

**COUNTRYSIDE MANAGEMENT ASSOCIATION**

Continuing  
Professional  
and Personal  
Development





# Continuing Professional and Personal Development

## What is Continuing Professional and Personal Development

As an Accredited Member of the CMA you are required to undertake Continuing Professional and Personal Development (known as CPPD). CPPD is the systematic maintenance and improvement of the knowledge, skills and personal qualities necessary for the execution of professional and technical responsibilities. You are likely to already be carrying out CPPD through perhaps an appraisal system, or performance review, at work, attending training courses, carrying out distance learning or attending CMA meetings. CPPD simply ensures that this development is conducted in a more structured and balanced manner.

CPPD could be described as the 'intentional maintenance and development of the knowledge and skills needed to perform professionally in your work role. This could mean honing current skills, developing them to a new level, or it could mean learning new knowledge or skills that will allow your job role to expand or prepare you for potential promotion or advancement.\*'

## What are the Benefits of Continuing Professional and Personal Development?

There are benefits for both employers and employees:

**For employers,** CPPD helps to ensure up to date, high standards throughout an organisation. It can also help an employer to grow and succeed by guaranteeing its staff have all the latest knowledge and skills to perform at the highest level. A commitment to offering CPPD opportunities can enable a culture of learning, continuous improvement and promotes a healthy working relationship with employees.

**For employees,** CPPD is the opportunity to keep your knowledge and skills up-to-date. It also ensures that the professional standard of your accreditation is maintained. CPPD can also help give you a professional 'sense of direction'. Completing any form of CPPD helps to build your confidence and credibility, allowing you to showcase the breadth of your achievements. CPPD also equips you with the necessary tools to cope positively with change. CPPD can be beneficial for your career progression and advancement or it can help you to specialise in a different area, demonstrating your flexibility and desire for continuous learning. Being able to show a record of CPPD, of varying sorts, shows a positive overall commitment to your job role.

**Most professional bodies will have CPPD requirements laid out for their members and the CMA is no different. Continuing Professional and Personal Development can include:**

### Formal or structured learning:

Training courses, paid for either by your employer or by yourself. These could be one or more days training or over a longer period, such as a college or distance learning course.

These might include:

- formal educational courses or activities;
- instructor-led practical training courses;
- self-directed study such as e-learning courses or webinars;
- refresher courses to renew a certificate, licence or 'ticket';
- attending, or leading, workshops, seminars or conferences
- formally taking on a coaching or mentoring role

## Informal learning:

- learning from colleagues or shared learning from networking
- reading about new technologies, new methods of working or legislative changes
- shadowing or assisting an experienced colleague
- insights and learning from being coached or mentored
- learning points from taking on a new responsibility, or some organisational or role change
- temporary job swaps within your organisation
- deputising or covering for colleagues
- insights and lessons learned from mistakes
- lessons learned from critical incidents or events

However, it is very much down to you to source training or learning activities that meet your personal learning needs and objectives. When completing your accreditation application, there may have been competencies that you felt unable to provide sufficient evidence for or others that you would like to become proficient at. Bear these in mind as you look for CPPD opportunities.

## CPPD Record

This refers to the process of documenting the skills and knowledge that you gain both formally and informally as you work. Your CPPD record should not be a tick box exercise nor simply adding course names and dates. The CMA encourages you to review and reflect on what you have learned by summarising the learning points on the CPPD form.

- To remain an accredited member of the CMA you need to submit, when asked, your CPPD record within the time given
- The CMA will request CPPD records from a percentage of accredited members each year
- Each accredited member will need to accumulate 50 points each year. If you accumulate more than 50 points each year, you can carry over a maximum of 10 points to the following year
- You should allocate points to your CPPD record accordingly, as set out in the form and, importantly, explain what you have learned or discovered about yourself

## What counts as CPPD for Accredited Members of the CMA?

CPPD is achieved by engaging in activities, which develop the knowledge, skills and/or personal qualities of the individual. Please see below examples of CPPD activities; some aligned specifically to the CMA.

