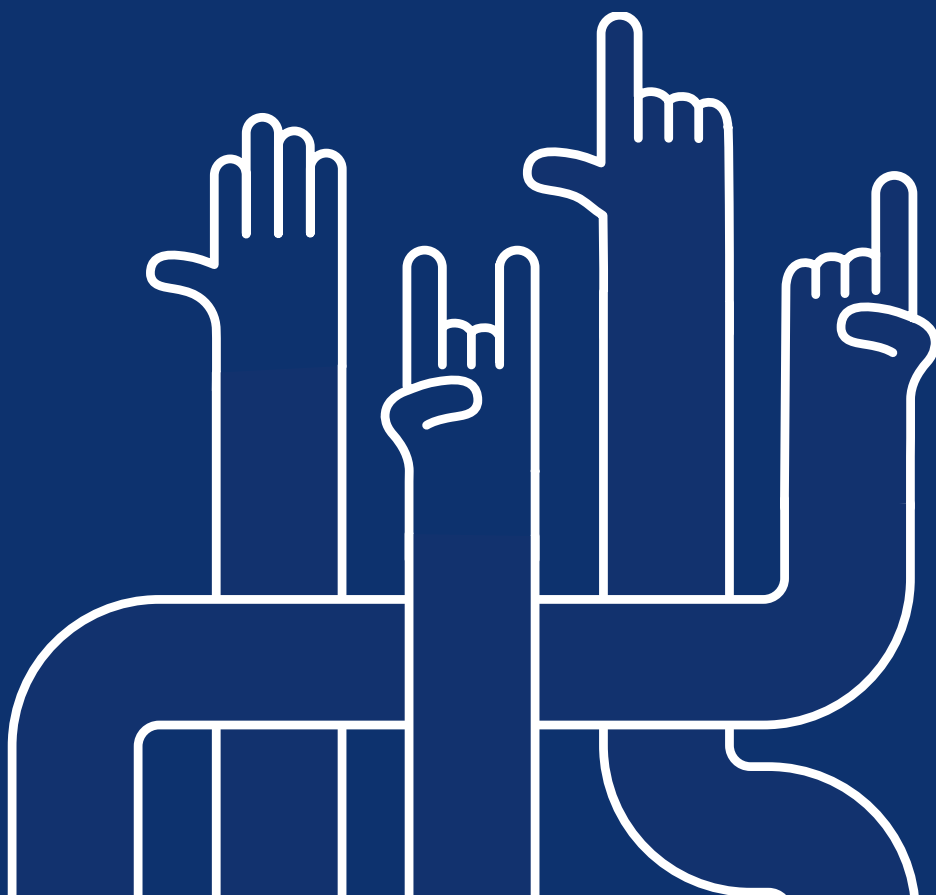


Endorsement Guidance: Awarding Organisation Partners

Version 1

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CIMSPA members and their professional practice is an integral part of CIMSPA's work towards achieving the vision of creating a recognised, valued and inclusive sport and physical activity sector that everyone can be a part of.



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1. Introduction

This guidance is for CIMSPA Awarding Organisation Partners (AO) and those involved in the design, delivery, or submission of continuous professional development (CPD) courses or regulated qualifications for endorsement.

The aim of this document is to provide clear and practical guidance for CIMSPA AO partners seeking CIMSPA endorsement. It outlines the endorsement process, the moderator review framework, and expectations for the submission. It also signposts to additional resources and policies to help partners align with professional standards, improve their education product offer, and achieve recognised endorsement status with confidence.

CIMSPA endorsement is a nationally recognised quality mark. It confirms that an education product has met the required professional standards (if one is available) and has been reviewed by an industry led expert. Endorsed education products demonstrate relevance, credibility, and quality, giving employers and learners confidence in its value.

2. Endorsement Submissions

Prior to submitting any endorsement request, support for endorsement can be sought via the endorsement team; endorsement@cimspa.co.uk.

2.1 New Endorsements

When submitting a new education product for CIMSPA endorsement, it must be a product that has not been submitted for endorsement before. Examples include:

- An education product with a distinct title and curriculum.
- Products aimed at enhancing/developing an occupational, population, environment, and/or technical specialism competence.

