

Is your career headed in  
the right direction?



## Gain the competitive edge!

Everything you need to know about participating in  
the 2006 ISRM continuing professional development  
personal accreditation programme

SPONSORS:



## Introduction

We are living in a rapidly changing world. The concept of a job for life has disappeared; Changes in social, technical, economic and political arenas are happening continuously so we have to develop equally rapidly to ensure that, as an individual, we can compete. Opportunities to work in sport have developed dramatically, with the growth of sports development workers, coaches, sports co-ordinators and sports administrators meaning possibilities for career change and advancement within sport are far greater.

Comprehensive Performance Assessment (CPA) creates a need to adapt to new ways of working. The examinations that qualified us are a great knowledge base, but we need to show that as individuals we are on top of current developments and initiatives.

Today we need to take responsibility for planning our own careers, developing our own skills, and enhancing our own employability in an increasingly competitive world. Participating in a continuing professional development (CPD) scheme will demonstrate to your current employer, and to prospective employers, your abilities and your commitment to ongoing professional and personal development. It will also ensure that you keep on top of your job and are ready for the challenges ahead.

## What is CPD?

CPD stands for 'Continuing Professional Development' which involves the planning of professional career development. It is about planned self development which, according to The Chartered Management Institute embraces both personal and professional aims, and should impact on performance. It is a 'hallmark of professionalism' and one we, as a professional Institute, strongly endorse.

CPD is the systematic maintenance, improvement and broadening of knowledge and skills, relevant to the sport and recreation industry and the development of personal qualities necessary for the execution of professional, managerial, developmental, administrative, coaching and operational duties throughout a member's career.

It should be stressed that CPD is nothing new. It is something that every responsible professional, committed to self-improvement, has been doing for years and is a partnership between the professional, the employer and the professional body. The term professional refers to all members of the Institute of Sport and Recreation Management, regardless of employment type or status. The scheme simply facilitates the process by providing a structured framework and a means of recognition for those that take part.

Unlike many others, the ISRM CPD scheme allows both professional and personal development, structured to the needs of the individual. It does not impose a set system which pre-judges people's needs or which is inappropriate to some sports personnel.

## The importance of CPD

The importance of CPD cannot and must not be underestimated. The Council for Excellence in Management and Leadership believes that professional bodies have a crucial role to play in providing the skills and qualifications needed in the workplace. They say that *"the professions should provide an irreducible core of management and leadership skills in both pre and post qualification training"*, indeed *"society has the right to expect that every professional will:*

- *be technically proficient, with the knowledge, understanding and competence covered by their profession (would you expect less from your dentist or solicitor or army officer?)*
- *demonstrate integrity and high standards of ethical behaviour*
- *apply their professional skills in ways which are relevant to the changing contexts in which they work."*

This is the bedrock upon which the ISRM and all other professions must build. Every profession is subject to the pressures of social, technological, economic and political change. In the face of change the expectations of professionals rise. We must build the capacity to respond appropriately to show that we are worthy of the positions of trust we hold – hence the ISRM CPD training programmes.

## CPD recognition

CPD will be formally recognised by the following:

- Award of an exclusive ISRM certificate, presentation of which will be made at regional meetings and seminars.
- Inclusion in ISRM Members' Handbook enhancing your professional status and demonstrating to employers your commitment to learning and development.
- Award of CPD status on any membership card issued.
- Letter of commendation sent to employer (where desired).
- Award of a 'CPD accredited' gift.

## Benefits of CPD

### For individual members

For all ISRM members obtaining CPD accreditation:

- CPD provides a structured framework for you to identify gaps in your knowledge and make informed decisions about your future.
- CPD encourages a higher standard of personal and professional performance and improves your job prospects by improving your competence.
- CPD allows you to gain a competitive edge.
- CPD allows you to anticipate and respond to change.
- CPD shows a commitment to lifelong learning and career development, and the recognition to continue learning after the completion of initial education.
- CPD illustrates that ISRM members are leading active individuals, who set professional examples for others to follow and contribute to the development of our industry.

