

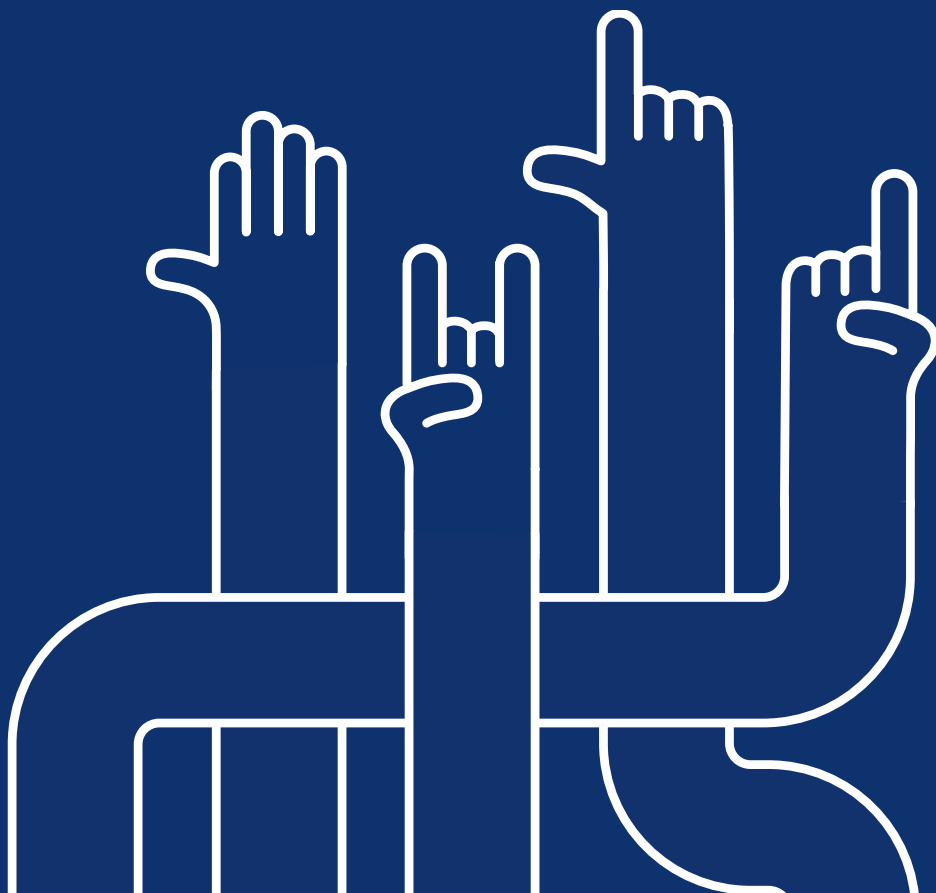


Endorsement Guidance: Awarding Organisation Partners

Version 2.0

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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.



Contents

Introduction	4
Endorsement Submission	5
Endorsement Submissions- Conferences/Webinars	6
Moderator Review Framework	7
Third Party Involvement	10
Submission	10
Professional Standard Guidance	11
Mapping	11
How to Complete Mapping	11
Product Development Guidance	12
Glossary of Terms	13

Introduction

This guidance is for CIMSPA Awarding Organisation Partners (AO) and those involved in the design, delivery, or submission an AOs education product(s) for CIMSPA 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 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.

Endorsement Submission

Step 1	<p style="text-align: center;"><u>Initial Enquiry</u></p> <p>It is recommended that partners should contact CIMSPA to discuss suitability of proposed training and supporting resources via Endorsement Booking Link.</p>
Step 2	<p style="text-align: center;"><u>Submission</u></p> <p>Submit the Microsoft Form- Education Endorsement Form and all of the required evidence- Supporting Evidence.</p>
Step 3	<p style="text-align: center;"><u>Moderation</u></p> <p>CIMSPA will use its team of consultants to complete a desk-based review of the course content and resources in submission.</p>
Step 4	<p style="text-align: center;"><u>Outcome</u></p> <p>An outcome is provided by email within 30 working days detailing confirmation or additional requirements needed.</p>
Step 5	<p style="text-align: center;"><u>Annual Renewal</u></p> <p>Endorsements require annual renewals. CIMSPA will contact you and support you with this process to maintain your product(s).</p>
Step 6	<p style="text-align: center;"><u>Modifications</u></p> <p>When elements of your course change, you must inform CIMSPA using the Microsoft Form- Modification Form and upload any Supporting Evidence.</p>

Endorsement Submissions- Conferences/Webinars

A webinar is defined as; an online event organised for a specific audience in real time. These usually have panel or guest speakers and are on one off topics. Typical lengths are between 30 to 90 minutes.