To submit a brand new product for CIMSPA endorsement, please see the necessary steps below:

1. **Organise** the documentation for the education product being submitted into the following folders:
 - Course overview (e.g., qualification specification).
 - Professional standards (aligning fully for occupational regulated qualifications, and partially for CPD).
 - Supporting resources (e.g., delivery resources such as e-learning, learner assessment, sample assessment methods, etc).
2. **Map** the education product to one or more CIMSPA professional standards. Please note, where an appropriate professional standard exists, education products must be mapped to at least one competency area to progress endorsement (e.g., K1.1).
3. **Submit** the education product for endorsement by completing all required fields within the 'Endorsement Submission Form' [here](#), and submit all required documentation to support the review via this link [here](#).
4. **A review** will be undertaken by a CIMSPA moderator and feedback will be provided within 30 working days from the date of a complete submission. Please note, the AO partner may be contacted for clarification/questions on the submission during that time or post review.
5. **Outcome and feedback** will be shared by email, and if approved, the education product will be published on the [Endorsed Training Directory](#).

2.2 Modifications

Throughout the lifecycle of any education product, it is expected that changes will be made. A modification involves updates to an existing education product while maintaining its core structure. Examples include:

- Minor adjustments to title, course content or assessment methods
- Changes in delivery format, such as moving from in person to hybrid learning.
- Curriculum reviews that refine existing delivery without altering learning outcomes.
- Professional standard(s), including the introduction of a new professional standard, revision of an existing one, or enhancement to increase the percentage of mapped content.

An AO Partner must inform CIMSPA of any changes within 30 days of the amendments going live.

To inform CIMSPA of these changes, the AO Partner must follow the below steps:

1. **Organise** the updated documentation to clearly define the updates that have taken place into one or more of the following folders:
 - Course overview (with clearly defined updates)
 - Professional standards
 - Supporting resources (e.g., delivery resources such as PowerPoint presentations and, handouts assessments, e-learning details).
2. **Submit** the modification form [here](#), and submit the documentation [here](#).
3. **A review** will be undertaken by a CIMSPA moderator and feedback will be provided within 30 working days from the date of a complete submission. Please note, the AO partner may be contacted for clarification/questions on the submission during that time or post review.
4. **Outcome and feedback** will be shared by email, and if approved, the education product will be published on the [Endorsed Training Directory](#).

2.3 Conferences/ Webinars

CIMSPA can endorse conferences and webinars, these must be submitted with a clear educational structure and include:

- Agenda/ conference proceedings or programme
- An outline of speaker qualifications and session content

To submit a webinar or conference, please follow the steps below:

- 1. Organise** three types of evidence to support your application:
 - Conference or webinar overview (including the agenda or programme),
 - Speaker biographies
 - Supporting resources such as handouts, slides, or any other relevant materials.
- 2. Submit** the endorsement request form [here](#), and submit the documentation [here](#).
- 3. A review** will be undertaken by a CIMSPA moderator who will provide feedback within 30 working days from the date of a complete submission. Please note, the Further Education Partner may be contacted for clarification/questions on the submission during that time or post review.
- 4. Outcome** will be shared by email, and if approved, the webinar/ conference will receive endorsement.

3. Moderator Review Framework

The criteria that CIMSPA moderators provide feedback on is detailed in table 1 and table 2. All sections must receive pass to be awarded with an overall endorsement.