### For the employer

- By employing an ISRM CPD registered member, an employer will know that they will be recruiting professionals committed to ongoing personal development.
- CPD can raise the levels of expertise and performance of your staff, contributing to your organisation's long term success.
- CPD can help evaluate both existing and new staff and can assist in the preparation for awards such as Investors in People, Quest, Quality Assurance, National Pool Safety Award.
- CPD can help in the implementation of quality service standards by identifying key staff who are willing to learn and adapt to the ever changing nature of the industry.
- Letter of commendation for the individual, illustrating learning that could assist towards recruitment and selection procedures and training programmes.
- Opportunity to inform customers that staff are CPD accredited thus committed to customer service improvements.
- Opportunity to reduce costs for individuals attending ISRM CPD seminars.

## How will ISRM support CPD?

The ISRM through its activities provides many opportunities and support material for the acquisition of formal and informal CPD and it is recommended that much of your CPD as a sport and recreation professional would be gained in this way. SportExcel CPD seminars are particularly aimed at helping you achieve CPD accreditation with minimum effort, time input and expense. Other ISRM support mechanisms include:

- ISRM conference and exhibition
- Regional meetings
- 'Recreation' ISRM's journal
- Information notes
- Publications and training videos
- National revision seminar
- Advisory service
- Mentoring

## How do I gain CPD accreditation?

Sport is by its very nature competitive; the fastest; the best; the one with the most points wins. We have therefore introduced an accreditation system which reflects this, although it is not just about winning but achieving a desired standard. CPD can take many forms, ranging from attending ISRM or similar formal seminars or courses, to taking part in meetings or projects. However, it is really about what you gain both professionally and personally from the activity. This is how your development will be measured. So 'get out on the track' or 'into the pool' and demonstrate how you have accumulated the units and what you have learned!

## Frequently asked questions

### 1. How do I register on the scheme?

The CPD scheme is open to all ISRM members including those on the ISRM Student Scheme. There is no need to register additionally as the cost is included in your membership fee. Simply use the submission of evidence form on the back of this leaflet (or available on [www.isrm.co.uk](http://www.isrm.co.uk)) to record your progress. The CPD year will run from 1 January to 31 December each year when submissions will be assessed by ISRM.

### 2. How do I make a start?

You should start by devising your own personal development plan (PDP), reflecting what you want to achieve in the short, medium and long term, identifying the need for new or greater skills, knowledge or competence. It requires planned self-development which embraces both personal and professional aims, and this plan should aim to accumulate a minimum of 100 units per annum (although you should aim for more). In order to do this you will need to answer the following questions:

- where am I now?
- where am I going/where should I be/where do I want to be?
- how will I get there?

This section is for your personal use and does not need to be submitted. The evidence submitted at the end should, however, indicate how successful you've been in achieving those aims.

### 3. How do I achieve 100 units?

All CPD candidates are encouraged to gain units in a variety of ways across the areas of:

- technical skills
- management skills
- sports development and sport and recreation industry awareness.

It is recognised that individuals will want to obtain their units in the areas most relevant to their current position. However, a well rounded sports professional should be aware of initiatives and developments across a range of cross-cutting issues, in order to maximise their own industry awareness.

You need to plan to achieve at least 100 units per year to have carried out sufficient professional development to achieve and maintain ISRM recognised CPD accreditation, but remember that CPD is for your own benefit and

obtaining even a few units is still worthwhile. Units awarded per area will depend on the strength of the evidence submitted and the learning outcomes.

To simplify the process we have outlined a list of examples of activities (see table overleaf) that count towards CPD accreditation and have allocated units to these activities. You are encouraged to obtain CPD units in as many areas as possible, but they must be from a minimum of two different areas, one of which must be personal and professional learning and development.

### 4. How do I claim my ISRM CPD accreditation

You can either make a written submission in December 2006 or manage your CPD activities online:

- a) Online submission – go to the secure members area at [www.isrm.co.uk](http://www.isrm.co.uk) and follow the CPD scheme link for more information. You will be able to submit to, view and edit your CPD record until the scheme closes. When you have made your final submission, you will be expected to obtain a witness verification. This could be a line manager or a colleague who has a good understanding of your role. They will need to send a short email to Trish Robinson, CPD scheme co-ordinator, verifying that the submission you have made is correct.
- b) Written submission – your completed submission of evidence form should be signed by an appropriate witness and submitted to ISRM HQ by 31 December 2006, where it will be analysed by nominated officers for approval, to determine if sufficient units have been obtained. You will be notified in due course and successful members will receive an ISRM CPD certificate and other benefits as listed earlier.

Please note that written submissions must be complete and made on the official application form (enclosed, with additional copies available for download from the secure members area of [www.isrm.co.uk](http://www.isrm.co.uk)). Incomplete submissions or submissions made not using the official application form will not be accepted.