A conference is defined as; an event where a number of people come together to discuss a particular topic or share information. These can last for one day or be held over several. Typical types include academic conferences, business conferences, trade conferences.

Step 1	<p style="text-align: center;"><u>Submission</u></p> <p style="text-align: center;">Submit the Microsoft Form - Conference/Webinar Submission and all the required evidence Supporting Evidence.</p>
Step 2	<p style="text-align: center;"><u>Moderation</u></p> <p style="text-align: center;">CIMSPA will complete a desk-based review of the webinar/conference.</p>
Step 3	<p style="text-align: center;"><u>Outcome</u></p> <p style="text-align: center;">An outcome is provided by email within 30 working days detailing confirmation or additional requirements needed.</p>

Moderator Review Framework

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

Table 1. Marking rubric for CIMSPA non-regulated endorsement.

	Delivery	Assessment	Professional Standard	Pre-Requisite	Sector Relevance
Pass	The submission provides clear and sufficient evidence that the education product will be effectively delivered with clear learning outcomes that guide structured and purposeful learning. The delivery will be completed by appropriate tutors holding relevant qualifications and/or experience.	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 assessment will be completed by appropriate assessors holding relevant qualifications and/or experience.	The submission provides clear and sufficient evidence that the education product currently maps to a professional standard.	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.

	Delivery	Assessment	Professional Standard	Pre-Requirement	Sector Relevance
Refer	The submission lacks sufficient evidence or clarity regarding how the education 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 education 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 2. Marking rubric for CIMSPA Professional Qualification endorsement

	Delivery	Assessment
Endorse	<p>The submission provides clear and sufficient evidence that the professional standards will be fully delivered. The delivery will be completed by appropriate tutors holding relevant qualifications and/or experience.</p>	<p>The submission provides clear and sufficient evidence that the professional standards will be appropriately assessed. The assessment will be completed by appropriate assessors holding relevant qualifications and/or experience.</p>
Refer	<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>

Third Party Involvement

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 a **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 Partnership to maximise long-term value and recognition.

Professional Standard Guidance

CIMSPA Professional Standards define the knowledge and skill competencies required for job roles across the sport and physical activity sector. For a professional qualification to receive endorsement, it must map to 100% of the chosen standard

For a non-regulated product to receive endorsement a minimum of **one full topic area** must be mapped to.

Education products 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).

Mapping

Mapping is the process of showing how an education product meets the knowledge and/or skill competencies within the chosen CIMSPA professional standard(s).

How to Complete Mapping

- Choose one or more professional standards which the education product could map to. The most up to date templates can be found in; [Professional Standard Library](#)
- Complete **'Evidence'** and **'Assessment Method'** columns within the excel mapping templates for each competency statement the product covers by clearly signpost to the specific areas of the product overview and location in the resources where this can be found (Figure 1).
- Where required use the 'Further Comments' box to expand how each competency is met and clarify any points to further strengthen the evidence.
- Please label evidence clearly and consistently across all documentation so moderators can easily follow the evidence trail.

Competency statements	Evidence (sign post to SOW / course specification / supporting documents)	Assessment Method	Further Comments (expand on evidence within column E)
A Coach must:			
• describe the Coach's role in the duty of care of the participant.	Module 1- Duty of Care. PowerPoint Slide 5-10	Professional discussion	

Figure 1: Signposting evidence in partner mapping section of a mapping document.

Product Development Guidance

When designing the education product, it is important that you ensure product is in line with the identified level descriptor within the chosen professional standard(s). This allows any learner to be completing knowledge and skills at the appropriate standard intended.

Glossary of Terms

Table 3. Overview of glossary of terms within AO Endorsement Guide.

Term	Definition
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.
CIMSPA Awarding Organisation Partner	A CIMSPA partner and recognised organisation that designs and awards regulated qualifications and CPD.
Competency Statement	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.
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, 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.
Mapping	The process of showing how an education product aligns with CIMSPA’s Competency Statements. 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 a full submission.
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 competencies required for specific job roles or specialisms in the sector.
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.



E info@cimspa.co.uk
T 03438 360200

**Chartered Institute for the Management
of Sport and Physical Activity,**
SportPark,
Loughborough University,
3 Oakwood Drive
Loughborough,
Leics. LE11 3QF