	Delivery	Assessment	Professional Standard	Pre-Requisite	Sector Relevance
Pass	The submission provides clear and sufficient evidence that the CPD product will be effectively delivered with clear learning outcomes that guide structured and purposeful learning	The submission provides clear and sufficient evidence that the learning outcomes will be adequately assessed, or there is a clear rationale for why no assessment is included.	The submission provides clear and sufficient evidence that the CPD product currently maps to a professional standard or has the potential to partially/fully map.	The submission provides clear and sufficient evidence that an appropriate pre-requisite is included, or there is a clear rationale for why it is not.	The submission provides clear evidence that the content is current and relevant to the UK Sport and Physical Activity sector, aligning with industry standards.
Refer	The submission lacks sufficient evidence or clarity regarding how the CPD product will be delivered, while the learning outcomes lack structure that guide purposeful learning.	The submission lacks sufficient evidence or clarity regarding how the learning outcomes will be assessed, and no clear rationale is provided for excluding assessment.	The submission lacks sufficient evidence or clarity regarding how the CPD product maps to a professional standard, either partially or fully.	The submission lacks sufficient evidence or clarity regarding the inclusion of a pre-requisite or a rationale for its absence.	The submission lacks sufficient evidence or clarity on how the content is current and relevant to the UK Sport and Physical Activity sector.

Table 1. Marking rubric for CIMSPA CPD endorsement

	Delivery	Assessment
Endorse <i>Evidence clearly demonstrates that all components of the professional standard are addressed in a logical and structured manner.</i>	<p>The submission provides clear and sufficient evidence that the professional standards will be fully delivered.</p>	<p>The submission provides clear and sufficient evidence that the professional standards will be appropriately assessed.</p>
Refer <i>Evidence is incomplete, inconsistent, or lacks clear alignment with the professional standard.</i>	<p>The submission lacks sufficient evidence or clarity regarding how the professional standards will be delivered. Evidence may be incomplete, inconsistent, or missing alignment with the standards.</p>	<p>The submission lacks sufficient evidence or clarity regarding how the professional standards will be assessed. Assessment plans may be incomplete, unclear, or fail to align with the standards.</p>

Table 2. Marking rubric for CIMSPA professional qualification endorsement

4. Endorsement Outcomes

Outcome 1 – Education product is approved and endorsed – The AO partner receives confirmation and relevant logos from the endorsements team via endorsements@cimspa.co.uk. The endorsed product will become accessible for CIMSPA members via the online system and will be uploaded to the [CIMSPA Endorsed Training Directory](#)

Outcome 2 – Education product is not yet endorsed – The AO partner receives correspondence from the endorsements team with clear feedback, to enable the AO partner to review and address the feedback. A follow up meeting can be arranged to discuss next steps/areas of feedback.

The AO partner has two options

1. **Revise and resubmit:** Make amendments to the endorsement submission based on the feedback and resubmit within two months. *
2. **Appeal the outcome:** If you disagree with the decision, you may appeal within **five** working days of receiving the outcome. You can view CIMSPA's full Appeals Policy [here](#).

*If feedback is not addressed within two months, the endorsement submission will be closed. To seek endorsement for the same product in the future, the partner must restart the process and clearly document any changes made. Submissions that have not been updated will not progress through the endorsement process.

5. Third Party Involvement

5.1 Submission

When submitting an education product for endorsement on behalf of another organisation, the process must be joint and collaborative. Both organisations must hold joint intellectual property (IP) rights, with the below presented at the point of submitting for endorsement:

- Written and signed consent from both parties, confirming joint ownership.

If only one organisation is a CIMSPA education partner, they will be recognised as the product owner and receive all associated endorsement and partnership benefits, including use of the CIMSPA logo.

If a third party is involved but not in a formal partnership and does not hold joint IP, CIMSPA strongly encourages exploring a Further Education Partnership to maximise long-term value and recognition.

A “third party” in this context refers to any organisation that is not directly involved in the submission process but has a direct involvement or ownership of the product being endorsed. Joint IP rights mean that both organisations share equal ownership and responsibility over the education product – including its use, commercialisation, and protection. If an organisation does not hold these rights or is not part of the formal submission, they are considered a third party and cannot be included in the endorsement unless they become a CIMSPA Further Education Partner in their own right.

5.2 Delivery

Under the CIMSPA AO partnership, endorsed CPD products must be delivered directly by the CIMSPA AO partner. Third parties must not deliver CIMSPA endorsed training independently.

However, if a CIMSPA AO partner would like to expand their reach and have other organisations deliver their product, then we would recommend the following approach:

- Bring individuals into your team by contracting them as tutors, assessors, or delivery staff while ensuring all tutors are inducted into your delivery

model, and this is reflected within your quality assurance policy and procedures.