### 5. Where can I obtain further information and advice?

Contact Trish Robinson, 01509 226476.

**Don't get left behind – start obtaining ISRM CPD scheme units now and "Gain the Competitive Edge"!**

## What you need to do next

1. Compile your own PDP at the beginning of the year, based on a SWOT analysis, and taking into account your needs and aims, as far as possible covering each of the 7 reference areas, aiming to achieve at least 100 units.
2. New applicants may find it useful to compile a full portfolio of learning evidence and qualifications, but there is no need to submit this to ISRM.
3. Compile your evidence throughout the year, perhaps in your diary or by filling in the submission form and calculating the units as you progress. Fill in the units gained in the appropriate column and total up before you return the form to ISRM.
4. It is essential that you show how the information you have gained will benefit you in the workplace, particularly trying to show new knowledge that you have acquired and how this will enhance your future performance.
5. Try to gain evidence in all of the reference areas.
6. Choose your submission method – either online at [www.isrm.co.uk](http://www.isrm.co.uk) or by written form. If the latter, complete the form neatly and professionally as presentation of forms will be taken into account.
7. Consider any advice given to you by the assessor against your 2005 submission.
8. Get your form endorsed by your line manager or a peer as unendorsed forms will not be assessed.
9. Submit your form to ISRM by 31 December 2006.

## Some important notes on completing your submission

The submission system has been designed to be as simple as is possible, however your submission undergoes a rigorous evaluation before CPD accreditation is awarded each year. Because of this, please note the following advice on making a successful submission.

### Evidence form

Your name: Jane Smith

Address: 12 London Road, Anytown, Anycounty, AB12 1ZZ

Email: janesmith@email.com

Tel: 01234 567890

Type of CPD <small>(Ref letter A-G from list)</small>	Date	Evidence	Please include a short explanation of how your evidence is being used in your work situation	Points
<b>A</b>	<b>12 Jan</b>	<i>Attended ISRM SportExcel seminar: "Best practice in swimming pool management and operation"</i>	<i>Drafted new guidance for my authority's swimming pools on monitoring bacteriological standards in the light of what I learned at the seminar. Reviewed the procedures in place for recording this information at pools across my authority.</i>	<b>25</b>

See the key on p.6

Clear statement of the nature of the activity you are detailing

Completing this column correctly is the MOST important part of the process. If you leave this blank the evidence WILL NOT count towards your CPD accreditation.

25 points claimed. Remember 100 points is the MINIMUM – keep recording, keep learning, keep developing!