### CMA related CPPD include:

- Serving as an active Regional Coordinator; serving on the CMA Board, National Committee or a Working Group (serving on more than one still equates to 25 points pa).....25 points per year
- Submitting a single or double page article to Ranger ..... 10 points (up to 2 per year)
- Submitting an article for a regional newsletter..... 10 points (up to 2 per year)
- One-off assistance to the CMA developing or analysing surveys, research, taking a temporary position .....15 points per activity
- Acting as a mentor to accreditation applicants .....25 points per year
- Attending a CMA Annual Conference ..... 10 points
- Running a workshop or giving a presentation at an Annual CMA Conference .....15 points
- Attending a CMA Training or Study Day ..... 5 points (up to 3 per year)
- Organising/hosting/providing training at a CMA Training/Study Day.....15 points (up to 2 per year)

## Non-CMA related CPPD activities include:

- Attending formal educational or vocational courses; self-directed distance learning / e-learning courses\* .....25 points for 5+ days  
20 points for 4 days  
15 points for 3 days  
10 points for 2 days  
5 points for 1 day
- Attending single webinars ..... 3 points each; max 21 points

**\*Please note that CPPD in transferable skills is as relevant as technical skills. Topics such as finance, communications, diversity and inclusion, management styles, grievance resolution or any other subject matter covered by the 'transferable competencies' (1-7) in the CMA Competency Framework.**

- Attending sector related conferences ..... 5 points each; max 20 points
- Reading sector journals, magazines, published articles ..... 2 points each; max 16 points
- Lecturing or addressing industry related conferences or seminars ..... 10 points each; max 30 points
- Serving on industry bodies or committees in an official capacity ..... 10 points per year
- Preparing papers/undertaking research for industry bodies ..... 10 points per activity; max 30 points
- Preparing articles for sector related journals or magazines ..... 5 points each; max 15 points
- Acting as a mentor to trainees, volunteers or work placements ..... 15 points per year
- Acting as a Green/Blue Flag Award judge – a full assessment ..... 10 points; max 30 points  
-mystery assessment ..... 2 points each; max 10 points
- Personal/alternative/other training or activity... if unsure, contact the CMA to discuss relevance and points

Other activities not outlined above might well be acceptable as CPPD. The CMA will be able to advise on relevance and the number of points which will be awarded. However, you should only count time actively engaged in CPPD and there are a number of activities, which will not count towards CPPD.

## Inadmissible Activities

- Routine work such as internal meetings and discussions
- Social activities
- Activities unrelated to your work or the industry

### How does CMA Monitor my CPPD?

To retain your accredited membership status you will need to submit a completed CPD record when this is requested. The CMA will monitor the CPPD records of a percentage of accredited members each year.

### Can I carry over points to the following year?

Yes. You can carry over a maximum of 10 points per year.

### When does my CPPD Record need to begin?

Your CPPD year begins from the date you gain your accredited status.

### **Insufficient CPPD points and/or special circumstances?**

In gaining your accreditation, you provided evidence of your knowledge, skills and behaviours at that time. For that accreditation to remain relevant, current and of value, your CPPD record demonstrates that you are positively and actively engaged in updating your knowledge, skills and behaviours. Undertaking CPPD is an integral part of your accreditation. That said, the CMA understands there can be pressures, or circumstances, that may result in required CPPD not being undertaken. Contact the CMA administration at the earliest possible opportunity, preferably in writing (email), as an agreement can hopefully be reached on the best way forward. The written response you receive should be retained for submission with your CPPD record should it be asked for.

### **Non Submission of CPPD Record and Appeals Procedure**

A percentage of CMA accredited members will be asked to submit their CPPD records each year. You will be given 6 weeks to submit your CPPD record. If the CPPD record is not received, you will be asked to give your reasons for failing to submit. Depending on the circumstances, the CMA Board will agree a way forward with you. It would be much preferred if you would contact the CMA yourself (as above) in advance of being asked to submit your CPPD record or if you are having difficulties undertaking your CPPD.

The CMA Board will not entertain the accreditation standards being lowered by non-submission of a CPPD record without reasonable justification, hence if that situation occurs, the Board may take the option of revoking your accreditation. Should that happen and you wish to regain your accreditation status at any point, you will be required to pay the appropriate fees and re-apply.



