

Active iQ

The Skills Hub



powered by

fitpro

www.activeiq.co.uk

Skills **Active iQ** hub





ACTIVE IQ SKILLS HUB

As the leading awarding organisation for the physical activity sector, we are driven to provide our employers with the highest quality qualifications, resources and services.

As part of your Annual Centre Recognition fee, your team can gain exclusive access to our new Skills Hub, powered by FitPro. The Skills Hub offers a programme of educational webinars and Continuing Professional Development (CPD) content, together with practical help to support the growth and success of your team.

James Clack
Client Services Manager



THE SKILLS HUB

The Skills Hub offers a programme of educational webinars and a comprehensive range of digital resources, together with practical help to support the growth and success of our centres and their graduates.

1

BUSINESS AND MARKETING

In partnership with Cambridge Marketing College, this marketing and communications toolkit and workbook helps approved centres take their business to the next level.



2

CHIEF MEDICAL ADVISOR

Dr Dane Vishnubala provides information on the latest medical research and policy relevant to the industry, as well as news relating to clinical exercise.



3

FUNDING AND POLICY

This area supports training providers who already deliver funding provision, or who are considering entering the world of funded delivery. It also provides information on the latest policies and processes relating to funded courses.



4

GRADUATE TOOLKIT

This toolkit is for those who have completed a fitness industry qualification. It is designed to keep them informed about the latest industry developments.



5

QUALIFICATIONS LAUNCH PAD

Approved centres can get new qualifications up and running with help from this valuable resource.



6

TEACHING AND LEARNING

The latest resources on teaching and learning techniques help support centres with their delivery and assessment.



7

CONTINUING PROFESSIONAL DEVELOPMENT

Approved centres can access FitPro's CPD offering alongside Active IQ's, opening up a range of free and paid-for short courses and content.



BUSINESS AND MARKETING



This is a unique service that helps to examine and develop your existing business model and marketing strategy, helping your business flourish.

Webinars and marketing toolkits

We have listened to feedback from our customers through our 2017 Annual Customer Feedback Survey. A recurring theme in the survey was a request for support and guidance on implementing marketing strategy and promotional activity more effectively.

We are excited to be working in collaboration with Charles Nixon from Cambridge Marketing College. We have created several webinars and marketing toolkits, accompanied by podcasts and workbooks, to help with your marketing needs and requirements.

MARKETING TOOLKIT

- » Providing you with leaflets, flyers and banners to help support your marketing activities.



PODCASTS

- » Discussing a range of marketing principles to help inform your business strategy.

PDF WORKBOOKS

- » Designed to take you through marketing principles.



WEBINARS

- » Covering marketing models and communications with an emphasis on digital marketing.
- » **Webinar 1: Guidance and Tips on Marketing**
- » **Webinar 2: Marketing Planning**
- » **Webinar 3: Communications**
- » **Webinar 4: Digital Marketing**



CHIEF MEDICAL ADVISOR



Our Chief Medical Advisor, Dr Dane Vishnubala, supports our centres, their staff and learners via webinars, podcasts, blogs and Q&A sessions. He covers a range of topics including the latest developments, guidelines and best practice in health, wellbeing and clinical exercise.

Introducing Dr Dane Vishnubala

Dane is a GP at Haxby Group in York, alongside his roles as an NHS Sport and Exercise Medicine doctor. In terms of sports medicine, Dane works with Great Britain Basketball, England Basketball, The Football Association, York City Football Club and York City Knights Rugby League team. His work is varied, but has a focus on musculoskeletal medicine and performance medicine.

Dane is the Lead Public Health England General Practitioners' Clinical Champion for Physical Activity in Yorkshire. The programme aims to teach a range of healthcare professionals about physical inactivity.

He is also the Royal College of GPs Clinical Support Fellow for Physical Activity and Lifestyle, and a British Association of Sport and Exercise Medicine executive member.

With 15 years' experience in the health and fitness industry as an exercise professional, Dane has worked with a number of providers in a consultancy capacity. He also still actively teaches a range of Active IQ qualifications. Dane holds a postgraduate Certificate in Medical Education and is the curriculum lead for the MSc in Sport and Exercise Medicine at Leeds University. He also holds lecturer positions with Leeds Beckett University and the Hull York Medical School.



@DaneVishnubala

FUNDING AND POLICY



This section of the Skills Hub keeps centres and their staff up to date on the latest funding opportunities and policy developments.

In collaboration with Beej Kaczmarczyk and e-Memoir.co.uk, we offer a series of free online webinars which help shed light on the world of funding, including the complexities of advanced learner loans, the adult education budget, and traineeships.

Introducing Beej Kaczmarczyk

Beej is well known in the education sector and has an excellent reputation for his skills as a consultant and trainer, and as an expert in education policy, management, teaching and learning, funding and finance. He has held senior management roles in schools, FE colleges and in the private sector with Network Training, Tribal Education, Sector Training and Pearson Education. In 2015, he became a director of the Learning Curve Group to establish and grow their professional development and improvement services. He is also a director of e-Memoir, a web-based CPD provider, and of White Rose Beauty Schools.

