

The IPA CPD Standard Criteria 2024

The following 5 key criteria must be in place:

- 1) A Strategic Development Plan (submitted in June) and a Strategic Development Evaluation (submitted in January) linking training to business objectives
- 2) An induction programme for all new joiners
- 3) A thorough appraisal system, with individual appraisal dates recorded in IPA CPD Diaries **or** in-house system (must be the same method of recording as Criteria 4)
- 4) 24 hours (or pro rata) of learning and development activity completed per person, recorded in IPA CPD Diaries, **or** in-house system (must be the same method of recording as Criteria 3)
- 5) 15% of staff hold a mandatory qualification: LegRegs Certificate, Commercial Essentials Certificate, and/or Effectiveness Essentials Certificate

Things to remember

All agencies that have been in membership for a full calendar year or more are required to meet the Standard Criteria and submit evidence for CPD Accreditation annually, via their CPD Dashboard by **January 31**.

Choose **one** method of recording for Criteria 3 and 4 – they are both to be captured in either an in-house system, **or** IPA CPD diaries. If you opt to use IPA CPD diaries, you must also record appraisal dates here. You will not be able to submit until 80% of staff have logged their CPD hours **and** 80% of staff have logged an appraisal.

Maintaining CPD Accreditation is a mandatory condition of IPA membership.

Every three years, you will have a CPD Review meeting with an IPA team member, where you will be invited to run us through your CPD practices, and how you meet the CPD Standard Criteria.