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Linked Documents/Regulatory Requirements:	Active IQ Centre Agreement Active IQ Quality Charter centre staff declaration	
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Active IQ Quality Charter

Introduction

Active IQ seeks to lead the way in providing educational products, resources and experiences of the highest standard in the sectors we serve. High quality learning and assessment can only be achieved through strong partnerships. As an approved Active IQ centre, your commitment to uphold and promote the principles outlined in this charter is a pre-requisite for full approval.

In addition, it is a requirement that declarations are gained from all staff members involved in the delivery, assessment or internal verification of Active IQ qualifications, including any new staff members as and when they come on board. Records of these signed declarations must be held by each Active IQ approved centre. Please see the Active IQ Quality Charter centre staff declaration for further details.

In doing so, all stakeholders can be fully confident that Active IQ qualifications will continue to represent health and fitness professionals of the highest quality, with employers seeking to recruit them from Active IQ approved centres.

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Scope

The Quality Charter outlines Active IQ's core values, and the mandatory professional and ethical standards required of all individuals and organisations involved in the delivery of Active IQ qualifications. Failure to adhere to the charter may result in sanctions being taken against individuals and/or organisations and could result in the termination of Active IQ approval.

As passionate champions for learning and development, and creating the education required for a highly skilled workforce across multiple sectors, Active IQ's values form the cornerstone of everything we do:

- Passion
- Integrity
- Quality
- Collaborative Partnerships

The Quality Charter

By signing adherence to this charter, you commit to the following principles at all times:

Promote and uphold: ethical standards and integrity through own professional competence and behaviour by-

- always exhibiting professional and personal integrity and honesty at all times, acting as a role model for maintaining the highest standards of ethical conduct and prioritising others needs
- establishing, maintaining and developing professional relationships based on confidence, trust and respect
- offering advice, guidance, services and support only to the level at which you are competent and qualified, openly referring onward to appropriate fellow professionals as needed
- demonstrating a willingness to accept responsibility and remain accountable for all your professional decisions and actions, welcoming evaluation of your work
- creating an organisational culture and implementing working practices that encourage integrity, inclusivity, collaborative working partnerships and ethical behaviour and conduct within safeguarding guidelines into all business operations
- supporting members of the workforce to be skilled, valued and to feel respected, enabling them to promote the welfare and best interests of individuals
- embedding commitment, passion and high performance with members of the workforce and promoting excellence in the delivery of activities and services
- demonstrating and promoting sensitivity to the customs, practices, cultural and personal beliefs of others
- being courageous and not tolerating and appropriately managing any perceived cases of harassment, discrimination, bullying or other inappropriate behaviours

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- demonstrating willingness and an ability to champion and effectively manage change, ensuring that quality is not compromised during transitions and transformations

Promote and uphold: ethical standards and integrity through professional competence and behaviour across centre staff members by-

- demonstrating and promoting sensitivity in respect of confidential centre information and individual agreements
- refraining from sharing resources and confidential assessment materials outside of the approved centre
- promptly identifying and reporting any actual or potential conflicts of interest and working diligently within the parameters set out by the relevant Head of Centre or Active IQ to mitigate the conflict

Promote and uphold: your own professional status when representing the wider industry by-

- always acting in a way that supports and upholds the reputation and values of the professional education setting, the wider health, fitness and physical activity industry, and communities beyond
- acting as a positive role model, affording respect and dignity to all fellow professionals
- embracing a culture that helps to attract and retain great people within the workforce
- complying with relevant current legislation and not encouraging, assisting or colluding with others who may be engaged in unlawful conduct, taking action as appropriate
- being mindful of the distinction between acting in a personal and professional capacity

Promote and uphold: health, safety, education and training by-

- ensuring to protect the interests of learners in connection with the delivery of qualifications
- ensuring that all tutors, assessors, quality assurance staff and others within your scope of responsibility are courteous, adequately qualified, and carry out their role with appropriate skill, care and professionalism
- providing assistance, on request, to Active IQ in carrying out any of its monitoring activities and/or with the collation of learner records to support certification claims
- operating with a keen eye to detail and being vigilant to actual or perceived cases of maladministration or malpractice, promptly reporting these to the relevant Head of Centre or Active IQ where applicable
- committing to the provision of ongoing training for yourself and your staff, actively seeking to update knowledge and improve professional skills in the context of your programme offer, and also more widely across the post-compulsory education landscape (e.g. further education and apprenticeships)

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- promoting safe working practices in relation to products and services offered, and comply with regulations prescribed by the HSE or any other legal or governmental regulations
- committing to ensuring the health and welfare of your staff and learners at all times, and ensuring appropriate safeguarding measures are in place when required

Promote and uphold: marketing, publicity and fair trading by-

- representing all offered qualifications and training programmes fairly and honestly in all aspects of sales and marketing activity, so that the public understands fully the nature, quality and fitness for purpose of the product or services being offered in accordance with their varying needs
- ensuring that all use of social media platforms to advertise, promote or market your centre is legal, decent, honest and truthful, and meets the requirements of the Advertising Standards Authority
- engaging in proper and ethical standards when soliciting business in line with the above point, and, importantly, without making or publishing false or disparaging statements concerning a competitor or competitors' products

Promote and uphold: learners as customers by-

- ensuring that all technical and contractual advice (a centre's contractual terms and conditions) is written in plain language, and that any quotation for a programme of learning leading to an Active IQ qualification, or general price lists and sales terms are clear, correct and do not confuse or deceive customers (learners)
- ensuring all relevant financial agreements meet the requirements of the Financial Conduct Authority, and provide information to customers (learners) accordingly of their rights under any such agreement, where appropriate
- safeguarding all confidential and personal data acquired as a result of centre/learner relationships, and do not use it for personal advantage or the benefit or detriment of third parties
- upon enrolment and payment to your centre, ensuring customers (learners) are aware of the standard terms and conditions that apply to their contract with you, including all appropriate policies and procedures such as complaints and appeals
- ensuring that all written contracts for customers (learners) are in accordance with fair trading laws, and that the terms of their contracts are honoured allowing for learner completion in line with the conditions agreed
- ensuring complaints by customers (learners) are acknowledged in accordance with Active IQ requirements, and that communication is maintained until the matter is resolved

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Your Commitment

By signing this charter, you acknowledge your responsibility to uphold these principles, ensuring Active IQ qualifications remain synonymous with excellence, integrity, and professionalism.

Name:	
Signed (centre contact):	
On behalf of (centre name):	
Date:	

Revision History

Document Number	Date	Summary of changes	Author	Approved by
AIQ00678 6	03/01/2025	Linked AIQ values and our expectations from centres- the mandatory behaviours and practices required. Also reviewed and updated in line with CIMSPA's Partner Code of Conduct	Mandie Percival	Kayleigh Lee

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