Ref	Types of CPD	Examples
<b>A</b>	<b>Professional learning and development</b>	<ul style="list-style-type: none"> <li>Evidencing learning from participation at ISRM national conference</li> <li>Evidencing learning from participation at the ISRM revision seminar</li> <li>Secondment/placement to another department or organisation</li> <li>Promotion</li> <li>Completing any of the following: ISRM National Pool Plant Operators course, ISRM Spa Pool Operators course, NPLQ 7th Edition Unit 2 T/A Course, Special Event Management course.</li> </ul> <p>(50 units each)</p> <ul style="list-style-type: none"> <li>Evidencing learning from participation at ISRM regional meetings or evidence of learning/ participation/ activity within the region</li> <li>Evidence of learning from other relevant courses and seminars organised by bodies such as Youth Sport Trust, Sports Coach UK, national governing bodies, Sport England</li> <li>Evidencing learning as identified by PDP, from sources such as meetings, discussions, publications, internet, ISRM information articles, mentoring, employee development review schemes, etc.</li> <li>Evidencing learning from participation at ISRM CPD SportExcel seminars</li> <li>Completing either an ISRM Child Protection course or the Serving Disabled Customers / Respect for people training</li> </ul> <p>(25 units each)</p>
<b>B</b>	<b>Additional vocational activities and responsibilities</b>	<ul style="list-style-type: none"> <li>ISRM examiner/marker</li> <li>NVQ assessor</li> <li>ISRM regional executive member</li> <li>Advisory or consultancy roles</li> <li>Arbitration or expert witness</li> <li>Voluntary work</li> <li>ISRM Trustee</li> <li>ISRM National Strategy Forum or working party membership</li> </ul> <p>(10 units each)</p>
<b>C</b>	<b>Meetings, working groups and panels (at work or external organisations) both formal and informal</b>	<ul style="list-style-type: none"> <li>Special working groups e.g. ISRM Technical Information Forum</li> <li>External verification or moderation visits</li> <li>Delivering presentations</li> <li>Participating in discussions and debates</li> </ul> <p>(10 units each)</p>
<b>D</b>	<b>Research publications and presentations</b>	<ul style="list-style-type: none"> <li>Submission of reports/articles personally written that enter the public domain, i.e. magazine articles or committee reports, evidencing knowledge of changing industry research for publications and papers</li> <li>Contributions to research</li> <li>Preparation for presentations</li> <li>Delivering ideas to public meetings</li> <li>Lecturing on careers/the profession</li> <li>Presentations to regional meetings/conferences</li> <li>Assimilation of knowledge from various texts and sources</li> </ul> <p>(25 units per article)</p>
<b>E</b>	<b>Recognised qualifications</b>	<ul style="list-style-type: none"> <li>Obtaining a new relevant higher level qualification e.g. MBA, ISRM Diploma</li> <li>Obtaining a new relevant qualification in a different specialism</li> <li>Obtaining a coaching qualification license</li> </ul> <p>(50 units each)</p>
<b>F</b>	<b>Senior colleagues and peers</b>	<ul style="list-style-type: none"> <li>Formal congratulations on achievement</li> <li>Recommendation for promotion</li> <li>Favourable appraisal</li> <li>Request to present ideas to others</li> <li>Request to manage a new project/chair a working group</li> <li>Request to deliver/write a paper or article</li> <li>Positive feedback on your leadership and abilities</li> <li>Fellowship of ISRM or valued service award</li> </ul> <p>(10 units each)</p>
<b>G</b>	<b>Personal learning and development</b>	<ul style="list-style-type: none"> <li>Achievement of a personal target or ambition, measured against the targets set out in the PDP, probably discussed with line manager, personal mentor or ISRM CPD adviser or mentor</li> <li>Use of TV, audio, multimedia, internet to acquire information</li> <li>Personal study of a specific topic</li> <li>Special project work</li> </ul> <p>(25 units each, 25 maximum)</p>

**A minimum of  
100 units per  
year is  
your target**



# Checklist for written submission

- Have you gained 100 or more units?
- Have you filled in and totalled the units column?
- Have you filled in your name and address?
- Have you had your form endorsed by a manager/peer?

If so, submit this form to ISRM at the address below. **Incomplete forms will not be accepted**

## Arch Water Products

Wheldon Road, Castleford,  
West Yorkshire WF10 2JT  
Tel: 01977 714100

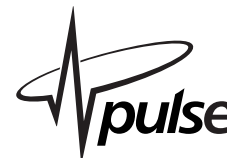
Arch Water Products appreciate the life blood of any organisation are well-trained, informed and motivated personnel, although nowadays this can be difficult for many businesses who are running just to stand still. For instance, many of today's leisure operators don't have the luxury of dedicated maintenance engineers, so the training and development of personnel in the potentially hazardous area of a pool plant room has never been so important. Arch have recognised these issues and have pioneered site specific training and best practise with their experienced technical team. The ISRM's CPD programme is a logical extension of Arch's ethos, which is to improve a person's knowledge allowing them to carry out their duties as safely as possible.



## Pulse Fitness

Bromley Centre, Bromley Road,  
Congleton, Cheshire, CW12 1PT  
Tel: 01260 294610

Pulse, the leading leisure solutions provider customizes leisure solutions through progressive, innovative thinking and expertise drawn from 25 years experience in the industry. Renowned for our concise, uncomplicated range of affordable innovative, leading edge fitness equipment, Pulse understands human resources are the key part of any good any organization. However well-trained, informed and motivated, personnel make an organization extra special and stand out from their competitors.



Working with over 2000 leisure operators and gym owners, Pulse offers basic equipment training as part of its customer service package. For many staff this is a taster of a great career in the leisure industry - what is next? What other training provision is available for staff? How could you empower yourself or other staff?

Pulse are proud to sponsor the ISRM's CPD programme, which makes every effort to improve a person's knowledge and professional development.



## The Institute of Sport and Recreation Management

Sir John Beckwith Centre for Sport, Loughborough University, Loughborough, Leics LE11 3TU

Tel: 01509 226474 | Fax: 01509 226475 | [info@isrm.co.uk](mailto:info@isrm.co.uk) | [www.isrm.co.uk](http://www.isrm.co.uk)