With experience of addressing large conferences, as well as delivering in-house staff development for education and training providers, he has developed a well earned reputation for engaging with a wide range of audiences with energy and humour. As one attendee said recently of Beej,

“*He puts the FUN into FUNDING!*”

GRADUATE TOOLKIT



This is a range of vlogs, blogs, podcasts and resources covering topical issues and talking points. They help learners and those working in the sector to develop their practice and grow professionally.

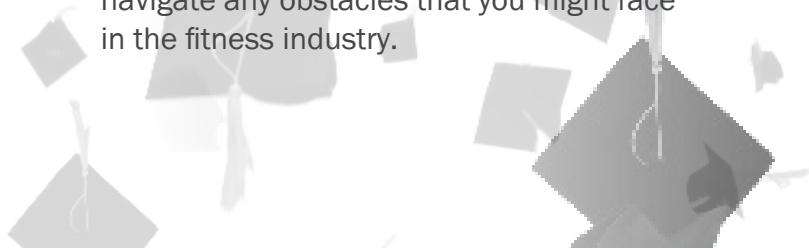
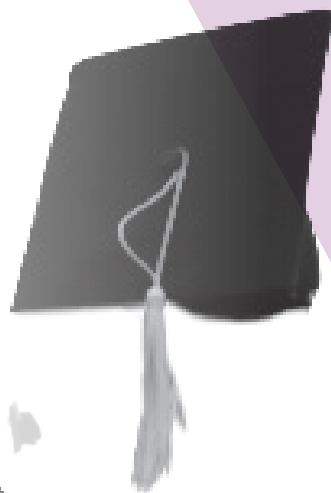
Introducing Kaja Choma

Kaja Choma is a personal trainer, TEDx speaker, and WorldSkills UK Fitness Trainer gold medallist.

After graduating with a psychology degree in 2012 and spending a number of years experimenting with different professions, she decided to reinvent her career and enter the fitness industry full-time. She believes that physical health and a clear mind are prerequisites for a successful and fulfilled life. She now combines her background in psychology and fitness to help her clients incorporate healthy habits into their busy routines and create a sustainable change.

Her areas of interest include positive psychology coaching, functional training (including kettlebells and steel mace), mobility, longevity and community health initiatives.

In her Skills Hub video series, she will be sharing her advice on how to effectively engage and motivate clients, and how to navigate any obstacles that you might face in the fitness industry.



QUALIFICATION LAUNCH PAD



This Skills Hub section provides centres and their staff with the latest information, updates, developments and resources to facilitate a swift transition from approval to delivery for new Active IQ qualifications.

Active IQ is at the forefront of developing new and exciting qualifications for the physical activity sector, and when we do, we want to ensure our centres are fully equipped to deliver them.



OVER
100
QUALIFICATIONS

TEACHING AND LEARNING



This range of tools, activities and guides enhances teaching and learning practice for centres and their staff, stimulating creativity in any teaching environment.

LINKED LEARNING Anatomy & Physiology

AGES
12 AND UP

2+
PLAYERS

5 MIN
TO LEARN

Active iQ

CONTINUING PROFESSIONAL DEVELOPMENT

CPD

New to the Skills Hub, we will be releasing a series of videos and CPD content to help support centres and their learners, starting with a free Introduction to Rig Training. Rigs are becoming more commonplace in fitness facilities, and are a great way to work with clients on a one-to-one basis or as part of small group training. With a greater emphasis on functional training within refreshed gym and personal training qualifications, this CPD covers an overview of safety considerations, coaching guidance for individuals and groups, and sample sessions for specific components of fitness, along with a range of adaptations to help facilitate programming and delivery.



LEARN MORE

The Skills Hub offers a programme of educational webinars and CPD content, together with practical help to support the growth and success of your centre and graduates.

We are excited to announce that we have now further developed this resource to include additional marketing support.

To learn more, watch the Skills Hub launch video by **James Clack**, our Client Services Manager.



For more videos, visit our YouTube channel.



ACTIVE IQ SKILLS HUB

We are delighted to be partnering with FitPro to launch the Skills Hub. This will greatly support us in fulfilling our commitment to provide our centres and their learners with continuing learning and development opportunities throughout their careers.

FitPro has an excellent reputation and audience of over 150,000 members worldwide. Its focus on the development of fitness professionals and their values closely aligns with our own, so partnering with them to bring our Skills Hub to life makes complete sense.

We look forward to working with FitPro to ensure we can keep our approved providers up to date with the most recent industry trends and policies interpreted by some of the most influential people in our industry.



Jenny Patrickson

Active IQ Managing Director

POWERED BY

fitpro

FitPro is the largest professional fitness development company in the world. It has over 150,000 members in 84 countries, and has delivered high-quality programmes, publications, products and services since its launch back in 1990. Its annual FitPro LIVE event is a weekend of education and discovery with world-class presenters and experts in specialist fields, and it also offers year-round training opportunities to every member, aiming to help them grow their knowledge and achieve greater success.

www.fitpro.com

“FitPro is delighted to have partnered with Active IQ to strengthen the knowledge of industry professionals via the new Skills Hub offering. It’s time for the entire industry to come together and recognise the need to promote and deliver appropriate continued education opportunities at an affordable price point. As leaders in fitness education, we look forward to helping deliver these valuable resources and helping to guide the next generation of fitness instructors.”

Brent Hallo

Director of FitPro



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#beginwithbetter

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