This approach ensures the CIMSPA AO partner maintains full control and responsibility for the learner experience and the delivery of the endorsed product, while protecting the integrity of CIMSPA endorsement, but still allowing for flexible delivery arrangements.

6. Professional Standard Guidance

CIMSPA Professional Standards define the knowledge and skills required for job roles across the sport and physical activity sector. They underpin CIMSPA membership, professional status, and standards for deployment.

Endorsements can be mapped against:

- **Occupational standards** (e.g., Gym Instructor)
- **Population standards** (e.g., Working with Children)
- **Environment standards** (e.g., Working in the Community Environment)
- **Technical specialism standards** (e.g., Safeguarding Adults at Risk)

6.1 What is Mapping?

Mapping is the process of showing how an education product meets the competency and learning outcome(s) within the chosen CIMSPA professional standard(s) (Figure 1).

Professional Standard: Personal Trainer			
Topic	Competency		Learning Outcome(s)
7. Information technology	K7.1	Business operations	<ul style="list-style-type: none"> • Understand how IT systems support: <ul style="list-style-type: none"> - Finance and accounting - Marketing and sales • Know how to keep record and manage data.
	K7.2	Available technology	<ul style="list-style-type: none"> • Understand how data can be monitored and interpreted using a range of available systems: e.g. CRM, social media. • Understand how technological advancements can be used to support the customer experience to increase physical activity levels, motivation and focus: e.g. wearable technology, pedometers, mobile phone applications.
	K7.3	Ethical and legislative practice	<ul style="list-style-type: none"> • Understand current legislation and ethical practice that affects the use of technology: e.g. Data Protection Act, intellectual property (IP), patents and copyright.

Figure 1: New headings clearly displaying topic, competency and learning outcome(s).

Following a review, a moderator will review the mapping and provide:

- **Mapping percentage** against the professional standard
- **Scores** against each learning outcome
- **Feedback** on areas for improvement

6.2 How to Complete Mapping?

1. Choose one or more professional standard that the course maps to.
2. Use the most up to date CIMSPA mapping template(s) provided via the [professional standard library](#).
3. Input evidence directly into the mapping template(s) by following the below:
 - Clearly signpost to the specific areas of the course overview. For each learning outcome, sign post to the specific area of the resource(s) where the evidence can be found. (figure 2)
 - Identify how each learning outcome will be assessed, include both formative and summative methods where appropriate.
 - Knowledge: e.g., assignment, portfolio, written test, online test
 - Skills: e.g., performance/practical, simulations, professional discussion
 - Use the comment box (optional) to expand how each criterion is met and clarify any points to further strengthen the evidence.
4. Please label evidence clearly and consistently across all documentation so moderators can easily follow the evidence trail.

Module 1- Legislation, PP Slide 4-6.	Exam	This is further supported by the completion of GDPR Training
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Figure 2: Signposting evidence in partner mapping section of a mapping document.

7. Endorsement Considerations & Restrictions

While CIMSPA provides endorsement for a range of education products aligned with the professional standards, some areas fall outside our remit. In such cases CIMSPA will either apply specific requirements outlined below. The following guidance outlines how endorsement applies to areas such as Yoga, Pilates, Nutrition, and SGB sport-specific training.

7.1 Yoga

There is currently no CIMSPA professional standard for Yoga. CPD courses in Yoga may be endorsed if they include a regulated Level 3 Yoga qualification as a prerequisite and map into one of our current professional standards. CIMSPA does not endorse Yoga Teacher Trainer qualifications as CPD – view CIMSPA's Yoga Position Statement [here](#).

7.2 Comprehensive and Reformer Pilates

CIMSPA does not endorse Comprehensive or Reformer Pilates teacher training, as there are currently no agreed industry standards for these. This includes courses described as "Reformer Pilates" or full teacher training pathways – view CIMSPA's Pilates Position Statement [here](#).

7.3 Mat-Based Pilates (CPD Only)

CIMSPA can endorse Mat-Based Pilates as CPD, provided there is a suitable pre-requisite (e.g. Level 3 in Mat Based Pilates).

These courses are intended for qualified fitness professionals expanding into Pilates. However, they do not confer eligibility for CIMSPA Pilates Instructor membership. These courses must not be advertised as qualifying individuals to become Pilates instructors or teachers – view CIMSPA's Pilates Position Statement [here](#).

7.4 Nutrition

Any educational product that includes nutrition content must first be approved by the Association for Nutrition (AfN) – click [here](#) to view their accreditation process. CIMSPA endorsement can only be considered once AfN approval is in place – view the CIMSPA and AfN purpose statement [here](#).

7.5 Sport Specific or Sport Governing Body Aligned Training

Where training is sport-specific, education partners must seek prior approval from the relevant sport council recognised sport governing body (SGB) before CIMSPA endorsement can be granted. This ensures sector alignment and avoids duplication or conflict of standards.

8. Glossary of Terms

Term	Definition
Awarding Organisation Partner (AO)	A CIMSPA partner and recognised body that designs and awards regulated qualifications (e.g., Level 3 Personal Trainer qualifications). Only AOs can hold endorsement for regulated qualifications under CIMSPA.
Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)	The professional development body for the UK's sport and physical activity sector, responsible for setting professional standards and recognising quality education through endorsement.
CIMSPA Endorsement	Formal recognition that an education product meets CIMSPA's professional standards and/or is aligned to industry expectations for job roles or specialisms.
Competency	A defined area within CIMSPA professional standards, made up of specific learning outcomes. Partners align education products to relevant competencies to showcase alignment to a standard.
Continuing Professional Development (CPD)	Learning aimed at maintaining, developing or enhancing a professional's knowledge and skills.
CPD Point	CIMSPA award points based on learning hours and alignment to a CIMSPA professional standard
Delivery Staff	Individuals responsible for delivering an education product. Under CIMSPA's model, all delivery staff must be internally quality assured by the endorsed education provider.
Education Product	Any learning product submitted for endorsement, such as CPD courses, webinars, qualifications.
Endorsement Submission	The process of applying for CIMSPA endorsement for an education product. Includes submitting

	documentation, mapping to standards (if required), and undergoing moderation.
Joint Intellectual Property (Joint IP)	When two organisations share legal ownership of an education product, including rights to use, commercialise, modify, and protect the content. Joint IP is a prerequisite for joint endorsement submissions.
Learning and Development Requirements (LDRs)	Detailed knowledge and skill outcomes defined within CIMSPA's professional standards. Used to assess alignment when mapping education products for endorsement.
Mapping	The process of showing how an education product aligns with CIMSPA's Learning and Development Requirements (LDRs). Required for CPD and qualifications
Moderation	The process by which CIMSPA reviews an endorsement submission to check for quality, compliance, and alignment with relevant standards. Feedback is given within 30 working days from the point of moderator review.
Moderator	An industry expert appointed by CIMSPA to review endorsement submissions. Moderators are selected for their sector expertise and assess whether an education product meets professional standards and quality expectations.
Pre-requisite	Prior learning, qualifications or experience required before undertaking an education product.
Professional Standard	A nationally recognised framework developed by the sector and managed by CIMSPA that defines the knowledge, skills and behaviours expected for specific job roles or specialisms in the sector.
Regulated Qualification	A qualification approved and overseen by a regulatory body (e.g., Ofqual) and awarded by an AO. Must fully align to a professional standard and be submitted by an AO for CIMSPA endorsement.

Standards for Deployment	A CIMSPA policy that determines whether a professional standard must be delivered through a regulated qualification or can be achieved via endorsed CPD. Based on risk level associated with deployment in practice.
Submission Window	There are no submissions windows and education products can now be submitted year round.
Third Party	An organisation or individual not directly involved in a joint endorsement submission and who does not hold joint IP over the product. Cannot be recognised in endorsement unless formally partnered with CIMSPA or brought under the lead provider's delivery model.

Table 3. Overview of glossary of terms within Further Education Partner Endorsement Guide



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